

Nate Twer... So many little nuggets that explained some things about social media AND apply to everything we do....

Takeaways from Actors' Think Tank, December 14, 2022

Nate Twer - TikTok, UGC professional

Email: natetwer@gmail.com

Sandra Bulk

snbulk1@gmail.com

Nate, thank you so much for helping to demystify TikTok/social media branding/marketing/ad content. Thank you, also, for recommending "The War of Art." I'll be picking that up. My biggest takeaway (she says before skillfully combining two takeaways into one) was that TikTok affords every video the same opportunity to be seen and the videos that get the most traction are those that make the viewer feel like they're in the room with the creator.

Mike Provenzano

mike@mlprov.com

Great session with you as we all learned a ton about Tik Tok and how to move ourselves forward on the platform. It really made a lot of sense when you said that people want to know who you are and what you are doing in the first 1 ½ seconds. So you really have to know and be able to express that in order to keep people interested in your content.

Roz Jamal

arjamal@verizon.net

My takeaway from Nate is that Tik Tock can create millions of followers relatively overnight and the more organic the programming the more appeal it has for the Tik Tock audience. I also want to read the book Nate suggested entitled: "The War of Art," by Steven Pressfield, to learn more about creating content for social media.

Rich Henkels

rkhenkels@gmail.com

Later in the hour with us, you talked about the importance of "clarity" of your message. Who are you and what are you doing? i.e. the real estate guy showing another townhouse. People's attention span is so short, you have to LOCK them in and be WORTH watching if you are going to do this seriously and successful. It's so easy to "just post". Success takes more than just posting.

Kaitlyn Diehl

kaitlyndiehlactor@gmail.com

Thanks for hanging out with us, Nate!! I enjoyed your tip on waking up and not doing anything for the first 20 minutes. I've been growing irritated with myself and my inability to sit still without scrolling or looking at something, and I remember the days as a kid - before I had a phone - where I would just lay in bed and think about the world before I finally went downstairs. It was peaceful, and definitely left more space for my brain to ease into the day and focus. I'm excited to check out "The War of Art" as well.

Paul Blumenthal

pblumenthal@comcast.net

Nate advised that anything that needs to be organic should be filmed on a camera phone since Tic Tok viewers want to feel that they are in the room with you and the videos don't need to be polished.

Jamie Vaughan

jamiep.vaughan@yahoo.com

Nate was a great guest and so generous with sharing information and his personal experiences. My biggest takeaway was to just get out of your own way when it comes to creating. Also, to set realistic goals and just appreciate any progress that you make.

Shelley Brietling

sbrietling@gmail.com

One thing that has come to our attention, and probably not something new, but we as a people have very short attention spans. Nate stated that when posting something on TikTock, you must capture the viewer right away. If your viewer stays connected for the total 30 seconds or so, you have a good clip, and hopefully get followers. The more organic the clip, the better. People like to see things that are truthful and real, not so much filmed with better quality equipment and such. Posting on social media is an interesting process, it takes a lot of time and work. You either get on board or let the train pass you by. I'm still deciding whether I should buy a ticket or not.

Jeannette Nina

Jplenzick@gmail.com

So many gems, but the one thing I learned that I truly did not know is Tik Tok is where it really all begins.

Lindsay Michelle Reed

Lindsay.m.reed1@gmail.com

Make sure people understand who you are and what you are doing in the first few seconds of your video.

Justine Reiss

JustineReissvo@Gmail.com

If you have an idea don't question it just do it!! As stated in the "war in art!"

Shelby Hightower

shelby.k.hightower@gmail.com

Nate was so fun! I left the meeting remembering to just go for it! Work against your resistance. Why the heck not?