How and Why TikTok is Being Used

Lodi Unified posted its first TikTok video in February 2020, in an effort to reach more students. TikTok, at that time, was a rising social media phenomenon known for fun dances and viral "sounds" among Gen Z.

Throughout the COVID-19 pandemic, TikTok went mainstream. The app became the "#1 top grossing app on the iOS App Store globally in the second quarter of 2020" (Forbes, September 14, 2020) and it surpassed Google in popularity in 2021 based on Internet traffic (Cloudflare's 2021 Year in Review). TikTok now boasts over 1 billion monthly active users, of which 27 percent are between the ages of 10-29 (Sprout Social, March 17, 2022).

District TikToks were posted sporadically while Lodi Unified students remained on Distance Learning in 2020-21. At the start of the 2021-22 school year, the District began spotlighting different schools on TikTok to keep students connected to school.

Outcomes Achieved

Growth and Expansion: Once students and staff began to engage with the District's TikTok, followers and "likes" rose quickly. The District went from 239 followers and 988 likes in March 2021, to 1,247 followers and 8,609 likes in March 2022 (421.75% increase and 771.35% increase in likes and followers, respectively). With over 1,000 followers, the District can now livestream on TikTok.

Student Engagement: As students started seeing Lodi Unified schools highlighted on the District's TikTok, they began to comment and request the District to come to their schools. Students were excited to see their schools or friends' schools highlighted. Students commented and tagged others, helping with the algorithm and the District's reach.

Student and Staff Recognition: Students and staff alike joined in on the fun, requesting the District to come visit their schools. In an effort to make students and staff feel recognized, the District includes the individuals who requested the visit in the new TikToks and tags them in the video.

Links:

- District TikTok
- School Site Highlight - Lawrence Elementary
- School Site Highlight - Millswood Middle
- School Site Highlight - Delta Sierra Middle