

#LibraryTikTok

Libraries Take Over TikTok!

INTRO

INSPO

TIKTOK & THE LIBRARY

OUR EXPERIENCES

Q&A

TIKTOK 101

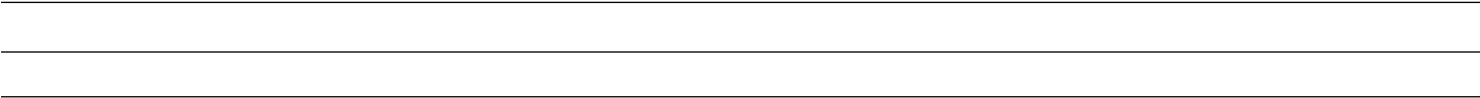
LET'S MAKE A TIKTOK

Storm Kopitsch
Zoe Guettler
Fowlerville District Library

One-star Review
Guess Who

Zoe Storm

Prezi



Introduction

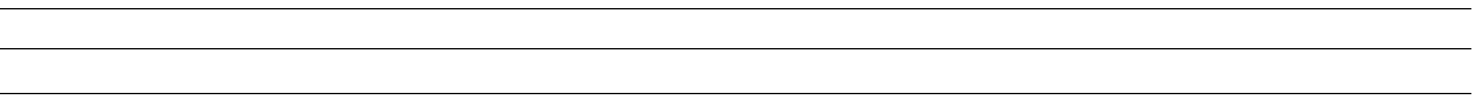
https://www.tiktok.com/@fowlervillelibrary/video/7051945900531060016?is_from_webapp=1&sender_device=pc&web_id=7032334263745546085

@fowlervillelibrary

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Zoe Guettler
Library Assistant
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Prezi



TikTok 101

Yay!

Equipment:

- Phone (camera capabilities)
- TikTok App
- Light-ring Tripod (optional)

Get Fancy: Transitions

Familiarize Yourself:

- Sounds
- Text
- Filters
- Effects
- Trends

What Makes A Video Great:

- Lighting
- Visuals (Can they read the cover, etc?)
- Creativity
- People willing to make a fool of themselves



How can libraries use TikTok?



- **Recommendations**
 - Reply to comments asking for recs
- **Promoting programs and services**
 - Summer Reading
 - Library of Things
- **Engaging the community**
 - Get to know staff members
- **Informing the public of modern library life**
 - MLIS Degree
 - Day of a Librarian
- **Proving how awesome libraries are!**
 - Fight the Hollywood stereotype



Experiences

Zoe Guettler:



- does not have TikTok
- has been recognized in public



Storm Kopitsch:



- only staff member who had TikTok
- Theatre background
- Why TikTok?

Inspiration:

- Watching other TikTok videos
- Asking "what do people probably not know about the library?"
- Comments section
 - Want to know more about staff
 - Asking for recommendations
- Trends & trending sounds
 - "how can I put a library-spin on this?"



Question Time!



Let's Make a TikTok!

- Finishing a TikTok transition we did back in January
- No names mentioned
- Will mentioned MLA
- Will post today!

