TikTok Details Its #LearnOnTikTok Educational Initiative

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1 hour ago

TikTok is building a creator learning portal
TikTok teamed up with more than 800 educational institutions, media publishers, public figures and real-world professional experts on #LearnOnTikTok, an initiative to bring learning material to the video creation platform.

TikTok U.S. head of content partnerships Bryan Thoensen said in a blog post, “The reception from our community shows that people are eager to #LearnOnTikTok—and we’re energized by the opportunity to do more. To support the growth in creative learning, we’re exploring additional ways to showcase the rich offering of instructional content that’s thriving on the platform, and we’re building a creator learning portal that will provide insights, tools and best practices on how to create quality content on TikTok. We look forward to sharing

more on our efforts to give back to the community and, in the meantime, we're ready to soak up all the creative insights and instruction that the TikTok community has to offer."

He also shared examples, including:

- Aquarium of the Pacific shared an explainer about endangered giant sea bass.
- Tyler Brown, a fourth-year dental student from Boston, shared tips on dental hygiene.
- Christen Fosque of Hedonia Flowers in Chicago, who had to shut down her shop, shared do-it-yourself lessons in floral arrangement.
- Headspace shared meditation tips.
- It Gets Better created content on how to be mindful of assumptions of gender identity.
- Cindy Lai, an independent fitness trainer in New York, whose business was impacted by the coronavirus pandemic, shared tips on how to exercise and stay fit while sheltering at home.
- Farm owner Page Pardo in St. Louis shared videos highlighting lessons from owning a farm, such as what it means to sweat like a pig.
- Self shared tips on how to sleep better.
- Upworthy shared tips on at-home DIY yoga.
- Women's Wear Daily shared the history of wedding dresses.
- Najwa Zebian, a Lebanese author and poet, shared inspirational poetry and prose.

Thoensen also shared comments from experts in his blog post.

José Andrés, internationally-recognized culinary innovator, New York Times bestselling author, educator, chef/owner of ThinkFoodGroup and founder of food relief organization World Central Kitchen, will share cooking tips and tricks learned from every corner of the globe and right in his own home kitchen. He said, "From the science of food to fundamentals

for the whole family, from Michelin-starred restaurants to cooking with my three daughters, I'm looking forward to creating educational food content for the TikTok community."

Television personality, producer, businesswoman, actress, author and model Tyra Banks, who will create content to teach and inspire the TikTok community, said, "I am beyond pumped to partner with TikTok to bring exciting, thought-provoking content all about learning and taking your life to the next level. I'll tackle how to overcome life's obstacles and give unique tips and tricks to make your wildest dreams come true. Motivating people to reach for their 'BFOGS,' their 'Big Fierce Outrageous Goals,' has always been my passion, and I can't wait to share all of these lessons I've been honing for years with the TikTok community."

Bill Nye, science educator, TV personality, mechanical engineer and CEO of nonprofit space interest group The Planetary Society, said, "I'm excited to partner with TikTok. Looking forward to doing some science on the small screen—the real small screen—the one on your phone."

Lilly Singh, host of NBC's A Little Late, will create content that inspires people to stay positive. She said, "I love to tell stories that have the potential to inspire audiences and make people feel seen and connected, especially in this climate, where we are often apart from one another. TikTok is such an original place on the internet, and I'm excited to create content that makes a positive impact, encourages people to learn something new and, just as important, I know we could all use some comic relief right now, too."

And astrophysicist, cosmologist, planetary scientist, author and science communicator Neil deGrasse Tyson, who will create content that teaches and inspires, said, "I'm happy to work with my StarTalk team to bring a stream of fun, educational content to the platform. Science has always been a passion of mine, and it's my goal to make it a passion of yours."

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