



# USING TIKTOK

TO TALK POLICY

**COURIER**

# DON'T OVERTHINK STORYTELLING

- TikTok is just another tool to tell your story
- Trends come and go; focus on constants



## 800,000 People Just Watched BuzzFeed Explode A Watermelon Live On Facebook

By Sam Gutelle  
04/08/2016



BuzzFeed is live now.  
Like This Page · 39 mins ·

Watch us explode this watermelon one rubber band at a time!

Like Comment Share

Natalio Zlat, Robyn Morris and 17K others

5,983 shares 243K comments

Kelsey Meyer 686  
Like

Jose Antonio Posos 620  
Like

Renee Eimers 625 rubber bands  
130k...  
Like

Lex Liebhaber 666  
Like 2

Tom Ardelin 631  
Like

Brandon Hillis 700  
Like

Heather Irvan 645  
Like

Michael Heather Cowell 608  
Like

Chuck Sirinurund 666  
Like

Samuel Mitchell 634  
Like

Write a comment...



## MULTIDIMENSIONAL CONTENT

- Some sort of action; exposition that can be told through video
- A process that can be illustrated (expression, graphics, clips)
- Strong characters that can offer quotes or compelling testimony
- Elicits some form of emotional reaction
- Information is complementary, not redundant
- Your message/page/brand is presented in a nonlinear format
- Audience is active: engage them directly

# EXAMPLES!

@stitchincoming

**STITCH INCOMING**

Are you a registered lobbyist?

prohibition

49.1K

1779

3204

541

abc 15 ARIZONA

Weather 52° 24° Lightning Alerts Operation Safe Roads Things to Do Investigations Health Issues Report Earth

Smart Storage Let Us Know CWAF Arizona Contact

Goodly "It saves patients so much money." Mark M., Physician Assistant

NEWS LOCAL NEWS INVESTIGATIONS

**Arizona Empowerment Scholarships: What \$304 million bought**

AZ's universal voucher program... from tuition to trampoline parks

Watch ABC15 Sports Extra Saturday Nights After College Football


Last year the Arizona voucher program cost us 304 million dollars

2936

304

149

155



## **BEYOND “BEGINNING,” “MIDDLE,” AND “END”**

- Break it down into constituent parts
- Who are the main characters in your story?
- What is the event or situation? What is the context?
- When is it happening? Now? Future? Past historical context?
- Where is it happening? Different parts of the nation or world?
- Why is it happening? What different elements led to the problem?
- How did it happen? How do we fix it?
- Understanding these parts will help you decide what media are necessary to tell your story

# EXAMPLES!





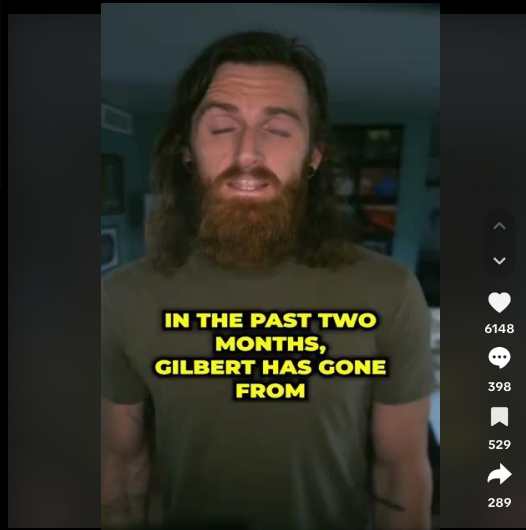
## SIX CONTENT LANES

1. Update Me – the classic news brief
2. Keep me on trend – “What’s trending right now?”
3. Give me perspective – What are the different perspectives on a given topic?
4. Educate Me – Teach me something (i.e. History or Science Lessons)
5. Inspire me – Inspirational stories
6. Divert Me – Funny or shocking videos

# EXAMPLES!



A screenshot of a TikTok video. The main content shows a young man with brown hair wearing a light-colored suit jacket and a dark tie, sitting at a desk. In the background, another person is partially visible. The video has a caption that reads "My life changed on December 30th, 2022." Below the video, there is a blue banner with white text that says "huckles; prohibited weapons" and "ommittee". To the right of the video, the TikTok interface shows engagement metrics: 234.2K likes, 1402 comments, 15K shares, and 2598 reposts.



A screenshot of a TikTok video. The main content shows a man with long brown hair and a full beard, wearing a dark t-shirt. He has his eyes closed and a slight smile. The video has a yellow text overlay that reads "IN THE PAST TWO MONTHS, GILBERT HAS GONE FROM". To the right of the video, the TikTok interface shows engagement metrics: 6148 likes, 398 comments, 529 shares, and 289 reposts.



A screenshot of a TikTok video. The main content shows a large crowd of people gathered outdoors in front of a building. A white truck with a large open back is visible, and people are standing around it. The video has a text overlay that reads "Abortion ballot measure gathered over 800k signatures". The TikTok handle "@coppercourier" is visible in the top right corner.



A screenshot of a tweet from Tiffany Drastic (@PDXEleven). The tweet text reads "Actual footage of everyone watching tonight: #PresidentialDebate2024". Below the tweet, there is a video player with a black header containing the text "Trump" and "America". The video shows two men on a golf course; one is in the foreground, and the other is in the background. The TikTok handle "@coppercourier" is visible in the bottom right corner.

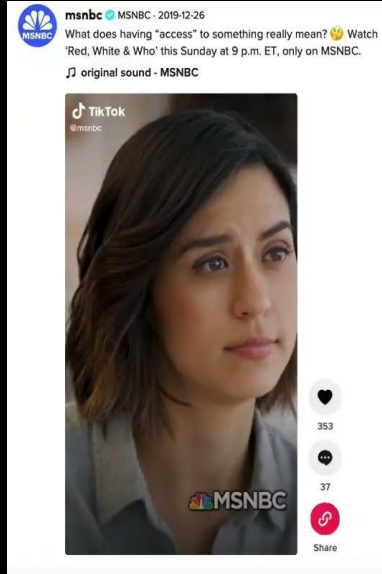




## TECHNICAL CHECKLIST

1. At least :60, less than 3 min.
2. Cut out pauses, breathing, filler words
3. Don't bury the lede!
4. Decent lighting and audio (clear image, clear sound)
5. Jarring visual change in first two seconds; after that, every five
6. Script it out informally, make bullet points, use a teleprompter
7. Your audience will reflect your presenter

# (GOOD AND BAD) EXAMPLES!



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# Questions



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