

MEDIA RELEASE 31 MAY 2023

TikTok bans Aboriginal Elder from sharing Indigenous language, culture and her message of kindness and inclusion during National Reconciliation Week.

Having already been acknowledged as a LinkedIn Top Voice due to the quality and popularity of her content, Aunty Munya Andrews, an Aboriginal Elder, Author and co-Director of Evolve Communities, decided to reach out to a younger audience and share her Ask Aunty videos on TikTok.

Within a few weeks, Ask Aunty @evolvecommunities, had attracted nearly 5,000 followers and the videos sharing Aboriginal language and culture, had attracted tens of thousands of views.

One user commented that Aunty Munya's content was "the most wholesome thing on TikTok" and She's On The Money host, Victoria Devine, declared "You are TikTok's Aunty now!"

So it was a surprise when Aunty Munya went to access the popular app two weeks ago only to discover that her account was permanently banned without warning. No emails or explanation has been received from TikTok prior to the ban or since, despite having submitted several inquiries via TikTok's feedback portal.

With this week being National Reconciliation Week, the timing couldn't be worse. Aunty Munya had been looking forward to sharing information about Reconciliation and How To Be A Voice but it seems her voice has been silenced by TikTok.

"I am extremely upset as I've been told when people try to access the account they get a message to say I have been banned due to multiple violations of TikTok's community guidelines, which I'm certain isn't true," said Aunty Munya.

"My content is purely educational, non-judgemental, and comes from my desire to bring Indigenous and non-Indigenous people closer together."

"The TikTok audience gave me such a warm reception and asked great questions. I was really enjoying connecting with everyone."

"I just want the opportunity to speak with someone from TikTok, to find out what went wrong so I can continue sharing my cultural knowledge with their members," she explained.

ENDS

Aunty Munya Andrews is an Aboriginal Elder, Barrister, Author and co-director of Evolve Communities, Australia's trusted authority for Indigenous cultural awareness and Ally training. Their big ten year goal is to inspire ten million Allies to create a kinder, more inclusive Australia.

For further information, and to arrange an interview with Aunty Munya, contact Maria Raines, Marketing Manager, Evolve Communities, maria@evolves.com.au, 0426 967 10

MEDIA RESOURCES AVAILABLE HERE