



EUROPEAN YOUTH PARLIAMENT

# GUIDELINES FOR TIKTOK TAKEOVERS EYP NETWORK

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# INTRO

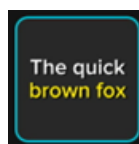
Take over the international EYP TikTok account to engage a broader audience and showcase your sessions and events to people all over Europe! This document outlines the guidelines and procedures for conducting a TikTok takeover.

## WAY OF WORKING

- Complete the [takeover request form](#), providing event details, dates, and the individual(s) responsible for the takeover.
- Confirmation will be provided if the requested dates are available. Priority is given to larger sessions and NCs with fewer takeovers. In case of overlapping dates, it's first come, first serve.
- The individual(s) taking over must confirm their understanding and adherence to these guidelines.
- Login credentials will be shared shortly before the takeover begins.

## GUIDELINES

- All content must adhere to the [EYP Communication Manual](#), the [EYP Communication Strategy](#), the [EYP Accessibility Guidelines](#), and the [EYP Netiquette](#). You can also use these [graphic elements](#).
- Avoid using copyrighted materials, including music, images, or any content without proper rights – check in advance if your music of choice is available on TikTok for business accounts.
- Take videos vertically with good lighting, ensure that the video has little to no background noise, and use a microphone when available.
- Use the voice 'Jessie' on CapCut if the text-to-speech option is used.
- Use the System font in CapCut for the text (black text, white background with rounded edges).
- Use only sounds on TikTok intended for commercial use.
- For the captions of people speaking, use the 'System' font, and the yellow/white template.



## CONTENT RECOMMENDATIONS

- First: Introduce the viewer to the event, location, and current activities using text or speech.
- Second: Introduce the people who speak in the videos (name, surname, NC, role).
- Conclude the videos with a call for action/closing statement (e.g., "See you tomorrow for Committee Work!"). Ideas for content:
  - **Session and Event Highlights:** Showcase engaging snippets from sessions and events, capturing the essence of team building, committee work, cultural exchange, etc.
  - **Educational Series:** Develop short educational series explaining the workings of EYP, and the overall structure of events.
  - **Participant and Alumni Stories:** Feature personal stories and experiences of participants and alumni, emphasising the transformative impact of EYP participation.
  - **Challenges and Trends:** Participate in TikTok challenges and trends while integrating EYP themes to enhance reach and engagement.



- **Interactive Content:** Utilise TikTok's interactive features, such as duets, to encourage audience participation and feedback.

## DO

- Have your takeover for maximum 3 days.
- Tag your own NC's TikTok account and other relevant accounts.
- Portray EYP as an open and approachable organisation run by young people.
- Feature delegates and individuals new to EYP, encouraging them to follow the account.
- Use hashtags and other engaging features.
- Cover insights from the topics discussed and tag speakers attending the event.
- Prominently display 'Follow us on @eyp\_network' in the videos and encourage participants to follow the coverage.
- Tag the TikTok of the National Committee, where the event is taking place.
- Logout of the account at the end of your takeover.
- Use clear language (no abbreviations) for external audience, eg.: chairpersons Vs officials, national session Vs NSC, committee work vs CW, etc.

## DON'T

- Follow anyone with the eyp\_network account.
- Delete any TikToks that have been already posted before your takeover.
- Display alcohol, drunk individuals, smoking, or anything against EYP policies.
- Make political statements.
- Refer to personal TikTok accounts for promotional purposes.
- Use swear words.
- Make negative fun of individuals featured.
- Share login details with others.
- Use abbreviations without explaining them to the audience (e.g., NSC, GB, etc.).

By adhering to these guidelines, you'll contribute to a positive and engaging representation of EYP on TikTok.

## DISCLAIMER!

As our TikTok channel is in its early stages and is undergoing testing and development, we want to ensure that the content aligns with our guidelines and criteria. Therefore, we reserve the right to delete any content that does not meet these standards. We appreciate your understanding and cooperation as we work to create a positive and engaging community on our TikTok channel.