

MIXTE TIPS

Guide to positive and culturally appropriate GIFing

Wait! Are you about to embed your favorite GIF into an email as a funny way to respond to your colleague? Before you hit send, please take a moment to ensure your GIF is sending the right message and not accidentally reinforcing a stereotype or perpetuating anti-Black behavior.

Important Questions to Ask Yourself Before Sending a GIF

1. Does this GIF represent how you would talk or write?

The text that appears on the GIF, or the words that would have been said if the GIF had volume, might feature a style that only some people should use. The text might also be harmful in intention.

2. Does this GIF reinforce a stereotype or demean a person or community's culture?

3. Given who the sender and the recipient are, could this GIF be misinterpreted?

4. Do you know the context of how, why and when this GIF was created?

Understanding the scenario in which this GIF was created is necessary to uncover background information that can be culturally affirming or damaging.

5. Are you choosing to send or post this GIF because it features exaggerated emotions or expressions?

The history of blackface is based on minstrel performances featuring exaggerated emotions and experiences of Black people for the purpose of making fun of them.

Learn more about digital Blackface:

Articles:

[What Is Digital Blackface? \(Hint: You Might Accidentally Be Guilty of It\)](#)

[We Need to Talk About Digital Blackface in Reaction GIFs](#)

[There's a Big Difference Between Cultural Appreciation and Appropriation — Here's Why It Matters](#)

Podcasts:

[NYT - The 1916 Project - Episode 3: The Birth of American Music](#)

[NPR - From Blackface to Blackfishing](#)