

Exercise option 1 brief

You have been tasked to create your very own TikTok video to inform younger people and students of the risks around vaping.

Its time to get creative, think about trends, sounds, filters and themes that you have seen on TikTok or social media recently. What do you enjoy watching?

Your video will need to be aimed at young people which means the content needs to be appropriate for this audience. Think about your language, tone and information you're sharing.

The video should not be more than 60 seconds long.

Here is a brief guide on how to create a TikTok video:

Bottom left is your effects, you can search through trending effects as well as any others TikTok have.

Bottom right is where you can access your camera roll to upload images and videos if you would prefer to film on your phone camera first.

Along the right side of the screen is your filming tools. You can flip the camera, change speed of the video, add filters, add a camera timer if you want to record your video directly on the TikTok app and not through your phone camera.

Once you are happy with your recording you can press the tick in the bottom right of the screen.



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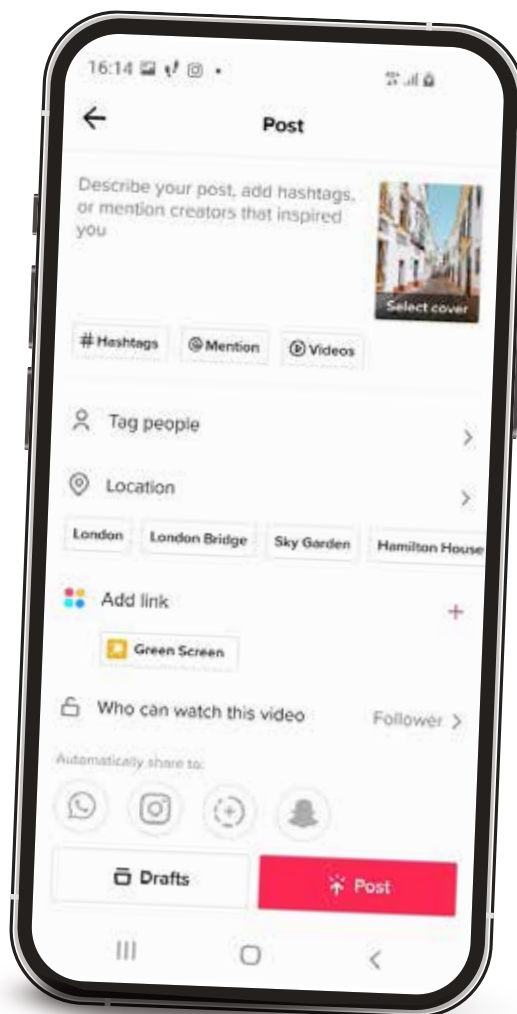
You can now edit the video with the edit tools on the right side of the screen. You can add sounds by clicking the add sound button on the top of the screen. When you are happy with this, press the **“NEXT”** button



This is your final stage before making your video live.

Here you can add your video caption, try and keep this short and sweet. You can also add hashtags, tag other people and share to other social media accounts. Popular hashtags tend to include **“#fyp, #foryou,”** however check for other tags that are also trending currently and hashtags that are specific to what your video is about.

You can also change your privacy settings for the video, between public, followers and **“only me”**. This determines who sees the video.



The final step is to post!