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TIKTOK AND NEWS – THREE THINGS YOU NEED TO KNOW

JUSTIN KINGS FACULTY MEMBER, EBU ACADEMY

30+ years in broadcasting - BBC and commercial radio

First used social at BBC in 2007/8

Wrote one of the first trainings for broadcasters using social media



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1. It remains popular with young people

Source: Children and Parents – Media Use and Attitudes, OFCOM (UK), March 2023

53% of 3-17 year olds use TikTok
(89% use You Tube/You Tube Kids)
25% of 5-7 year olds watch TikTok (14% use Instagram)
32% of 8-11 year olds have a TikTok profile

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2. Notable elements
of the language of
TikTok are fun and
learning

TikTok



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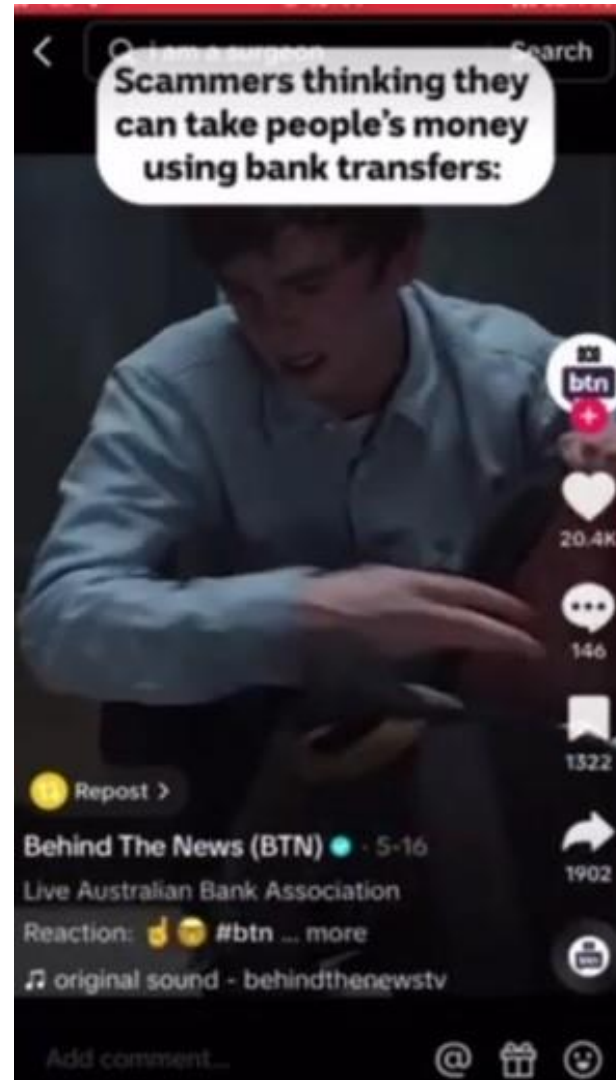
@un.logo



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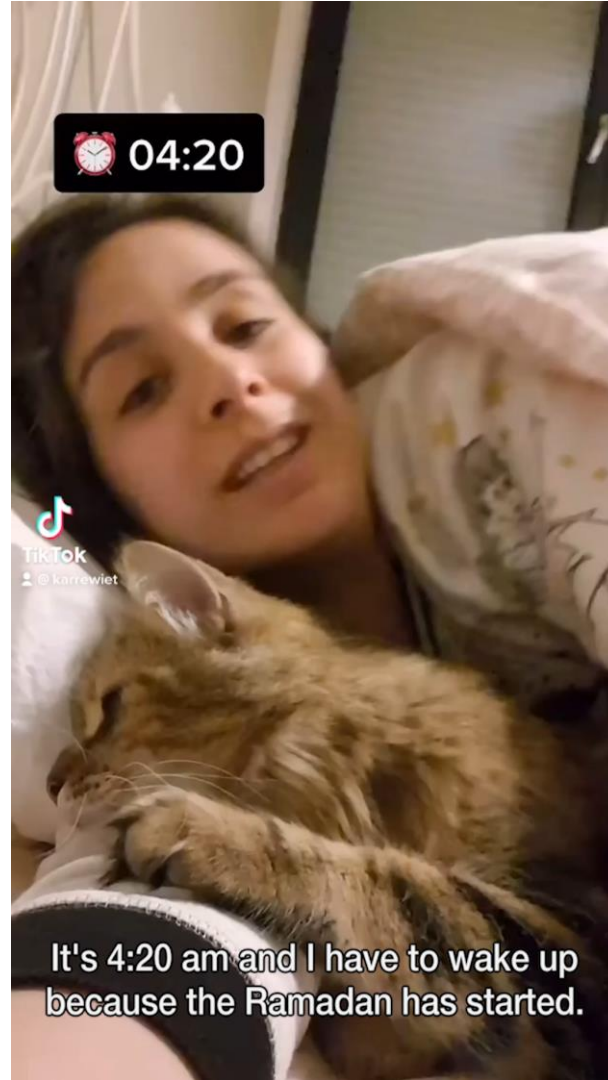
@behindthenewstv



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@karrewiet



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3. On TikTok people represent brands (DW)

- Connection
- Relatability
- Familiarity (trust)

@ylemix



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TikTok and News eMaster Class
19, 20 & 22 June 10-12.30 CET
Email raubymatta@ebu.ch

Includes:

- How journalism on TikTok aligns with the core values of public service media
- Deep dive into the storytelling of @miseajour, RTBF
- Live guest speakers, @tagesschau's Social Media Head, Patrick Weinhold explores the lessons of 3+ years on TikTok
- Jelle Mels of @karrewiet on the opportunities to talk with young audiences on the platform

