



Utilizing a Social Media Platform Targeting Youths for Covid-19 Prevention: Benefits of TikTok



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Introduction

Dentistry has been challenged by Covid-19 and social media platforms may be helpful. TikTok is the 5th largest social network in the world with a 100 million user base in the US alone, consisting of Gen-Z, with 41% between the ages of 16-24.

The World Health Organization (WHO) has suggested for Covid-19 mitigation, that young people can be helpful by staying connected through social media with messaging content that is positive. TikTok has the potential to help with messaging content, however little research has been done.

Objective

To address the receptivity of TikTok videos as a mitigating strategy for Covid-19 mitigation.

Methods

Utilizing the authors social media platform (12M+Views) two videos were written, directed, and produced airing on March 21, 2020. Each video was less than a minute, lighthearted (Figures 1, 2, 3), positive, and included WHO mitigation behaviors such as social distancing, hand washing and sneezing.

Results

- Results have been positive with over 68,400 views.
- 11,200 likes with very positive comments.
- Videos added to Florida Chapter of Society of Public Health Education's Communications of Covid-19 Resources.

Figure 1

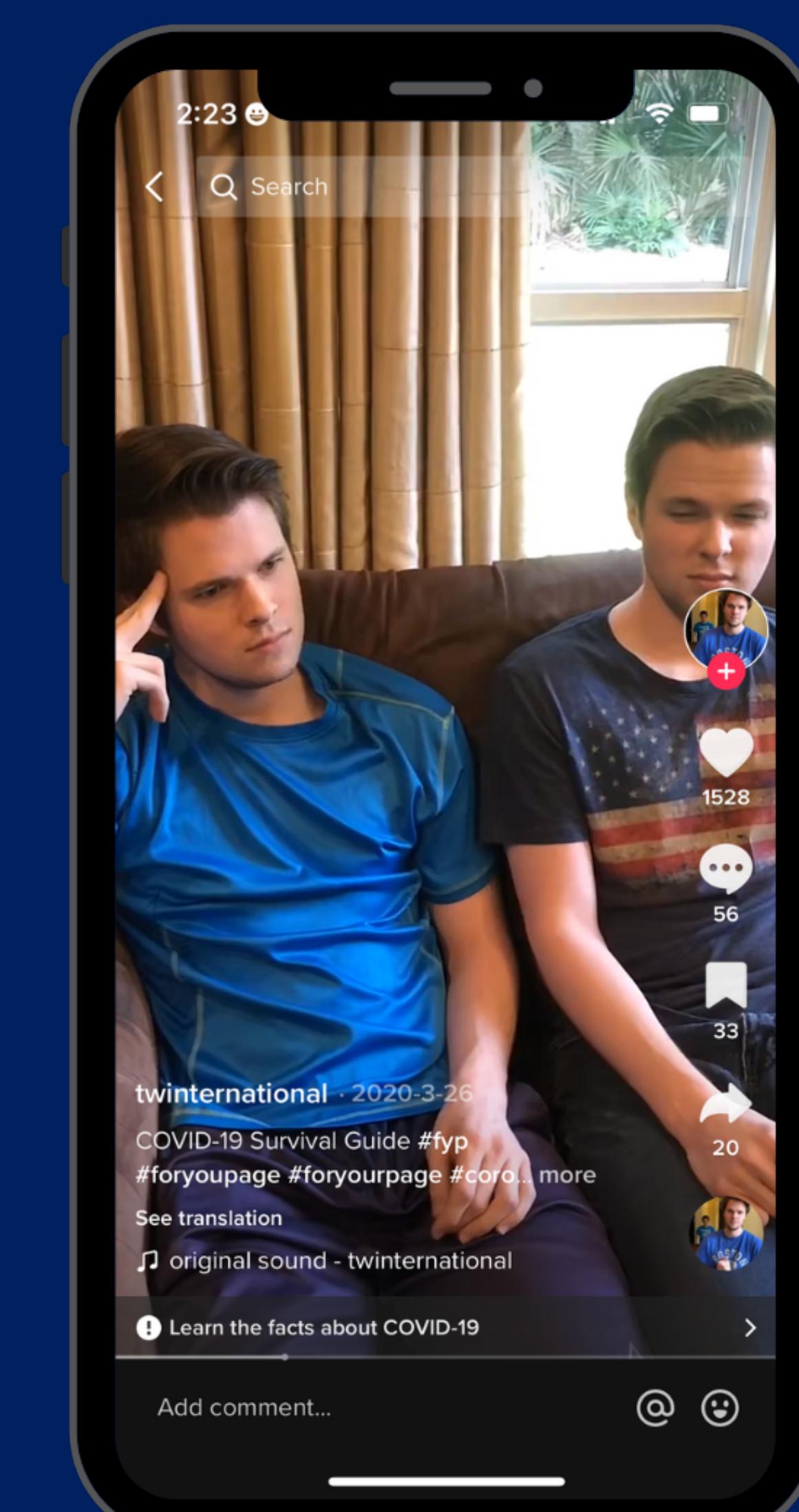


Figure 2

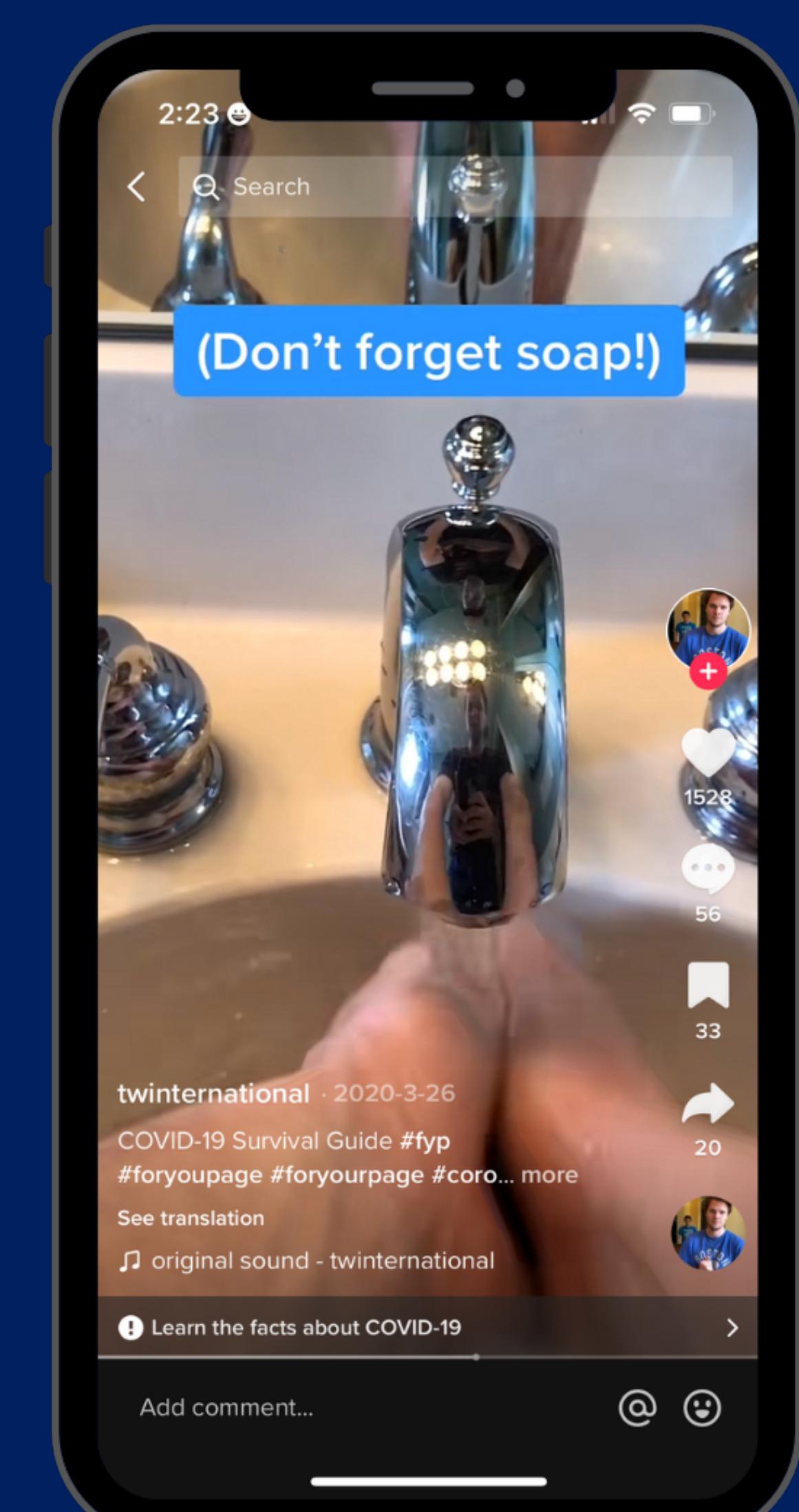
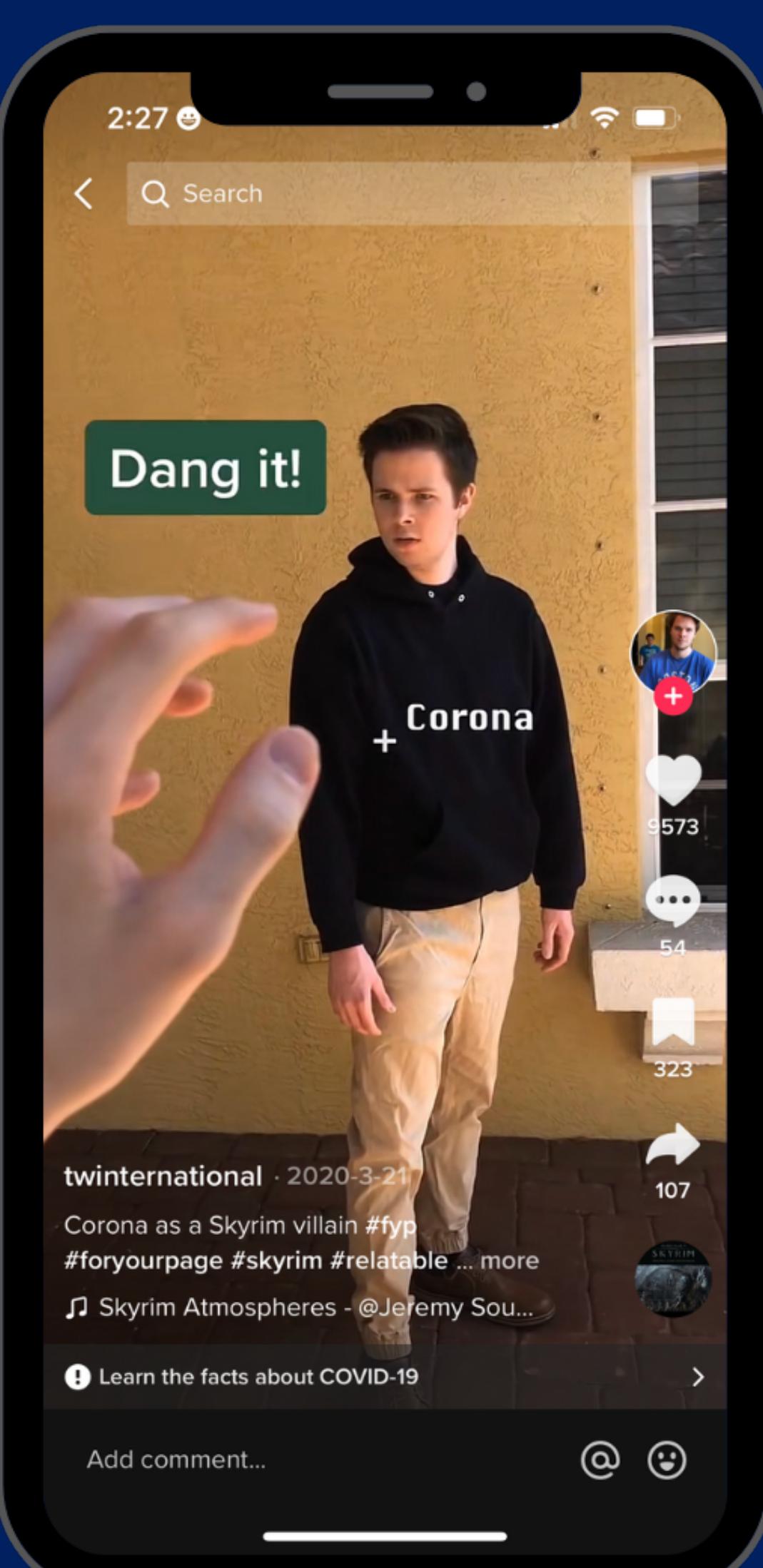


Figure 3



Conclusion

The TikTok videos were successful as a mitigating strategy for Covid-19. Future research is warranted to explore how TikTok can be utilized as an interventional tool for young people to promote prosocial and accurate mitigation for Covid-19 and other health related problems.