



MOOSE HIDE  
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## TikTok as activism



Featuring Tia Wood, Shina and Caroline Novalinga and Theland Kicknosway

### Introduction

The purpose of our TikTok workshop is to show youth how activism has evolved over time. For the first time in history everyone has the ability to be seen by millions of people around the world and have their message heard.

TikTok is full of videos from cute dogs to fashion design but it is also home to a new movement that has taken the world by storm – Indigenous TikTok.

Indigenous TikTok has formed its own community of Indigenous people and strong allies creating videos that incorporate Indigenous humour, culture, and awareness of Indigenous issues and Canada's dark history.

For the first time people from around the world are receiving first hand Indigenous education from Indigenous people! TikTok has been life changing for organizations and people who want to spread awareness, showcase their culture, and connect with the world in a time when personal connection is so low due to Covid.

Within this workshop we will hear from three successful Indigenous TikTokers who have blown up on the app for their cultural sharing and advocacy. In each of these interviews there will be discussion questions and pauses during the clips for activities and sharing.

# Discussion Questions

## Before Viewing

- 1 What are some of your favorite videos on TikTok? What are the themes?
  - 2 Have you ever learned something new from TikTok about a culture different from yours?
  - 3 How much do you know about Indigenous people and Indigenous issues and history in Canada?
  - 4 Did you learn this knowledge from Indigenous people?
  - 5 What does activism mean to you? What does it look like?
  - 6 What is something you are passionate about? (Could be anything – cleaning plastic and garbage from the ocean, helping endangered animals, helping developing countries with food or medication, etc.)
- What is something you can do to teach others about that passion? Or to make a difference?

1 Were there any common themes amongst all of the guest speakers and their advice to youth or their life journeys?

2 Is there anything in our world that you care strongly about changing?  
a. How important do you think it is to have passion?

3 Did these workshops change your view on TikTok and the app's uses?

4 Everyone can do something to make the world a better place. The moose hide pin is a concrete example of how you can spread awareness and help protect Indigenous women and children. For every pin worn roughly 10 people will ask you about the pin and give you the chance to spread awareness – how would this theory work if every moose hide pin wearer posted about it on social media?

5 Do you feel like anyone has the ability to make a difference and help the world become a better place?

6 Do you think the majority of youth are using social media to spread good and powerful messages?  
• Has the use of social media and your views on what to use social media for changed?

## Post Viewing

## Suggested Follow-up Activities

- 1 Follow Shina Nova's tutorial and learn to throat sing!
- 2 Any of your students who have TikTok, Instagram, Facebook, etc. are welcome to create signs or posters displaying a fact about the Moose Hide Campaign or about the violence against Indigenous women and children (see a fact sheet listed at the end of this document) and create a post. Follow our TikTok samples to create a pass the moose hide TikTok or create your own creative post to help spread awareness! Use our hashtag #moosehidecampaignday
- 3 Spread positivity! Create a positive affirmations board in your school. You can do this by using a display board either in your classroom or hallway and giving every student a sticky note. Each student writes a positive affirmation on their sticky note and together you fill the board. Example – you are worthy, you are heard, you are smart!
- 4 Talk! Have a sharing circle where each participant gets to voice their opinion and thoughts on the workshop, what they learned, what they enjoyed, etc. This gives youth a chance to deescalate their feelings and talk through their emotions.
- 5 Incorporate a research project on a BIPOC role model! This could be done as an artistic collage where students include pictures of the person and pictures of things relatable to the person or includes a drawing of the person. You could also do this as a 'facebook' profile where students include a photo and some points about the person's life and achievements. Post them around the school to make your school more inclusive. Remember that it might be life changing to a BIPOC youth to see people from their culture and ethnicity being held in high regard.

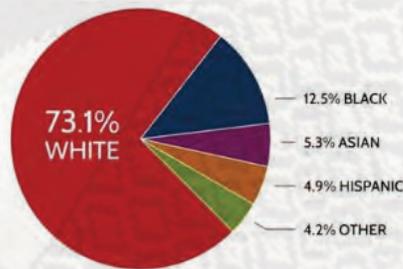


# Discussion Questions

Each TikTok interview has different discussion questions relating to the guest speaker and conversation. These discussion questions are embedded into the video and you will be instructed to pause and answer the discussion questions or complete the group activity. You have the option of continuing to play the video and skipping these if you feel they are not appropriate or do not fit into your time frame. The questions embedded in the videos are listed below.

## Tia Wood Interview Discussion Questions

- We welcome all our participants to make a list of role models or inspirational people in the media. They can be actors, musicians, YouTubers, and of course, TikTokers!
  - After the list is created take some time to analyze your list. Are any of the people listed Indigenous? Are they mostly men or women? Is there diversity?
- Below is data from researcher at the University of Southern California. The data comes from 700 top grossing films from 2007 to 2014.



- Does this data surprise you? Does your list match this chart?
- Do you think the lack of diversity on screen has an affect on how society views non-white people and our knowledge of other cultures?
- In the films or TV series that you can think of with BIPOC (Black, Indigenous or People of Colour) people – are they portrayed accurately and in a good way? Does the film or TV show play into any stereotypes?
- Put yourself in Tia’s shoes. How would you feel never seeing any people who look like you or come from your culture on TV? And how would you feel if every time you saw an Indigenous person on TV they were stereotyped or portrayed inaccurately?

# Discussion Questions

## The Land Kicknosway Interview Discussion Questions

• The moose hide pin is a symbol to raise awareness of the high rates of violence against Indigenous women and children.

We estimate that for every person who wears a moose hide pin 10 people will ask what it means. You are taking the first step in concrete action by wearing the pin and helping spread awareness as well as pledging to live nonviolently and to stand up against violence. If a friend, relative or stranger ask you about the pin, what are some things you can tell them to help them understand its purpose? Create a point form script with 3-5 points about what the moose hide pin means to you.

## Shina Novalinga Interview Discussion Questions

- Why do you think Shina and Caroline's throat singing videos became so popular and went viral?
- As a class try to follow the tutorial and learn to throat sing for yourself! If you have TikTok, Shina welcomes you to duet her video and show off your skills. (This is a video tutorial).
- Do you feel safe in your country? Community? School?
  - o What makes you feel safe or unsafe?
  - o Do you think everyone feels the same way?
  - o Do you think some people feel safer than others?
  - o What factors might contribute to how safe a person feels? (Can be anything! Example-having an alarm system on a house, locking your doors, not being alone)

## Some MMIWG2S+ and domestic violence facts:

These facts can help in your TikTok creations! You can use them to help spread awareness. In our sample TikToks we use a poster with the information written but you can also choose to speak them, sing them, scream them, and any other way you can think of to share the information and make people aware of the high rates of violence against Indigenous women and children.



Native Women's Association of Canada (NWAC) has gathered information about 582 cases of missing and murdered Indigenous women and girls. Of these:

67% are murder cases (death as the result of homicide or negligence);

20% are cases of missing women or girls;

4% are cases of suspicious death—deaths regarded as natural or accidental by police, but considered suspicious by family or community members;

9% are cases where the nature of the case is unknown—it is unclear whether the woman was murdered, is missing or died in suspicious circumstances.

**Indigenous women are almost three times more likely to be killed by a stranger than non-Indigenous women.**

This information was gathered by the Native Women's Council of Canada. You can find additional facts and research by following these links:

[Fact Sheet Missing and Murdered Aboriginal Women and Girls](#)

[MMIWG Missing and Murdered Indigenous Women and Girls and Ending Violence](#)

