

# Teaching Gen Z and Microlearning on TikTok

How to leverage TikTok's algorithm to teach  
your students while they scroll...anywhere!

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1 - Where Gen Z is spending their time and how TikTok promotes microlearning

2 - Healthcare educators and professional on TikTok and how to engage your students with them to deepen their learning experience

3 - The do's and don'ts of creating your own educational TikTok channel

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# Where Gen Z is spending their time and how TikTok promotes microlearning

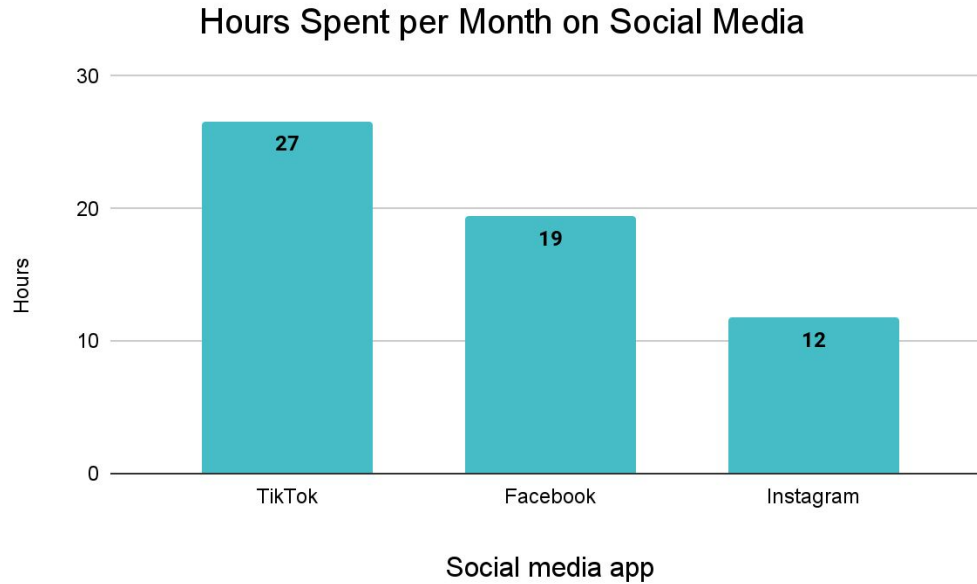


# TikTok Dominates Gen Z's Attention



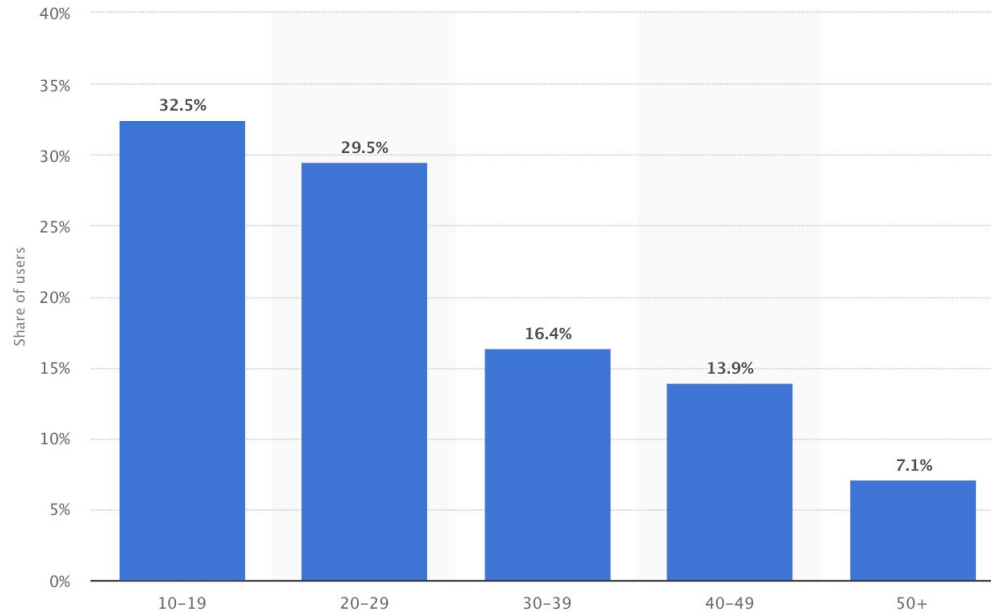
- Aged between 10 and 26 years old
- Gen Z is known as the first generation to have grown up with the internet
- **70% of Gen Z are on TikTok**
- They spend 27 hours per month on TikTok
- **18% of Gen Z say they're on TikTok for 5 hours a day**

# TikTok is More Sticky than Facebook



# TikTok: an Expanding Audience

TikTok Users by Age



# Adapting Teaching Methods for Gen Z

Teaching styles change from generation to generation.

Gen Z is the first generation known as “Digital Nomads”.

- **Blended learning using technology** - Blends the traditional classroom with methods used in online learning, such as polls, online games, and interactive activities
- **Visual aids** - Gen Z prefer visual aids. Integrating short education videos in- and outside of the classroom can reinforce learning
- **Microlearning** - Gen Z learns best when given repetitive bite-sized pieces of information

# What is Microlearning?



Studies show that Gen Z prefers Microlearning

- A strategy to capture learners' attention and provide an **immersive learning experience**
- The core concept of microlearning is **spaced repetition** to build **long-term retention**
- Helps **reduce cognitive load** by providing key concepts
- Examples of microlearning: short videos, quizzes, and flashcard learning



# How TikTok Promotes Microlearning



- TikTok's algorithm **pushes similar content**, so if you follow educational accounts or watch education videos, you will see similar educational content on your FYP (For You Page)
- TikTok video length format is perfect for **short attention spans** at 15 seconds, 60 seconds, and 3 minutes
- Educational channels create similar video content that can be repeated to help retain information
- The app very likely already on your students' phones
- Straight to the point; **short videos** with **key information**
- It's **fun** and engaging!

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Healthcare educators and professionals on TikTok and how to engage your students with them to deepen their learning experience

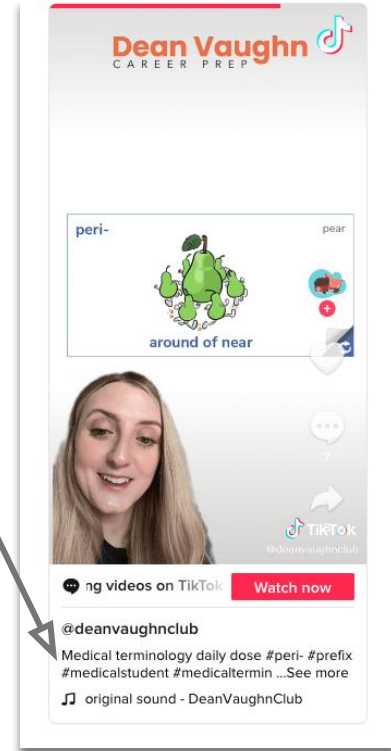
# Popular Healthcare Hashtags on TikTok

**#medtok** - 2.6 billion views

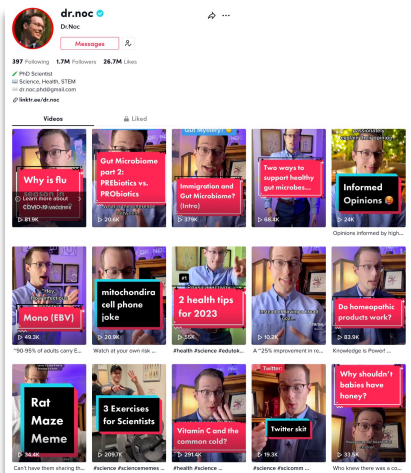
**#learnontiktok** - 500 billion views

**#healthcare** - 9.8 billion views

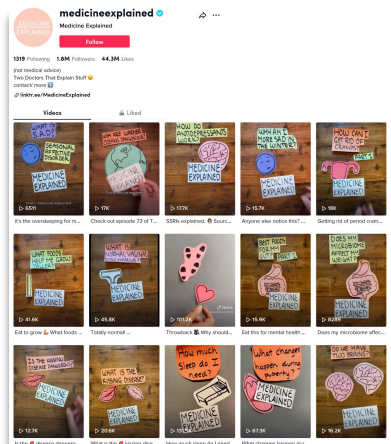
Where to find  
hashtags



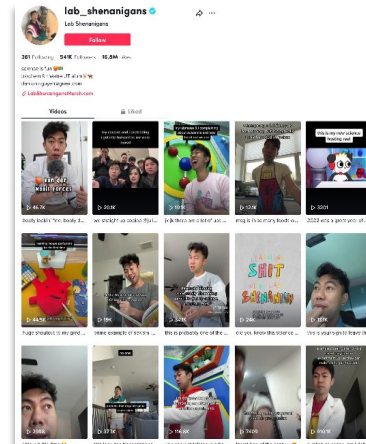
# Popular Healthcare TikTok Accounts



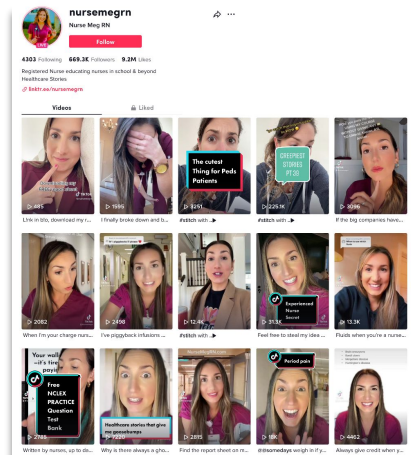
@Dr.Noc  
1.7m followers



@Medicineexplained  
1.8m followers



@lab\_shenanigans  
541k followers



@nursemegrn  
669k followers

# Building your “For You Page”

TikTok’s algorithm is geared towards showing you similar content. It “learns” your likes and dislikes and will “push” similar content that you have viewed, liked, or followed in the past.

Set up your own TikTok account and spend some time watching educational videos all the way through. The algorithm will “learn” the type of content that you enjoy and will “push” similar content to your For You Page.

- TikTok is different from other social media platforms and apps. You don’t have to search for specific content or accounts to be recommended certain types of content.
- Watch content you enjoy and let the algorithm do the rest!

# With TikTok, Your Students Learn While They Scroll

Leveraging TikTok's algorithm to teach your students while they scroll is not about curating content or having them follow certain people on TikTok.

It's about getting them to use TikTok as a tool for discovery and learning. The powerful TikTok algorithm will take care of the rest by pushing like content to them whenever they open the app.

Examples:

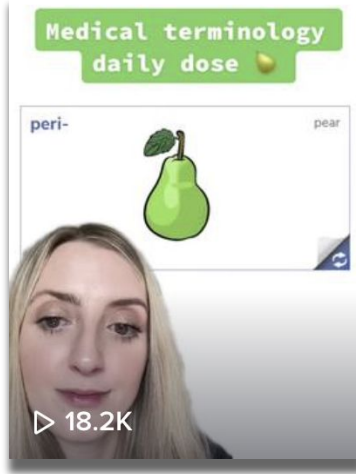
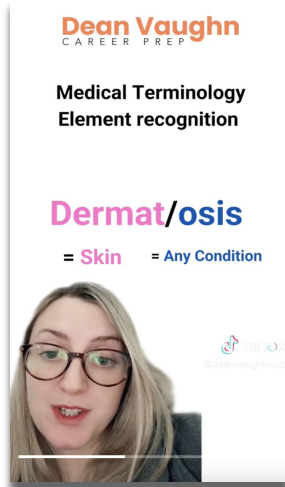
- Set aside 5 minutes in class and ask your students 2 questions that are part of the next unit. Challenge them to find the answer to these questions via TikTok.
- Have your students use TikTok to help them identify a project idea by starting with a search, and then using hashtags to dig down into areas that interest them.
- For career tech classes, have students find professionals to see what inspires them. Then discuss as a class and relate back to their inspirations.

# The do's and don'ts of creating your own educational TikTok channel



# How to Build a TikTok channel

Over the past 6 months, we've been building our own medical terminology community on TikTok



DeanVaughnClub ✓



@deanvaughnclub

Over 650,000+ views!

100+ TikTok videos

8000+ followers

23,000+ likes

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# TikTok Live

When a channel reaches 1000 followers you can use TikTok's Live streaming tool

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## Medical Quiz

[App link in our Bio](#)

Choose the closest match.

*pytal-*

- a) cheek
- b) vessel
- c) mucus
- d) saliva

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## Medical Quiz

[App link in our Bio](#)

Choose the closest match.

*bili-*

- a) duct
- b) vessel
- c) gland
- d) bile

Live medical quizzes

Builds community

7,000 views per Live

500+ comments

200 followers per Live  
session

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# What works, what doesn't work

Over the past six months, we have tried different series on TikTok: Medical Terms Everyone Should Know, Daily Dose, Human Anatomy Daily Dose, Element Recognition, and Flashcard Quizzes.

We have found that our Daily Dose series and Element Recognition series are most popular.

- **Daily Dose** = Our quick flashcards learning series, where students can learn a medical term or human anatomy knowledge in just 20 seconds!
- **Element Recognition** = We break down medical words and explain their prefix, suffix and root meanings. We provide real-world examples of where the medical term might be used.

# Creating an Engaging TikTok

Gen Z loves visuals, so we tested different types of visuals on our TikTok channel. Here's what works best:

- Talk about what you're most knowledgeable about, no matter how **niche**.
  - Be passionate about what you're talking about! Your audience will know if your heart's not in it.
  - Use **fun visuals**: like flashcards, drawings, photos or props. Anything to keep your videos fun and entertaining to reinforce your educational content.
  - **Bright titles** in green and blue work best.
  - Keep backgrounds consistent; audiences prefer the "green screen" feature.
  - Keep videos short; the first **3 seconds** need to be the most engaging.
  - **Be real**, TikTok users prefer unpolished natural content. Keep perfect content on Instagram.
  - Have fun! If you enjoy talking about a subject you're passionate about, you will be sure to find the right audience for your content.
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Medical Terminology App



# Q&A

Any Questions?



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