



CONTENT IDEAS

TikTok Video Ideas & Hooks

Hooks and formats that fit TikTok's fast pace.

Hooks

- "Things I wish everyone knew about bone marrow donation."
- "It's not surgery. It's not your spine. Let me explain."
- "Storytime: how a stranger saves a life."
- "Green-screen these blood-cancer facts."

Formats

- Green-screen over the Myths vs. Facts sheet.
- Duet or stitch a donor/patient story (with credit and permission).
- Fast facts with trending audio and text-on-screen.
- 'A day of a registry drive' behind-the-scenes.

Keep it accurate

Stick to the facts on the Myths vs. Facts sheet, don't give medical advice, and link to jadabascomfoundation.org.