

TikTok: Sharing a recipe

Anna Popova, e-lang citizen team

Teacher Sheet

Task

Your students will be given the following task.

You are going to share one of your favourite recipes on TikTok.

To do so, you will first create an account (if you do not have one). You will then find out how to make a good recipe video. Using this information, you will make a video of a recipe of your choice, edit it and finally upload it to the platform.

Website

TikTok: <https://www.tiktok.com/>

The website is available in many languages.

TikTok is a social media platform where users create and share short video content, with editing options that allow them to add music and sound bytes, as well as text overlays. This video-sharing app is also a rich source of recipe inspiration. TikTok recipes have become popular, with users learning new food and drink tips and tricks in just 60 seconds.

To understand the community guidelines. See the following sites:

- EN: <https://www.tiktok.com/community-guidelines?lang=en>;
- FR: <https://www.tiktok.com/community-guidelines?lang=fr>;
- DE: <https://www.tiktok.com/community-guidelines?lang=de>;

CEFR level - For B1 level and above

Objectives

Digital citizenship and literacy

	Dimensions covered in task	(Potential) specific objectives
Digital citizenship	Ethical and responsible	Know how to share accurate and meaningful information. Be aware of the community guidelines.
Meaning-making literacy	Multimodal literacy	Know how to use visuals, text and sound to create a recipe video. Create, edit and share video content.

Main language activity

- Oral production: create a video, register a video.

Possible steps

- Introducing the topic: Have you ever tried to follow a TikTok recipe? If not, why not? If so, what happened?
- You can invite learners to share their favourite TikTok recipe videos and the reasons why they like them. The teacher can also show them some of their own favourites.
- Learners can watch a few videos together, analyse the key elements and the structure of a recipe video and discuss the elements of good videos.
- You can invite learners to make a list of elements to include into a video.
- Then, learners can pick a recipe and plan their video. This can be done in the classroom, individually or in small groups.
- As a final step, learners can film, edit and upload their video.

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Student Sheet

Task

You are going to share your favourite recipe on TikTok.

To do so, you will first create an account (if you do not have one). You will then find out how to make a good recipe video. Using this information, you will make a video of a recipe of your choice, edit it and finally upload it on the platform.

Website

<https://www.tiktok.com/>

Website available in many languages.

TikTok is a social media platform where users create and share short video content, with editing options that allow them to add music, sound bytes, text overlays, etc. This video-sharing app is also a rich source of recipe inspiration. TikTok recipes have become popular over the last few years, with users learning new food and drink tips and tricks in just 60 seconds.

To understand the community guidelines. See the following sites:

- EN: <https://www.tiktok.com/community-guidelines?lang=en>;
- FR: <https://www.tiktok.com/community-guidelines?lang=fr>;
- DE: <https://www.tiktok.com/community-guidelines?lang=de>.

CEFR level - For B1 level and above

Objectives

Digital citizenship and literacy

While completing this task, you can:

- understand the TikTok community guidelines;
- learn to use a video creation tool;
- learn how to edit video content;
- learn how to create a recipe video.

Hints

Keep in mind who you are addressing

Knowing your audience will guide nearly every decision you make about your video.

- Take a look at the community guidelines.
- Study TikTok creation essentials if you are not sure where to start.
- Watch a few recipe videos on TikTok. Pick your favourite and least favourite ones. Make a list of dos and don'ts.
- To make your video more accessible you can add captions and enable text-to-speech (TTS) voiceovers for written content.
- Decide which steps of the cooking process you would like to include in the video.
- Think about the mood and style of your video.
- Prepare a script.
 - You can either talk through each step of the recipe while you are cooking, or record it separately after you've finished editing the video.
- Here you can find more tips:
 - How to make a TikTok recipe video:
<https://www.makeuseof.com/tiktok-recipe-video-how-to/> (in English)
 - Comment créer une vidéo food qui cartonne? (in French)
<https://www.voxmedia.fr/comment-creeer-une-video-food-qui-cartonne/>

Work on the language-related aspects

Study the way recipes are presented on TikTok. What kind of language is used?

For you to think about

While completing the task, you could reflect on the following:

- What is the most challenging/enjoyable element about making a recipe video?
- What makes a great TikTok recipe video?
- How can your video benefit your audience?
- How can you make your content more inclusive?
- How is TikTok different from other social media platforms?
- Would you share another recipe video on TikTok?