

## 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](#)