TikTok

Link to digital tool	https://www.tiktok.com/about?lang=en
Level of knowledge	intermediate
Learning objectives	LO1: Be able to create, design and implement relevant contents (non-conventional city tours) through relevant channels. LO2: Be familiar with the concepts, tools, and strategies of gamification and storytelling, and apply them to content creation. LO3: Identify and use different communication strategies according to the specific engagement target.
Linked to module	3, 4, 5

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Description of the tool	**TikTok** is a video-sharing social network. We know it as a free app for sharing short-form videos that allows users to create and share videos of up to 3 minutes on any topic. The TikTok app offers users a wide selection of sounds and song snippets, along with the option to add special effects and filters. There is also an option to add videos created on your phone directly to the platform. TikTok users can create a variety of videos ranging from challenge and dance videos to magic tricks and funny videos. There are plenty of tutorials available online on how to get the most out of TikTok, and users can easily find them simply by googling "TikTok tutorials", or by searching on dedicated blogs, on Youtube or on the official platform itself.
How to use the tool as part of the course	For our purpose of Storytelling and Engagement of the public, Tiktok can be considered a powerful channel to share virtual urban tours.

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	For Storytelling
	To get the most out of it, and according to our purpose of creating a virtual urban tour, the suggestion is to create a dedicated profile.
	1) First of all, you have to choose **what kind of story you want to tell** and **how you want to tell it.**
	You can do that following different approaches. According to the learning objectives of Module 3, here we will list two of the most efficient pathways to consider prior to opening your dedicated account on TikTok:
	- **case a)** The story of a "user/ profile" that explores/travels/works in different locations and creates video contents about each of them. Technically an account based on this type of narrative will become a profile that will collect different video tours about different locations.

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- **case b)** The story of a "place/community". In this case, the story will lead to creating a profile dedicated to and focused on a specific location, where you will collect short videos focused on different related subtopics. Technically the whole profile will be a virtual tour and each video content will be a chapter of this tour.

2) Once you have chosen what kind of narrative your profile will have, let's **create one for free**. To do so, you can download the app on your smartphone, open it and follow the guided procedure. After that you can easily start to create video content by clicking on the + icon at the bottom of your screen.

3) Whether you choose the suggested narrative or a different one, **you can organise the videos in your profile through playlists** or you can pin some contents to be highlighted. To do so you may need to activate some "creator features" on your account. It is possible that depending on the country you are registered in, the requirements to activate those features may slightly change. Along the way, you will

	have all the information to proceed on your profile settings (three lines on your profile page). In general, the requirements are: Set your account as a "creator profile" in the settings, age requirements (may vary according to country), consistency of posting, consistency of visualisations, and a minimum of 1,000 followers. **For Engagement** Once you have your profile live, the main suggestions are to stay updated on trends and to produce content that is relevant to your purpose (virtual urban tours), while at the same time keeping it current with trends on the platform. **To stay current with trends on Tiktok**, you have different elements to keep in mind and use, such as: 1) **Hashtags** to be incorporated in your captions:

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- To find the most popular ones, go on the section "explore" or "discover" and click on those with the highest number on the side. If you enjoy them, you can save them among your favourites or directly start using them on your next video by clicking on "use this hashtag".

2) **Audio tracks that are popular:**

- Just as for the hashtags, you can find popular audio tracks in the "discover" section.
- Another way to find popular audio tracks is from the home page. While you are watching content, you can look at the audio track on the bottom left side of the screen: if there is an arrow going up next to the name of the track, that means that the visualisations of that track are growing as a trend.
- If there is no arrow, click on the name or icon of the audio track, and you will be able to see the number of visualisations for content created on that track. The higher the number you see, the

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higher the chances that if you use that audio track in your video, the content will engage more users.

3) **Special effects or filters** that are popular:

- As for the previous points, you can find popular effects or filters in the "discover" section.
- Another way to find out popular filters is from the home page. While you are watching content, you can see if any filter or effect has been used because a tag with the name of the effect will be shown on top of the caption of the video. If you click on the effect, you will be able to see the number of visualisations for content created with that effect. The higher the number you see, the higher the chances that if you incorporate that element in your content, it will engage more users.

4) Popular **video formats**:

- You can find popular formats in the "discover" section by exploring the trends.

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	● You can also explore your home page on the section "chosen for you", where the most current contents in terms of new trends are usually located. 5) On top of that, **remember to include in your content both voiceover and written texts**, in order to be inclusive for people with auditive or visual disparities and to engage the wider public. You should think to include as often as possible: ● An engaging headline to catch the attention of the viewer at the beginning of your video content (technically a **hook**). ● A **call to action** to engage other users to take action at the end of the video. Here, you can get creative. You can invite them to follow your account for more tours, or to comment below the video and share their opinions, ideas, suggestions, etc. You can also invite them to share their videos using a specific hashtag, engage them in Q&A sessions inviting them to ask you questions to which you will reply with videos, and more.