

TikTok Donation Match and Family Video Challenge

How to Participate

How to TikTok

Once you've downloaded the TikTok app on your mobile device, set up your account:

- Profile name and picture/video
- Write a description
- Link your other social media accounts

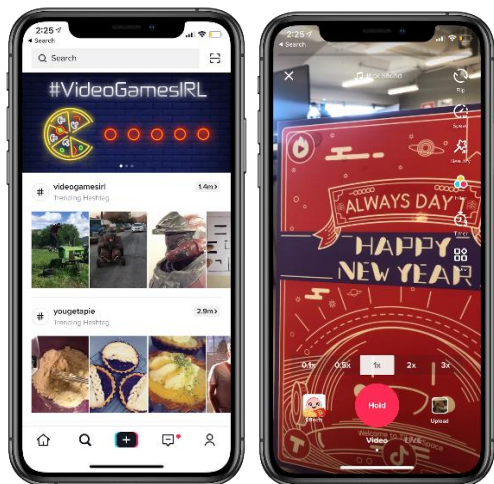
Once you've set up your account, follow these best practices for creating a good video:

- All videos should be shot (or edited) for vertical viewing.
- The ideal runtime for a TikTok video is 10-17 seconds.
- Sound is just as important as the visual when it comes to a good TikTok video, which is why TikTok has a library of over 20 million songs and sounds, pre-licensed to accompany your content.

How to Create a Video for the Family Video Challenge

Create a Video: How to Shoot

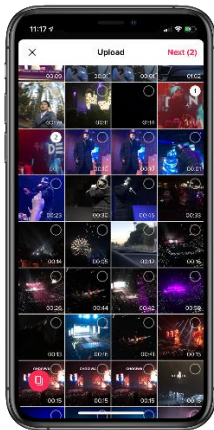
- Click the “+” button at the bottom to start or upload a new video
- To start shooting, tap/hold the red button
 - Full screen vertical videos
 - 10 second or 15 second videos recommended
 - Make multiple segments by releasing the red button and shooting another scene



Instead of shooting your video in the TikTok app, if you would like to upload a video from your device, follow these steps:



Step 1: Tap “Upload”

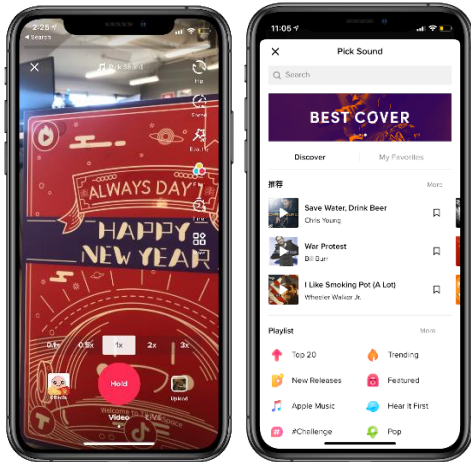


Step 2: Choose a video from your camera roll. Tap on “multiple” and select other videos to create multiple segments



Step 3: Choose part of the clip you want to use, then tap “Next” to edit

Create a Video: Add Sound



Pick a sound. Pick “This Is How We Do It” by Montell Jordan for your family video challenge video

Create a Video: Features

- Timer
 - Shooting starts after a 3-second countdown
- Speed
 - Set the speed of video
- Hundreds of stickers and effects
 - Use the donation sticker to encourage viewers to support National PTA!

Create a Video: Special Effects



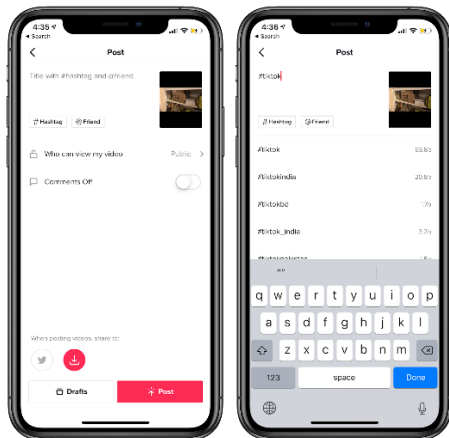
Filter Effect: Select where you want the effect, tap on the effect you prefer and hold to apply it on your video



Repeat and Slow Motion: choose the effect of your preference and drag to adjust the position

Create a Video: #Hashtag

- How?
 - Click #hashtag
 - Type in hashtag #alwayslearning
 - Choose the hashtag
- Why? Include relevant hashtags to:
 - Increases discoverability and potential for audience exposure
 - Allow TikTok to better surface your content to the right audience
 - Lets viewers understand the content of your video



Creating a Video for the Family Video Challenge

- Step 1: The Set-Up
 - Record your family. You can be at home lounging or already in your preferred learning environment. This clip should be short at five to seven seconds.
- Step 2: The Learning
 - Record how you learn at home. It can be anything! Messy cooking lessons and colorful science experiments to reading a book or using an app on your tablet. If your family is learning it counts!

- Step 3: The Effects
 - The music we want everyone to use for the challenge is the beginning of “This Is How We Do It (Album Version)” by Montell Jordan. A quick search of his name will give you the right song. The first clip of your video, The Set-Up, should include the very beginning of the song with the lyrics “this is how we do it.”
 - Add your favorite transition effect after the words “this is how we do it” to lead into the second clip of your video, The Learning. If edited right, the music will come back in as the second clip plays showcasing that when it comes to learning at home this is how YOU do it!
- Step 4: The Caption
 - Add a caption with the hashtag “#alwayslearning.”
 - Add the donation sticker for National PTA
 - Tag your friends so they can complete the challenge too!

How to Add National PTA’s Donation Sticker to Your TikTok Video

Donation stickers are a new feature in the TikTok app that offers creators a way to help raise funds within their videos and livestreams for charities and causes they care about. Donation stickers are interactive and can be embedded directly in videos just like other creative effects in TikTok. When a user taps on the donation sticker, they will be guided to a pop-up window where they can quickly and easily submit a donation without having to leave the app. Donations are enabled by [Tiltify](#), a charitable fundraising platform, which processes donation transactions securely through their platform.

To add National PTA’s donation sticker to your video:

1. In the editing page, click on ‘[COVID-19]’ donation sticker
2. Choose National PTA
3. Place the sticker on your video
4. Caption and post! (#doubleyourimpact will be automatically added to the caption)

