

Risk	Impact	Likelihood of occurrence (L, M, H)	Degree of Impact (L, M, H)	Action Trigger	Responsibility	Response Plan	Avoidance Plan	Mitigation Plan
Technical problems with devices during meeting times and while recording	Individual videos might not be done in time or done properly.	M	H	A week before the final video is due.		Everyone does a practice run of taking a video a few days before the real video to reassure there are no technical problems.	N/A	Going somewhere that has good internet or use a hot spot
TikTok being banned	Finding a different platform to post individual videos or just doing only one large video.	M	H	The day TikTok gets banned		Create an alternate plan of action to keep the original plan of everyone creating their own individual video.	Convert to new video platform and new social media	Do work on both TikTok and another platform for easy transfer
Not being able to communicate with the team members	Might take longer to create videos. Also, might not complete steps on time.	M	H	If one person does not respond in our private group chat about a choice.		Choose one app to communicate on and one video app to meet virtually on (if needed).	Meet in person	Weekly check-ins
Team members slacking	Other team members must do extra work.	L	M	Someone does not do their part in the project or asks for help		Make an accountability schedule to review how everyone is doing.	Have a deadline before actual dates are due so that problems can be addressed beforehand	During weekly meeting, each member gives a personal status update and tell how the team can help them
Cohesiveness	The audience	L	M	Monday		Have the same	Review each	Edit or

of videos	might not like the videos if they do not flow or look good.			October 26 <sup>th</sup> When people have questions about themes		theme/topic for each video to help with the videos flowing.	video and critique to make more cohesive and setting a list of expectations	critique the videos and letting others know what could be changed
Putting yourself out there on a large platform	People might follow you that you do not want to follow you. Bullying might happen or negative comments.	H	H	A week before you post your individual video		Only allow your friends to see the individual video.	Block users that you do not feel comfortable sharing with	Block users after that have negative comments or turn off comments. Assign a person to read them daily and do it.
Offending others on TikTok	Will not get a lot of likes or engagements on posts	M	M	The day you make your individual video		Do research and make sure you have multiple people review your video before posting.	N/A	Everyone looks at each video and reviews them.
Not reaching enough viewers	The content will not serve its purpose of teaching others and people will not know of Western Tech's marketing program.	L	M	A couple days after you post and there aren't enough likes		Post on more than one platform to assure the number of likes.	Gain followers beforehand to get more views.	Promote the content on other platforms and hashtags.
Lack of professionalism in the videos	Would allow for criticism and critique	M	M	Prospects making a mockery thereof		Insisting on upstanding content and delivery	Research video content before	Critiquing videos
Video content	Uninteresting, boring, and	L	M	Possible poor		Implement interesting and	Research content	Critique and edit videos

	uninformative			responses		informative content	beforehand	
Negative reviews	Not reaching prospects on their own level	M	H	Unfavorable responses from viewers		Add humor, intrigue, and uniqueness throughout	Turn off comments	Delete comments if possible or block users.
Meeting time	Not time to discuss plan and work	M	M	One week of missed meeting and no plan for next meeting		Ask for class time on Monday or email each other until response	Use class time when everyone is there	Use group chat on messenger, use emails with cc
Responding poorly to critique	Slow down production or production would suffer in terms of cohesiveness	M	M	When someone acts poorly to critique		Team will have a meeting about person in question, and will group decide on what to do next	N/A	Make the changes and accept criticism
Inexperienced editors	Will slow down the production or cause production to suffer in terms of cohesiveness	M	M	Editing goes poorly on anyone's end		Person in question will have to work longer on editing and perhaps perform more research	Educate yourself on video editing by watching YouTube videos	Have people help with the editing process
Banning TikTok after we make the video	Will not be able to see the view we got	M	H	When TikTok gets banned		Monitor every other platform for success	Use another similar platform to be able to post on	Research other social media platforms