TikTok Challenge

The goal of this assignment is to develop a short video (<1min) intended for the social media platform TikTok that effectively communicates your research. Although the intent is to create a TikTok, you may use whatever recording device and software you are comfortable with as long as you employ the principles of science communication with a social media setting in mind. The video will be assessed for how well it applies science communication principles to communicate your team’s proposed research project to the general public.

Important rules and guidelines to follow:
1. Please do not post your videos to your social media accounts publicly without your instructor’s permission. Use the platform to create your video and post the video with the setting “Who can watch this video” set to “Only me” and download the video to your device for submission.
2. Please follow all Binghamton University social media guidelines (https://www.binghamton.edu/communications-and-marketing/media-public-relations/social-media/guidelines.html).
3. If you need to use a personal electronic device in the laboratory, get instructor permission first, and please follow all laboratory safety regulations and more specific laboratory safety regulations for use of personal devices when recording inside the laboratory.

| TikTok Challenge Rubric |
|-------------------------|
| Rule #1 Know your audience (Setting) |
| Considers setting and location, in this case TikTok or other social media platforms. Makes use of setting’s current trends, hashtags, stickers, captions, audio, etc. to reach a wider audience. |
| 3 | 2 | 1 |
| Rule #2 Focus on the message and get to the point (Timing) |
| Successfully communicates the science in 30 seconds or less. Shows project understanding by explaining in appropriate depth to go. Well-structured narrative that builds from broad to narrow. Clear, direct message. |
| 3 | 2 | 1 |
| Rule #3 Know the message (Effective) |
| Conveys the message in an effective manner through creative delivery, credibility (facts), novelty (why ideas are innovative), relevance (connects with audience), and emphasis (appropriately redundant and connected). |
| 3 | 2 | 1 |
| Rule #4 Make your science meaningful (Memorable) |
| Memorable takeaway message. Audience will remember your message through personal relevance, anecdotes, hashtags, staggering statistics, and other hooks. |
| 3 | 2 | 1 |

General Instructions
1 minute or less. Rules and guidelines followed. Submitted to Brightspace and Google Drive with appropriate video format and file naming.

Developed with science communication principles from:
Brown I, Cox R, Jones M. 2019. The Art of Scientific Storytelling: The What, When, and How of Communicating Your Science Story. 2019 Annual Biomedical Research Conference for Minority Students, Anaheim, CA.