



Kansas Hospital
ASSOCIATION

Happy In Health Care

STUDENT TOOLKIT

RECRUITING HIGH SCHOOL AND COLLEGE STUDENTS PARTICIPATION

Invite high school and college students to watch the sample TikTok video for the “Happy in Health Care” campaign, and ask them to make a video of their own to share on their platforms and spread the word about considering a career in health care.

Email Example - send to high school and college students:

Are you a TikTok enthusiast? We need your help! Openings in the health care field are on the rise and becoming more critical than ever. Would you like to be part of a statewide campaign to influence and inspire young people to consider a career in health care.

If you are interested in making a TikTok video that shares your interest in health care with others, we want your help. Watch the sample video in the #HappyInHealthCare campaign, and encourage others to consider a career in health care while having some fun at the same time!

CREATING NEW CONTENT

1. You will use your personal TikTok account to create this video. Open your account and search for a song you'd like to use. We recommend “I saw the sign” by quinn.io. Please make sure the music you choose is a clean version.
2. Open one of the videos, then click on the song next to the music icon to open the template.
3. Select “Use this sound” at the bottom of the screen.
4. Record your video.
5. When you have the recorded version you like, select the red check mark to continue.

6. Use the “Text” button at the bottom to add your questions bubbles. To adjust the timing of the text, click on the text bubble you’ve created, select “Edit” and drag the clip to the chosen length.
7. Include the branded hashtag #HappyInHealthCare
8. Once the video is done, click “Next” to post!

SHARING ACROSS SOCIAL PLATFORMS (FACEBOOK/INSTAGRAM)

How to share TikTok videos:

1. Ask the student to share their video with you. They can do this by clicking on the ellipses (three dots) on the righthand side. Then select “Save video” and send the video via text message or email.
2. Save the video to your computer or mobile phone.
3. Open Facebook or Instagram and create a new post. Select “Add video” and choose the video you saved.
4. Use the content below to create your social post. Link to the landing page HappyInHealthCare.org or HappyInHealthCare.com.

Example of social post:

I am considering a career in health care ... there are so many options ... what are you considering? ... you might be #HappyInHealthCare. Learn more about the amazing people and opportunities in the growing health care profession! *[Bitly link to landing page in the copy and share the video.]*