Introduction

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TikTok 101

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

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

Get Fancy:
- Transitions

Yay!

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!