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Codes 121

27 September 2024

Reflection 4

The social media platform I have chosen is TikTok. TikTok is a common social media platform used for videos and reels. Since the article I have chosen talks about college, the college process, and racial demographics among colleges such as African Americans, Hispanics, and Asians my target audience will be Gen Z. Specifically the age range of 16-19-year-olds living in America, between 10th and 12th grade, also including college freshman as the target audience. I will aim the video for the TikTok college community and the upcoming high school senior community.

While researching on TikTok I found that many people are knowledgeable about the college process. The most popular hashtags were #college admissions and #college process. As far as the college process, knowledge is extensive, but as I looked for videos about selective colleges and hashtags, many weren't found. So the knowledge about selective colleges, racial demographics, and diversity in colleges is little to none. Even though my target audience already has much knowledge about the college process and admissions, I think it will be good for them to know about selective colleges, Specifically the admission rates and why you shouldn't limit yourself to easily accessible schools or schools that have a high admission rate. It's important for my audience to know this information and have this knowledge so when going through the college process they'll know everything so they can pick the best university possible where they

can get a good education, and also a place where they can excel and make change. To get views and an audience I will use clickbait. According to Google clickbait is “ content whose main purpose is to attract attention and encourage visitors to click on a link to a particular web page”, using clickbait on my videos can make viewers intrigued and help the audience connect to the video. I will also use data visualization so I can have statistics to support my claims and information. While informing my audience I will also make the video funny, including things such as memes or jokes so while also gaining knowledge they can laugh and be entertained. Using all those things and Aiming my hashtags at the community I mentioned prior. I will create a successful video that will fill my audience with knowledge and evidence to inform them and help them move forward in the future, and be knowledgeable about selective colleges.







