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| **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 of videos | The audience might not like the videos if they do not flow or look good.  | L | M |  Monday October 26thWhen people have questions about themes |  | Have the same theme/topic for each video to help with the videos flowing.  | Review each video and critique to make more cohesive and setting a list of expectations | Edit or 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 uninformative  | L | M | Possible poor responses |  | Implement interesting and informative content | Research content beforehand | Critique and edit videos |
| 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  |