

In partnership with



Content Creation Guidance

Summary

- This guidance is aimed at anyone wishing to create COVID-19 related content for use on TikTok.
- The primary target audience is age group is 17-21 years, but you can also focus on a broader age range if you wish and still targeting young people.
- The aim is to share factual information, to encourage young people to follow current guidance and to signpost young people to trusted sources of support and information

Why are we doing this?

We know that our usual ways of communicating about the current situation in the county and about what the current government guidance or restrictions are is probably not reaching a young audience. But they are exactly who, right now needs to hear, understand and act on those messages alongside their families and friends.

So we want to try and use a space (in this instance TikTok) where young people are and in their voice, spread the messages about keeping your distance, covering your face, washing your hands, the importance of LFD testing and self-isolation and the risk of not following that guidance. We also want young people to know where to go for support during this time.

We believe there is nothing more powerful than hearing an important message from someone you can relate to and identify with.

Where/how will content be shared?

Public Health Northamptonshire Account : <https://www.tiktok.com/@publichealthnorthants?lang=en>



- ✓ content created by young people
- ✓ signposting and linked information/tags added by communications team
- ✓ shared alongside Influencer videos

In partnership with



How do I get Involved?

We don't want to dampen creativity at all, but we need to make sure that anything that is created as part of this project is done so within the spirit of this guide for content, that it bears in mind the official COVID-19 guidance, the need to be safe online, and supports our aim to stop misinformation and myths.

Send your videos to Nicolette.Eames-Barton@northnonthants.gov.uk and we will get the content checked out by Public Health to make sure it is in line with current advice and then it will be sent to the Communications Team to load it onto the Public Health account.

Content Guidance

- Videos should be up to a maximum of 60 seconds in length
- You must have the consent of anyone appearing in your video for it to be shared and to be made public
- If you want to use a piece of library music, please check that the music you plan to use is not linked to a negative trend or anything that will detract people from what we are trying to do.
- Where you can please use finger points to direct people to trusted information or sources of support aimed at young people:

Child Line	-	free and confidential advice from counsellors
Rise Above	-	online stress advice and support
Service Six	-	free counselling, support and help for young people
The Lowdown	-	free advice and counselling about bullying and e-safety
Time2Talk	-	bullying advice & counselling in Daventry and Towcester
Free2Talk	-	health and wellbeing for young people
Every Mind Matters	-	mental health wellbeing self-help (NHS)
Young Minds	-	signposting, support and self-help
Ask Normen	-	gateway to mental health and wellbeing support for young people in Northamptonshire

[Changing Minds IAPT](#), provides talking therapies for anyone over 17 and a half dealing with low mood, anxiety, stress, OCD, isolation and other mental health difficulties

[Chat health](#), young people can text their school nurse on 07507 329 600 to talk about a number of different topics, including relationships, friendships, school, exams etc.

[CAMHS Live](#) – young people can access the mental health services they might need and speak to NHFT live and online Monday-Friday, 9am-7pm

In partnership with



Prize for the best video and the furthest reach of a video

The video that has the highest reach will receive a healthy activity inspired prize. A variety of other prizes will also be available based on the creativity of the content. All submissions will be judged and prizes awarded on 25th June 2021.

Themes to Inspire your Content

COUNCIL / PUBLIC HEALTH

Phrase

What is this about?

‘every touch leaves a trace’

to illustrate how easily the virus can be transmitted (think about the glitter example – how it is soon all over the house and every surface you have touched.

‘let’s stand together by standing apart’

reminder to keep a 2-meter distance and to keep your distance when out shopping and in public places

‘act like you have it’

reinforcing the idea of taking all possible precautions to stop the spread

‘Hands. Face. Space’

basic standards - wash your hands (20 secs), cover your face, 2 meters distance

‘10 days of self-isolation’

if you are having to self- isolate – what can you do to keep yourself entertained, help others with a ten-day challenge, or ideas on what to do, or how to support each other

Indoors v Outdoors

Why meeting up indoors may not be a good idea.
The benefits of being outside

HASHTAG Ideas for Content

#northantstogether

- used on most council and other organisations posters and media

#10daysisolating

- positive things to do while isolating, how to support others who are

#playyourpart

- working together

#itsnotjustyou

- working together and supporting each other

In partnership with



Other Hashtags on TikTok

- #covid... - anything you post with covid content will guide you to an in-app information centre where you can link to trusted sources of information
- #covidmyth as above
- #selfisolation as above
- #staysafe as above
- #mentalhealth - link to wellbeing messages and signpost to support
- #learnontiktok - link to what you can do in 10 days of self-isolation and lockdown
- #covidvaccine - new vaccine tag to detect and tag all videos with words and hashtags related to the COVID-19 vaccine. TikTok will attach a banner to these videos with the message 'Learn more about COVID-19 vaccines'. This redirects the user to verifiable, authoritative sources of information.

Online Safety

As with all social media it is important to stay alert, to protect yourself and others, and to report inappropriate content or behaviour.

Please see the guidance below:

[TikTok Safety Centre](#)

[Northamptonshire Children's Trust Online Safety Advice for Parents](#)

[Young Northants – Online Safety Checklist](#)