

## CORNERSTONE 2021 RESOURCE

### POV: You Love TikTok and Jewish Camp *Start Your Day*

<b>AUTHOR(S):</b>	Liora Bernstein, Hannah Gilfix, Jordyn Kaufman
<b>TOPIC (S)</b>	Community Building Storytelling
<b>SUMMARY</b>	In this session, we will talk about the latest TikTok trends, why the social media platform has gained incomparable popularity among Gen Z, and why that matters for you as leaders at camp this summer. Together we will make a TikTok, and you will leave with the opportunity to create your own TikTok for FJC!
<b>GOALS:</b>	Participants will be able to: <ul style="list-style-type: none"> <li>• Articulate how their love for camp can be enhanced by TikTok culture, rather than hindered</li> <li>• Understand why young people have such a big influence today</li> </ul>
<b>AUDIENCE:</b>	Gen Z (tweens, teens, & young adults) 30 people max.
<b>TIMING:</b>	00:00-00:05 - Introduce program & show example tiktoks 00:05-00:15 - Breakout rooms (read source sheet & create vent diagram) 00:15 - 00:20 - Share back 00:20-00:30 - Create tiktok!
<b>APPENDICES:</b>	Appendix I - Forbes Article Source sheet & Vent Diagram <a href="https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/?sh=6b028af36549">https://www.forbes.com/sites/forbestechcouncil/2020/07/07/what-the-rise-of-tiktok-says-about-generation-z/?sh=6b028af36549</a>
<b>MATERIALS NEEDED:</b>	<ul style="list-style-type: none"> <li>• Paper</li> <li>• Pen</li> <li>• Source Sheet</li> </ul>
<b>SET-UP DETAILS:</b>	This program can take place anywhere at camp. If this is being run just for staff, ideally in a space with a screen.

### SESSION TIMELINE

- 00:00-00:05 - Introduce program & show example Tiktoks
- 00:05-00:15 - Breakout rooms (read source sheet & create vent diagram)
- 00:15 - 00:20 - Share back
- 00:20-00:30 - Create Tiktok!

### SESSION OUTLINE:

- 00:00-00:05 - Introduce program & show example Tiktoks
  - Facilitators will introduce themselves and then share the goals of the program. They'll then show 2-3 sample TikToks (if facilitator can find ones relevant to Jewish camp, that's preferred)
    - Camp-related TikTok -  
[https://www.tiktok.com/@happyunicorn49/video/6866207074896874758?source=h5\\_m&is\\_copy\\_url=1&is\\_from\\_webapp=v1](https://www.tiktok.com/@happyunicorn49/video/6866207074896874758?source=h5_m&is_copy_url=1&is_from_webapp=v1)
    - Add current trend TikTok -
- 00:05-00:15 - Breakout rooms (read source sheet & create vent diagram)
  - Participants will be split into groups with one facilitator each. They'll be provided with the source sheet & asked to read aloud. Each group will then go through the discussion questions provided on the source sheet & create a vent diagram.
    - Why do you think TikTok is so popular amongst your peers?
    - TikTok and Camp can feel like two very different things with different goals - what do you think TikTok and Camp have in common?
      - Create a vent diagram with TikTok and Camp as the two outer circles and right the similarities in the middle
- 00:15 - 00:20 - Share back
  - Once groups come back from breakout rooms, they'll be invited to share back what they discussed in their smaller groups
- 00:20-00:30 - Create Tiktok!
  - As a group, we'll decide what Tiktok we want to create and film one to be posted on the FJC Tiktok account.

### BRINGING IT BACK TO CAMP & SHIFTING TO IN PERSON:

If you are running this program with campers and are not able to use a phone/screens, campers could create and perform their "TikTok" live, similar to a talent show, rather than creating an actual TikTok video.

## Appendix I

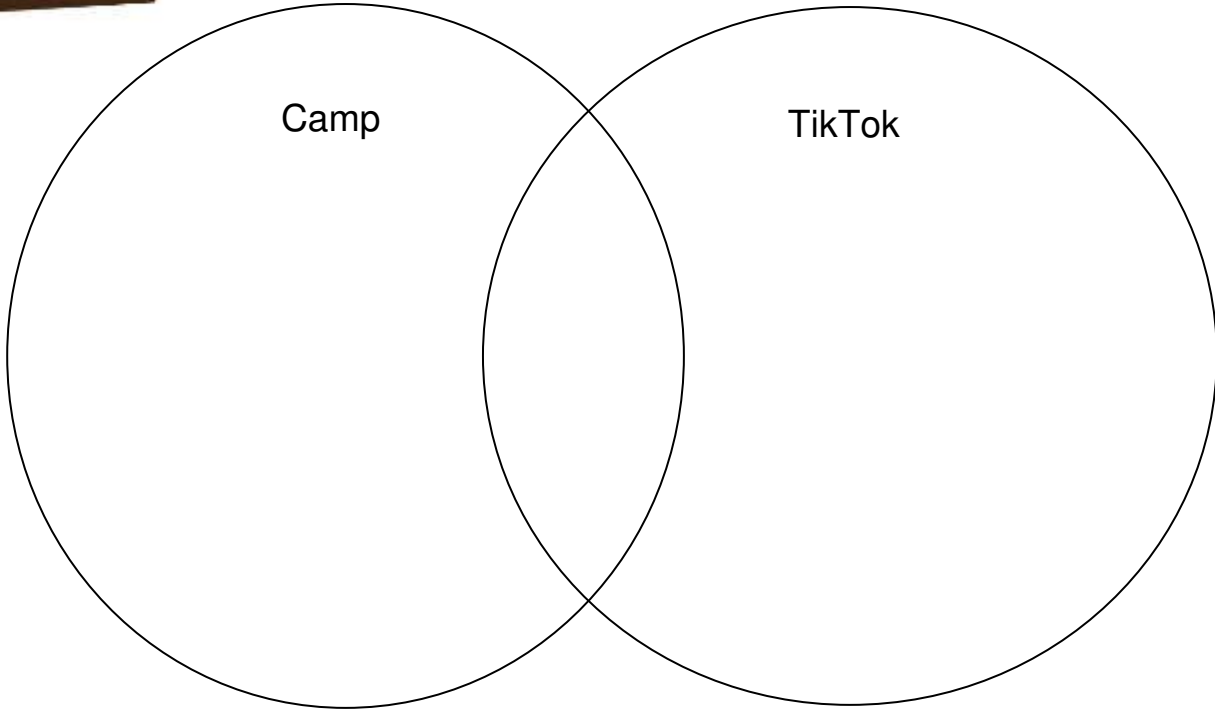
Read the following quotes from the article, "What The Rise Of TikTok Says About Generation Z", and answer the following questions:

1. Why do you think TikTok is so popular amongst your peers?
2. TikTok and Camp can feel like two very different things with different goals - what do you think TikTok and Camp have in common?
  - a. Create a vent diagram with TikTok and Camp as the two outer circles and right the similarities in the middle (see example below)

Broadly speaking, millennials seem to prefer to consume content while Generation Z prefers to create content. We can draw similar parallels on other social media platforms. Facebook and Instagram both emphasize vertical feeds for millennials to seamlessly consume content, whereas Snapchat emphasizes its camera viewfinder and visual effects for Gen Z's creative self-expression.

TikTok also offers the antithesis to what some millennials believe social media has turned into: A source of stress and insecurity for many people. Generation Z dominated TikTok and turned it into a place where raw authenticity is celebrated. According to Connor Blakley, a Generation Z marketing consultant, "Generation Z understands that social media is like a highlight reel, and we choose to show what we feel best about. It's less about insecurity and more about being a self-confidence booster."

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Example Vent Diagram:

