

Breaking Down HR with the TikTok Generation

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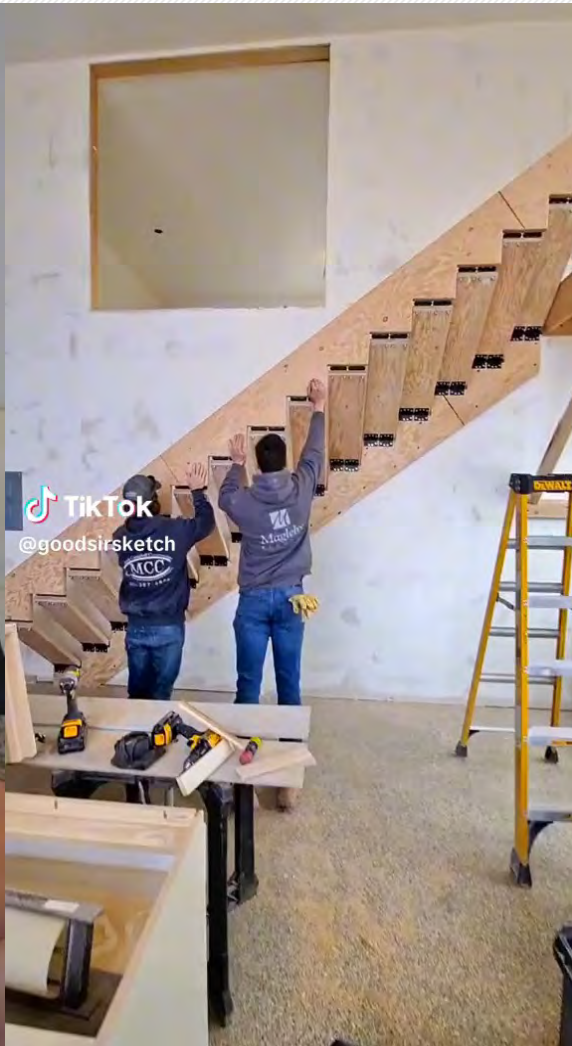


The TikTok Generation

- Facebook vs Twitter vs Instagram vs Tiktok
- Lost Innocence-Stolen Youth
- Social Awareness and inclusiveness is (generally) much better
- Constant New Trends
 - FOMO
 - You don't have to express your opinion on everything
- Competing for Likes
 - Constant need for validation
- Currated content leads to limited exposure to diverse opinions
 - You can't swipe up on people in real life
 - False information spreads like wildfire
- Short attention spans
- Extreme social awareness



Examples



TikTok Generation Adaptations

- Accommodations
 - Flexible work schedule
 - They will be early adopters of tech
 - Give them a voice
- New cultural norms
 - Teamwork/Collaboration
 - Important Planning: What are their long and short term goals?
 - Do they feel represented?
- Flexible opportunities for growth
 - Offer new skills to learn
 - More about experiences than about traditional promotions
- No knowledge of the world without the internet
 - Greater productivity
 - More innovation
 - How do we use those skills to move the company forward



TikTok Teaching

- You can complain about them, or you can adapt and succeed. You will not change them.
- This generation grew up with the entirety of human knowledge floating in the air around them.
- Creating a private TikTok channel
- Teaching must be entertaining
 - A lengthy lecture will be mentally swiped up on, even if it is not physically
- Teaching must be short and concise
 - 30-60 second lessons
- Getting in depth is difficult so you may have to work hard to engage
 - Stitch this....



Employee Social Media

- Should you be friends with your employees on social media?
- Does your company have a social media policy?
- Should it have one?
- What should it include?
 - Trade Secrets
 - Private information
- What should it not include?
 - What can you legally restrict?
 - Does that depend on their position?
 - Does it depend on how publicly they share their content?



THANK YOU

