Centro Colombo Americano

Let’s become influencers!



It is more than funny videos

Workshop 3

American Spaces
ÚNICO CENTRO BINACIONAL EN BOGOTÁ AVALADO POR LA EMBAJADA de ESTADOS UNIDOS BOGOTÁ

ALCALDÍA MAYOR DE BOGOTÁ D.C.
SECRETARÍA DE EDUCACIÓN
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Mediation objectives

Communicative	Engage TikTok fans with videos that promote a real change!
Language	Utilize persuasive and descriptive language to articulate leadership concepts.
Global Skill	Creativity, teamwork, and critical thinking.

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Understanding TikTok and Leadership

Discuss

How Videos can be used to share impactful messages?

How can the concept of "community" be built from this kind of videos?

Get ideas from the videos







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Video Production Vocabulary

Instructions

Can you spell the words correctly?

At the end, check in a dictionary all the words you don't know.



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Let’s use our new vocabulary

Discuss

What roles from the vocabulary can we assign for today’s session?

Is it necessary to appear on video to make a difference? Why or why not?

Why do all videos aiming to make a real impact need Closed Captioning or subtitles?

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Brainstorming Session

Instructions

In your groups, brainstorm content ideas for the following hashtags. Focus on how each video idea can inspire and demonstrate leadership:

#WhatIsAYouthAmbassador

#LeadershipSkills

#YouthMakingADifference

#LeadershipChallenge

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Scriptwriting and Storyboarding

Discuss

Select one hashtag.

Define the required roles.

Develop the storyboard and script for a 2-minute TikTok video.

Storyboard



Filming and Production

Directions

Use smartphones or available equipment to film the videos.

You have 10 minutes to record your video. We will have extra time for editing.

Editing and Refining

Discuss

Watch this video: https://www.youtube.com/watch?v=eT2vqSYl0nk&t=8s

Use editing apps such as CapCut or TikTok's built-in editor to refine the videos.

Add music, text, and effects to enhance the message and increase engagement.

Include closed captions or subtitles in your videos.

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Presenting and Reflecting

Instructions

Each group presents their video to another group in the session.

Use the following questions to guide your reflection:

How did you make your video? - How did your team work together on the video? - What did you like about the other group's video? - Is it clear the change they want to promote?

Offer constructive feedback to peers

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Using Hashtags Effectively

Discuss

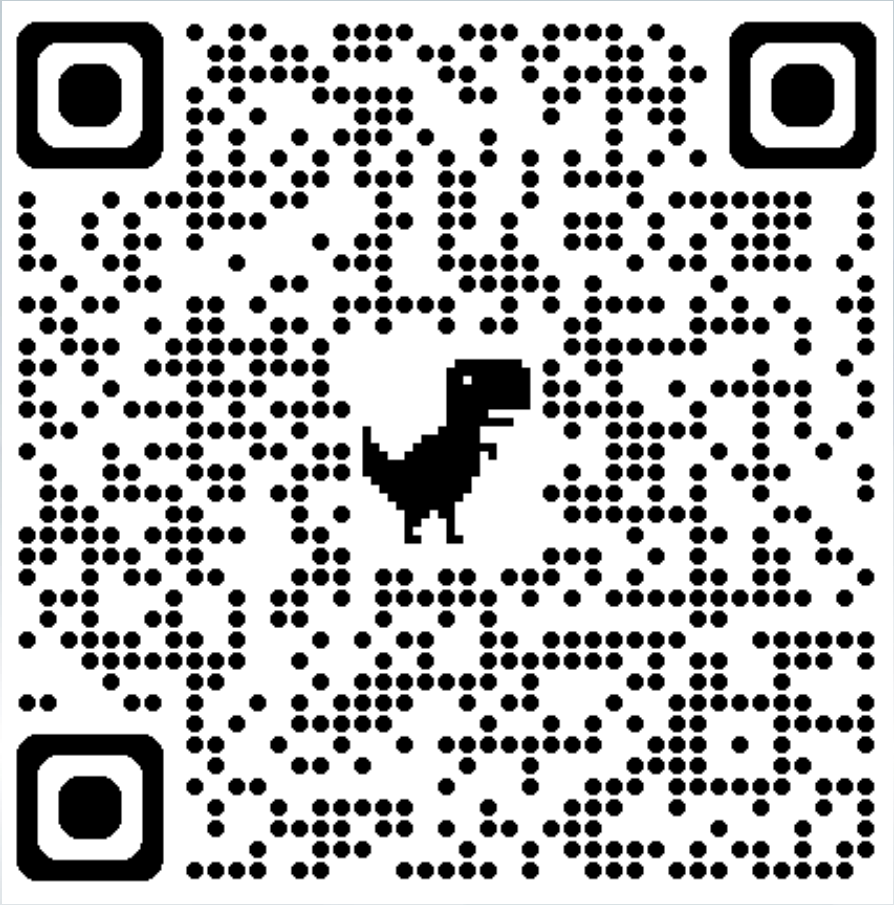
What's the role of hashtags in social media visibility and engagement?

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Workshop Rating!

Scan the QR or go to the link



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Final Reflection

How can you, as youth ambassadors of bilingualism, promote a real change through social media?

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At home... (Recording)

At home mission

If you are watching this recording, and you didn't attend the session.

Record your TikTok using any of our hashtags.

Then, Scan the QR and Send us your link.