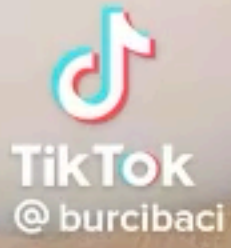


# Short-Form Video

**TikTok's future is uncertain,  
but the format is alive and well**

Me to the fruit flies which  
spontaneously appear in my  
house



# About Me

**THE SPOKESMAN-REVIEW**

**GANNETT**



**TEXAS**  
HIGHWAYS



PODCAST: THE BIG STORY PODCAST

## The Big Story: Is The Clock Ticking On TikTok?



By [Sarah Sluis](#)

Thursday, March 30th, 2023 – 10:16 am

[World](#) > [Asia](#) > [China](#) | 23 March 2023

## Is the clock ticking for TikTok?

US policymakers are turning their attention to TikTok following the Chinese spy balloon debacle.

By **Katie Stallard**

# The clock is ticking on TikTok

BY TARA D. SONENSHINE, OPINION CONTRIBUTOR - 03/22/23 2:00 PM ET

f SHARE

## Opinion: Clock ticking in state and nation for Chinese video platform Tik Tok?

March 24, 2023 at 6:01 p.m.

by [Clint Cooper](#)

Forbes

FORBES > INNOVATION > SOCIAL MEDIA

## The Clock Is Ticking For TikTok – Senate Unanimously Approved Ban On Government Devices

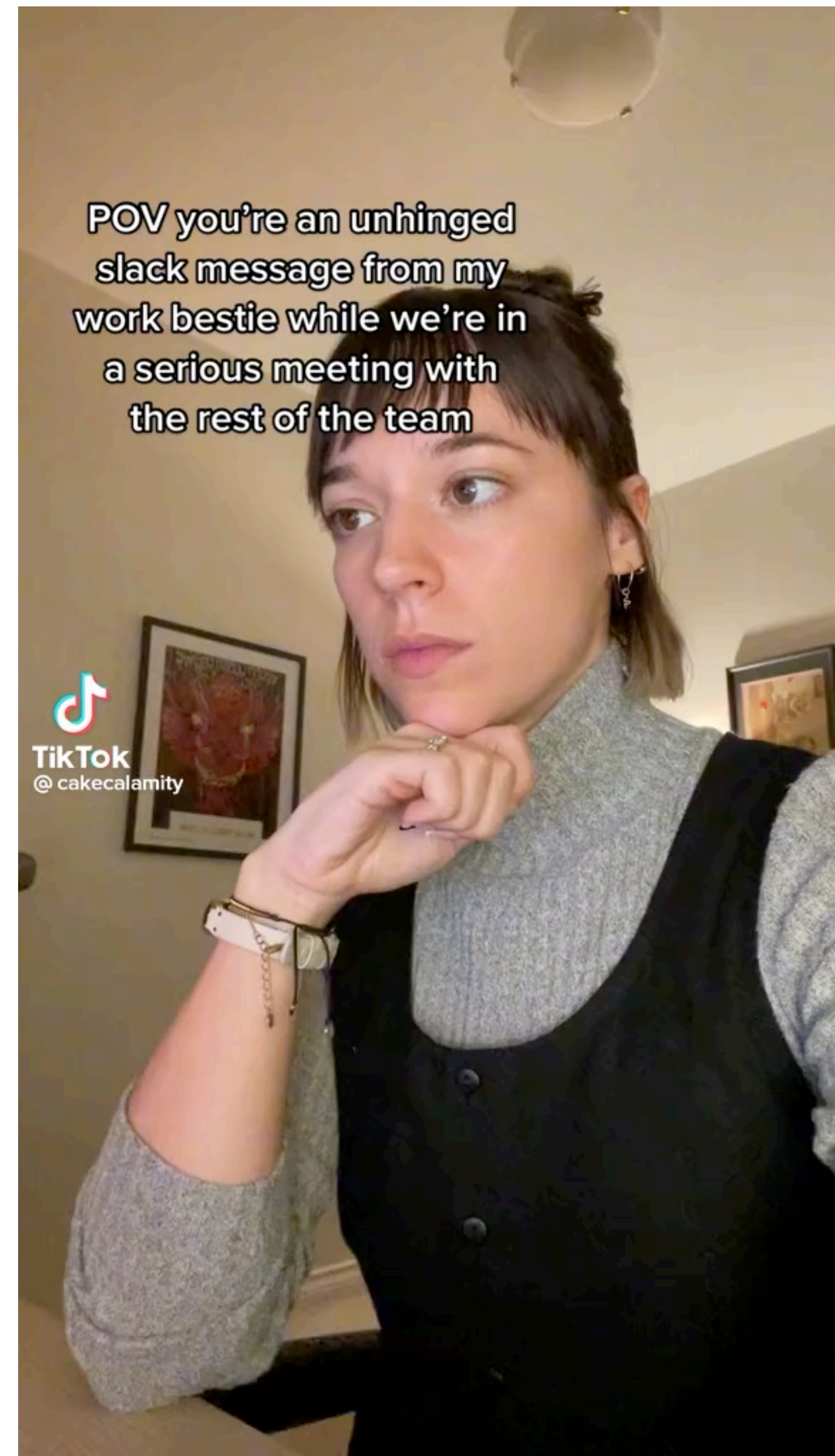
Peter Suciū Contributor

Dec 15, 2022, 02:10pm EST

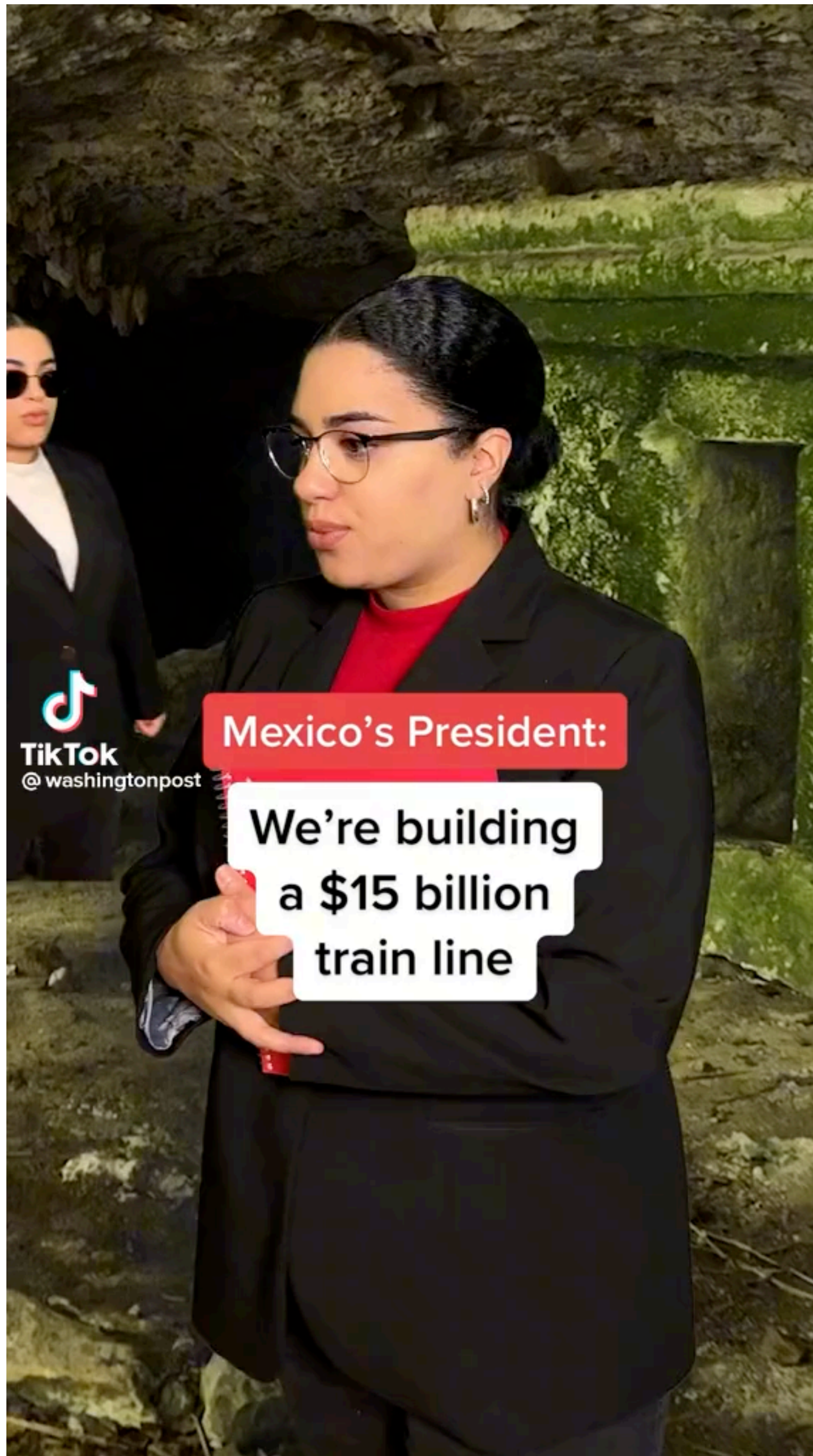
# Today's Session

## Watching TikTok on the Job

- How news organizations (large and small) are using short-form video
- What we can learn from influencer marketing
- Editing and content tips to help short-form video be seen in ~ the algorithm ~



**Case Study:**  
*The Washington Post*



TikTok  
@ washingtonpost

Mexico's President:

We're building  
a \$15 billion  
train line

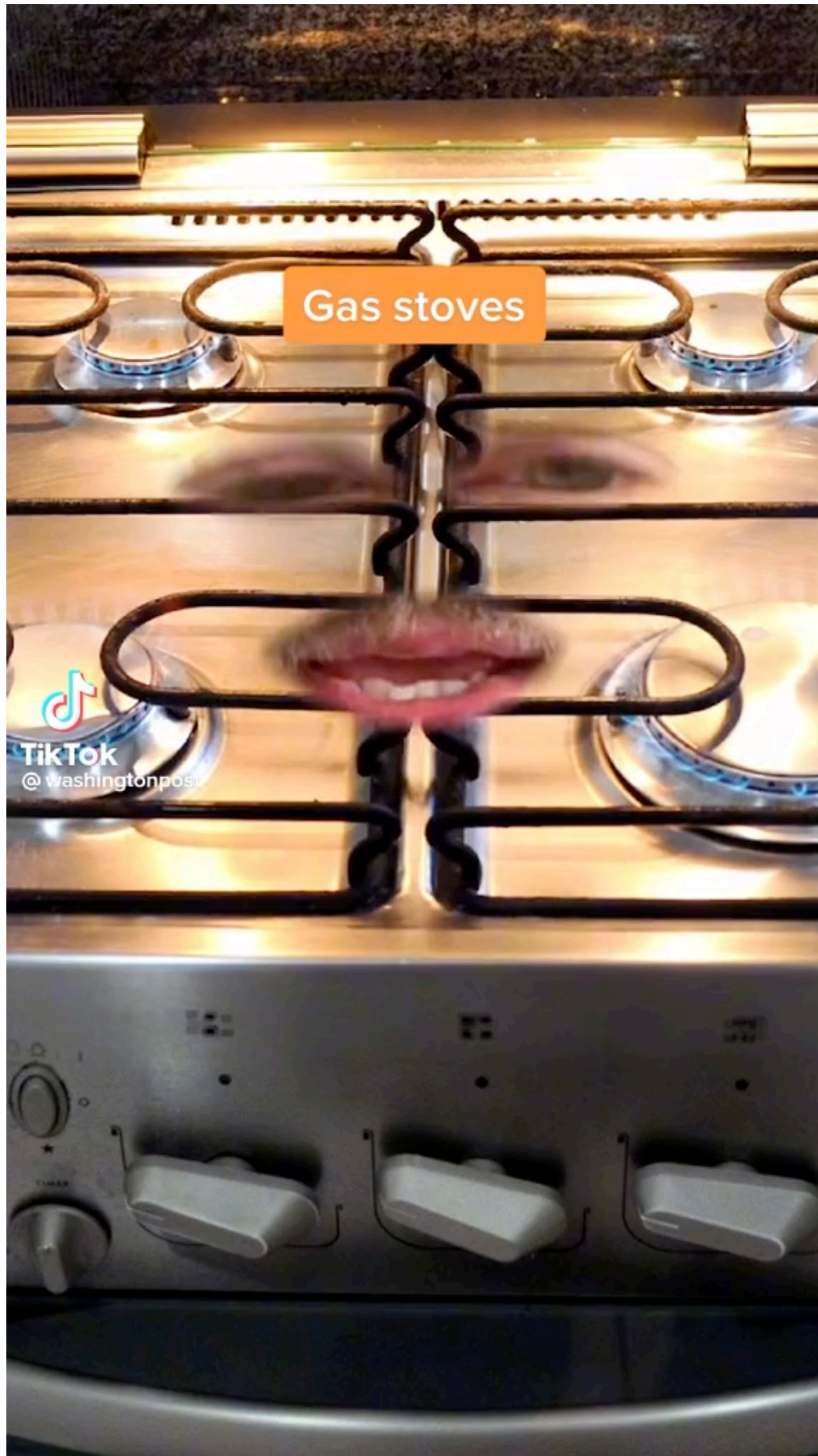


Early this morning

Earthquake kills  
more than 2,300

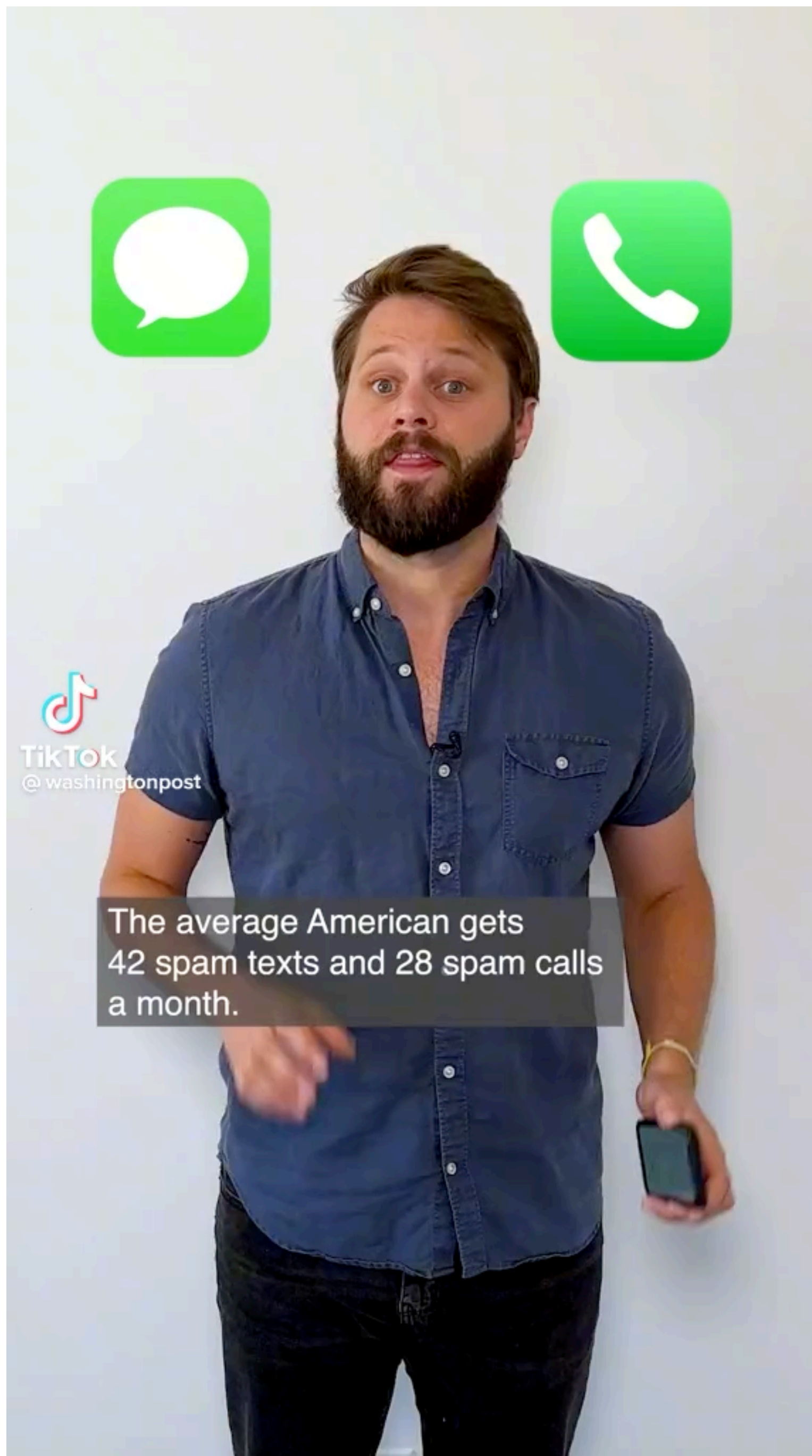
TikTok  
@ washingtonpost





Gas stoves

TikTok  
@washingtonpost



TikTok  
@washingtonpost

The average American gets  
42 spam texts and 28 spam calls  
a month.

# Washington Post

- Early adopter of TikTok
- Excellent blend of humor, trends, and serious
- Frequent posts
- Good refer back to web content, comments used for additional context



**washingtonpost** ✓

We are a newspaper.

Follow

5 Following 1.6M Followers 74M Likes

✉ Email us [tiktok@washpost.com](mailto:tiktok@washpost.com)

📌 Watch the full TikTok testimony here

🔗 [www.youtube.com/watch?v=...](https://www.youtube.com/watch?v=...)

# Case Study:

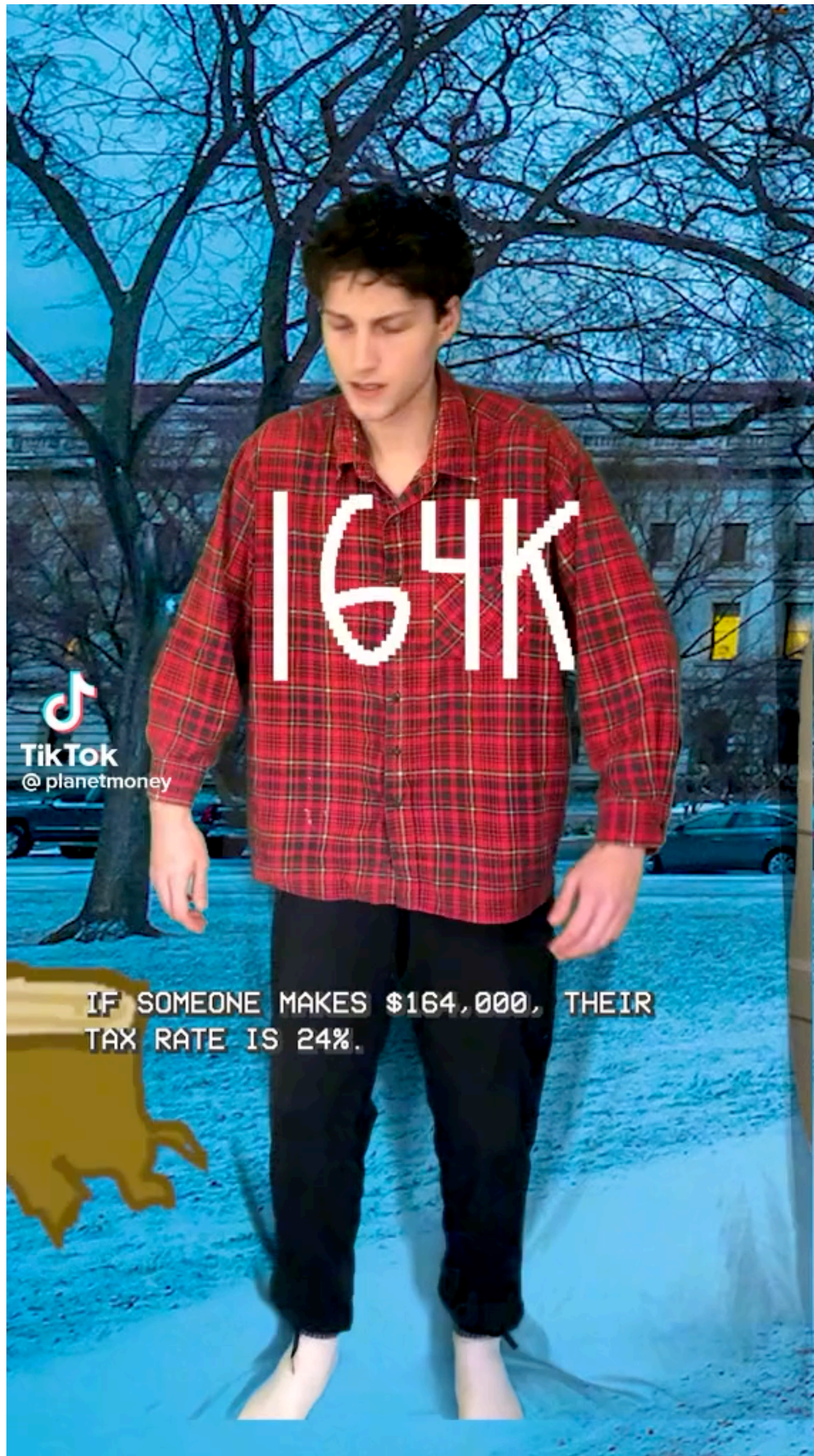


Planet Money



  
TikTok  
@planetmoney

SO I ATE A BUNCH OF ROCKS, BUT I  
DON'T HAVE INSURANCE.



  
TikTok  
@planetmoney

IF SOMEONE MAKES \$164,000, THEIR  
TAX RATE IS 24%.

# Planet Money

- Extremely approachable, consistent style
- Well-done video editing that is unusual for most short-form
- Explanatory, longer-form posts
- Less frequent posting
- Single host



**planetmoney** ✓

planetmoney

Follow

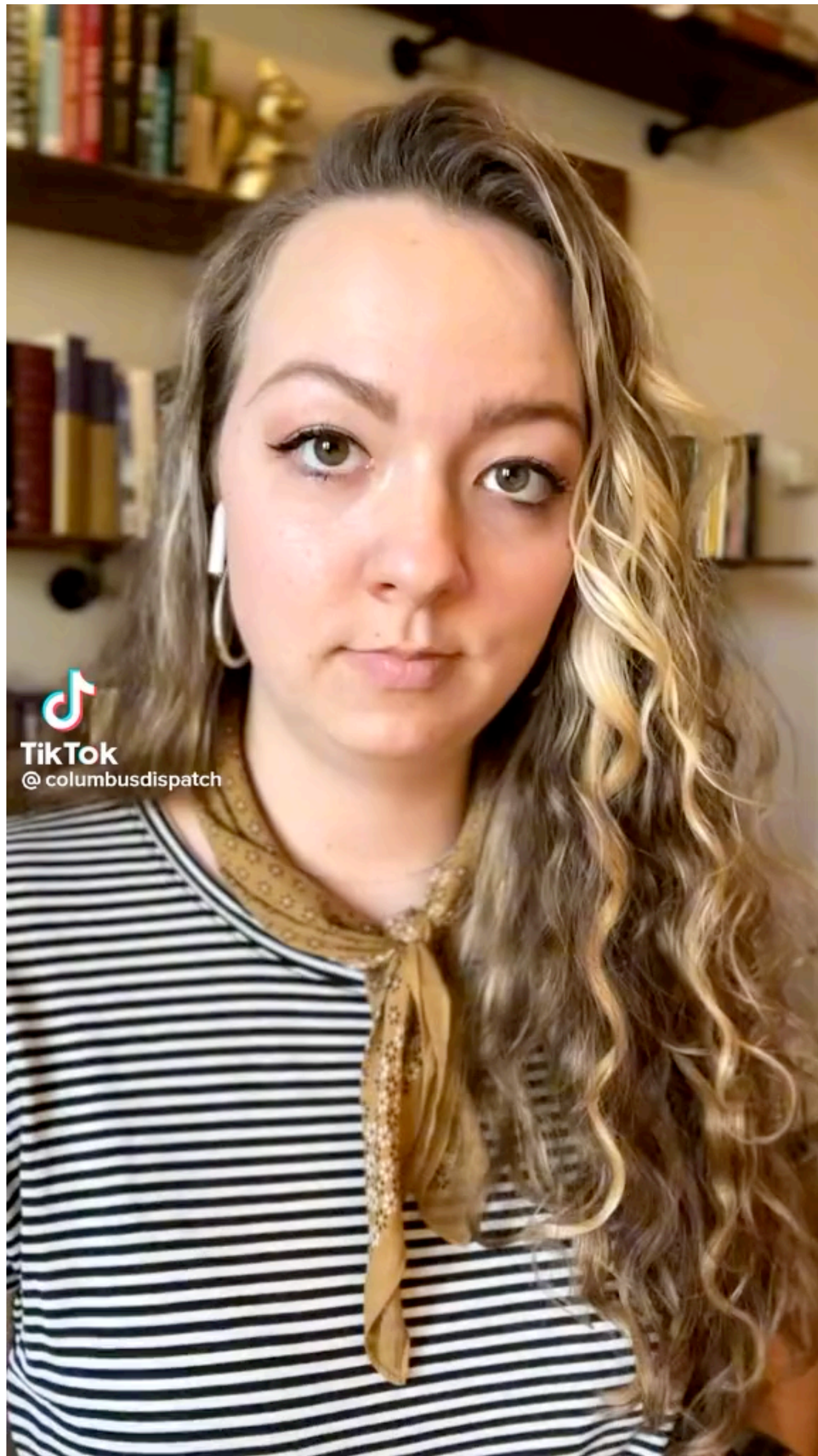
11 Following 757.7K Followers 14M Likes

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[npr.org/planetmoney](https://npr.org/planetmoney)

**Case Study:**  
**The Columbus Dispatch**







TikTok  
@columbusdispatch

**Laura Bischoff**  
**Gannett Ohio bureau**

TikTok

@columbusdispatch



TikTok

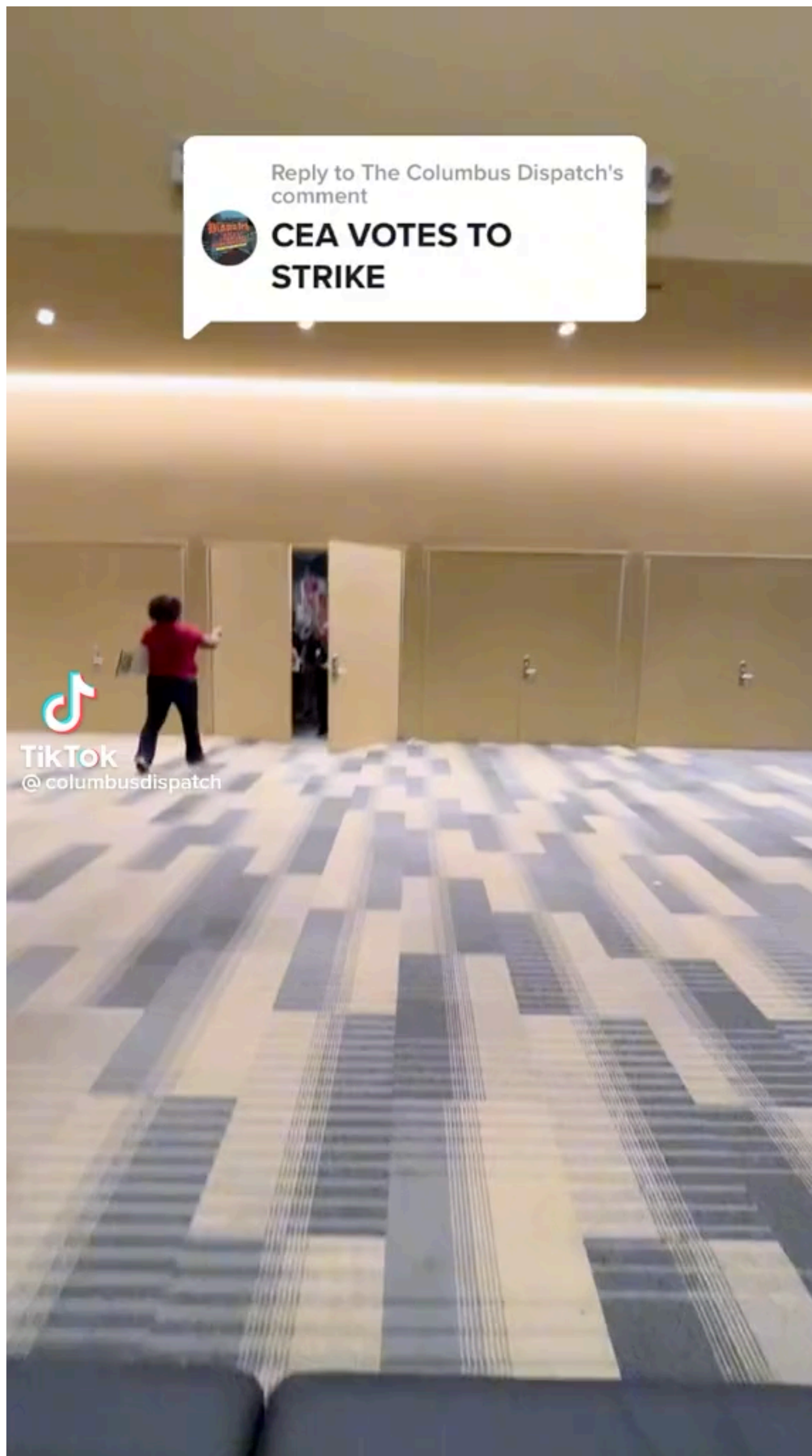
@fivefootphotog

# The Columbus Dispatch

SUNDAY, OCTOBER 16, 2022 | DISPATCH.COM

BOY SCOUTS

'When you're  
of emotions.'



Reply to The Columbus Dispatch's comment  
**CEA VOTES TO STRIKE**

TikTok  
@columbusdispatch

94.4k views  
11.1k likes  
543 comments  
117 saves  
882 shares

# Columbus Dispatch

- Excellent variety of video types
- Use of the platform 'makes sense'
- Good engagement with the audience in comments
- At times, a platform for simply breaking news



**columbusdispatch**

The Columbus Dispatch

Follow

338 Following 7629 Followers 55.2K Likes

Ohio's Greatest Home Newspaper on TikTok since 2022

[Ink.bio/columbusdispatch](https://www.ink.bio/columbusdispatch)

# Common Threads

**Pick a schtick and stick to it**

# Common Threads

- Engaging variety of content types
- “In tune” with the platform: self-referential jokes
- Fairly high production quality
- Specialized, niche topics: no “here’s today’s news”
- Sound matters
- Use a host





**Can you re-use video?**

# Possibly

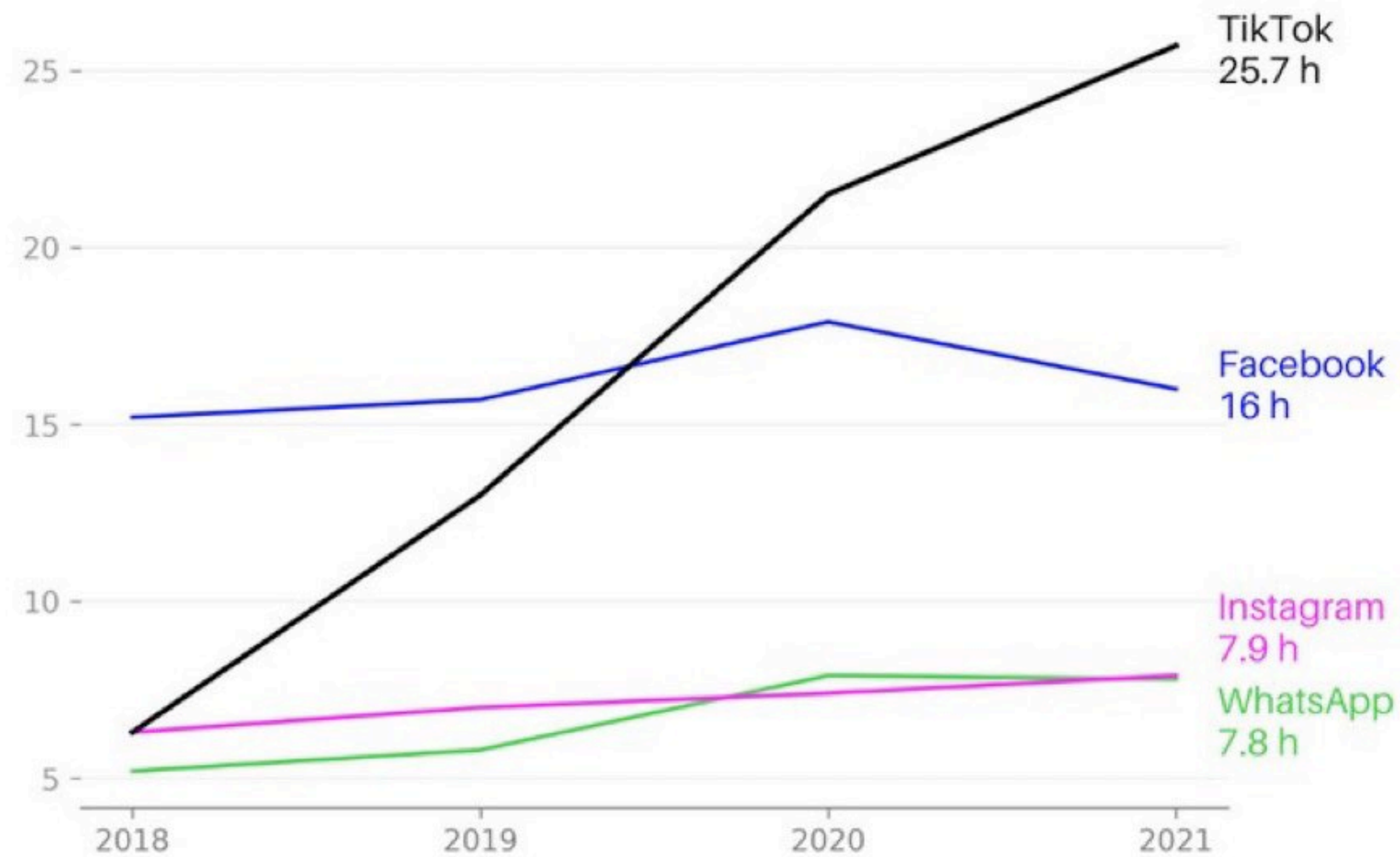
- Keep the video in the same style as other popular short-form: engaging host, fast timing, good quality



**Reels, TikTok, does it matter?**

## TikTok engagement keeps going up

Average monthly hours spent per user



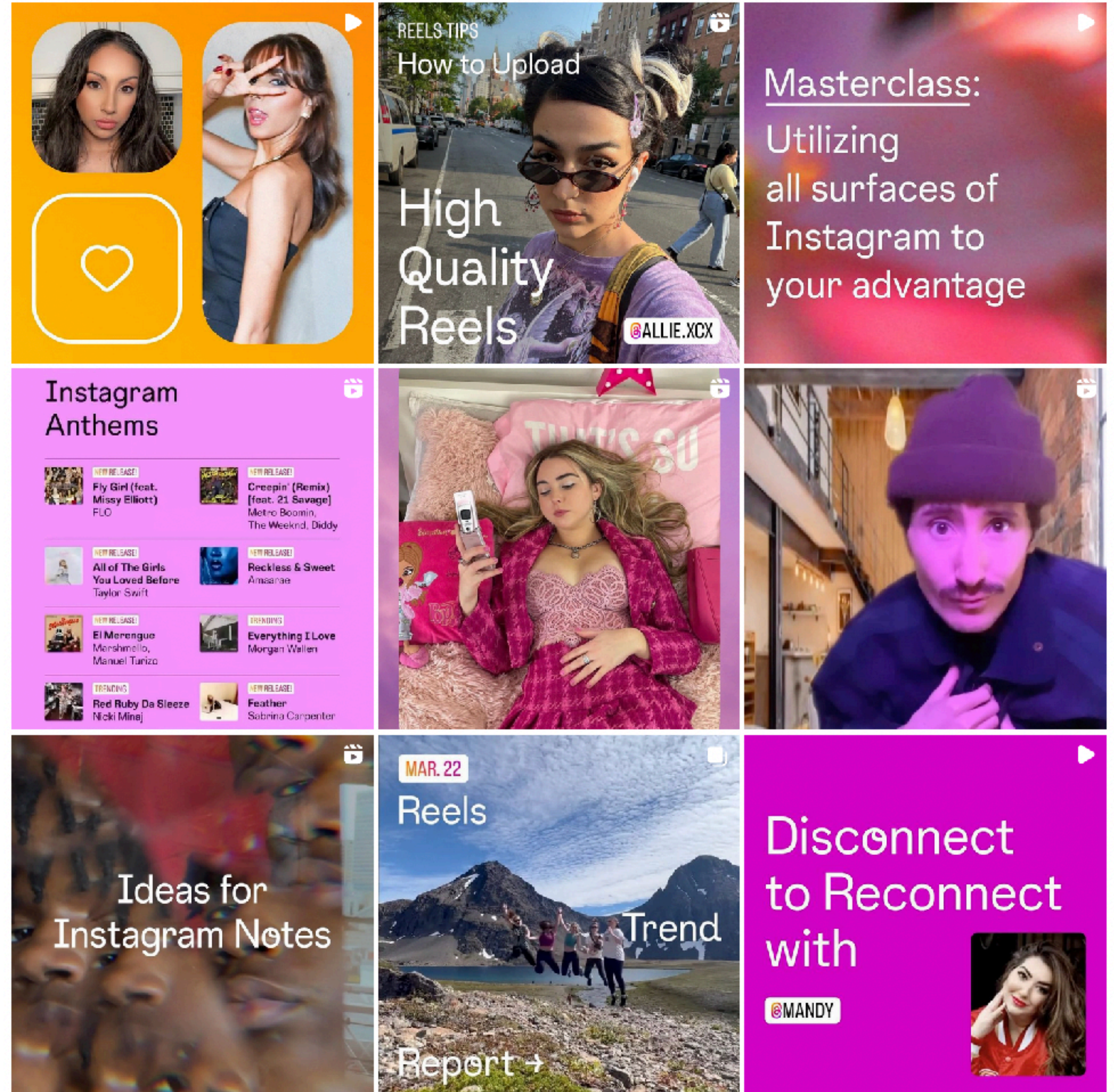
thenetworkec.com

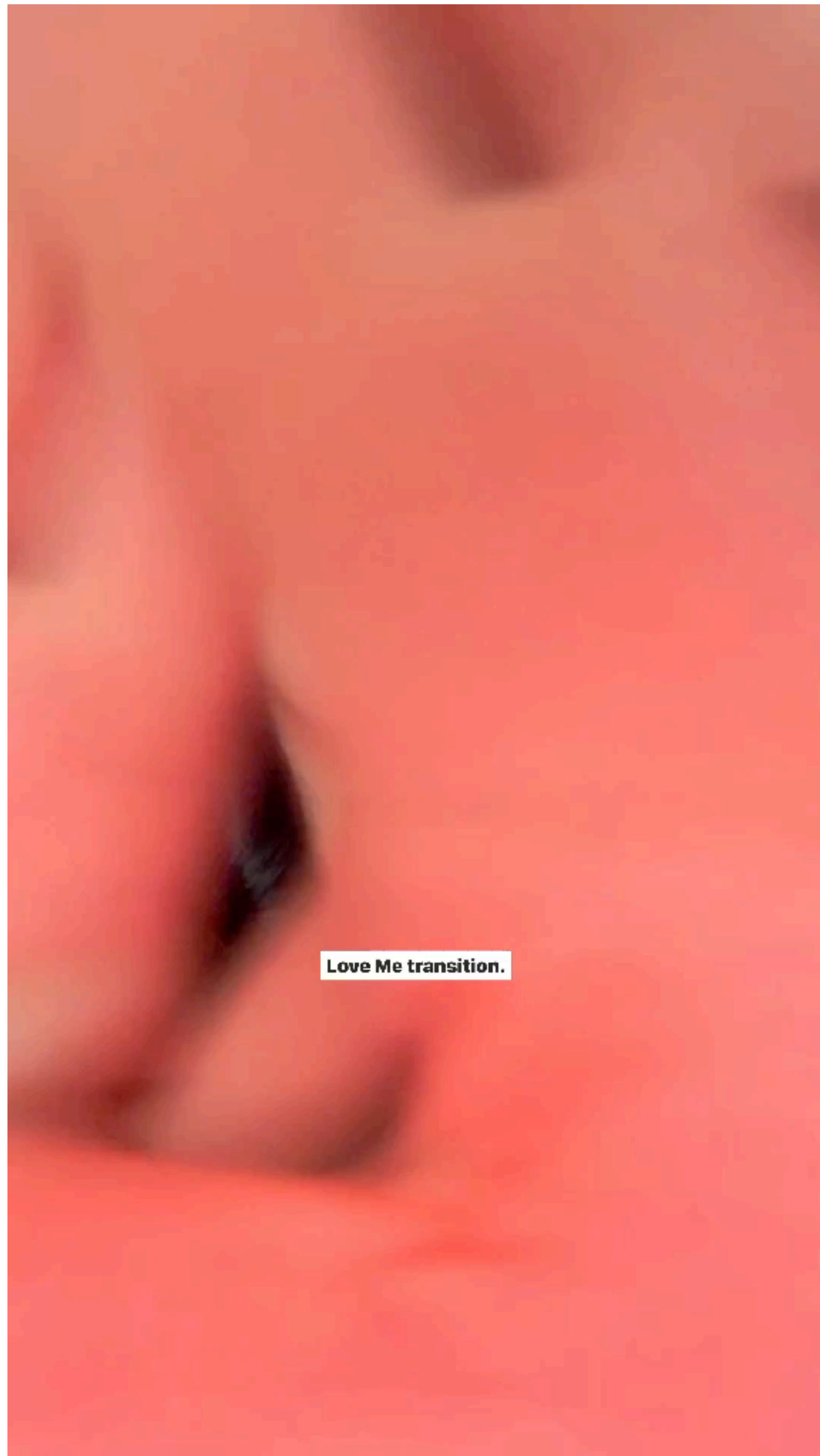
Ultimately no: while TikTok's engagement is significantly higher, total user base is actually higher on Meta products

**Think like an influencer**

# @creators

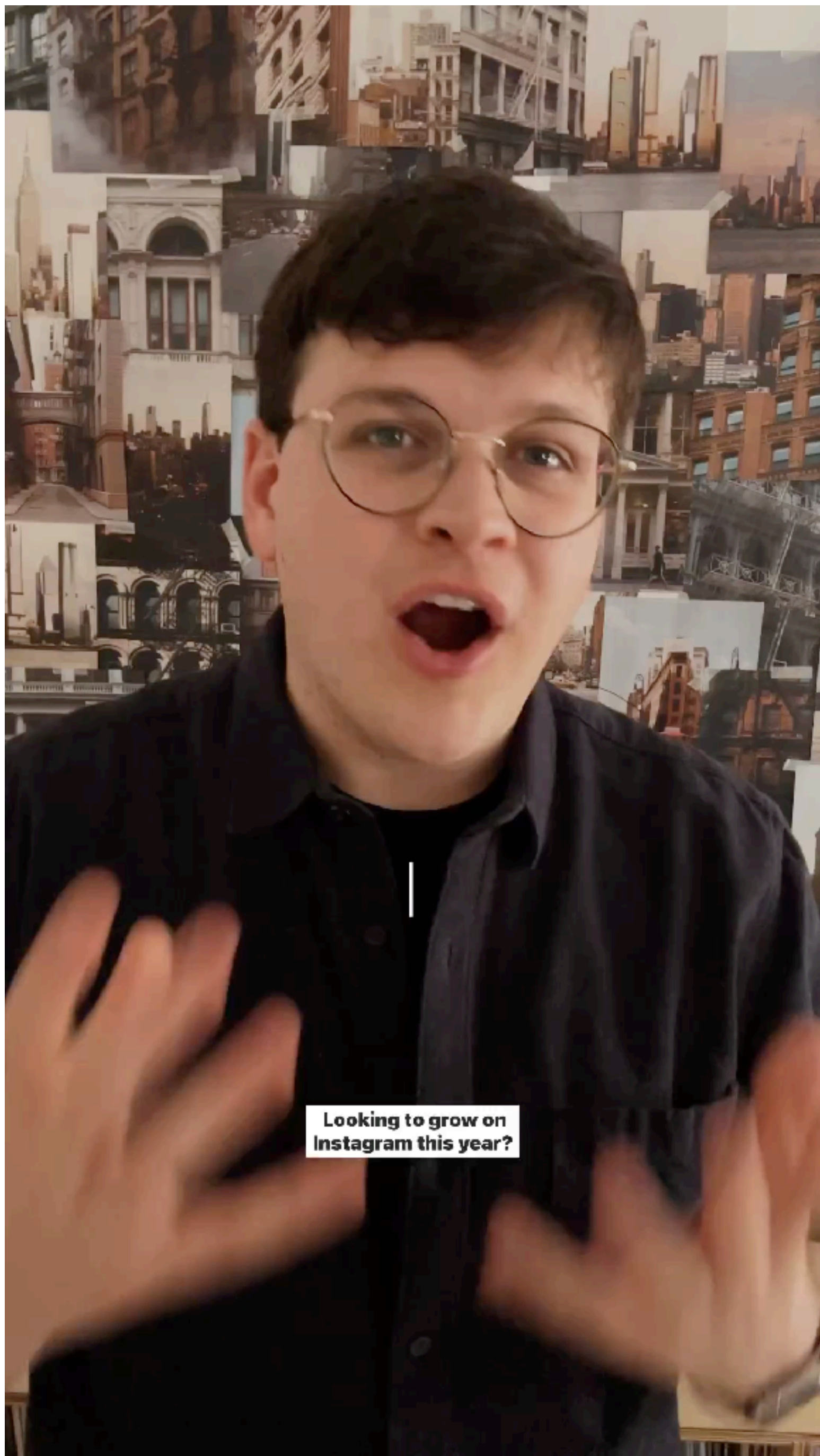
- Instagram official page with tips for short-form video
- Trend reports
- How-to's
- Interviews with interesting creators





Love Me transition.





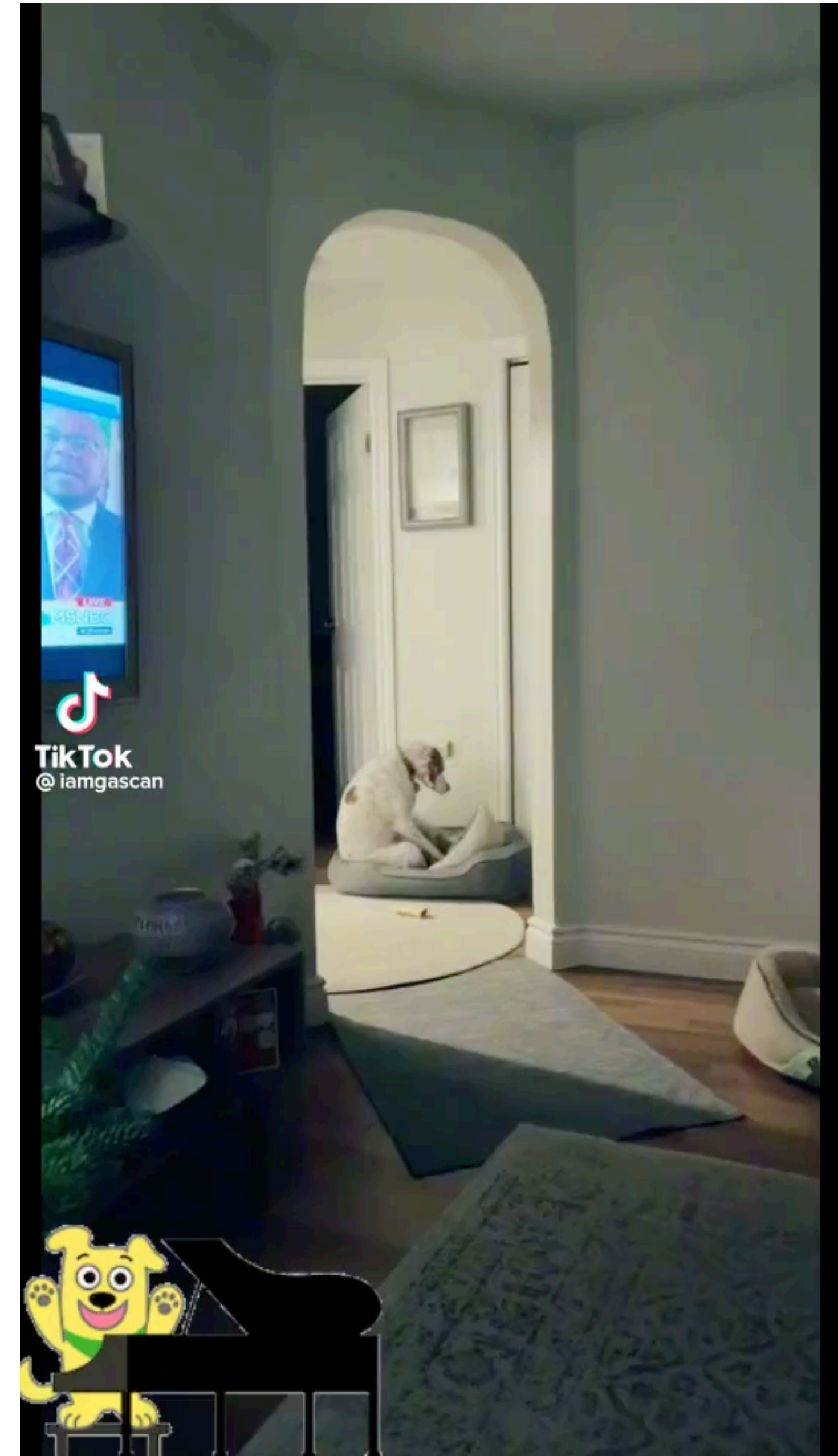
Looking to grow on  
Instagram this year?



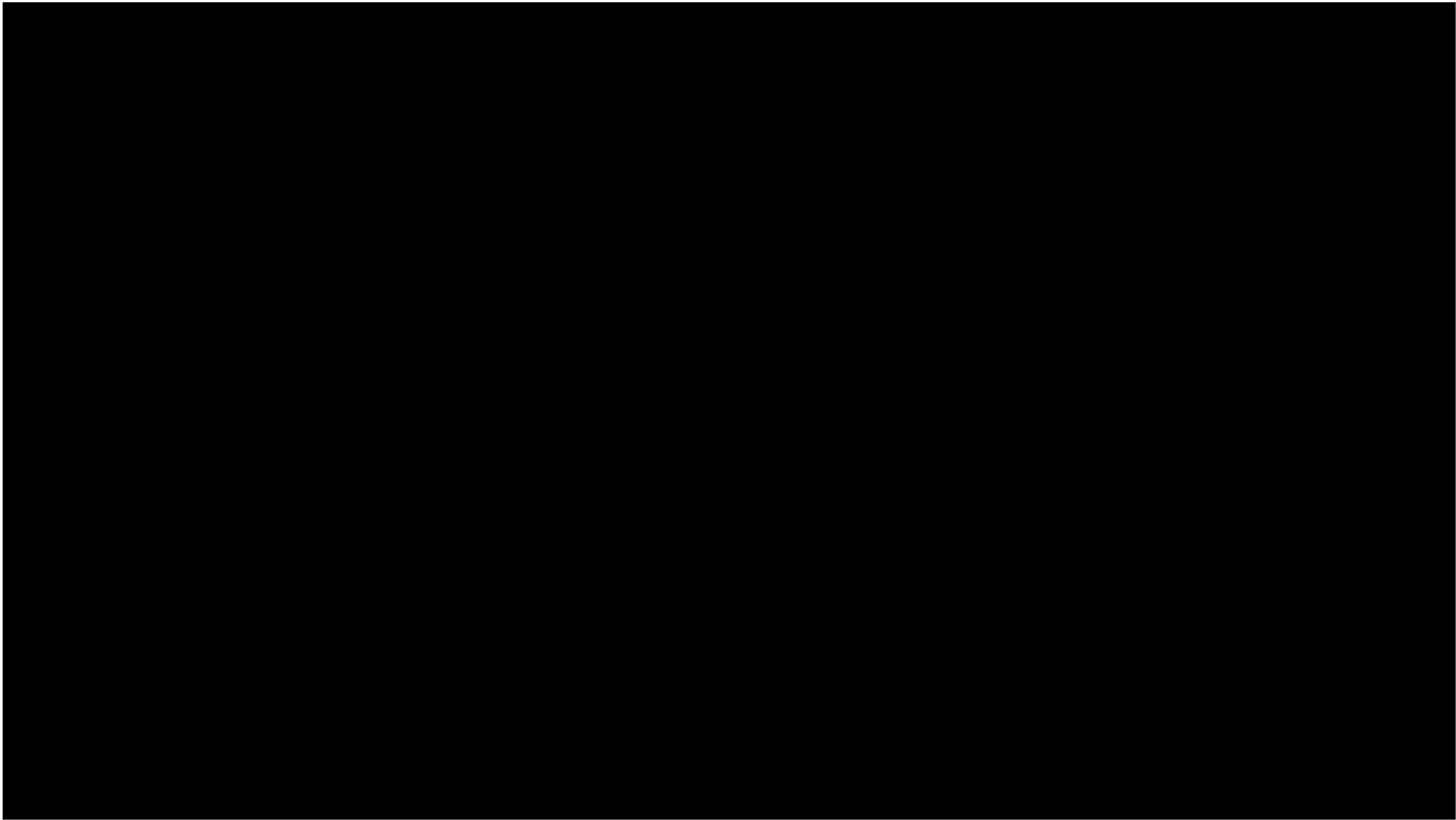
# Key takeaways

## Instagram Creators

- Reels—and most short-form—is all about the aesthetics
- Ensure video is well-lit, sounds good, and upload at high-quality



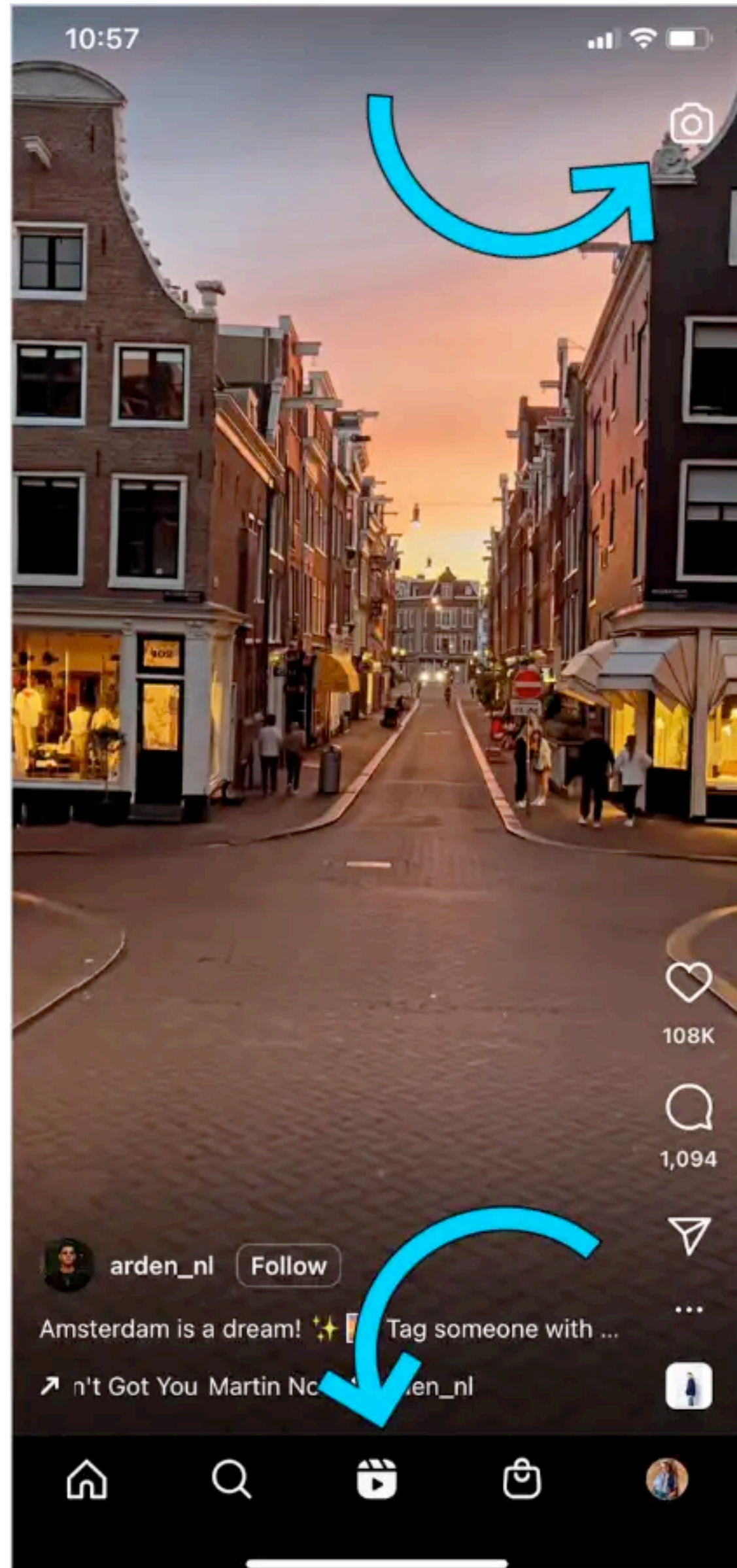
# How to Edit

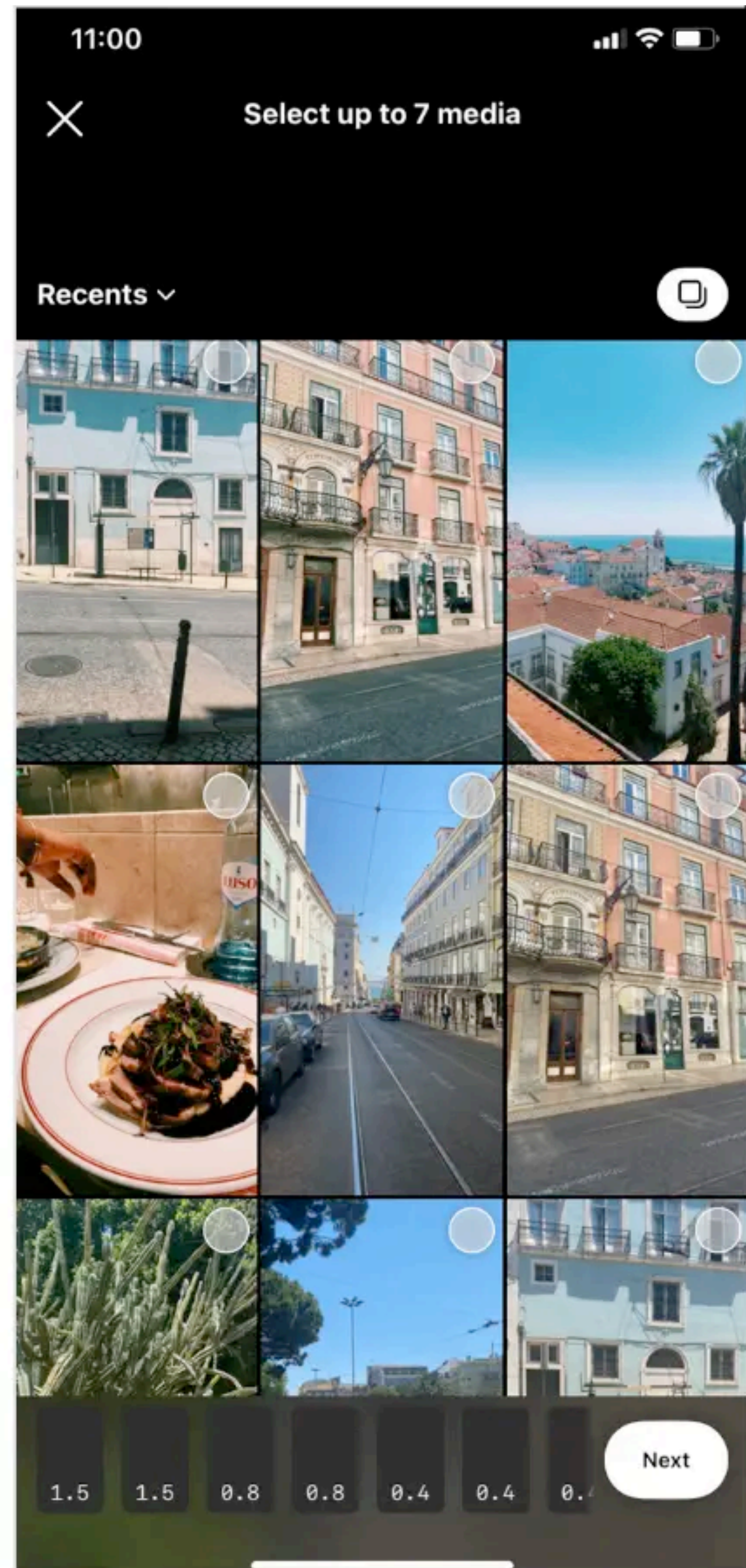
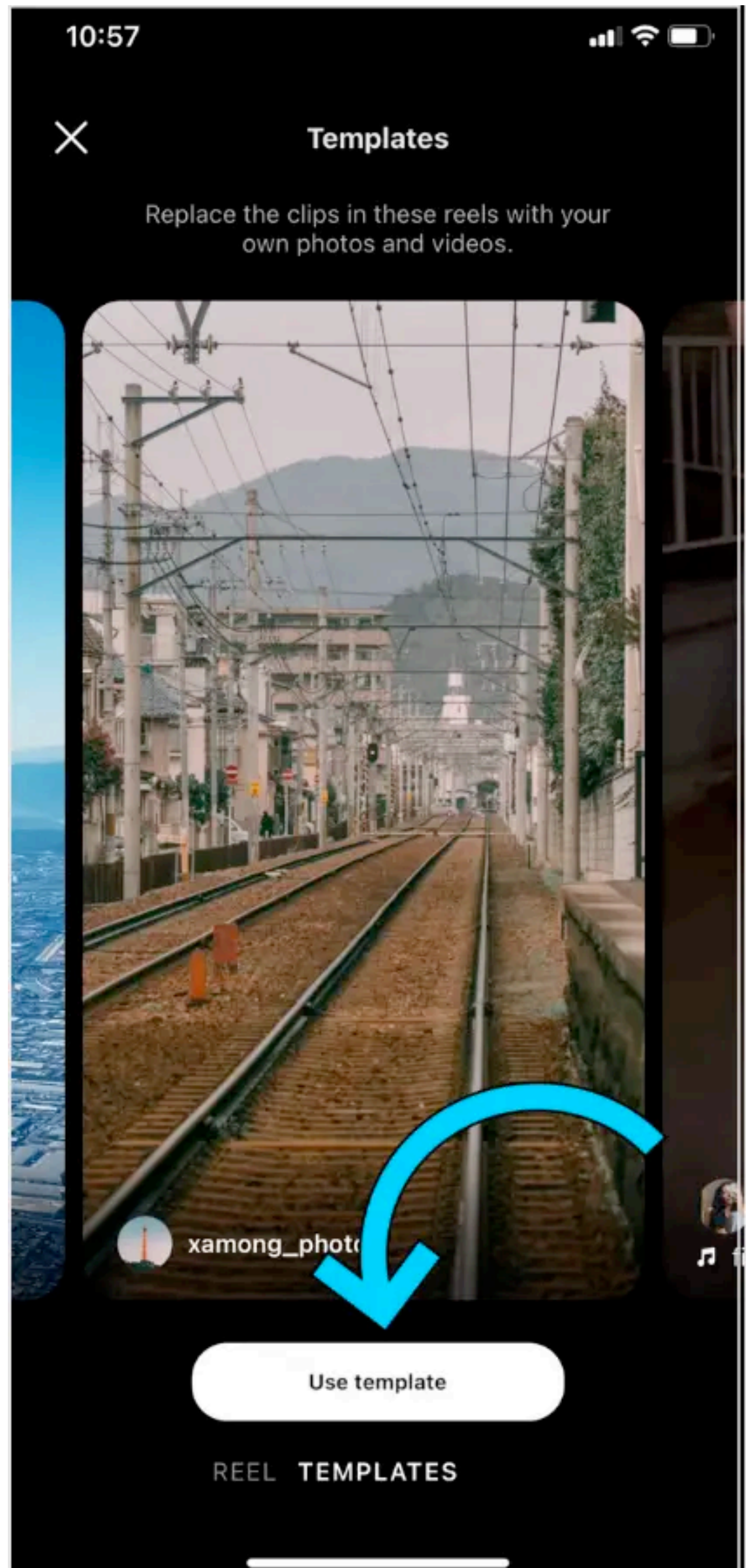


# Edit in-app

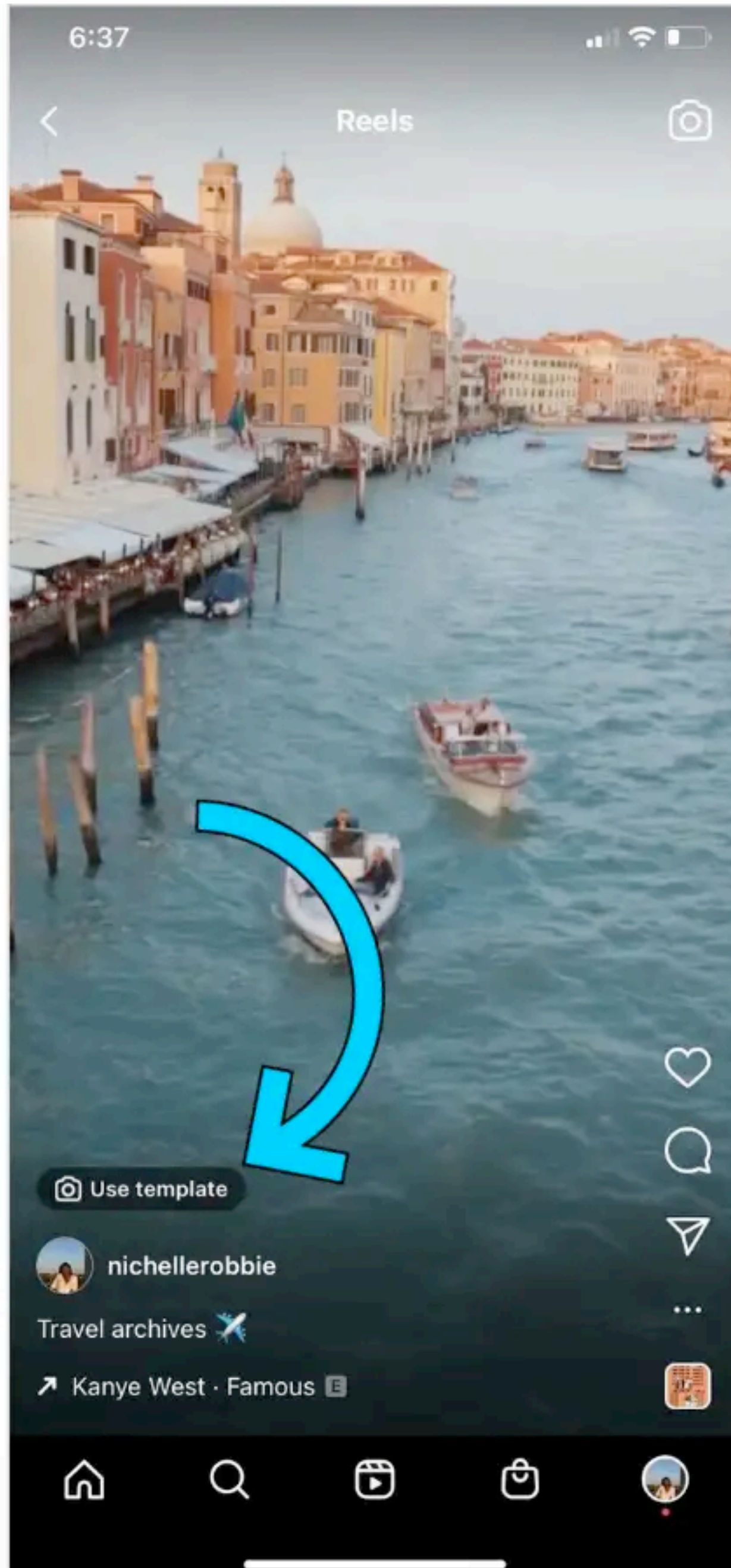
- TikTok and Instagram both make it extremely easy to edit short-form video right in the app
- The platforms know when video comes from elsewhere
- Instagram now has templates for new reels or to repurpose existing ones











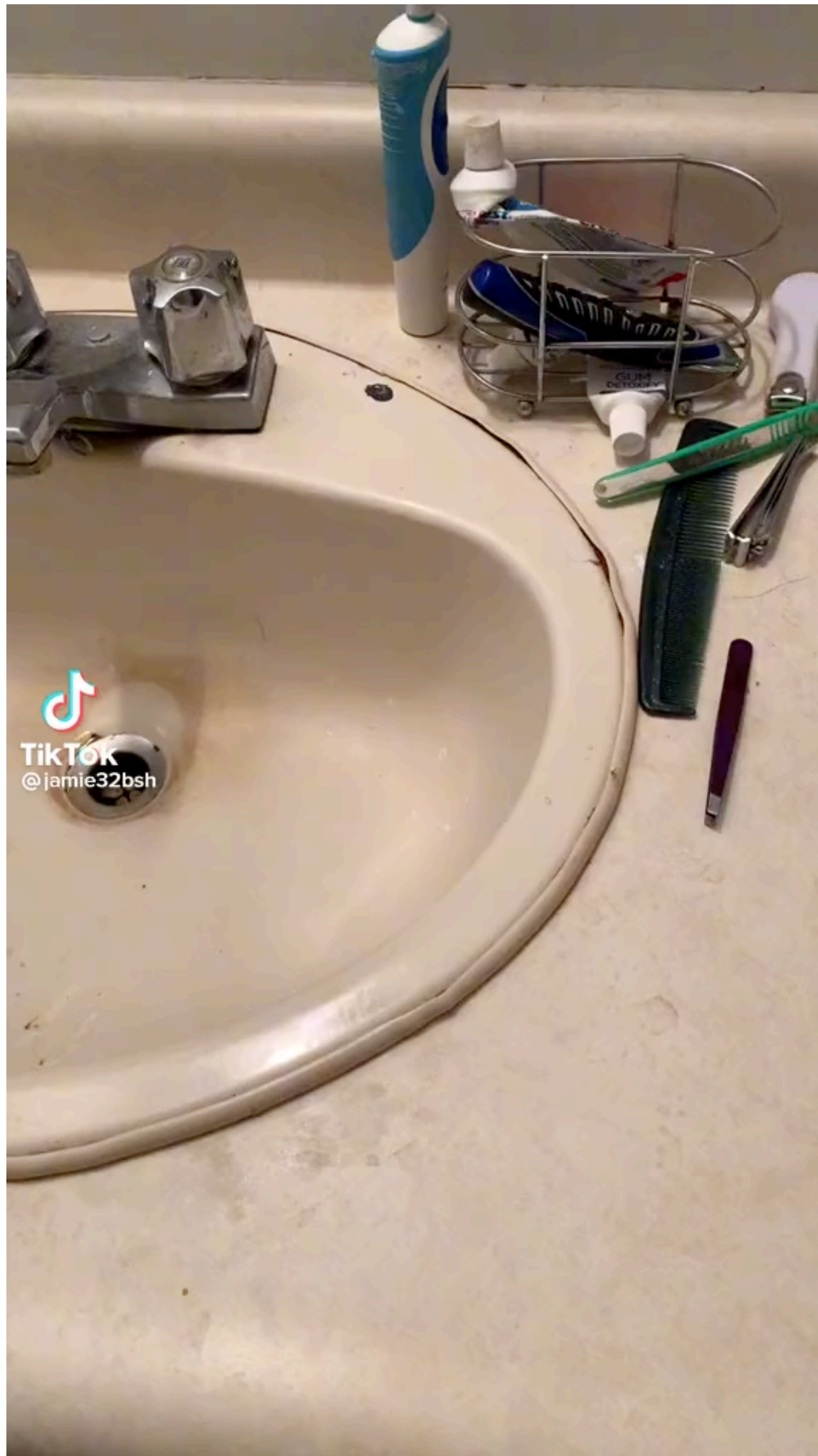


**TUTORIAL**

**HOW TO ADD CAPTIONS TO YOUR  
INSTAGRAM REELS AND STORIES**

**Thanks for watching!**

**bird.tyson@gmail.com • @tysonbird**



TikTok  
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