

WVHA TikTok Video Guidelines

Purpose: We are going to be using these videos primarily for TikTok and other platforms to engage students and job seekers into learning about careers in health care.

Length: Ideally around **30** seconds, but no more than 60 seconds.

Content: Focus on one topic from the following:

- 1) How did I become a/an _____ (insert profession) _____? (what was your educational pathway?)
- 2) What inspired me to become a/an _____ (insert profession) _____?
- 3) What do I do in a typical day?
- 4) What has been the best day on the job and why? (be sure to remain HIPAA compliant)
- 5) Showcase a piece of equipment or tool that is used in the profession
- 6) What do I like best about my profession?
- 7) Anything else you feel is interesting about your profession or that people should know about joining your profession.

Please be mindful of background- no other individuals nor PHI should be visible.

Anyone in the video must sign a waiver.

We will take videos from any hospital employees, but our top priorities are:

- **Radiography:** Radiologic Technologists, Radiation Therapists, Nuclear Medicine Technologists, MRI Technologists, Sonographers
- **Laboratory:** Medical Technicians, Medical Laboratory Scientists
- **Therapy:** Respiratory Therapists
- **Surgery:** Surgical Technologists, Sterile Processing Technicians

Submitting: Once completed, please send the video(s) along with all signed waivers to kpirie@wvha.org
You may submit as many videos as you would like.

Thank you very much for your interest in submitting a video for the West Virginia Hospital Association's social media campaign about hospital careers. Any questions? Please contact Kathryn Pirie, Director of Workforce Development, kpirie@wvha.org.