



## SOCIAL MEDIA TOOLKIT

***TikTok, Boom.*** premieres on *Independent Lens* Monday, October 24. Watch on PBS and the PBS Video app starting at 10/9c.

Featuring a cast of Gen Z influencers, ***TikTok, Boom.*** dissects one of the most influential platforms in the new social media landscape, balancing genuine interest in the community and its innovative mechanics with a healthy skepticism.

**Site:** [pbs.org/tiktokboom](https://pbs.org/tiktokboom)

**Hashtag:** #TikTokBoomPBS

### **SOCIAL ASSETS**

**Google Drive:** <https://bit.ly/3PdAOmm>

**Web Download:** <https://to.pbs.org/3xtylWs>

### **SUGGESTED COPY**

How did TikTok become the world's most popular and complex social media platform? Watch @IndependentLens' #TikTokBoomPBS on @PBS and the PBS Video app starting October 24.

<https://to.pbs.org/3p3V9Qd>

Explore the power and complexity of technology through the lens of TikTok and the Gen Z influencers who know it best.

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<https://to.pbs.org/3p3V9Qd>

What lies in the shadows of the world's most popular app?

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