

# TikTok and Other Apps to Connect with Today's Accounting Students

Monique Kelley, CPA

Wendy Tietz, Ph.D., CMA, CSCA, CPA

December 17, 2021



The Association of  
Accountants and  
Financial Professionals  
in Business

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# Webinar Features and CPE Credit

Q&A

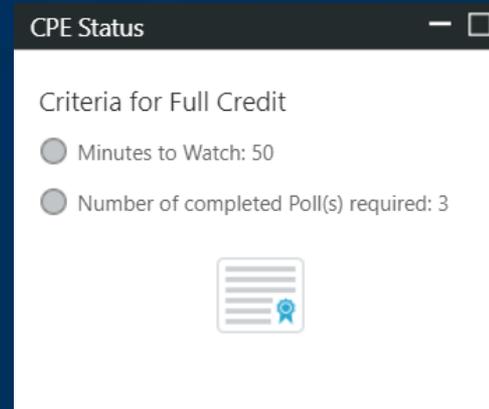
Asking Questions



Help



CPE Credit



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# Moderator

**Jodi L. Ryan, CAE**  
Director, Member Engagement  
IMA



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# Featured Presenter

**Monique Kelley, CPA**  
Accounting Instructor  
Fresno City College



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# Monique Kelley's Biography

- Monique Kelley, MPAcc, CPA is a tenured accounting instructor at Fresno City College where she teaches financial and managerial accounting in the traditional face-to-face, online, and synchronous hybrid formats. She has also taught at Georgia Perimeter College and Morris Brown College in Georgia, holding an active CPA license since May 1997. Her work experience includes over 13 years in the accounting profession, including PricewaterhouseCoopers LLP and other organizations, and more than two decades in academia.
- Monique currently serves as the Secretary of the Fresno Chapter of IMA. Monique enjoys being a life-long learner and sharing her knowledge with others. #LearnAccountingToday.
- Monique earned her B.S. in Accounting from Morris Brown College [HBCU] and her Masters of Professional Accountancy from Georgia State University. She earned her online teaching certificate at Cerro Coso College in June 2002, which started her journey of teaching online.

# Featured Presenter

**Wendy Tietz, Ph.D., CMA, CSCA, CPA**  
Professor  
Kent State University



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# Wendy Tietz's Biography

- Wendy Tietz, Ph.D., CMA, CSCA, CPA, is a professor in the Department of Accounting in the Ambassador Crawford College of Business and Entrepreneurship at Kent State University, where she teaches financial accounting, managerial accounting, and advanced management accounting. She authors a blog, Accounting in the Headlines, which has real-world news stories and resources for use in the introductory accounting classroom.
- Wendy has published in several accounting journals and is the co-author of two accounting textbooks. She has won numerous teaching awards at the college, university, and national level. She is involved in IMA at the local, state, and global level and is a member of AAA, AICPA, and Ohio Society of CPAs.

# Learning Objectives

1. Prepare a short video using social media to connect with your students.
2. Describe the benefits of using a note taking app to offer remote feedback or guidance through social media apps.
3. Create visual-text content for social media and other platforms using the Word Swag app or PowerPoint.

# Agenda

1. Introduction
2. Using Social Media to Connect
3. Creating a TikTok Video
4. Sharing the Video on Social Media
5. Wendy's Presentation
6. Conclusion
7. Key take away

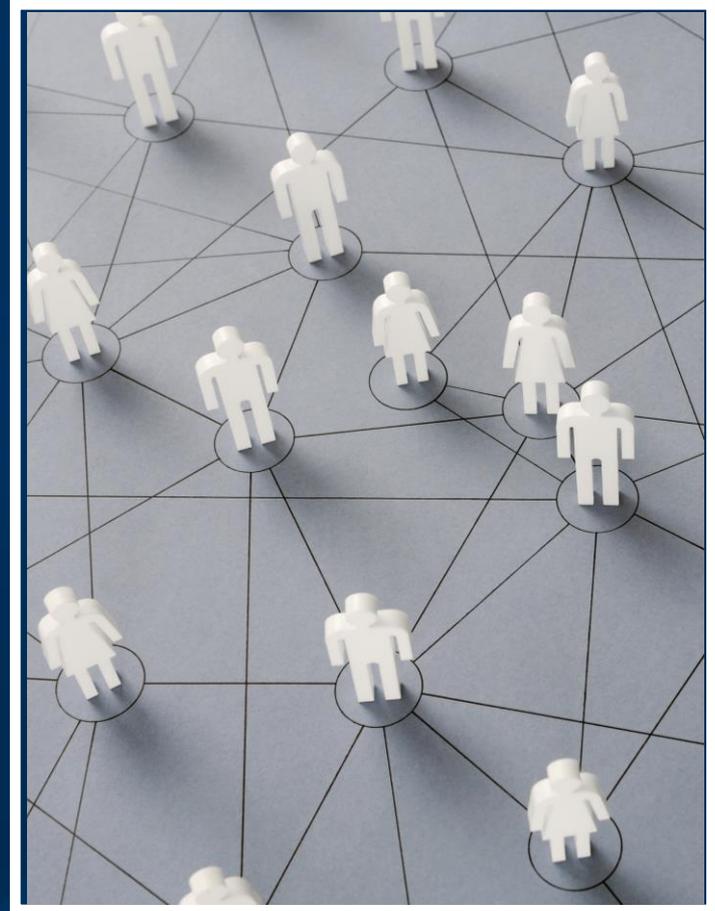


Image Source: Microsoft Stock Images

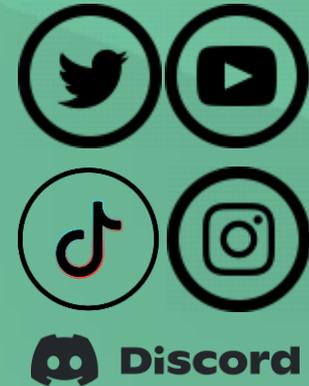


Many of today's students are on their devices.

# Using Social Media to Connect with your Students. . .

There are so many Social Media apps out there. Most work best with a mobile device. I use the following in my financial and managerial accounting classes:

- Twitter
- YouTube
- TikTok
- Instagram
- Discord (formerly used Google Hangout)



*“Connecting is the ability to identify with people and relate to them in a way that increases your influence with them.” – John C. Maxwell*

## Poll Question 1:

How often do you use social media in your personal life?

- a. Never
- b. Rarely (1-3 times per month)
- c. Often (regularly used throughout the week)

# Poll Question 1 Results: (Placeholder)

# Ways to Connect With Social Media . . .

1. Announcements
2. Encouragement
3. Videos:
  - a. Welcome
  - b. Instructional
  - c. Feedback
  - d. Just for fun!

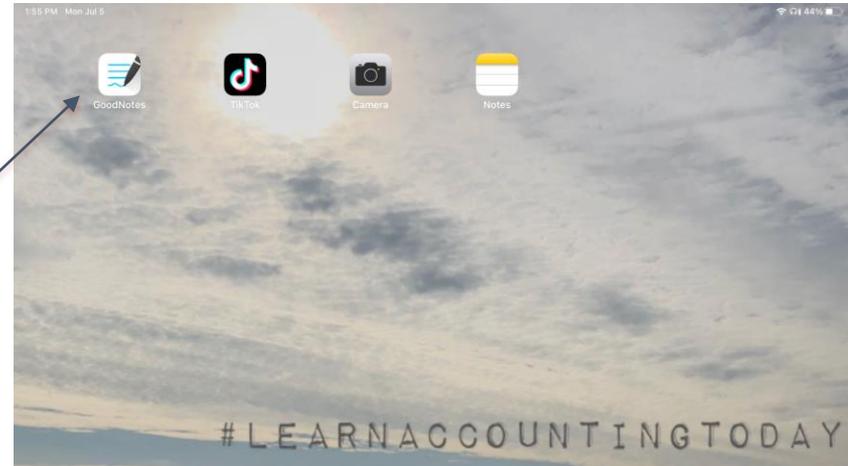
Image Source: Photo by [Lagos Techie](#) on [Unsplash](#)



*“Great teachers focus not on compliance, but on connections and relationships.” - P.J. Caposey*

# How Does an Instructional Video on TiKTok work?

1. Create a video on your preferred notes app or PDF markup app with a mobile device screen recording feature using...
  - App - Good Notes 5 app
  - Mobile Device - iPad Pro & Apple Pencil 2 \*\*

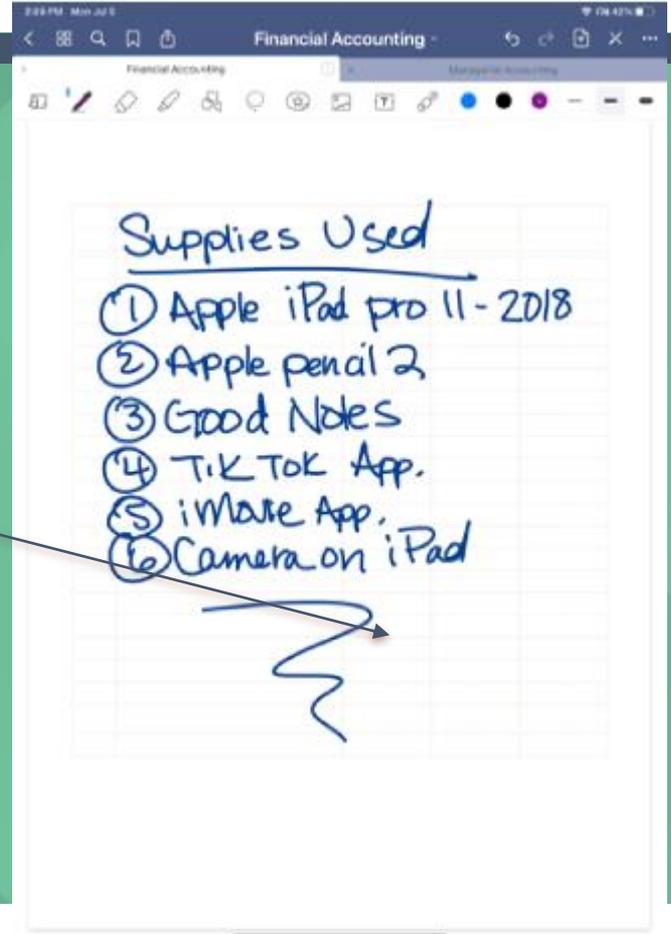


\*\*Alternative - An android device may be used to screen record and other note-taking (MS notes or Evernote) apps may be used in lieu of Apple products.

# Video Created Using Good Notes 5 . . .

Screen recording without  
sound of me creating a 'T'  
account.

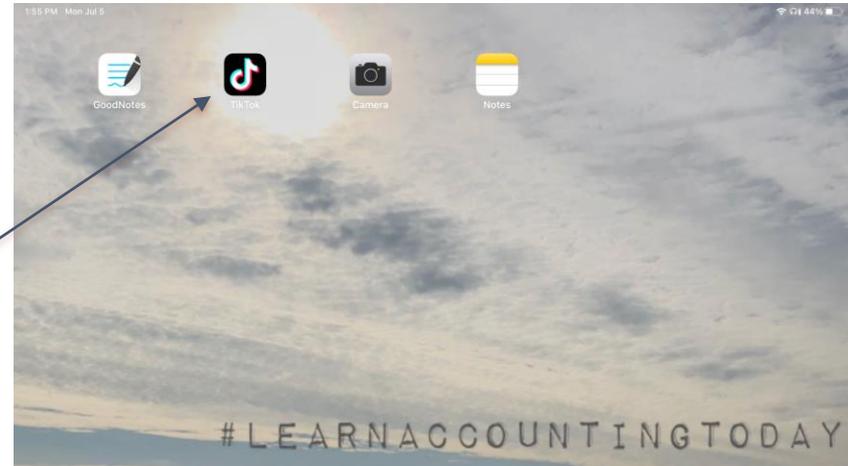
Real-time 20 seconds.



# How Does an Instructional Video on TikTok work?

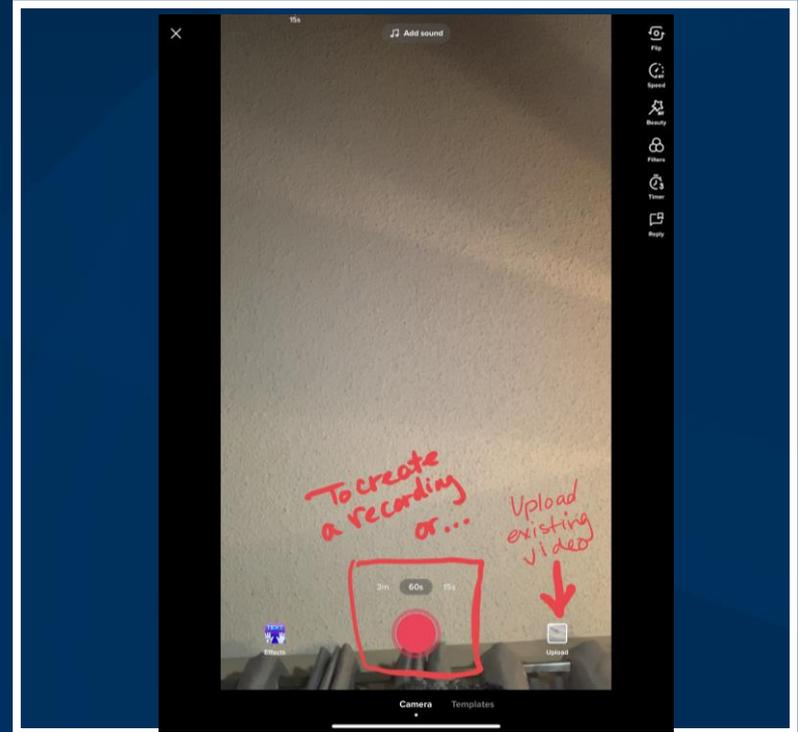
## 2. Upload to TikTok App

- a. Double or triple time video speed to keep it under a minute (update: three minutes maximum currently allowed).
- b. Add optional sound.
  - i. Background music
  - ii. Voiceover narrative
- c. Add the video description and complete the upload.



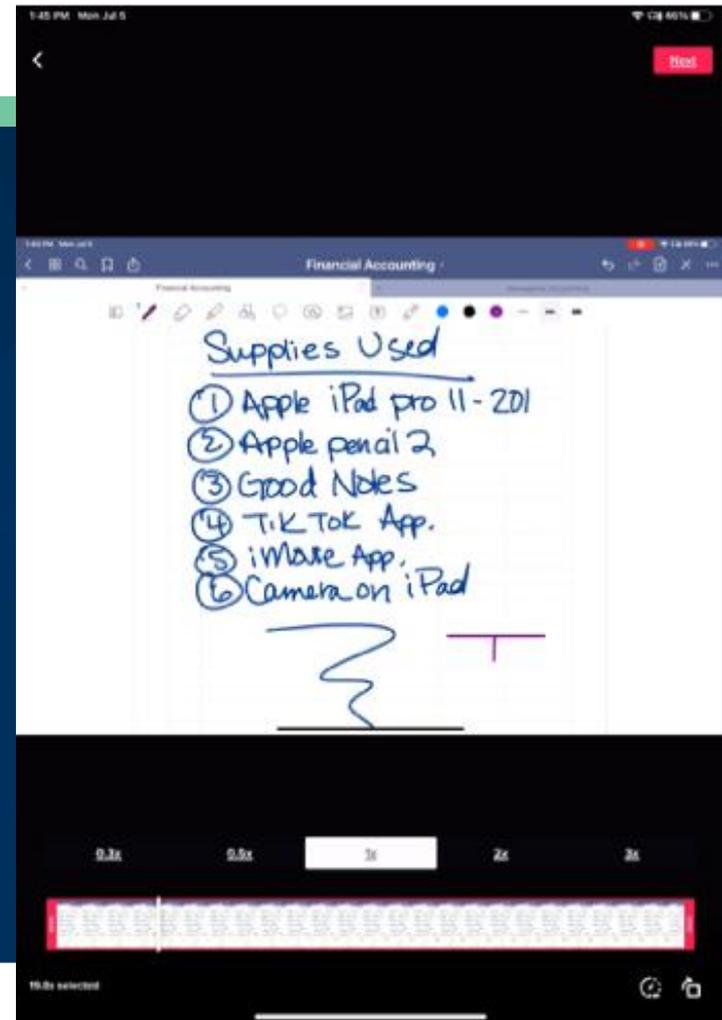
# Launch the TikTok App

- a. Double or triple time video speed to keep it under a minute (update: three minute maximum currently allowed).



# Video Speed

See the difference in the speed for 1x or 3x...



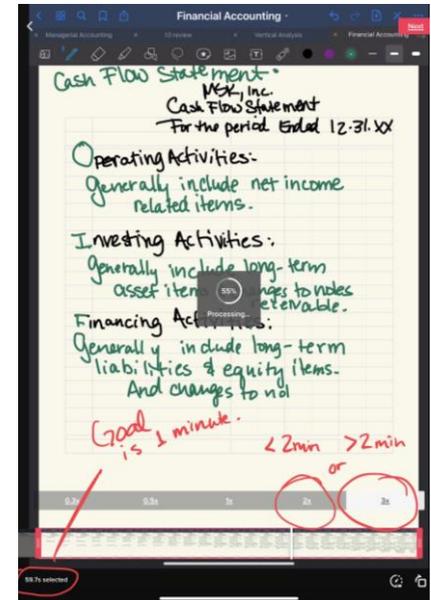
# Don't forget the goal is one minute or less.

Some videos may require multiple parts if longer than a minute or consider using the app's new feature of allowing a 3-minute maximum.

1

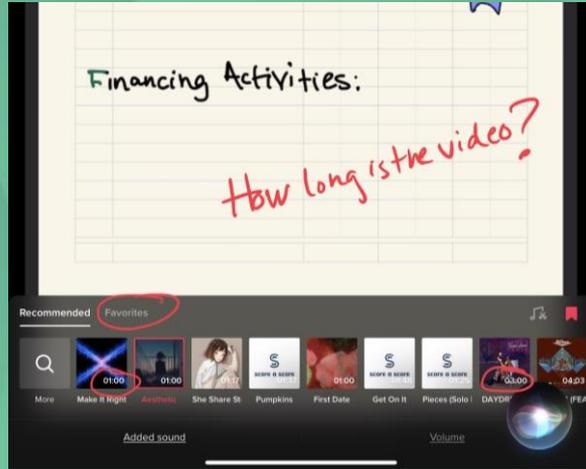


2



## b. Add Optional Sound: Background music ...

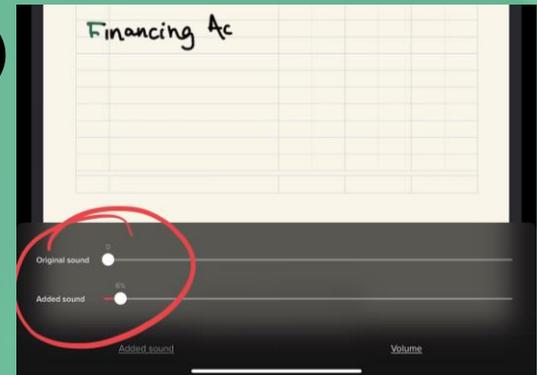
1



Select optional background music with out words and longer than video.

2

Lower original sound to 0% and 5-7% volume for optional background music.



## b. Add Optional Sound: Voiceover Narrative ...

3

Add the optional voiceover narrative to explain each step. Select the 'Voiceover' icon in the upper right hand corner.

Financial Accounting

Managerial Accounting x 13 review x Vertical Analysis x Financial Accounting...

Filters

Statement of Cash Flows Basics ...

MSK, Inc.  
Cash Flows Statement  
For the period Ended 12-31-XX

Operating Activities:

Investing Activities:

Financing Activities:

#LearnAccountingToday

Sounds Effects Text Stickers

Next

## Poll Question 2:

Have you ever lost track of time watching TikTok?

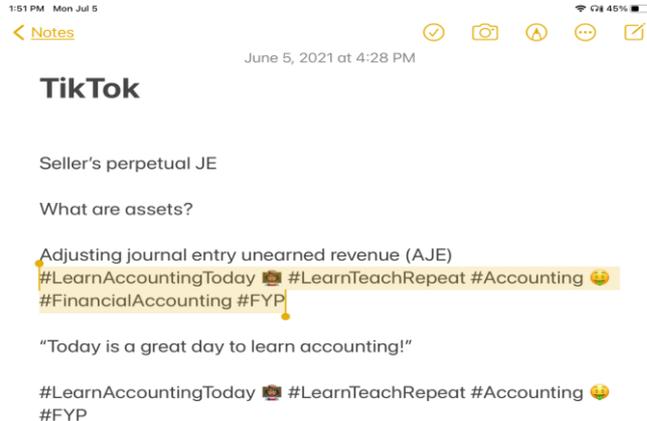
- a. Never
- b. Rarely (no longer than 15 minutes at a time)
- c. Often (> 30 minutes, was I really on that long?)

## Poll Question 2 Results: (Placeholder)

# c. Add description and complete the upload.

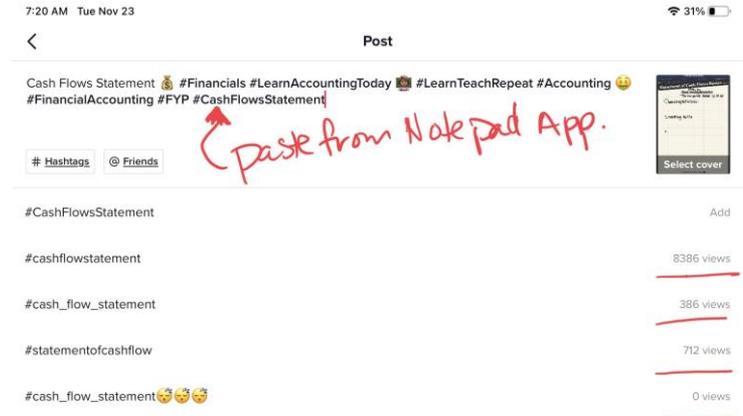
Copy the saved description from note pad app ...

1



Paste to TikTok description ...

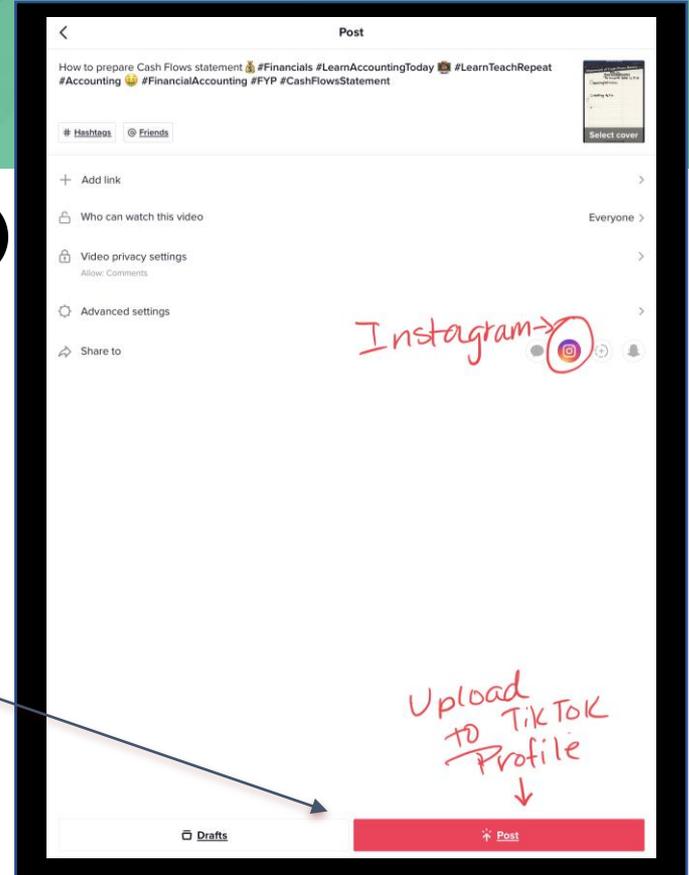
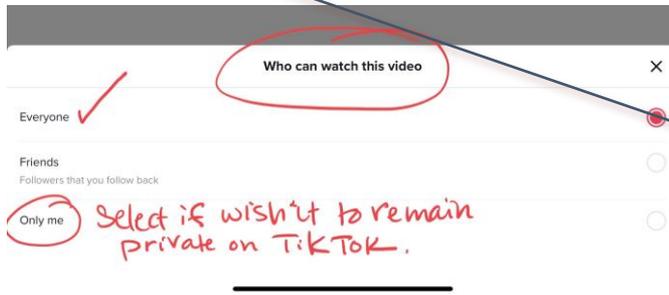
2



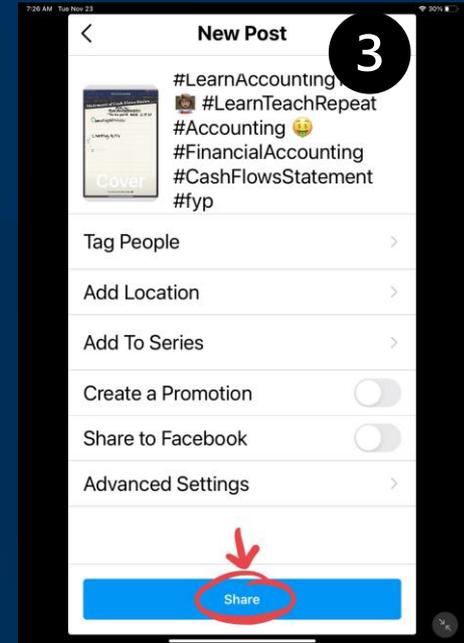
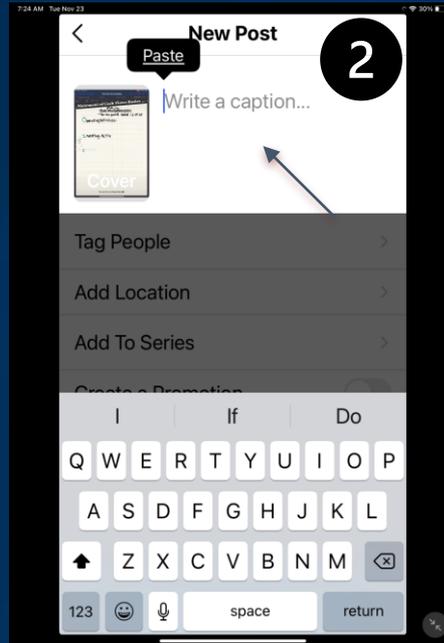
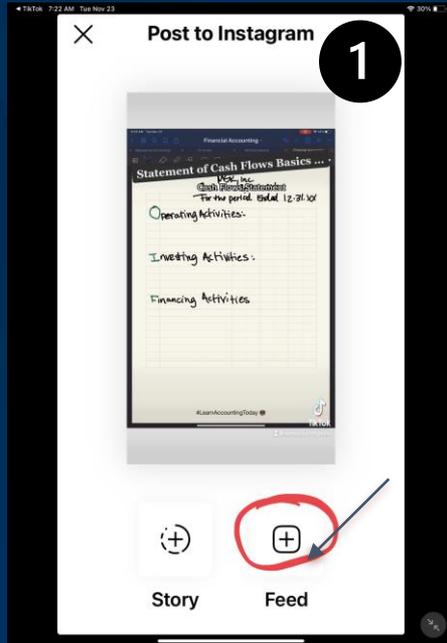
# Complete Upload

My account is linked to my Instagram account and Instagram will automatically open after the “Post” button is clicked to upload the video to TikTok.

3

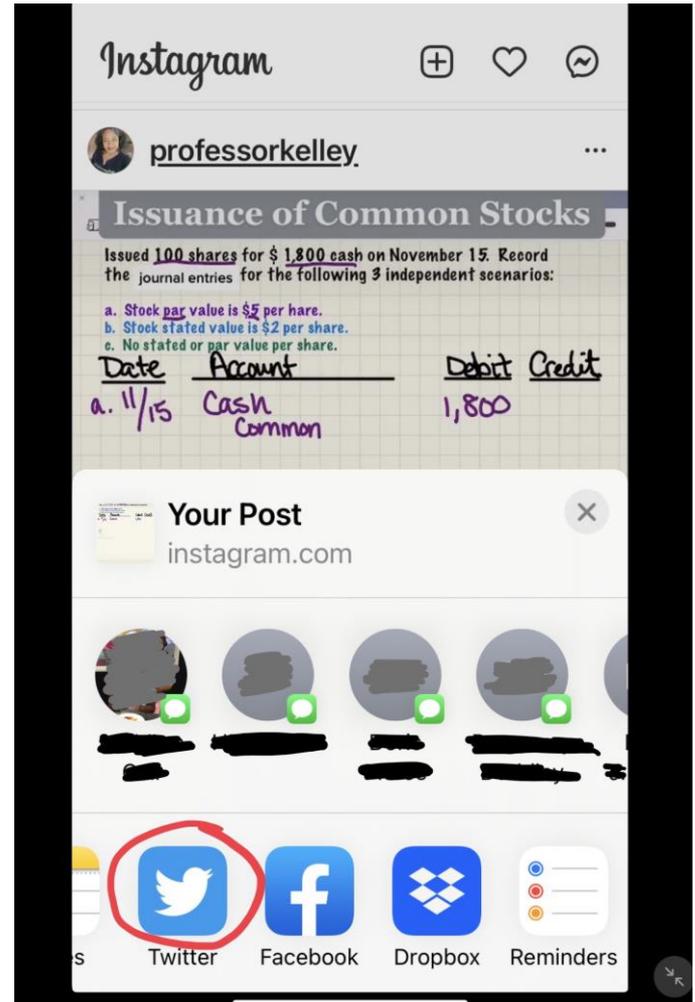


# 3. Automatically saves video to your local device\* and uploads to Instagram.



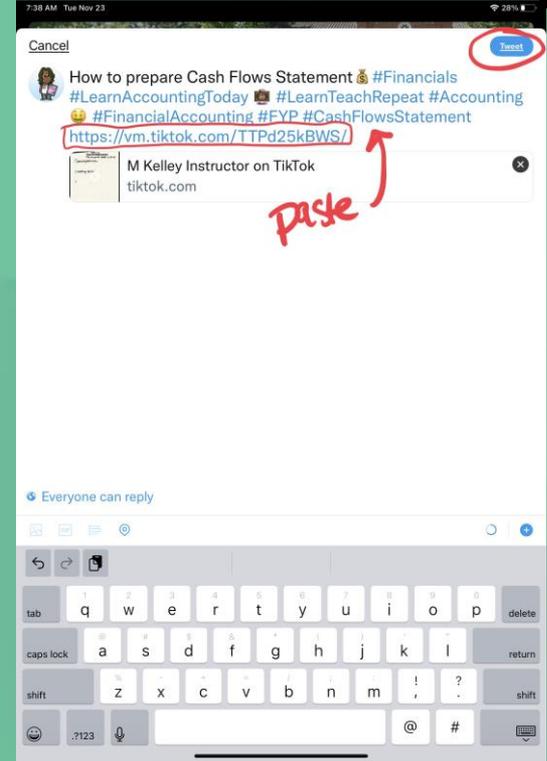
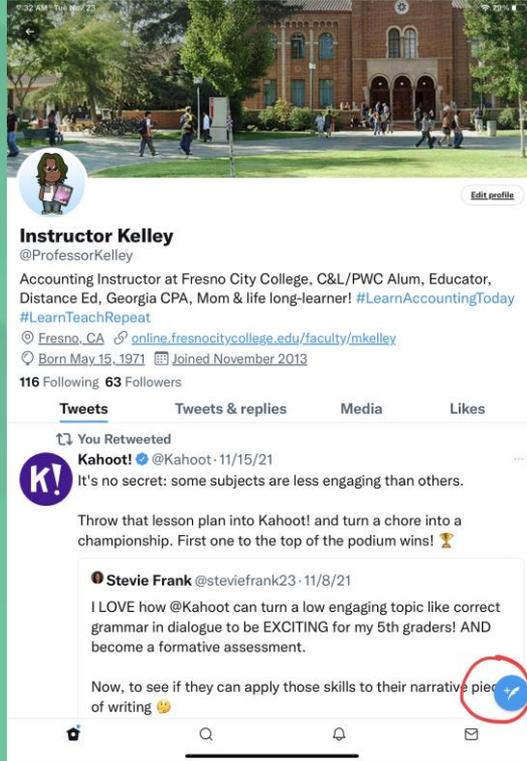
\*must turn on the “save to device” option under the TikTok advanced settings.

4. Then upload to Twitter from Instagram.



# Alternative Option ...

Upload directly to Twitter.



2

1

# Share Link on Your LMS

5. Post the TikTok link to your course's learning management system [LMS] to allow students to see the video whether they have a TikTok account or not.

\*\*Alternatively, upload the video file to the LMS without making it public for the world to see. 😊



<https://www.tiktok.com/@learnaccountingtoday?>

# Benefits to Creating TikTok Videos . . .



1. Provide feedback to students
2. Demonstrate the steps used in deriving the solution
3. Combine similar shorter videos to create longer videos
4. View on a mobile device or a computer
5. Challenge students to create video responses

# Things I've Learned Using TikTok

1. Keep my personal and educational accounts separate
2. Don't follow anyone on my educational account.
3. Make sure my words on my T-shirts or behind me are mirrored when live recording.
4. Remember to check inbox for comments from viewers.
5. Branding helps find my videos. (I use the hashtag #LearnAccountingToday.)
6. There are too many features in the TikTok app to learn them all... keep it simple!

Image Source: Microsoft Stock Images



# Drawbacks to Posting Video to TikTok . . .

1. Public posts allow everyone to view your videos.
2. Not all students are accustomed to using social media.
3. There may be students not in your class asking questions. (Depending on how you look at it, this might be an benefit!)



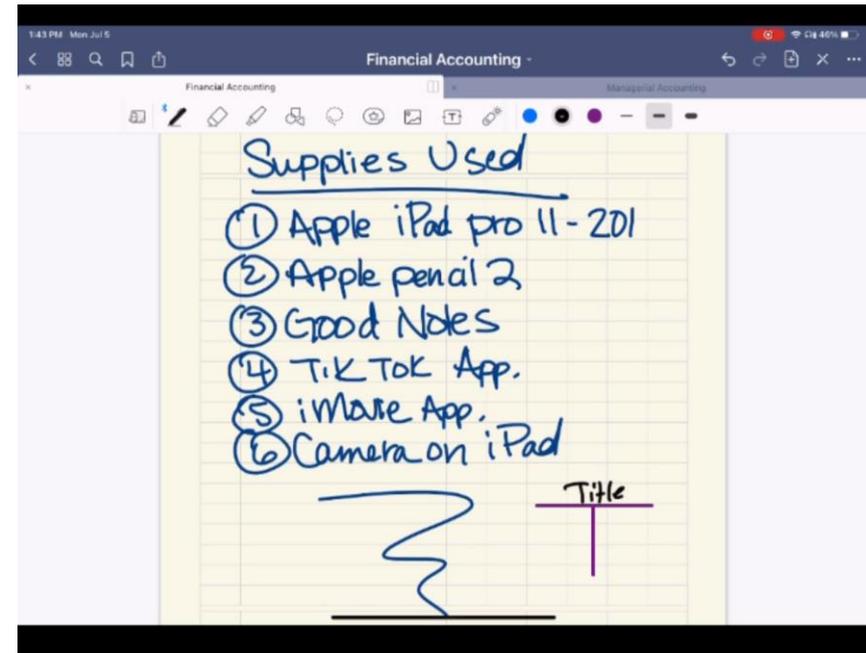
Image Source: Microsoft Stock Images



# Summary Steps . . .

1. Screen capture or record video on a mobile device
2. Upload to TikTok
3. Automatically upload to Instagram\*
4. Upload to Twitter\*
5. Share the TikTok video link\* in your course LMS . . . You are done!

\*Alternatively, upload the video to your YouTube channel.



# Connect with Your Students Challenge . . .

There are various ways to use social media in your accounting classes.

Now it's time for your challenge . . .

## CHALLENGE

- Let's start off small, by creating a short video to introduce yourself to your students in your upcoming course to begin in January 2022.
- Email the link to your students the week before the class begins to connect with your students.



Photo by [Brooke Cagle](#) on [Unsplash](#)

*“Today is a great day to TEACH accounting!”*

*– Monique Kelley*

## Poll Question 3:

Do you initiate any contact with your students before the beginning of the class? And if so, which method(s) do you use?  
(Please select all that apply)

- a. No, students enrolled in the class, and they know when it begins.
- b. Yes, I send a welcome email.
- c. Yes, I send a welcome video.
- d. Yes, I send both a welcome email & a welcome video.

## Poll Question 3 Results: (Placeholder)

# How to Create Memes for Your Accounting Class

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Wendy Tietz  
Kent State University

The image features a background of various US dollar bills, including one-dollar and five-dollar notes, with some serial numbers like 'F50088469' and 'L47001' visible. A large, semi-transparent green circle is centered over the bills. Inside this circle, the words 'CASH' and 'IS AN ASSET' are written in a bold, white, sans-serif font. 'CASH' is on the top line, and 'IS AN ASSET' is on the bottom line, with a long white horizontal stroke underneath the second line of text.

**CASH**  
**IS AN ASSET**



PREPAID RENT  
IS AN ASSET

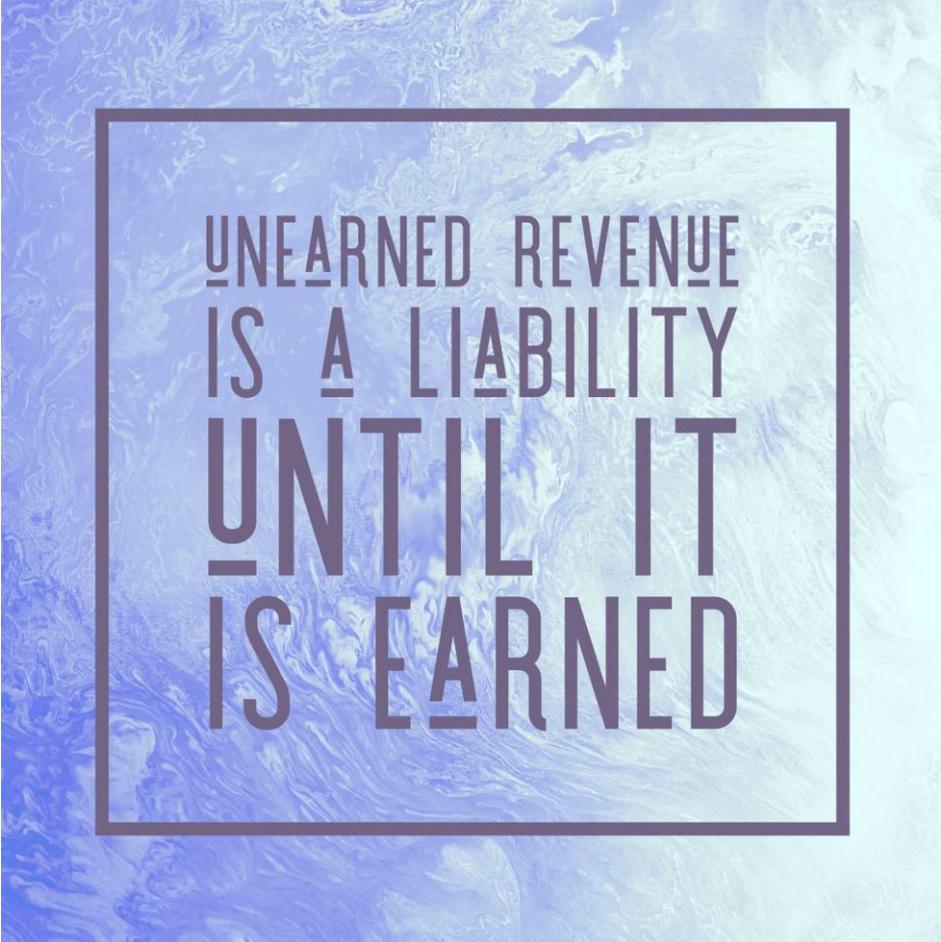


3

# WAYS TO FINANCE

OPERATIONS:

EARNINGS,  
STOCK,  
OR DEBT



UNEARNED REVENUE  
IS A LIABILITY  
UNTIL IT  
IS EARNED

A variable  
cost  
increases  
in TOTAL as  
volume  
increases.

---

CURRENT

≡ **LIABILITIES** ≡

**ARE DUE**

≡ WITHIN ≡

**A YEAR.**

---

A dividend is  
not a liability  
until it is  
declared

**HORIZONTAL  
ANALYSIS INVOLVES  
PERCENTAGE CHANGES  
YEAR TO YEAR**

EVERY PUBLICLY-HELD COMPANY

*is required*

---

TO PRODUCE AUDITED

---

*financial statements*

---



 QUICK RATIO

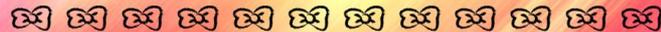
 IS ALSO 

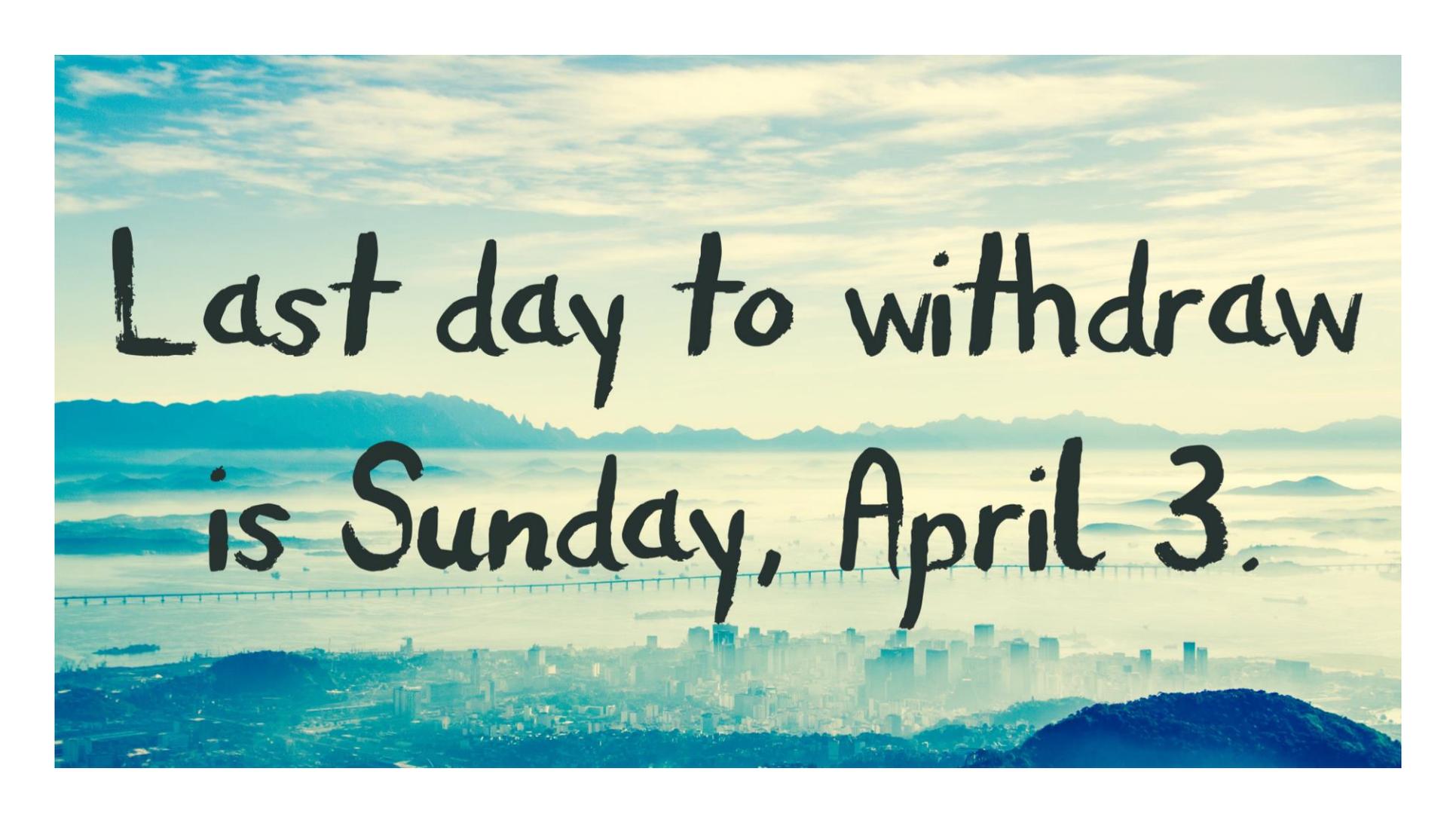


KNOWN AS



ACID-TEST RATIO



A scenic view of a city skyline and a bridge over a bay, with mountains in the background. The image has a blue and yellow color palette. Overlaid on the image is the text "Last day to withdraw is Sunday, April 3." in a black, handwritten font.

Last day to withdraw  
is Sunday, April 3.

# Word Swag

a service  
COMPANY DOES  
not have inventory

CASH  
IS AN ASSET

PREPAID RENT  
IS AN ASSET

3  
WAYS TO  
FINANCE

OPERATIONS:

EARNINGS,  
STOCK,  
OR DEBT

UNEARNED REVENUE  
IS A LIABILITY  
UNTIL IT  
IS EARNED

## Poll Question 4:

Which of the following platforms do you use the most?

- a. Twitter
- b. Facebook
- c. Snapchat
- d. TikTok

## Poll Question 4 Results: (Placeholder)

# Where to use accounting memes

- Class slides
- Twitter
- LinkedIn
- Facebook
- Snapchat



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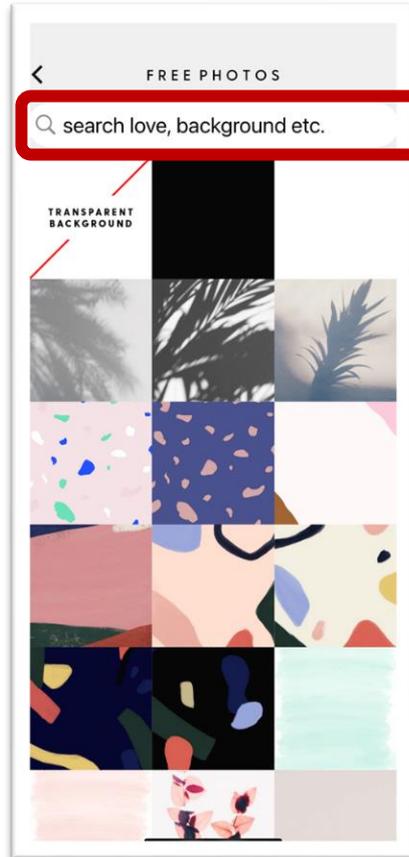
Word Swag

# Word Swag



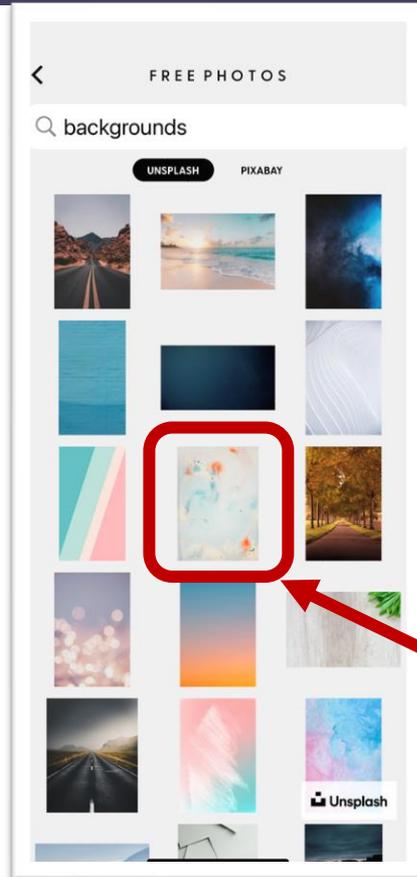
Click the Free Photos option.

# Word Swag



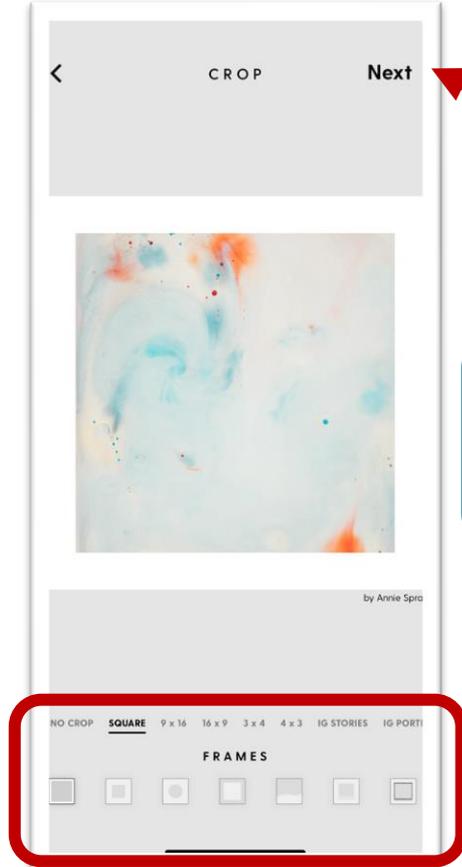
Use the search bar to type a keyword to find a photo you like.

# Word Swag



Click on a photo.

# Word Swag



2

Choose crop and frame styles.  
Then, click Next.

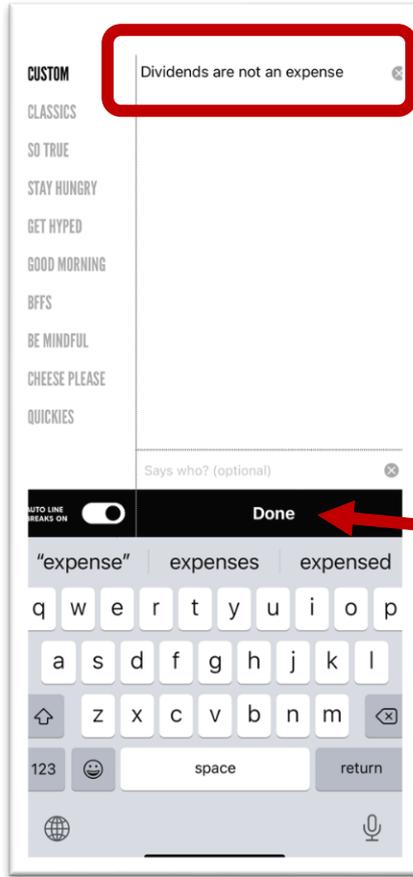
1

# Word Swag



Double-click on the text.

# Word Swag

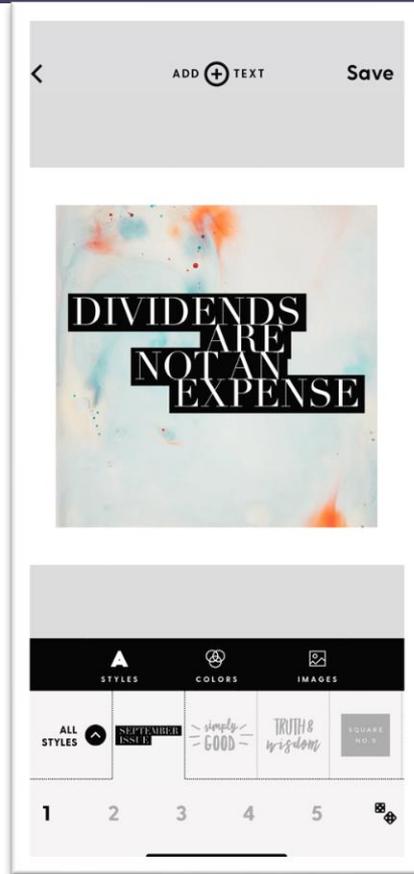


1

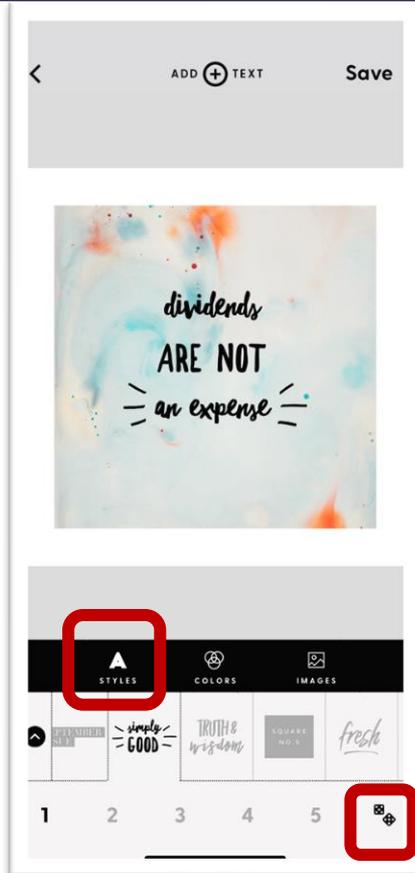
Type the text that you want and then click Done.

2

# Word Swag

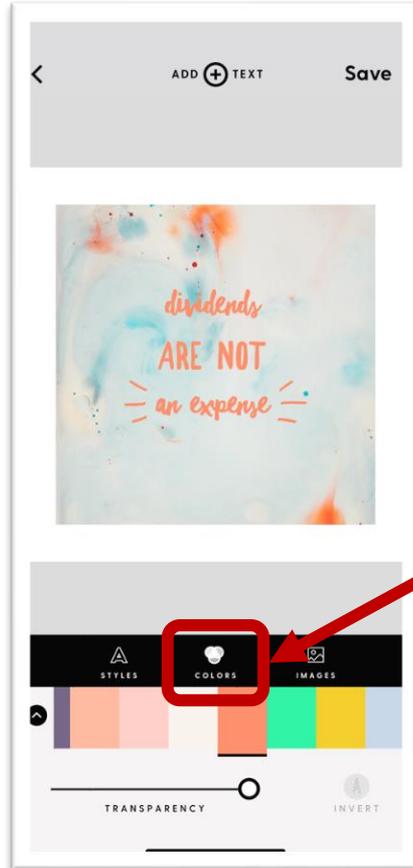


# Word Swag



Click on Styles and scroll through the options until you find one you like. Then, click on the dice icon to see the various expressions of that style.

# Word Swag



Click Colors and scroll until you find a color that you like.

# Word Swag



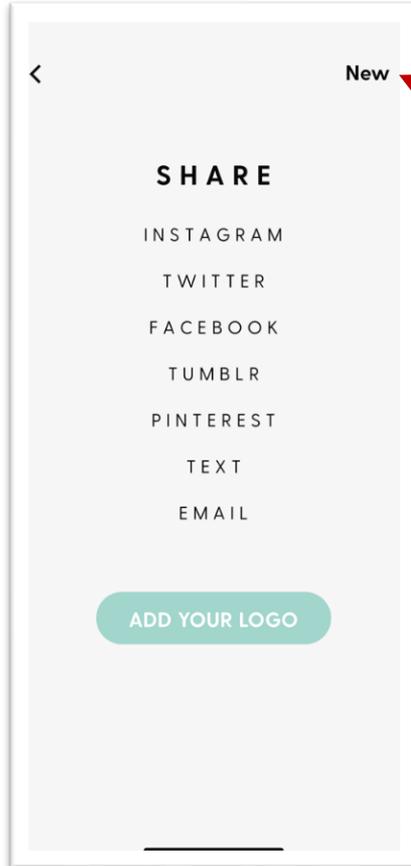
Click Images if you would like to adjust the background image. Finally, click Save.

# Word Swag



Your design will be saved to your photos.

# Word Swag



You can choose to share your design or just click New to begin another one.

# Word Swag

a service  
COMPANY DOES  
not have inventory

CASH  
IS AN ASSET

PREPAID RENT  
IS AN ASSET

3  
WAYS TO  
FINANCE

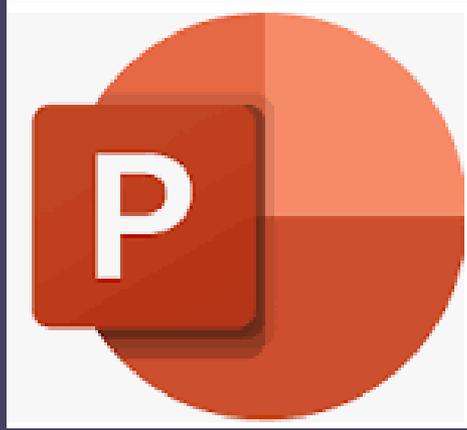
OPERATIONS:

EARNINGS,  
STOCK,  
OR DEBT

UNEARNED REVENUE  
IS A LIABILITY  
UNTIL IT  
IS EARNED

# Word Swag cost

- Free trial for seven days
- Cost is \$4.99 per month
- iOS or Android
- Free version (ads & limited features)



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You can also create images  
with PowerPoint

# PowerPoint



Click to add title

Open a New PowerPoint presentation.  
On the Home screen, click Layout.  
In the drop-down menu, click Blank.

# PowerPoint

The screenshot displays the Microsoft PowerPoint interface. At the top, the ribbon includes tabs for File, Home, Insert, Design, Transitions, Animations, Slide Show, Review, View, and Help. The 'Home' tab is active, showing options for Clipboard, Slides, Paragraph, Drawing, Editing, Voice, and Designer. A context menu is open over a blank slide, listing options: Paste Options, Layout, Reset Slide, Grid and Guides..., Ruler, Format Background... (highlighted with a red arrow), and New Comment. On the right side, the 'Format Background' task pane is visible, featuring a 'Fill' section with radio buttons for Solid fill, Gradient fill, Picture or texture fill, and Pattern fill, along with a checkbox for 'Hide background graphics'. Below this, there are controls for 'Color' and 'Transparency' (set to 0%).

Right-click in your blank layout. In the drop-down menu, click Format Background to open the Format Background pane on the right-side of your screen.

# PowerPoint

To change the solid fill color of your background, click the Solid fill button. Then, click the Color icon and click on a color in the drop-down menu.

1

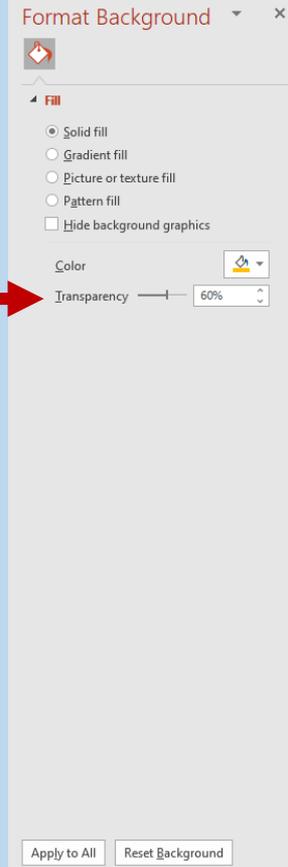


2



The screenshot shows the 'Format Background' task pane in Microsoft PowerPoint. The 'Fill' section is expanded, showing four options: 'Solid fill' (selected), 'Gradient fill', 'Picture or texture fill', and 'Pattern fill'. Below these is a 'Color' section with a 'Color' dropdown menu. The dropdown menu is open, showing 'Automatic' at the top, followed by 'Theme Colors' (a grid of 28 color swatches) and 'Standard Colors' (a row of 11 color swatches). At the bottom of the dropdown are 'More Colors...' and 'Eyedropper' options. At the bottom of the task pane are 'Apply to All' and 'Reset Background' buttons.

# PowerPoint



The screenshot shows the 'Format Background' task pane in Microsoft PowerPoint. The 'Fill' section is expanded, showing four options: 'Solid fill' (selected), 'Gradient fill', 'Picture or texture fill', and 'Pattern fill'. Below these options, there is a 'Color' dropdown menu and a 'Transparency' slider. The transparency is currently set to 60%. A red arrow points to the transparency slider. At the bottom of the pane, there are two buttons: 'Apply to All' and 'Reset Background'.

To change the transparency of the color, drag the Transparency slider left (0%) or right (100%).

# PowerPoint

1



2



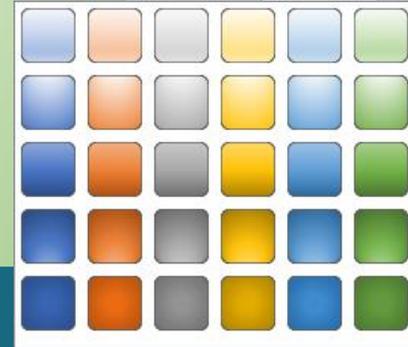
Format Background



Fill

- Solid fill
- Gradient fill
- Picture or texture fill
- Pattern fill
- Hide background graphics

Preset gradients



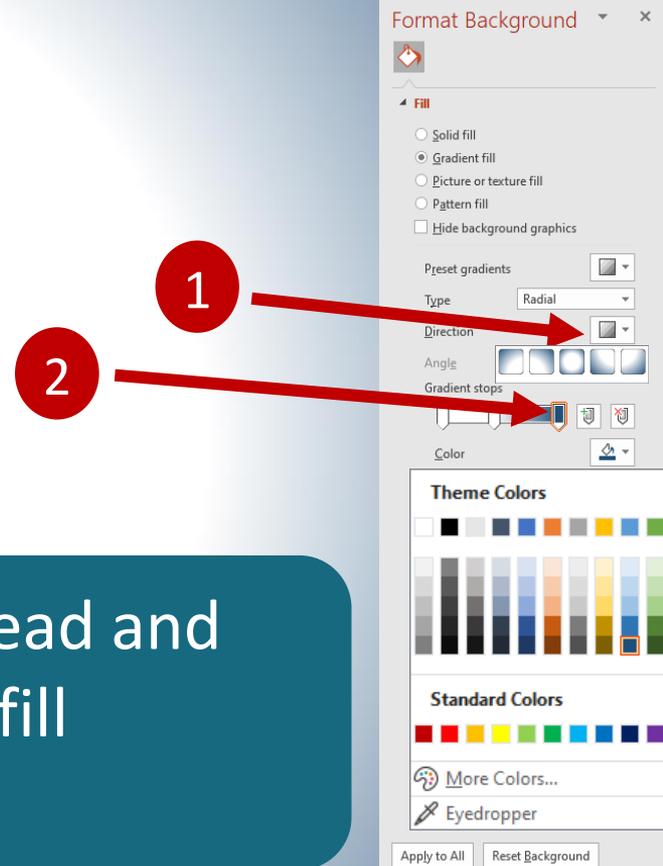
Click the Gradient fill button. Then click the Preset gradients icon and click on a color in the drop-down menu.

Apply to All

Reset Background

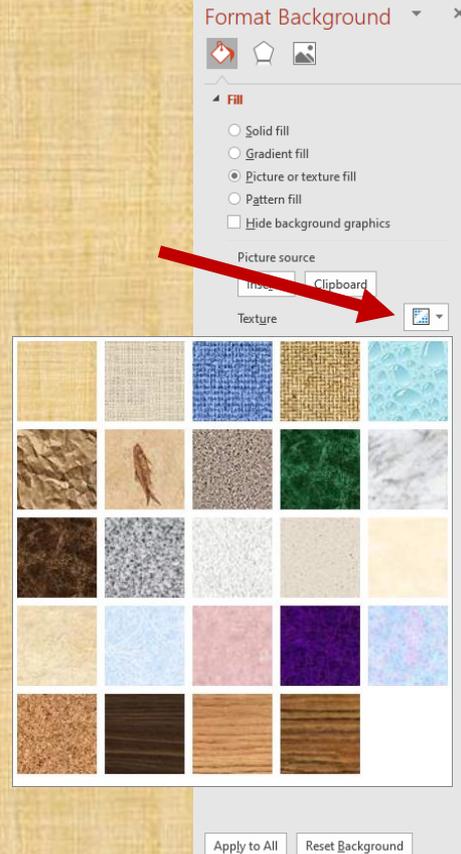
# PowerPoint

After choosing a preset gradient, go ahead and experiment with the different gradient fill settings.



# PowerPoint

Click the Picture or texture fill button. Then, click the Texture icon and, in the drop-down menu, click on a texture that you like.



# PowerPoint

## Insert Pictures

**From a File**  
Browse files on your computer or local network

**Stock Images**  
Unleash your imagination with premium content from the stock image library

**Online Pictures**  
Search images from online sources like Bing, Flickr or OneDrive

**From Icons**  
Search the icon collection

**Format Background**

**Fill**

- Solid fill
- Gradient fill
- Picture or texture fill
- Pattern fill
- Hide background graphics

Picture source

**Insert...** Clipboard

Texture

Transparency 0%

Tile picture as texture

Offset X 0 pt

Offset Y 0 pt

Scale X 100%

Scale Y 100%

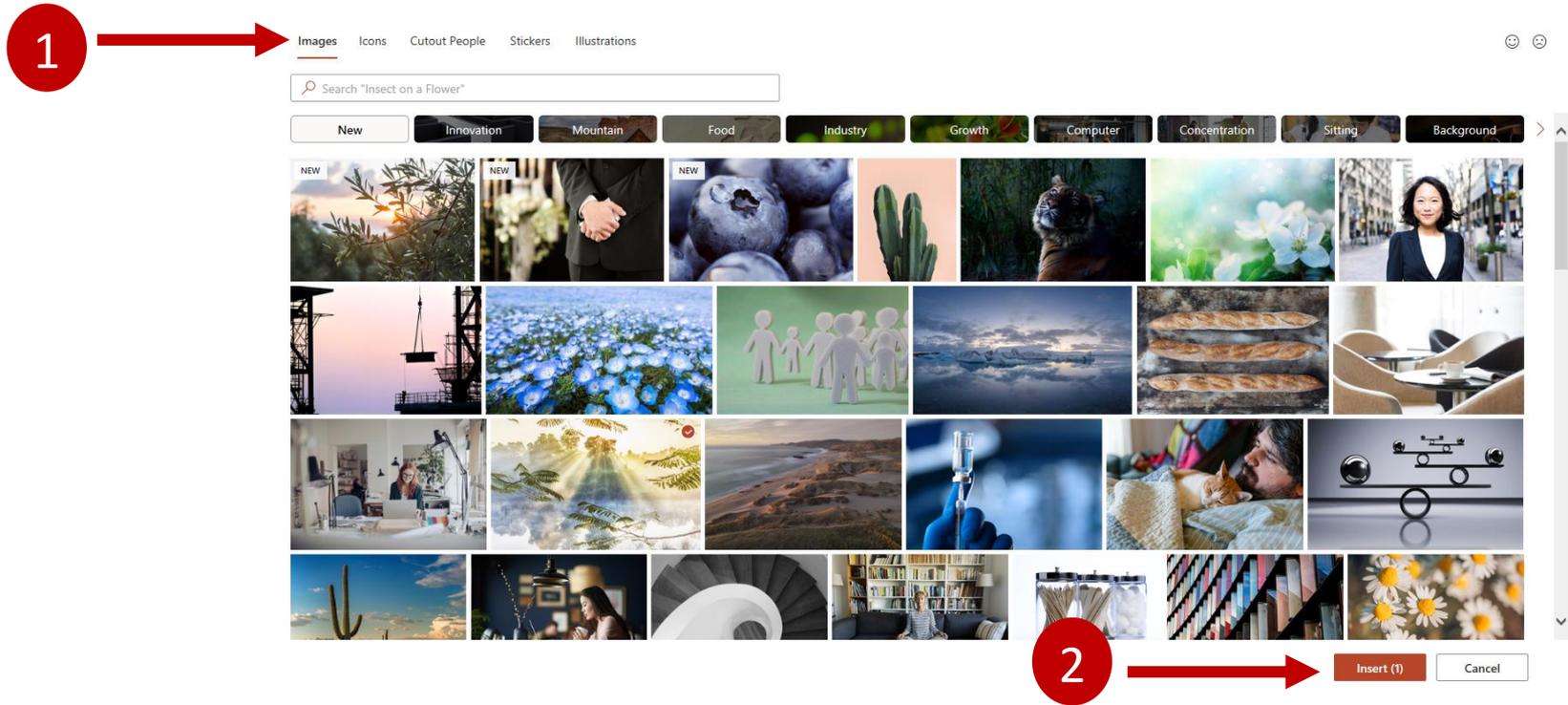
Alignment Top left

Mirror type None

Rotate with shape

Click the Picture or texture fill button. Under Picture Source, click Insert. In the menu that appears, click Stock Images.

# PowerPoint



On the Images tab, click on a photo that you like. Then click Insert.

# PowerPoint



Format Background

Solid fill  
 Gradient fill  
 Picture or texture fill  
 Pattern fill  
 Hide background graphics

Picture source  
Inset... Clipboard

Texture 

Transparency  50%

Tile picture as texture

Offset left 0%  
Offset right 0%  
Offset top -6%  
Offset bottom -6%

Rotate with shape

Apply to All Reset Background

Change the transparency, if needed.

# PowerPoint

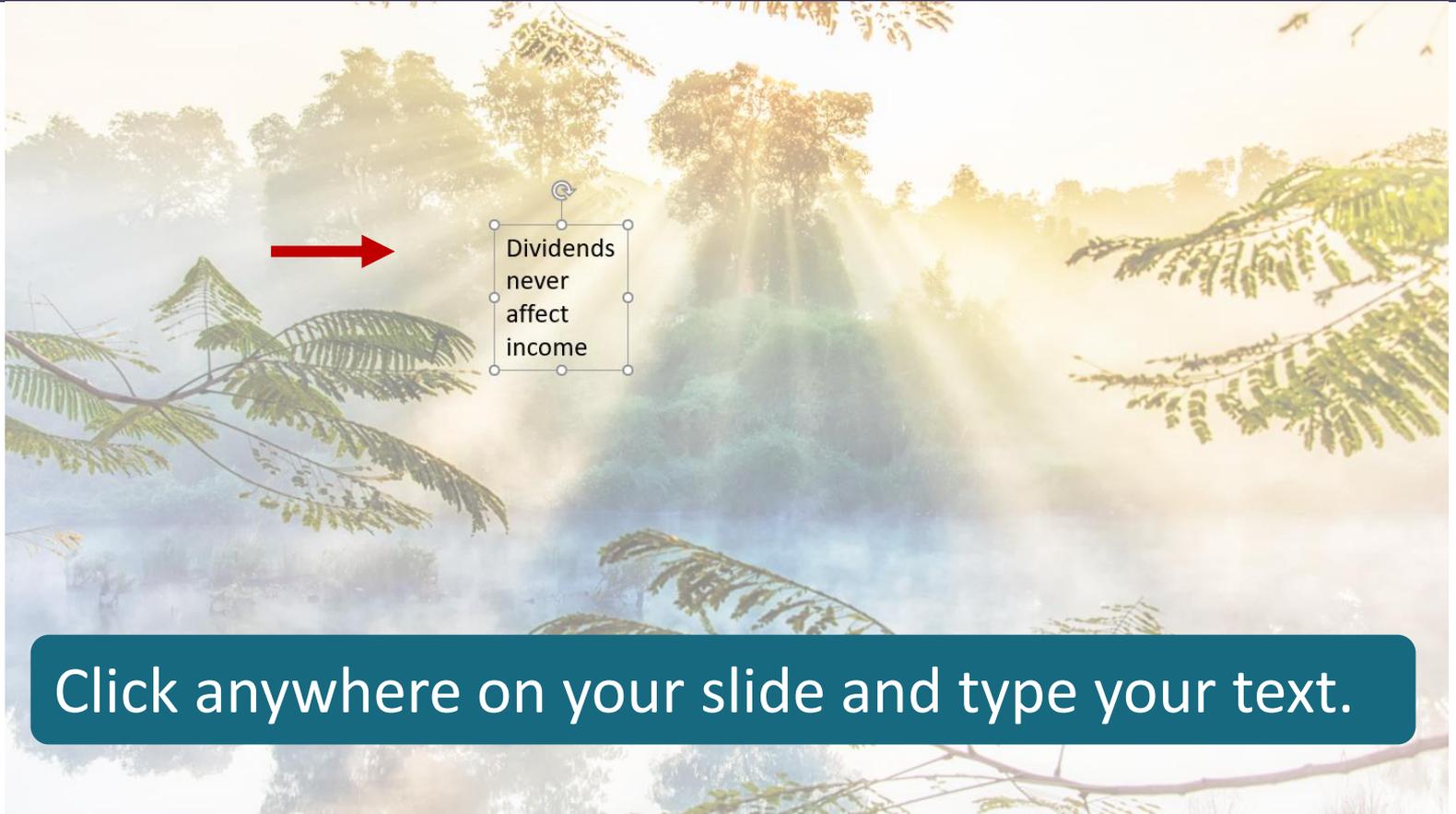
The screenshot displays the Microsoft PowerPoint interface. The top ribbon is set to the 'Insert' tab. A red arrow labeled '1' points to the 'Shapes' button in the 'Illustrations' group. Below the ribbon, the 'Recently Used Shapes' task pane is open, showing various shape categories: 'Recently Used Shapes', 'Lines', 'Rectangles', 'Basic Shapes', and 'Block Arrows'. A red arrow labeled '2' points to the 'Text' shape icon in the 'Basic Shapes' section. The main slide area shows a background image of a tree with a large dark blue callout box overlaid on it.

1

2

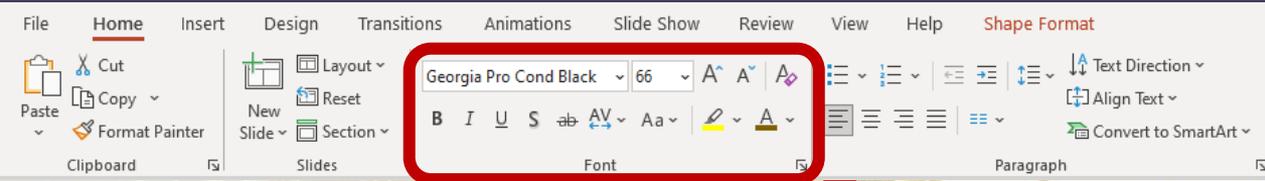
On the Insert tab, click Shapes. In the drop-down menu, click Text under Basic Shapes.

# PowerPoint



Click anywhere on your slide and type your text.

# PowerPoint



**Dividends  
never  
affect  
income**

Select your text and use the features in the Font group to enhance it.

# PowerPoint

The image shows a screenshot of the Microsoft PowerPoint interface. The 'Shape Format' ribbon is active, and the 'Paragraph' group is highlighted with a red box. The text on the slide reads: **Dividends  
never  
affect  
income**. A red arrow points from the Paragraph group to a text box on the right.

File Home Insert Design Transitions Animations Slide Show Review View Help Shape Format

Paste Cut Copy Format Painter Clipboard

New Slide Section Slides

Georgia Pro Cond Black 66 A<sup>+</sup> A<sup>-</sup> A<sub>0</sub>

B I U S ab AV Aa

Text Direction

Align Text

Convert to SmartArt

Paragraph

**Dividends  
never  
affect  
income**

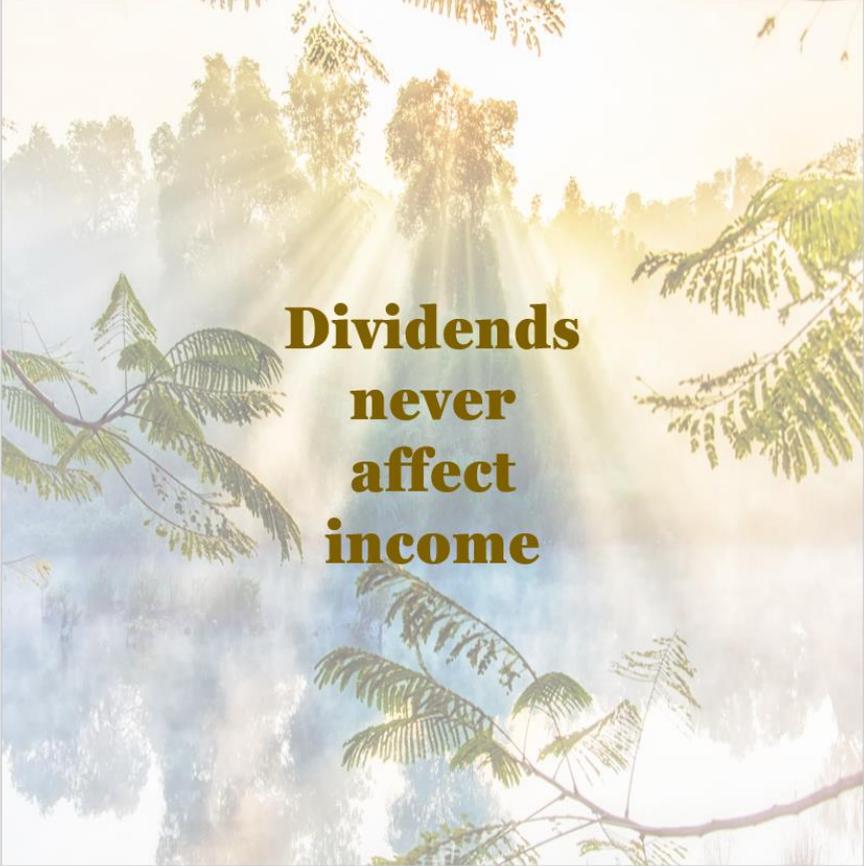
Select your text and use the features in the Paragraph group to enhance it.

# PowerPoint

The screenshot displays the Microsoft PowerPoint interface. The top ribbon shows the 'Design' tab selected. On the right side of the ribbon, the 'Slide Size' button is highlighted with a red circle and labeled '1'. A red arrow points from this button to the 'Slide Size' drop-down menu, which is also highlighted with a red circle and labeled '2'. The 'Slide Size' menu is open, showing options for 'Standard (4:3)', 'Widescreen (16:9)', and 'Custom Slide Size...'. A red arrow points from the 'Custom Slide Size...' option to the 'Slide Size' dialog box, which is highlighted with a red circle and labeled '3'. The dialog box is titled 'Slide Size' and has the following settings: 'Slides sized for:' set to 'Custom', 'Width:' set to '7.5 in', 'Height:' set to '7.5 in', and 'Number slides from:' set to '1'. The 'Orientation' section has 'Landscape' selected for both 'Slides' and 'Notes, Handouts & Outline'. The background of the slide shows a nature scene with the text 'Divide new affect'.

On the Design tab, click Slide Size. In the drop-down menu, click Custom Slide Size. In the Slide Size dialog box, change the width and height of your slide square dimensions.

# PowerPoint



**Dividends  
never  
affect  
income**

# PowerPoint

Save As

Recent

Personal

OneDrive - Personal

Other locations

This PC

Add a Place

Browse

C: >

Dividends never affect income

JPEG File Interchange Format (\*.jpg)

More options...

New Folder

Name ↑

Microsoft PowerPoint

Which slides do you want to export?

All Slides Just This One Cancel

10/26/2021 9:31 AM

10/26/2021 1:15 PM

10/26/2021 1:16 PM

Save your slide as a \*.jpg

CASH INTEREST

TO BE PAID

A BOND DISCOUNT OCCURS WHEN

THE MARKET RATE

IS MORE THAN THE COUPON RATE.

Unearned REVENUE IS A LIABILITY UNTIL *it is* EARNED

DEBITS ON THE LEFT, CREDITS ON THE RIGHT.

PowerPoint

CASH IS AN ASSET.

# Accessibility - Images

- Be sure to put the words on the image into the **Alt-tag** where you post the image

“ If we teach today's students as we taught yesterday's, we rob them of tomorrow. ”

- *John Dewey*

# Questions and Answers



**Wendy Tietz, Ph.D., CMA, CSCA, CPA**  
Professor  
Kent State University



**Monique Kelley, CPA**  
Accounting Instructor  
Fresno City College



**Jodi Ryan, CAE**  
Director, Member Engagement  
IMA

# Thank you to Our Featured Presenters!



**Monique Kelley, CPA**  
**Accounting Instructor**  
Fresno City College



**Wendy Tietz, Ph.D., CMA, CSCA, CPA**  
**Professor**  
Kent State University

# Final Reminders

- ▶ **Complete the Evaluation poll** – 2 options
  - On your screen
  - Evaluation Survey icon at the bottom of your console
- ▶ **Access to your CPE Certificate** – 2 options
  - Click the “CPE” icon at the bottom of your console
  - or
  - Click the link in your post-event e-mail
- ▶ Please print a copy of the CPE certificate for your records.
- ▶ Your CPE credit will be automatically recorded in your transcript.

# Thank you!



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Accountants and  
Financial Professionals  
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