WHAT WE'LL DISCUSS

About Wood Library
What is TikTok?
Why TikTok?
Connecting with your community
Creating Content
Let's make a TikTok!
IMPORTANT REMINDER

WE ARE ALL AWESOME

By attending this presentation you will hopefully have some great information to apply back to the social media platforms you have, even if you don't join TikTok!
MEET WOOD LIBRARY

SERVICE SIZE
26,000 in Canandaigua

STAFF SIZE
• 30
  ○ 8 full time
  ○ 4 librarians
  ○ 23 part time

SOCIAL MEDIA
• Facebook (2008)
• YouTube (2008)
• Twitter (2011)
• Instagram (2014)
• TikTok (2020)

LOCATION
Main St
Short videos up to 60 seconds that can be created within the app itself.

Users can also do some minor editing, add different effects or filters, and music to videos.

Videos can have hashtags and a caption.

The app has a For You page (FYP) and a Following page. The FYP is a curated selection of videos that appear based on the videos you like or interact with. Following shows videos from the accounts you follow.
THE LINGO

**FYP**
For you page

**I'M ON _____ TOK**
The videos you mostly see on your FYP

**CONTENT CREATOR**
Someone who makes videos on TikTok for money

**CREATOR FUND**
A program through TikTok where Content Creators make money depending on how many views their videos get
Why We Joined TikTok

March 2020
Wanted to connect to teens on the platform they were using

Make Them Smile
Make the teens laugh with (and at) you

Sharing Information
Creating book videos and important library updates during the pandemic
HOW TO CONNECT WITH YOUR COMMUNITY

POPULAR HASHTAGS
Tagging your videos make them appear on the FYP

FIND A FEW OF YOUR TEENS
Or community members then scroll through their following lists, follow the names of the students/teens you recognize

SHARE VIDEOS TO OTHER PLATFORMS
Upload videos to other platforms. The watermark shows that your library is on TikTok.
REPOSTING TO INSTAGRAM
REPOSTING TO INSTAGRAM

REELS
TikTok of Instagram, video uploads up to 20 sec
I G T V
Videos over 60 seconds
HOW TO CREATE CONTENT
AND NOT HAVE IT TAKE OVER YOUR JOB
DIFFERENT TYPES OF CONTENT

DUETS

A video where you are splitting the screen and reacting to a video.
DIFFERENT TYPES OF CONTENT

STITCH

Using a portion of another creator's video then recording your thoughts.

What's one thing that people say in your profession?
Different videos or actions gain popularity over a few weeks. Could be a dance, action, or the use of a sound.
DIGITAL BOOKLIST

Using Canva or movie editing software, create a slideshow of books.

DIFFERENT TYPES OF CONTENT
DIFFERENT TYPES OF CONTENT

CRAFT

When recording for a craft program, speed it up and cut it down to 1 minute!
HOW-TO: DUET & STITCH
**HOW-TO: VIDEO TIPS**

- **Timer**: Allows you to select where you want the audio to stop and gives you a 3 second or 10 second timer before it begins recording.

- **Add sounds or music here!**

- **You can also upload pre-recorded videos**
HOW-TO: CREATING BOOKLISTS & MORE

Canva

Google

effects

and save sounds
THINGS TO CONSIDER

LANGUAGE
Listen to the audio you have chosen multiple times if you're scanning for strong language.

APPROPRIATION
Some trends that take off on TikTok shouldn't necessarily be done by everyone.

WATCHING OTHER VIDEOS
If you find a sound you want to use, click on it and scroll through a few of the top videos to make sure it isn't tied to anything inappropriate.

LOOKING FOR AUDIO?
Scroll through the hashtags you plan on attaching to your video, you can often find appropriate audio by seeing what others post!
LETS 'TOK

SAVE SOUNDS!
USE TIMER
ADD TEXT FOR ACCESSIBILITY
THINGS TO REMEMBER

HAVE FUN

INVOLVE STAFF

INVOLVE THE COMMUNITY
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