



STARRING:

ABOUT ME:

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**JACQUE MANABAT**  
MULTIPLATFORM JOURNALIST  
ABS-CBN, PHILIPPINES

INFORM  
EDUCATE  
ENGAGE

PROMOTE  
TAKE ON TRENDS  
BEHIND-THE-SCENES  
NEWS GATHERING TOOL



**Jacquie Manabat for Councilor Movement**

Sponsored •

Political Organization



**Jacquie Manabat for Councilor Movement**

Political Organization



Like



Comment



Share





Share



# Pages, stans and likes for sale: How K-pop and social media are figuring in Halalan 2022

Jacque Manabat, ABS-CBN News

Posted at Nov 08 2021 03:55 PM | Updated as of Nov 24 2021 09:28 AM





Good publicity.  
Social media viral.  
Black propaganda.  
PR plans.

An illustration featuring a red background with several hands holding megaphones. The hands are wearing orange sleeves. The megaphones are white with orange handles and are shown with sound waves emanating from them. In the center of the illustration is a white rounded rectangle containing the text 'need publicity for may 2022?'.

need publicity  
for  
may  
2022?

Messenger

Screenshot

SEND MESSAGE

To followers...

News

TikTok



@MAXFOSTERCNN

REACHING THE **YOUNGER**  
AUDIENCE IS CRUCIAL TO  
YOUR NEWSROOM'S  
**FUTURE.**



**SOME BEST PRACTICES &  
PEOPLE TO FOLLOW ON  
TIKTOK FOR NEWS**

What is  
“the Palace”?

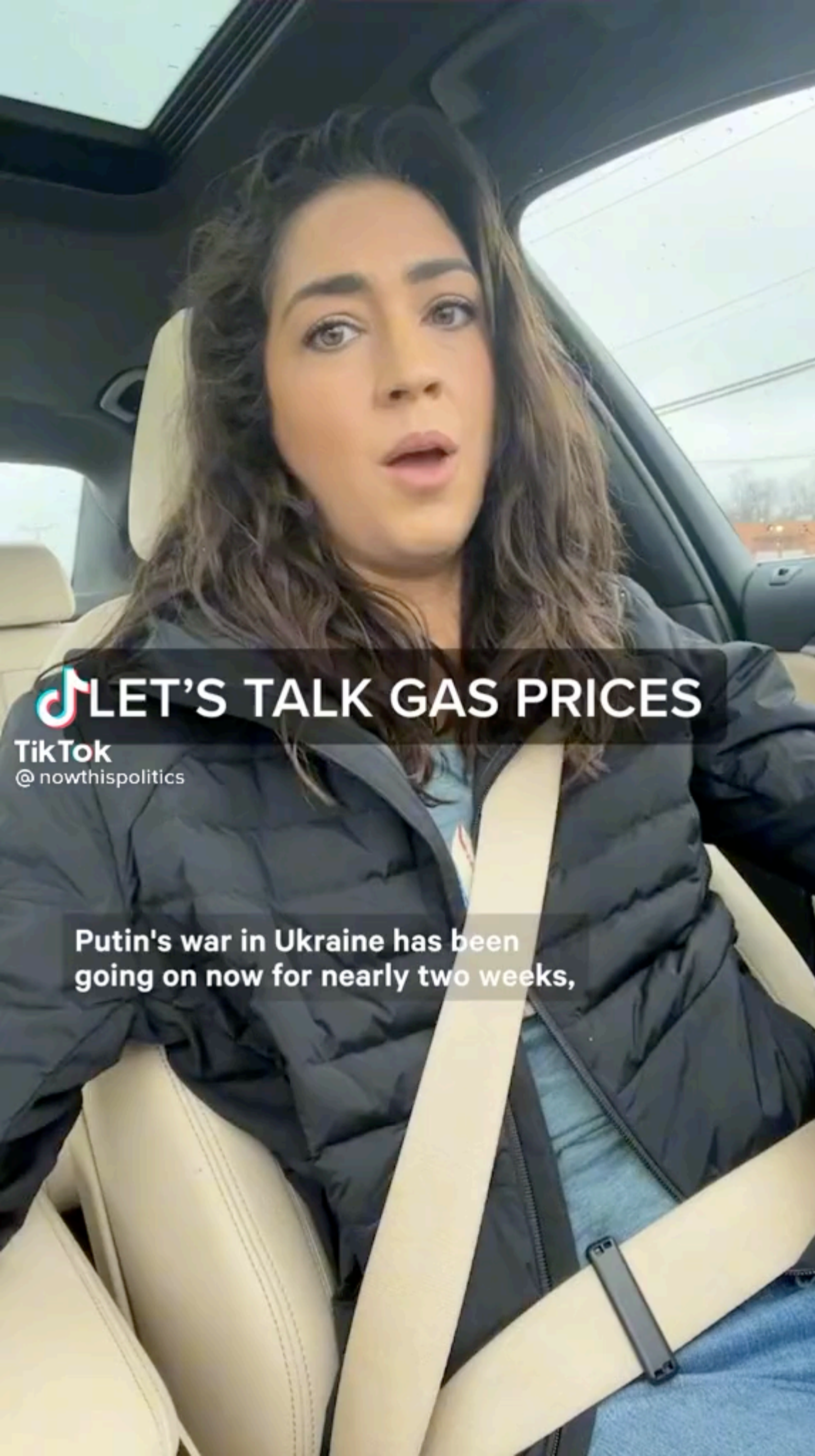
  
TikTok  
@maxfostercnn




@MAXFOSTERCNN

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EXPLAINER



 LET'S TALK GAS PRICES

TikTok  
@nowthispolitics

Putin's war in Ukraine has been  
going on now for nearly two weeks,

@NOWTHISPOLITICS

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CONVERSATIONAL





TikTok  
@washingtonpost

Reply to krystalm4's comment  
Can u do a vid fact checking if the Ukraine Pres is really currently wearing military gear on the "front lines" or if they're pics from Dec 2021? 🇺🇦

Last week, social media users posted photos of Ukrainian President

@WASHINGTONPOST

FACT CHECK



@WASHINGTONPOST

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FACT CHECK



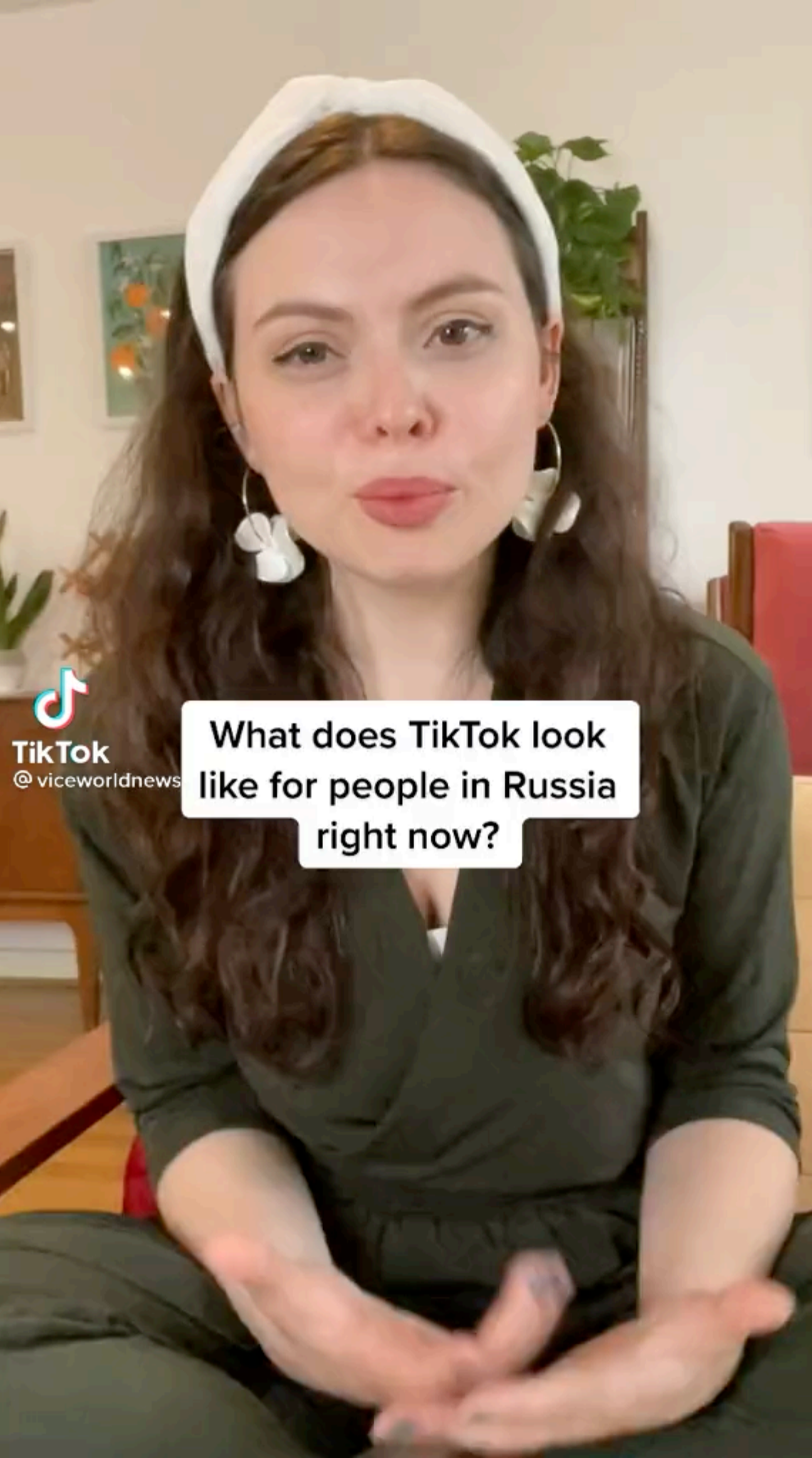


@JACQUEMANABAT

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**BATTLE  
MISINFORMATION**





What does TikTok look  
like for people in Russia  
right now?

@VICEWORLDNEWS

@SOPHIASMITHGALLER

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AS A NEWSGATHERING  
TOOL



@DW\_BERLINFRESH

WALKTHROUGH





@WORLDFOODPROGRAMME

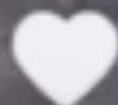
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**TAKE ON  
TRENDS**





## Floods in China



2205



83



428

★ View links (2) ▾

@UN Climate Change 🌐 · 7-31

Every fraction of a degree of global heating raises the likelihood of more extreme floods & fires

#PhotoCropChallenge #Lear... See more 🎵

🎵 in tikka (Contains music fr

@UNCLIMATECHANGE

MAXIMIZE FILTERS  
AND SOUNDS



@BBCNEWS

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NEWS CLIPS



@MSNEWSLADY

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# BEHIND THE SCENES

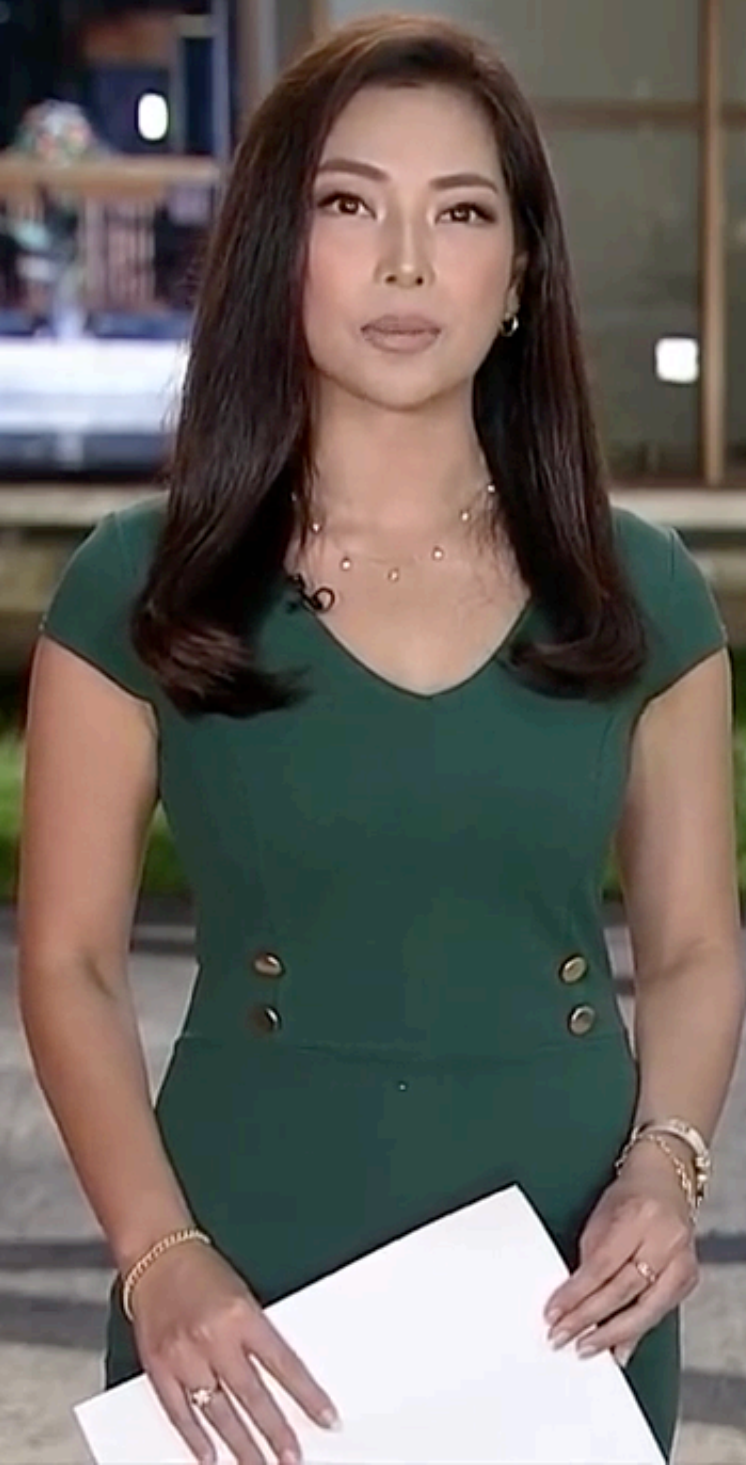




@JACQUEMANABAT

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ENGAGE



**TELLING A STORY**



ENTERTAINMENT-CENTERED

USERS ARE NOT LOOKING FOR NEWS

WE DON'T CONTRIBUTE TO THE SPREAD OF MISINFORMATION

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**CHALLENGE:**

**SOCIAL MEDIA PLATFORMS**

THINK OUTSIDE OF THE BOX

MAKE IT AUTHENTIC

BE A JOURNALIST: RESEARCH AND VERIFY!

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**SOLUTIONS:**

**TIKTOK IS JUST A PLATFORM. IT LOOKS LIKE A FUN VIDEO PLATFORM, BUT IT IS A PLATFORM FOR SPEECH.**

KATE KLONICK, ASST PROFESSOR AT ST JOHN'S UNIVERSITY LAW SCHOOL



STRICT CENSORSHIP ON SELECT POLITICAL CONTENT  
MISINFORMATION  
PRIVACY CONCERNS

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**PROBLEM:**

HOLD THE PLATFORM ACCOUNTABLE  
CORRECT / REPORT MISINFORMATION  
SECURE YOUR DETAILS

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**SOLUTIONS:**

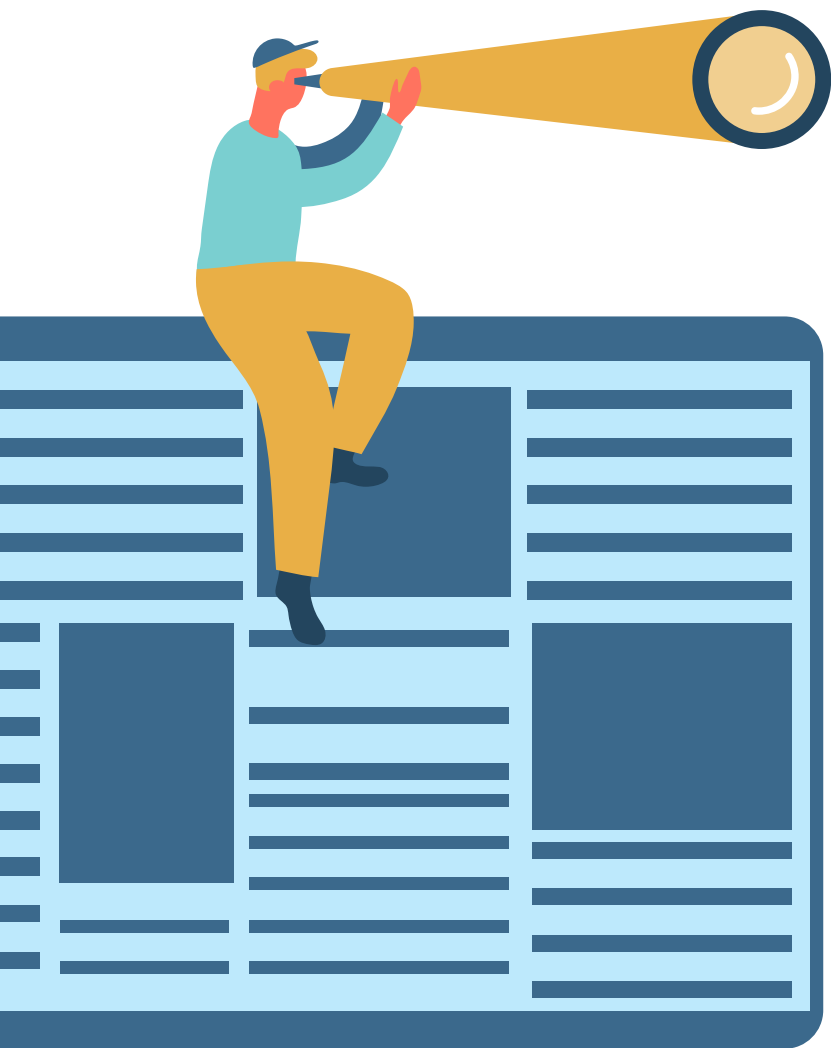
KEEP TELLING THE TRUTH

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**SOLUTION:**



# TASK:



01 Download  
TikTok and  
Capcut

02 Find a false  
information  
online

03 Shoot 1-  
minute video  
debunking  
the false  
information

NOTE: BE CREATIVE!  
You can use  
filters, take on  
challenges, use  
sounds, or simply  
narrate.

Have fun!



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