



2022
Trends
REPORT



Over the past two years, social media has become an integral part of our lives and the way we communicate. The media coverage and social media presence of Indigenous voices and communities has become even more visible in recent years. With the rise of technology, digital media allows a world of possibilities for creating and disseminating Indigenous stories through social media channels, web platforms, printed or digital materials and podcasting.

Read these insights from the 50th Parallel Public Relations team for exclusive communications tips from our experience working with Indigenous Nations.

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Reconciliation is a way of life, continuous, with no end date. It is learning from our lived experiences and understanding one another. It is creating the necessary space for us to heal. It is planting seeds of hope and respect so that our garden blooms for our children.

GOVERNOR GENERAL OF CANADA, **MARY MAY SIMON**

1

STORYTELLING WILL MATTER MORE THAN EVER

Stories matter deeper than ever and the growing calls for reconciliation with Indigenous communities bring those narratives to the forefront.

Storytelling allows Indigenous experiences to be posted across communities, countries, and even worldwide. Online storytelling gives Indigenous people more tools, flexibility and creative liberties. These storytellers are building new narratives and breaking down harmful stereotypes.

Social media posts with direct quotes, experiences or thoughts catch more attention than the same thing from a person outside the community. Stories change minds, heal hearts and nourish souls in a way that stays with someone indefinitely. This type of communication builds trust and empowers the audience to unify for subsequent purposes.



Source: [Te'mexw Treaty Association social media](#). Te'mexw Treaty Association (TTA) is a non-profit society formed of five Coast Salish Nations – Beecher Bay (SC'IA/NEW), Malahat, Snaw-Naw-As, Songhees and T'Sou-ke.



AUDIO CONTENT CONTINUES TO BLOOM

Indigenous peoples' oral tradition to share stories and pass knowledge through generations takes on a new form through podcasts. Podcasts developed and hosted by Indigenous people aim to reclaim oral tradition and celebrate stories told from an Indigenous perspective.



More than 74% of businesses are planning to invest in audio-only content in the next year.

HOOTSUITE'S 2022 SOCIAL MEDIA TRENDS SURVEY

Audio can be incorporated with visuals to create an engaging and educational experience. Incorporating audio into your post increases the accessibility of your content, allowing people with visual impairments or limited with their reading capabilities access to the information. By improving accessibility in your work, you build a more direct connection with your audience and decrease barriers to information.



Source: [Te'tuxwtun project social media campaign](#). Snuneymuxw First Nation, BC Housing, the City of Nanaimo and Nanaimo Ladysmith Public Schools – collectively known as the Knowledge Partners – have come together to develop the properties known as the Te'tuxwtun Project.

3.

VIDEO CONTENT TO TAKE CENTER STAGE

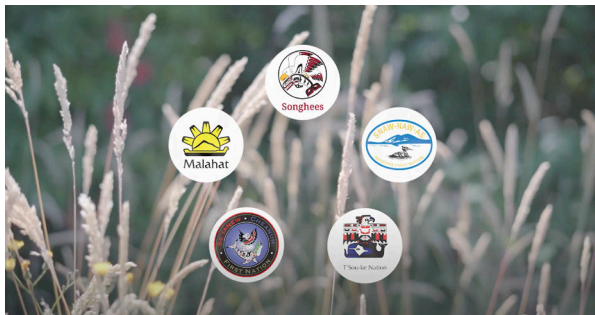
Looking into 2022 and beyond, video content is perhaps the most engaging form of content. Both long and short form content can quickly grab users' attention and keep them hooked to the screen. Here are some examples.



[DEVA Training & Staffing Solutions Video](#)

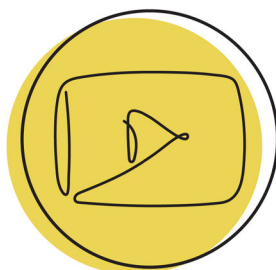
Videos are effective tools for internal use within a Nation as well as for external organizations such as DEVA Training and Staffing Solutions that have the aim of equipping and supporting Indigenous communities or individuals. Videos are a powerful way to communicate a message concisely and dynamically, reaching the target audience in an approachable way.

Through these efforts, the culture of First Nations can be captured and preserved in a captivating way. From throat singers to rug tufters to history lessons and knowledge from Elders, with new social platforms, we see more and more Indigenous creators using videos to share on IG Stories, Reels, and TikTok.



[We Are The Te'mexw Treaty Association Video](#)

Video content can strengthen Indigenous identities by visually showcasing heritage, hearing voiceover of traditional language and providing a wider opportunity for learning. Video productions can positively represent Indigenous people and raise cultural visibility. This kind of content has the power to convey significant meaning as an indicator of cultural and societal change.



4

PRINTED MATERIALS AND MAILOUTS AS A TRUSTWORTHY FORMAT



Print is a legacy format and will continue to be an effective communication tool for Indigenous communities. Mailed printed materials are highly accessible and engaging with all ages. They deliver timely information that is hard to understand through the official language. Some materials can include high-quality pieces full of evergreen content that will be useful for years to come. This format is helpful during the pandemic to inform those who may not be tech-savvy or prefer to have a handy copy.



Gwa'sala-'Nakwaxda'xw Nations (GNN) Printed Materials. GNN amalgamates two tribes: the Gwa'sala people who lived around Smith Inlet and the surrounding islands, and the 'Nakwaxda'xw people who inhabited Seymour Inlet and its surrounding islands. Members are committed to preserving their distinct culture, language, and traditions.



Te'mexw Times Printed Newsletter

Based on the 50th experience, newsletters can also recap the treaty negotiations process, Aboriginal rights and title, lands, and resources updates. This series helps to assert presence and reliability among the audience.

One ongoing material we create with the Te'mexw Treaty Association (TTA) is the Te'mexw Times, a quarterly newsletter that gets mailed to members. This newsletter is designed to educate and inspire members about the future of their Nation as it relates to the ratification of a final treaty agreement.

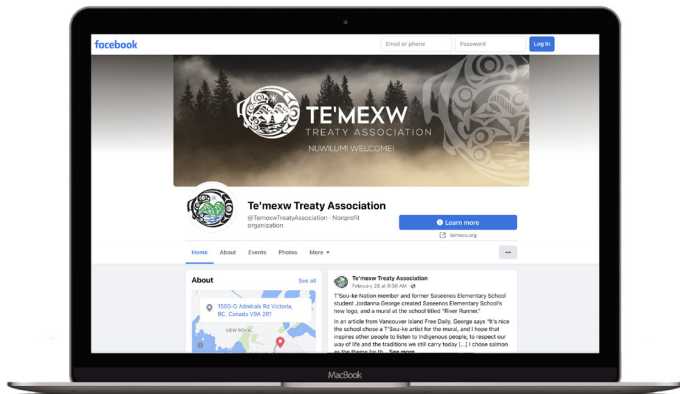
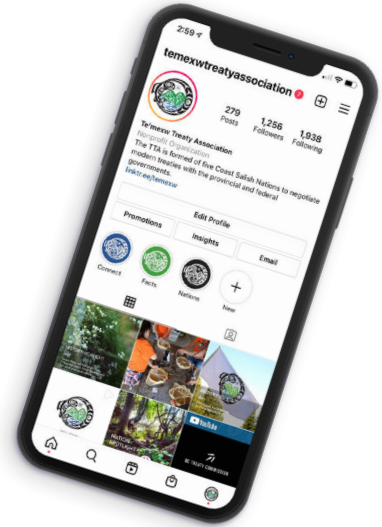
Additionally, newsletters can be used as a tool for connection through high-quality photography, design and interactive elements like games. By creating these materials, we also ensure that the knowledge and information are shared digitally so that moments in the community are collected, preserved and accessible to future generations.

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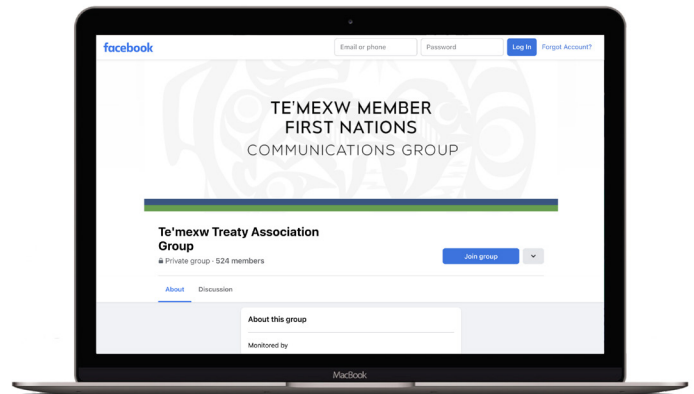
SOCIAL MEDIA COMMUNITIES WILL CONTINUE TO INCREASE

Social media has traditionally been a place for people to connect with their social networks and share photos and videos. However, for the Nations, it is much more valuable to have an audience of engaged members rather than a high number of followers.

For Indigenous communities, inner circle interactions have always been essential in building relationships and credibility. If you're working with Indigenous communities, make sure that you have set up channels for both - public access and private access for members only.

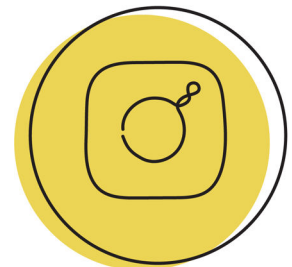


Te'mexw Treaty Association Public Facebook Page



Te'mexw Treaty Association Private Facebook Group

These private groups are beneficial in providing community announcements, carrying out discussions, celebrating the community and sharing personalized content that members will love.





INFLUENCER MARKETING WILL GET MORE IMPETUS

Social media influence is often used to sell products, promote brands, and boost the careers of content creators. But a growing group of Indigenous creators are redefining what it means to be an Instagram or TikTok influencer, leveraging the popular platform to share their culture and inspire youth.



Many people trusted influencers more than brands during the pandemic.

HOOTSUITE'S 2022 SOCIAL MEDIA TRENDS SURVEY

That instinctive trust is why influencer marketing is a solid avenue to explore in 2022.



Indigenous Influencers often use their Instagram, TikTok or YouTube platforms as the first-rate stage of Indigenous music, dance, community, and art. Through their creative work, they are promoting their culture, educating settlers, strengthening Indigenous community bonds, and uplifting other young creators in the process.

These influencers hope their audiences take and amplify the lessons from their videos and spread the word about Indigenous culture:

Autumn Peltier – @autumn.peltier

Notorious Cree – @notoriouscree

Sage Paul – @sagepaul

Jade – @jadethemighty

Tara Houska – @zhaabowekwe

Shayla Oulette Stonechild – @shayla0h

Larissa Crawford – @larissa_speaks

Brett Mooswa – @brettstoise

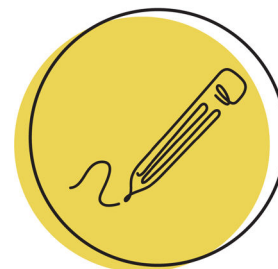
Shina Novalinga – @shinanova

Isabelle Chapadeau – @isapadeau

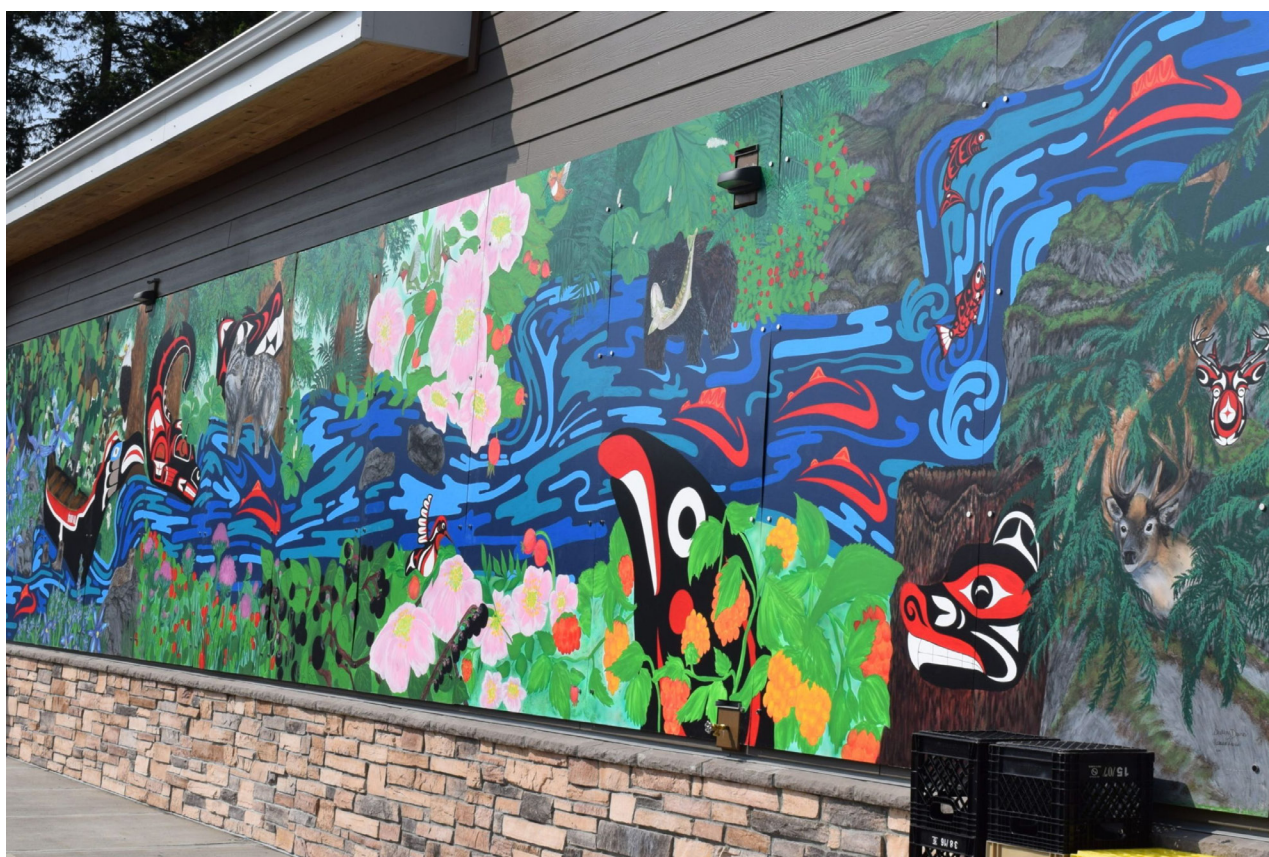
Michelle Chubb – @indigenous_baddie

7.

SHARING INDIGENOUS VISUALS THROUGH THE DESIGN LENS



Design elements and specific art styles can be an essential means of engaging with knowledge of past and present culture and experience.



Source: T'Sou-ke Nation mother-daughter painters Natassia and Shelley Davies created stunning murals showcasing plants and animals that are indigenous to the area. This artwork can be found at the Shell gas station/Tim Hortons in Sooke.

At 50th, we have the honour to work with many First Nations and communities across the island. We prioritize amplifying Indigenous voices and talent, wherever possible. Incorporating the stories and culture of Indigenous people is important to us. While working through the design process with Indigenous clients, it's helpful to partner with other artists that understand what a particular colour or symbol means for their Nation. This design process happens naturally and creates an authentic, unique, alluring finished product.

WHAT'S NEXT

These are some insights that 50th witnessed in the communications landscape among Indigenous communities in 2021. We value and appreciate being welcomed into communities because reconciliation is not just a word for us, it's the essence of the work we do. By taking advantage of these tips, you can stay ahead of your engagement, connections and growth.

It's important to remember that the communications field is dynamic, constantly changing and challenging to predict. What has worked in the past isn't guaranteed to produce identical results. However, with these suggestions as a framework for your upcoming deliverables, we're excited to see your platforms grow, as you try out these strategies with reconciliation at the forefront.



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