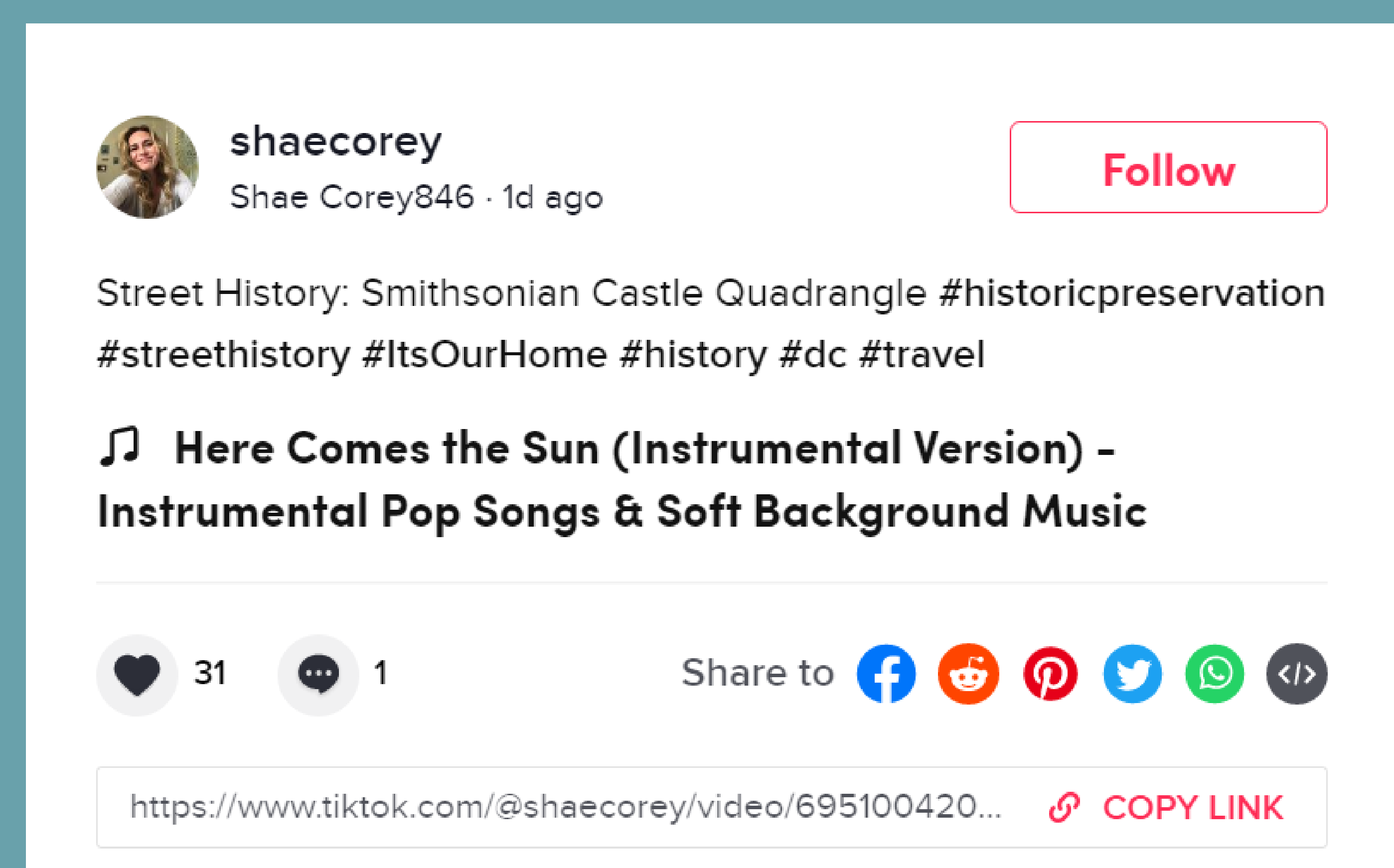


60 Second History

The Project

This project aims to engage a young audience with historic preservation and the larger world of public history through the social media platform Tiktok. It operates under the premise of doing “Street History” whereby individuals are encouraged to go explore their neighborhoods, communities, and cities through visual history.



The Tiktok algorithm operates through AI programming, and hashtags are a great way to increase the visibility of posts.

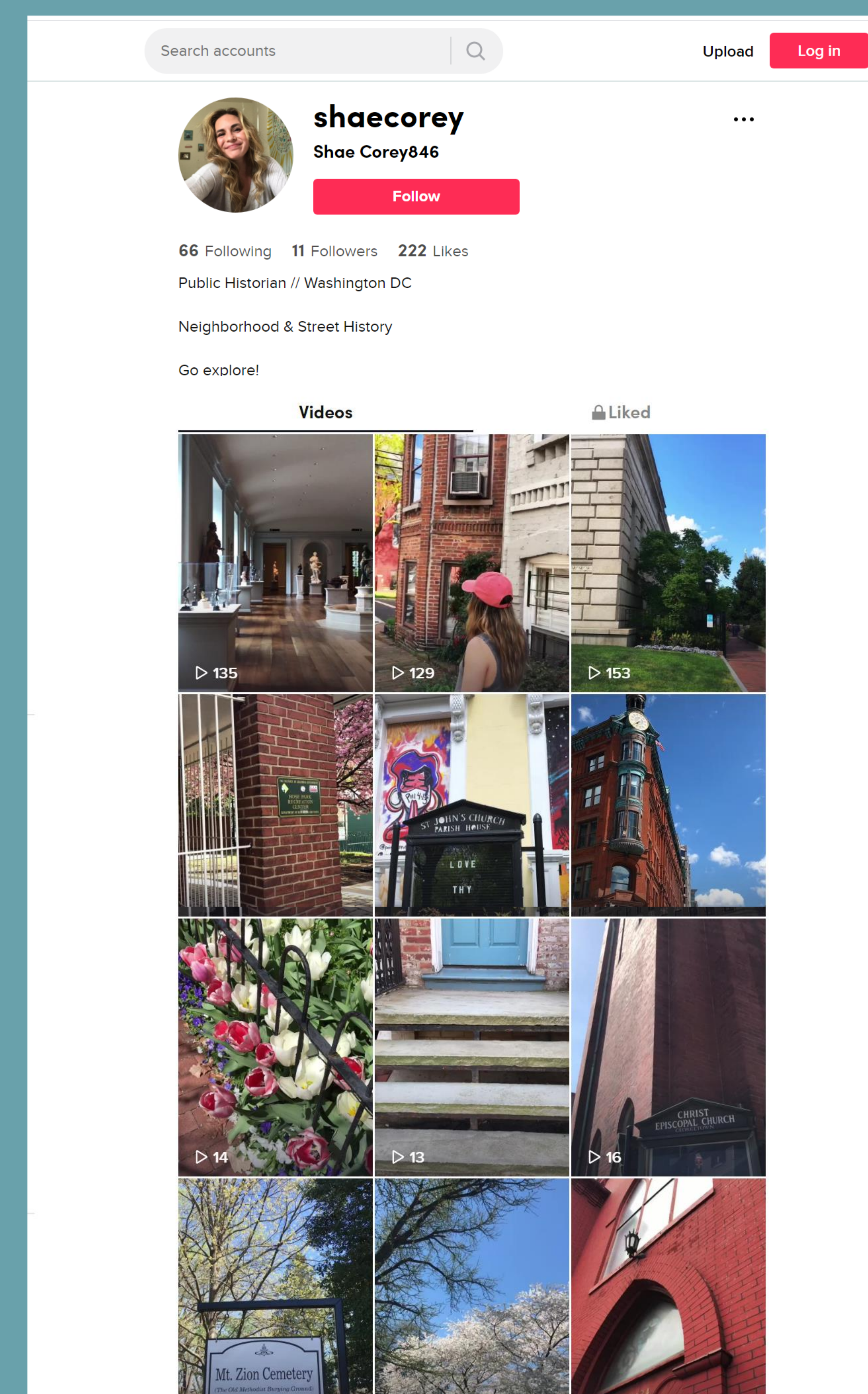
The Potential: Moving Forward

The potential of education on Tiktok is enormous—with millions of users and thousands of hours spent on the app daily, it poses a new frontier for social media engagement. While 60 seconds may seem short, posting videos as part of a series increases the amount of time available in addition to expanding visibility. The more consistently and frequently videos are posted, the more Tiktok shows them through the algorithm.

Moving forward, this project will continue to share curated content focused on historic preservation and expand the concept of #streethistory, which emphasizes history’s accessibility through the built environment of cities, neighborhoods, and homes. Expansion of this content will include featuring oral history projects, community activists, and organizations working towards preservation goals.

Featured Locations

Mt. Zion & Female Union Band Cemetery
St. John’s Episcopal Church
Smithsonian Castle Quadrangle
Rose Park
Georgetown
Emma V. Brown Residence
Christ Church
National Mall



Follow Along!
Feel free to contact with questions.
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Tiktok As An Avenue of Historical Engagement