

Suggestions for the Salesian Mission Day Videos

- TikTok's POV (Point of View) style videos aim to promote interaction with young people; they are meant merely to convey information.
- Post these videos on social channels one at a time; start with the trailer; after a week post the other videos leaving a three-day gap between every two of them. This will create expectation and encourage feedback from young people.
- After publication, get young people to watch the videos, share them with their friends and reflect on the questions. For greater involvement, form a network of engaged young people and friends who share the video, and create a schedule of these postings to cover the days between releases.
- Invite young people and their networks to react by duetting with the videos: in this way we will have new content and learn about young people's responses to the proposed themes.