TEEN TIKTOK TAKEOVER

A GUIDE TO TIKTOK LIBRARY PROGRAMMING

Program description:

Teen Tiktok Takeover will be an ongoing program for teens at the public library. The program will ask the teens to create Tiktoks inspired by the library's collection, spaces, technology, programs, or resources as a way of inviting new teens to the library and marketing the already existing teen programming. By allowing the teens to "takeover" the space and TikTok, the program promotes peer communication, direction, and artistic vision. Utilizing the free and public arena of TikTok will hopefully reach teens who are scrolling but not entering the library. This is an opportunity to share resources held at the library and promotes the library as a space that is adapting to the needs and interests of younger people, through reaching them where they already are.

TIKTOK-IFICATION OF THE LIBRARY

program objectives:

- To create polished TikToks that center the library and its resources.
- Provide space for teens to create, pitch, and direct a vision for their own TikTok.
- Recognize the various ways that teens interact with each other and with the library on online social platforms.
- Attempt to promote the library's teen space and programming from teens who already attend and utilize the resources and programming.

rationale:

This program recognizes the power in meeting teens where they are – even if that is on TikTok. By allowing the teens to have creative freedom over the general concepts and direction of the TikTok, we also allow for the teens to have a space for creative thinking and problem solving. They will get to juggle audio, visual, and thematic concepts for their videos, which also requires video editing skills. This program allows for great insight into the positive effects of the library on the teen's lives, especially what they deem to be working well for them within the library.

THIS PROGRAM IS INTENDED FOR TEENS AGES FOURTEEN TO EIGHTEEN. THEY WILL DIVIDE INTO THEIR OWN GROUPS (UNLESS WE DETERMINE THIS TO BE NOT WORKING, IN WHICH CASE WE MAY ASSIGN OR PUT A LIMIT TO GROUPS).

This program will follow much of the same structure as a tween or teen night. Teen TikTok Takeover will be run by the teen specialist or teen librarian, with the help of another staff member (two if necessary). The program will be run the same as any other teen night and should be staffed according to the library's typical needs.

A program room will need to be booked beforehand to go over the direction and general idea for each TikTok. The teens will be able to move throughout the library as their TikTok and artistic direction requires. Due to this, the program should run on evenings which are typically quieter, as they may need to film within the stacks, throughout the computer space, or elsewhere deemed necessary.

Teen TikTok Takeover will require that up to 10 iPads be available for use. The teens may have their own smart devices that they choose to use over the provided tablets, but each group must be allotted their own device.

Teens will have access to the entire library when filming their videos. We will still book a program room as a space for planning of the TikToks, debriefing, and as a general space for the content creation. The teens will roam the library to find the perfect set for their video. There should be a discussion regarding noise in the library before the teens head off into the library to create their TikToks.

proposed budget:

This program will rely entirely on resources available within the library presently (such as iPads). TikTok is a free platform and is open to use for anyone. There will be no required funding for this program specifically, but will most likely utilize snacks already purchased and available at the library as a way to attract more teens to the program.

We will allot $30.00 for extra snacks for the program night.

evaluation methods:

This program relies on communication and relationship building with the teens in attendance. We will focus primarily on the feedback that is given through informal conversation with those in attendance, and will leave a dedicated time at the end of the program to openly discuss the successes and possible short comings of the program.

further readings:

Arata, H. (2022). For teens, by teens: TikTok time. Programming librarian: A website of the American Library Association Public Programs Office.
https://programminglibrarian.org/articles/teens-teens-tiktok-time

Kelley, L. (2022). Librarians are meeting younger readers where they are: TikTok. The New York Times.
https://www.nytimes.com/2022/12/30/books/l

Oshawa Public Library – Teen Reviews