

March 12, 2024

This Week In Social Media

Is TikTok going away??? This is the question we've been asked again and again this week in @themuthership dm's. With political bills being passed unanimously without warning, it is unnerving for many creators who count on TikTok for their livelihood! But we truly believe TikTok is not going anywhere and this is not just a wish upon a star. There is a lot of money at stake and many investors in the USA who see dollar signs in a TikTok buyout. It is very likely it will get scooped up by an investor team to avoid the outright ban. For those worried about whether META will step in, watch [THIS VIDEO](#) see why that won't likely happen.

But with this scare looming, it has prompted @themuthership so share thoughts on how to make sure you are covered if your favorite social media app is in danger of disappearing. Listen to [TODAY'S PODCAST](#) for more on this.

Trends to Hop On



Dance it out

Grab two friends and have fun with this easy dance trend that is taking TikTok by storm. Follow the simple moves and grab some sunglasses, add your own personality and have fun with it!

[Click here to grab the audio!](#)



Fearless, heroic....

You always want to take advantage of a trending Kim Kardashian audio when you can! This one is extremely versatile, lip sync to the words and add titles about you doing something epic (or mundane!), show off something your proud of, or someone your proud of! Have fun with it and be FEARLESS!

[Click here to grab the audio!](#)



Terrified Audio or CapCut Template

This is an audio is used with or without a CapCut template depending on how you want to use it. This creator used it to show his fear driving with his friend who isn't good at driving. Other creators have been taking advantage of the [CapCut template like THIS](#) to show off a dramatic event. Either way, this audio is trending and you can't go wrong with making a video.

[Click here to grab the audio!](#)

Join Our FREE Workshop Today, March 12th!

Next up in our [Beginner Editing Series](#), @themuthership is going to teach how to do video transition - a secret weapon in editing which can do some really fun visual effects! Join this slow paced lesson to really understand the thinking behind creating transitions so you can make it work for you!



Original Content Ideas

Transition Magic

Come to our free workshop today and learn how to make some transition magic happen in your videos! There are plenty of fun ways to make transitions, cover the camera, jump in place, or clap like this creator. Get creative and make your own epic movie magic.

Dance around town!

If you have seen any of @themuthership's content this past week, you definitely saw her dancing around Jackson Hole and having fun. Check out her videos [HERE](#) for inspiration, and find your own music to dance around town and spread some joy!

Reaction stitch

Stitching videos is a great way to hop on a another creator's viral moment. @JuliPolise had success recently by providing insights on another creator's video and her commentary racked up over 20k+ views in 12 hours, [Check it out here!](#) Use this as inspiration to add your own context, opinion, theory to an already existing viral video!

Tutorials + Tips



Tips for Going Live

This demonstration shows the TikTok screen options when you go live, but you the same principles apply on any social media app. The purpose of going live is to interact with your followers and give them some 'one-on-one' time (with many at a time)

[Click to view the tutorial on YouTube!](#)

Music Suggestions & More

[DC FOG](#)

[HAPPY DANCE](#)

[WHERE HAVE YOU BEEN](#) - a fun lip sync trend to do with a friend or co-worker

The Socialize Podcast

The Socialize Podcast is a 15-min 'power pod' which takes a deeper dive into this content, providing examples about how to use the trends and ideas shared here!

[LISTEN NOW!](#)



LISTEN HERE!



We are feeling the love on our Friday Socialize Strategy edition! Submit your ques for a chance to get them answered by @themuthership on the [SOCIALIZE PODC](#).

Submit Questions!