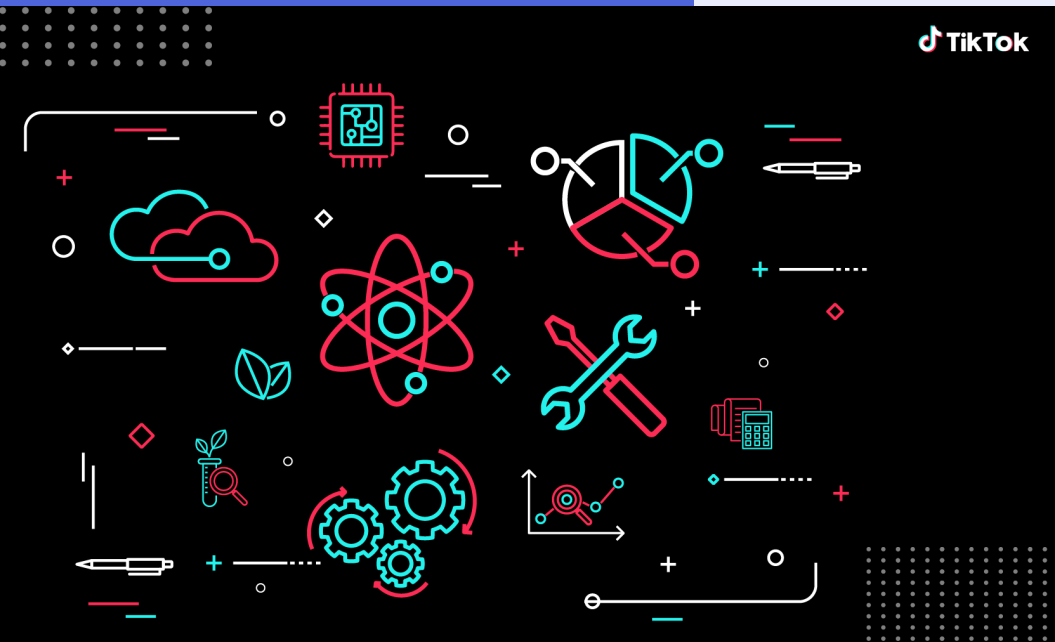


# Expanding the Reach of Science Communication Through TikTok: Tips and Tricks for Geoscientists

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TikTok is a social media platform to create and watch short-form vertical videos (~15 sec – 10 min).

Videos are primarily consumed through an algorithmic personal recommendation feed, the “For You” feed. Any video can be shown on “For You” feed and go ‘viral.’



# Why Use TikTok for SciComm?

TikTok has over **1 billion** daily active users

Users spend an average of **1.5 hours** on the app **daily** (Statista, 2022)

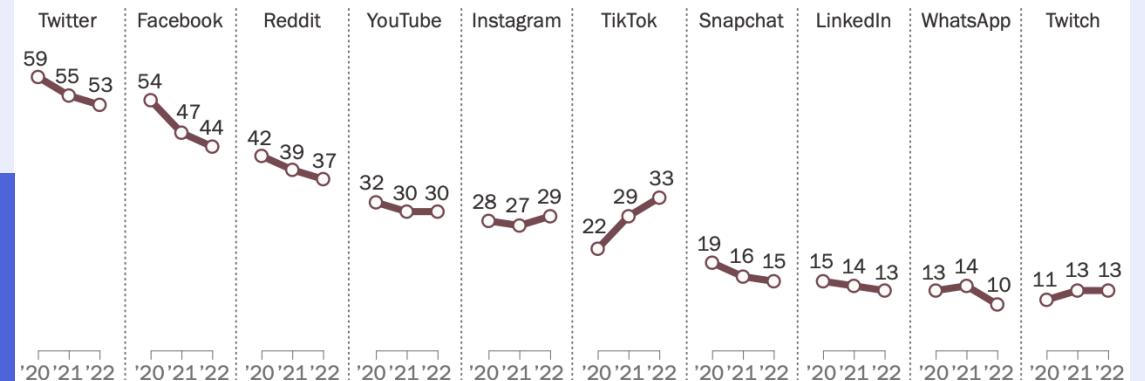
**~70%** of US teens use TikTok (Pew Research Center, 2022; Statista, 2023)

Social media users increasingly get their news from TikTok

Science communicators can capitalize on this large, young user base and algorithmic video feed

## Social media sites by portion of users who regularly get news there

% of each social media site's users who **regularly** get news there



Note: Nextdoor was first asked about this year so there is no trend data.

Source: Survey of U.S. adults conducted July 18-Aug. 21, 2022.

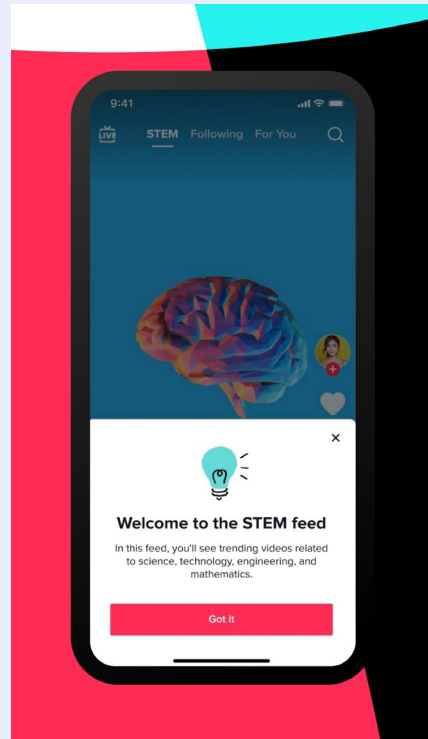
PEW RESEARCH CENTER

# TikTok Supports Educational Science Content

Community May 28, 2020

## Investing to help our community #LearnOnTikTok

By Bryan Thoensen, Head of Content Partnerships, TikTok US



(STEM 'value' / quality of videos on feed is debatable...)

Product Mar 14, 2023

## Take discovery to a new level with the STEM feed



TikTok is home to boundless creativity and communities. From the connections forged on [#BookTok](#) to cultural trends created by using [imaginative effects](#), over one billion people worldwide come together on TikTok to learn something new, express themselves, connect with others around shared interests, and be inspired.

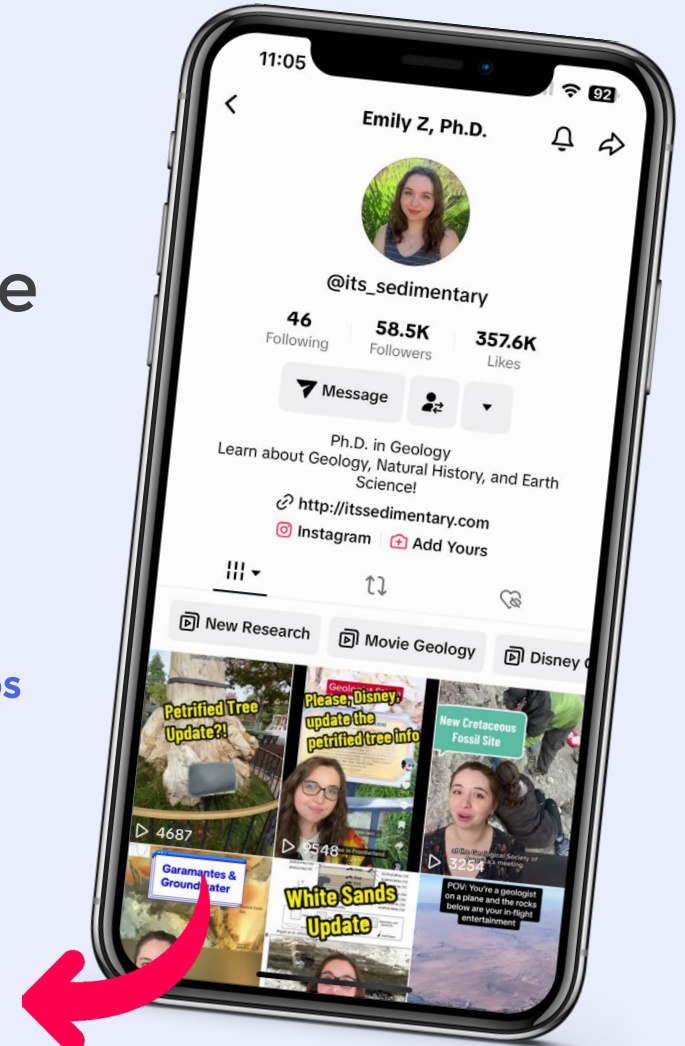
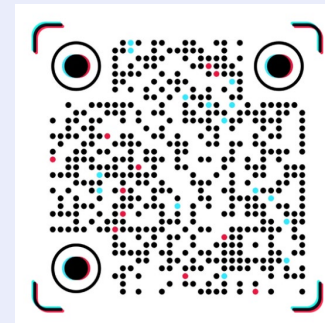
# Creating Geoscience Videos for TikTok

Made TikTok account in April 2021  
(@its\_sedimentary), 130 videos, 58k followers

Increase visibility of geoscience content on the app, which still lags behind other sciences

Hashtag	Video View Count (Nov. '23)
#physics	14.5 billion
#biology	11.6 billion
#chemistry	10.9 billion
#geology	3.6 billion

Scan to watch videos



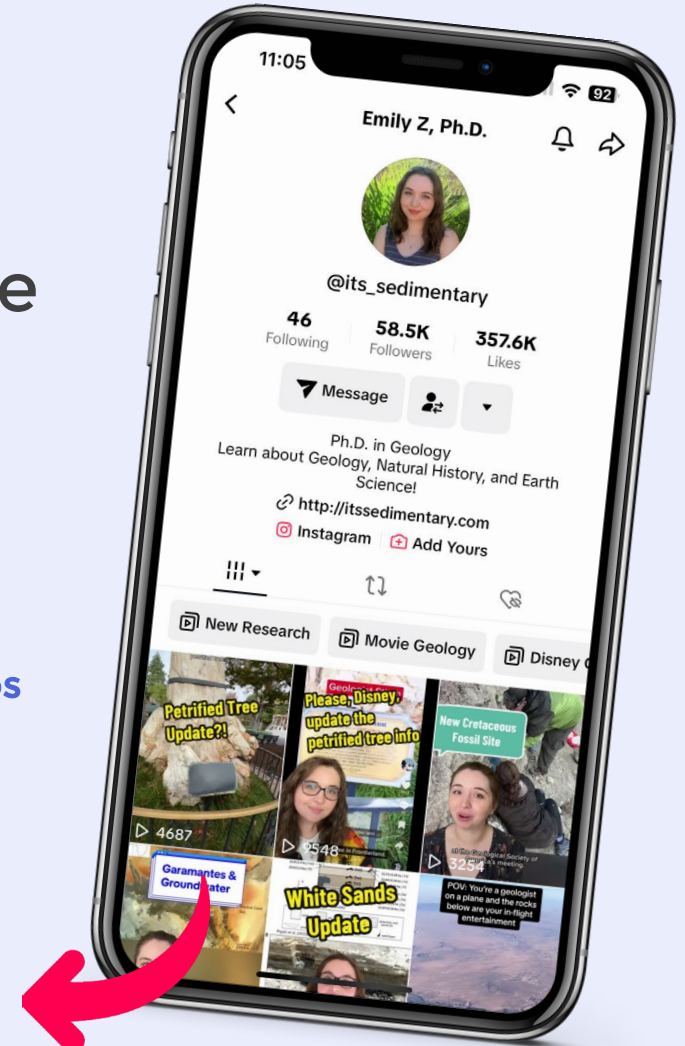
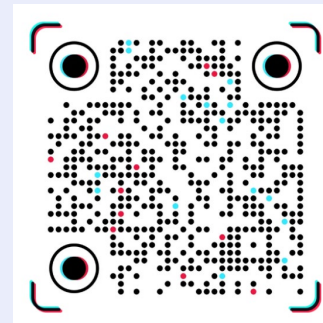
# Creating Geoscience Videos for TikTok

Made TikTok account in April 2021  
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Increase visibility of geoscience content on the app, which still lags behind other sciences

Videos share general geoscience topics, new research, experiences in geology, natural hazards, and pop culture science topics

Scan to watch videos





# Making Videos

## Write script

- Imbue storytelling

## Collect imagery/visuals

## Film video

- Phone camera / TikTok app

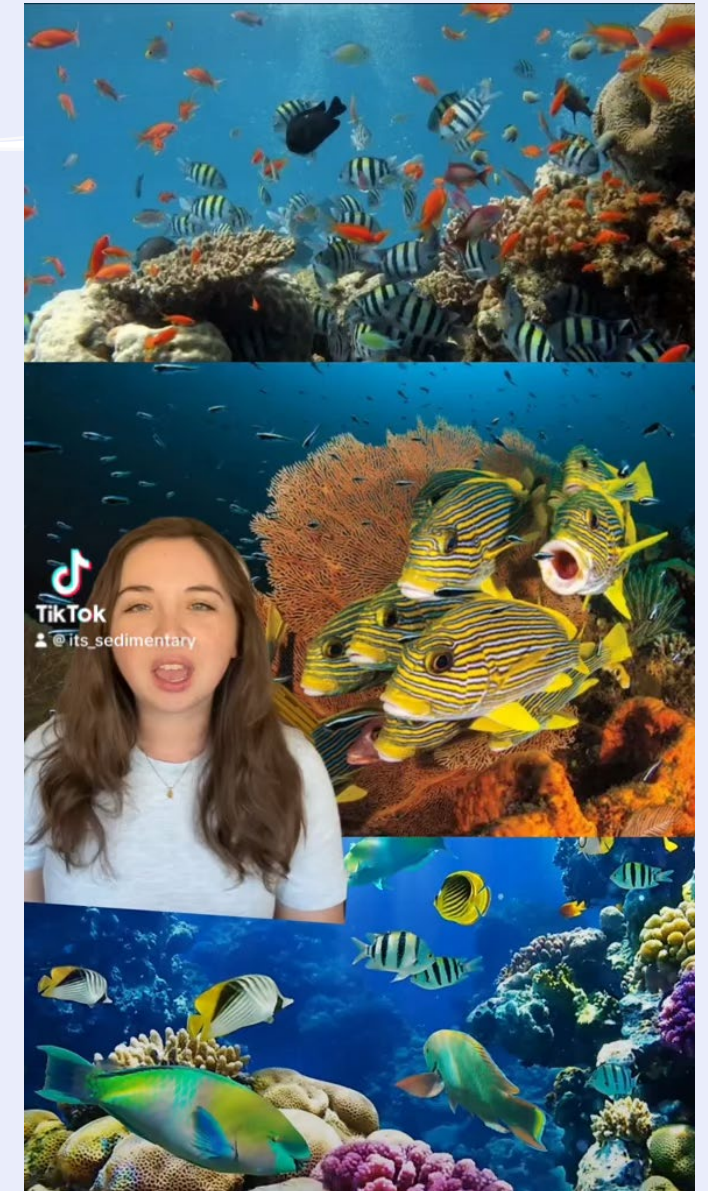
## Edit video

- TikTok app, phone/desktop apps (e.g., CapCut)

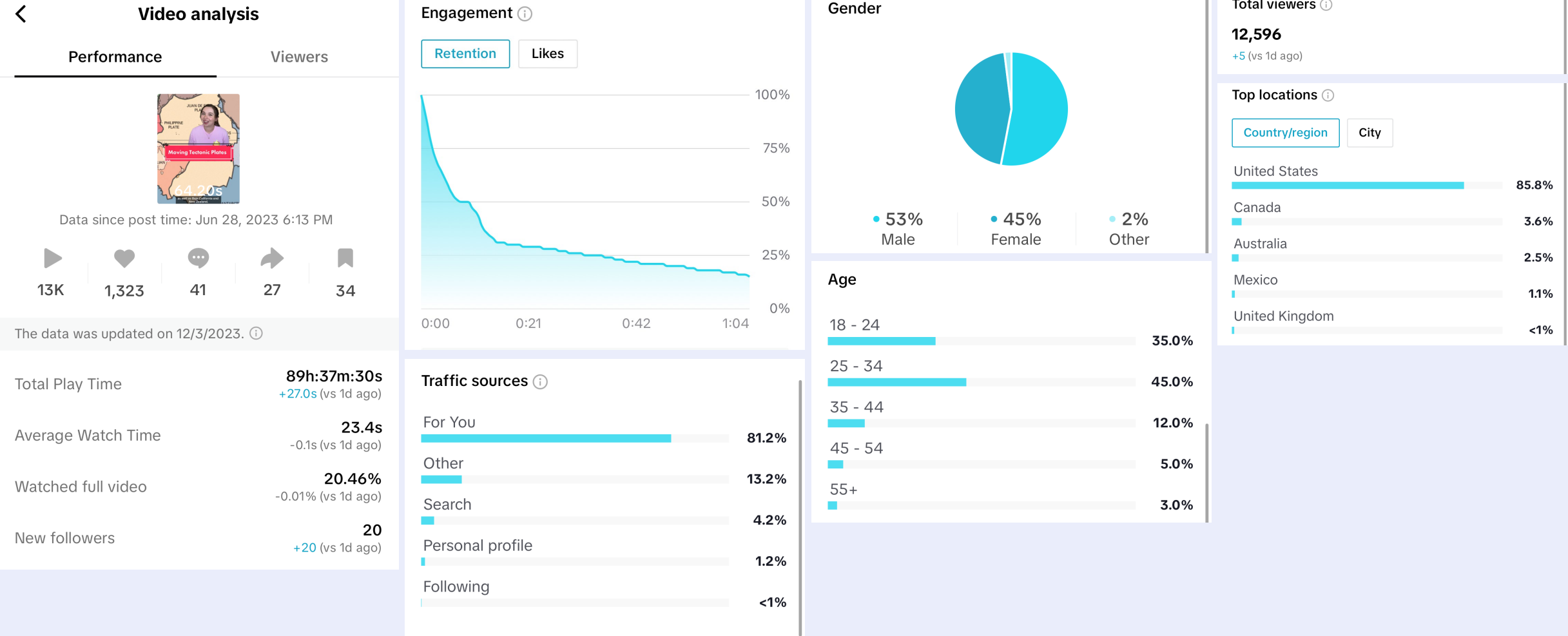
Most Viewed Video



850,000 views



# Video Analytics & Demographics






# Sharing New Science Research


The general public does not have access to and does not read peer-reviewed publications

TikTok can greatly expand the visibility of scientific research




New Research

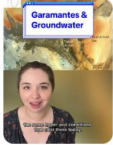
12 parts




...




Part 1 | A new Patagonian fossil site helps shed light on life at the end of th...  
02:13 · 3256 views




Part 2 | How an ancient Saharan society harvested groundwater #geology #sah...  
02:18 · 3401 views




Part 3 | #stitch with @Emily Z, Ph.D. New research confirms the age of the...  
01:37 · 4017 views




Part 4 | Earliest record of wildfires found 430 million years ago! #geology #wildf...  
01:51 · 3876 views




Part 5 | Yellowstone's hydrothermal explosion craters #geology #yellowsto...  
01:49 · 7495 views



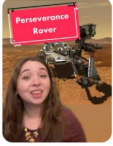
Part 6 | Reconstructing the advance of Greenland's glaciers #geology #glacier...  
02:00 · 3889 views




Part 7 | A window to the past and future hazards of the Popocatepetl volcano #...  
01:59 · 25.0K views




Part 8 | Using fish fossils to figure out when extinctions occurred #geology #f...  
01:29 · 24.7K views




Part 9 | Perseverance rover samples rocks on Mars! #geology #mars #perse...  
01:14 · 14.0K views



Part 10 | The amazing footprints of the White Sands National Park #fossils #tr...  
01:15 · 13.8K views

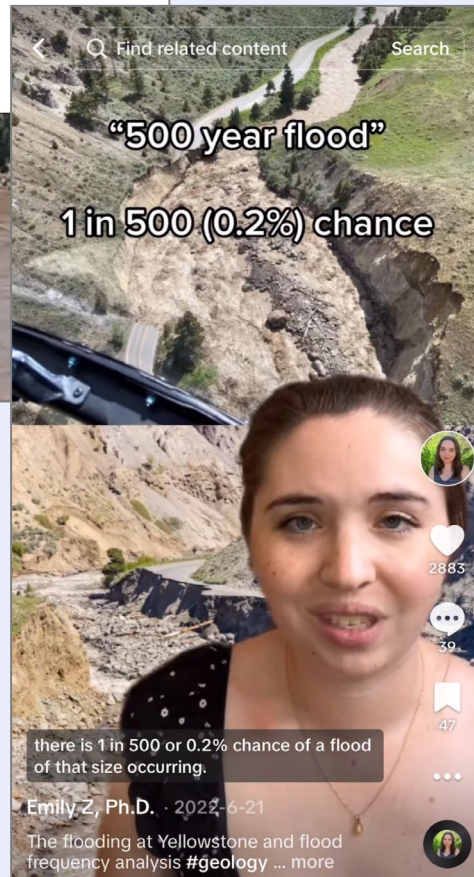
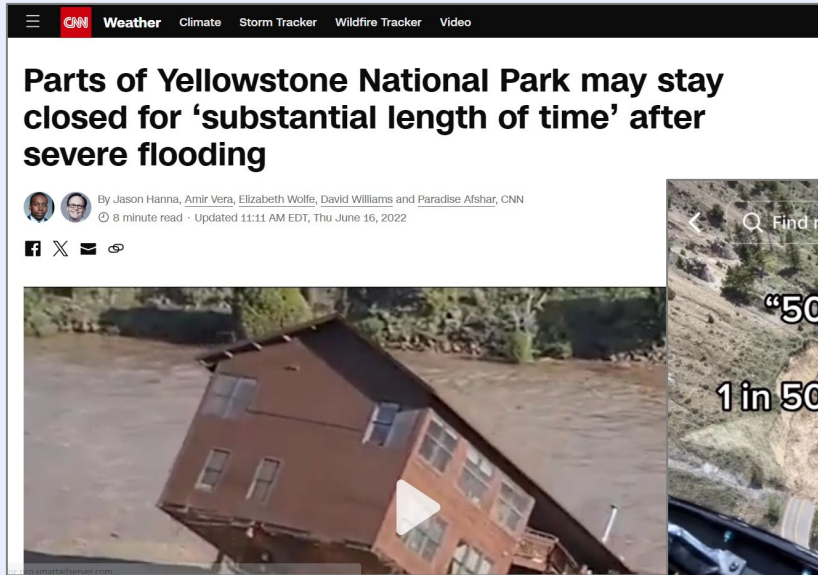


Part 11 | Grim updates from the IPCC #geology #IPCC #ClimateReport #clim...  
01:01 · 2690 views

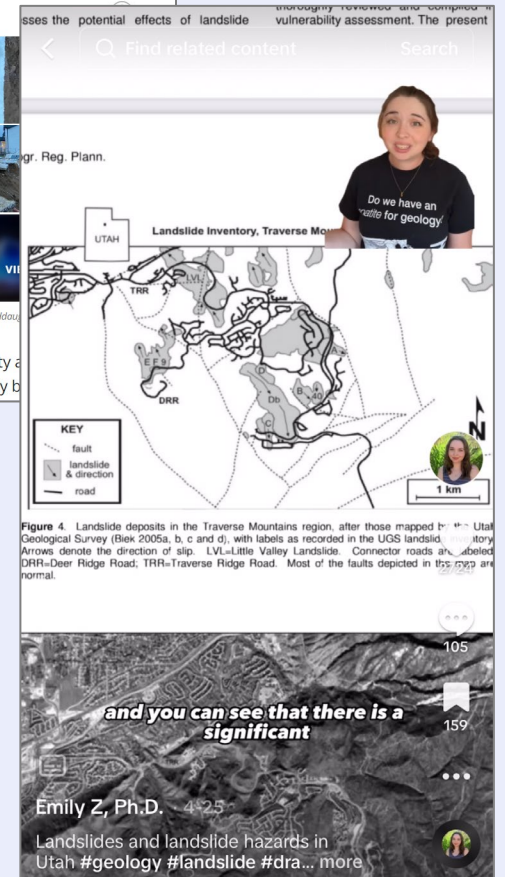


Part 12 | Active geologic hazards from the Mount Nyiragongo volcano #geolo...  
00:48 · 3288 views

# Natural Hazards in the News



13,800 views



24,200 views

Historic Yellowstone flooding

Flood frequency analysis

Suburban Utah landslides

Landslide hazards

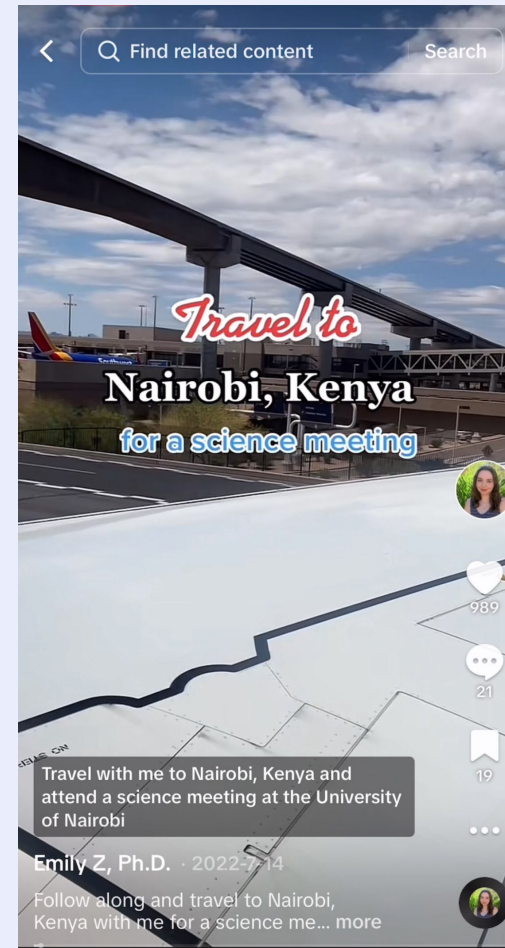
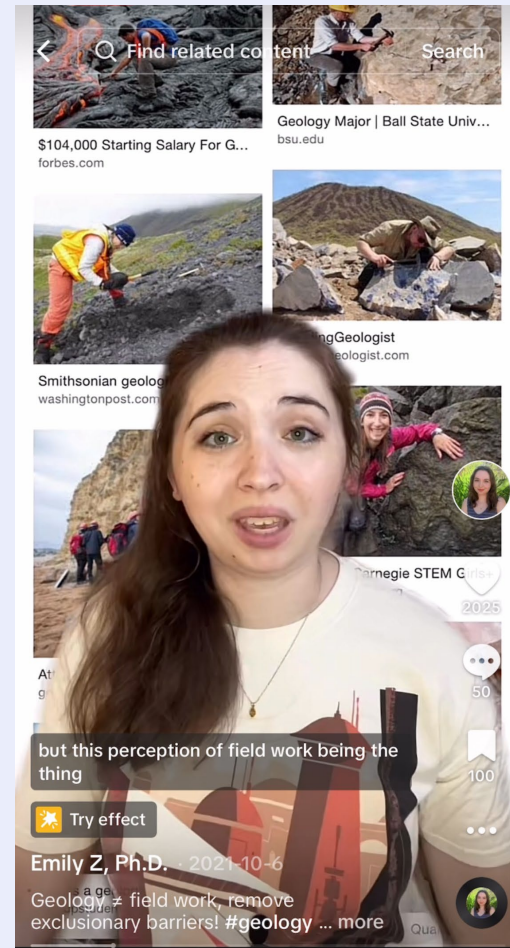


# Experiences in the Geosciences

Share personal experiences in the geosciences, show diversity of what it means to be a geoscientist

Thoughts on how field camps are a huge exclusionary barrier

20,600 views



Cool experiences!  
Traveling abroad for a science meeting

10,100 views

# Science in Pop Culture

Connect topics to pop culture, or your personal interests

## “Disney Geology” playlist

The awesome fake  
geology of Cars Land

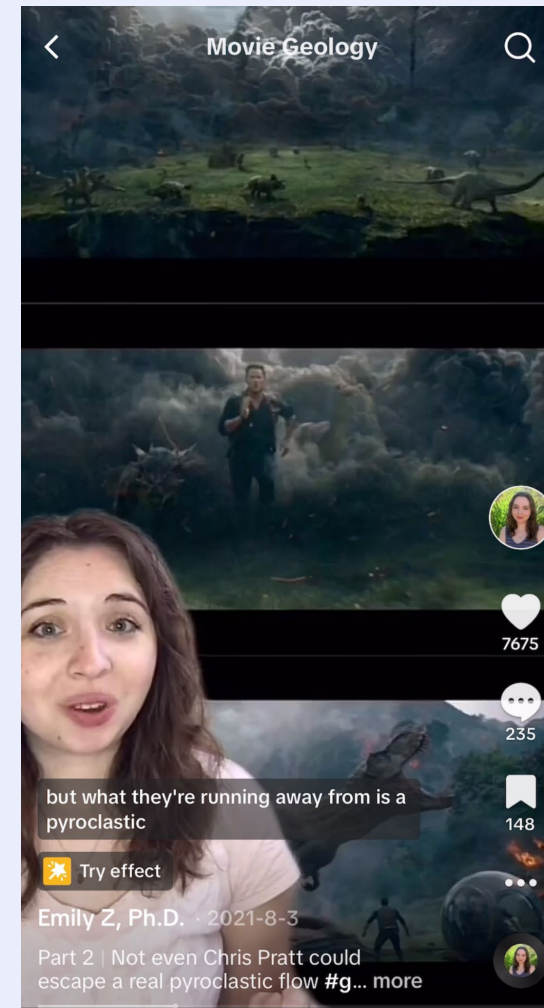
4,500 views



## “Movie Geology” playlist

Jurassic World’s  
deadly pyroclastic  
flow

54,100 views



# TikTok Drawbacks

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**Any** video has the potential to reach large audiences with TikTok's algorithmic feed, but...

Puts pressure on all videos to go 'viral'

Followers are essentially meaningless  
Followers  $\neq$  views

No analytics or transparency regarding STEM feed





# Thank you!

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**Poster: ED11D-0793**

Communicating Science Through Short-Form Video on Social Media (TikTok, Instagram Reels, YouTube Shorts)

Now – 12:50 pm