TIKTOK CHALLENGE
HOW TO'S

PROMOTE COVID-19 VACCINE CONFIDENCE

HERE'S HOW:

- Email **hannah.lathan@sph.cuny.edu** to receive the TIKTok Challenge flyer template and/or to partner with CUNY SPH on selecting a winning TikTok

- **Decide your challenge's elements**
  - Select your hashtag
  - Define the challenge rules (ex's: all content is science-based, must include dancing, a visible item branded by your org, etc.)
  - Select your submission date

- **Identify your prize**
  - A good challenge has good prizes! Select a reward that will motivate youth to submit TikToks

- **Promote your challenge!**

ANALYTICS:

See metrics with TikTok Analytics:
- ✔ the number of likes
- ✔ comments
- ✔ shares
- ✔ total playtime
- ✔ total views
- ✔ average watch time traffic source types
- ✔ audience territories

How:
1. Click "Manage my account"
2. Click "Switch to Pro account"

CUNY SPH NY VACCINE LITERACY CAMPAIGN

TIKTOK CHALLENGE
#[InsertOrg]GetVaxxed

STOP SAYING TOMORROW, GET VACCINATED TODAY!

WANT TO WIN [InsertPrize]?! IT'S SIMPLE!

HERE'S HOW:

- Make a TikTok **promoting COVID-19 vaccination.** Use tag #[InsertOrg]GetVaxxed
- Be creative and 24 years old or younger
- Submissions due by [Insert date] to hannah.lathan@sph.cuny.edu

[Insert org] will work with experts at the CUNY School of Public Health to select the winning TikTok!

CUNY SPH NY VACCINE LITERACY CAMPAIGN

[Insert your logo here]