

## Fall 2022

# CHRIM TikTok Challenge

We are thrilled to be holding a TikTok challenge, sponsored by the CHRIM Trainee Career Development Group! From September 30 until October 31, trainees, RAs, research staff, techs and PIs can submit videos in a TikTok format to showcase the people working and the research happening at CHRIM. The CHRIM Communications team will use these videos to build a content bank for future use on our TikTok account, @CHRIManitoba.

This is a fantastic way to showcase your research, lab personalities, have a bit of competitive fun, and win some CHRIM swag and cash prizes!

## Prizes

Prizes will be broken down based on the aforementioned categories:

### **Category A - CHRIM Members (PIs)**

- Bragging rights + CHRIM swag

### **Category B - CHRIM Trainees, RAs, techs**

- 1st: \$100 (Visa gift card)
- 2nd: \$50
- 3rd: \$50

### **Category C - Group submissions (PI(s) + trainee(s) together)**

- 1st: \$100
- 2nd: \$50
- 3rd: \$50

*Runners up in each category will also receive a CHRIM swag bag*

## Guidelines

- Submissions must be raw videos, that have **NOT** been submitted to TikTok (no TikTok logos or usernames on the videos)
- This competition is open to all trainees, RAs, research staff, and techs at the Children's Hospital Research Institute of Manitoba.
- There will be three (3) categories: (1) Category A for CHRIM Members (PIs); (2) Category B for all CHRIM trainees, RAs, and techs; (3) Category C for group submissions (i.e., a PI and trainee group, etc)
- Each entry may be performed individually or in a group.
- There is no limit on the number of submissions.
- Any concept used in the TikTok video/s is acceptable, as long as it is relevant to the following themes and the language or text is ideal for a general public/lay audience:
  - a) Research;
  - b) Child health;
  - c) Working in a lab;
  - d) Working with children/research participants; or
  - e) Scientific in nature.
- Participant(s) must wear clothing that is appropriate to TikTok content and fitting to CHRIM's workwear policies. Please avoid wearing large logos or shirts with large font sayings.
- The entries should not be less than fifteen (15) seconds or more than five (5) minutes. If ever the video lasts more than the given time, there will be a one-point deduction for every extra minute.
- The video must not contain any offensive, profane, and/or vulgar words and gestures, including music or audio added underneath.
- Video content ideas include:
  - a) Current research
  - b) A lab task
  - c) An inside science joke
  - d) Fun dance

e) Anything research/science related that excites you and is appropriate for CHRIM's TikTok account

- The final output must be submitted on or before **MONDAY, OCTOBER 31, at 4PM**

## [SUBMIT YOUR VIDEO\(S\) HERE](#)

## Examples

For examples of content we are looking for, see the linked TikTok videos below:

[Lab Shenanigans](#)

[Kids Gastro Doc](#)

[heyits\\_jordie](#)

[Lab Shenanigans](#)

[Kids Gastro Doc](#)

[christian\\_maug](#)

[Lab Shenanigans](#)

[Astrobiolena](#)

[microscope666](#)

## Rubrics

The Criteria for Judging are as follows:

**Relevance to the theme.....40 points**

- Content must be related to research and/or child health

**Creativity/Quality.....40 points**

- This includes videography (effects, filters, music) and audio/voiceover

**Originality.....20 points**

- The concept must be unique/on trend for TikTok

**Bonus.....10 points**

- HAVE FUN!

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**Total**

**110**