# Graphic designer’s viral layoff call challenges leadership and sparks TikTok debate



A woman has garnered widespread applause for her candid response during a layoff call that she shared on TikTok, which has since gone viral with over 2.3 million views. Karson Bree, a graphic designer and digital creator, recorded the moment when she was informed of her termination from a local magazine, a position she had held for less than three months.

In the video, Karson finds herself on a Zoom call with two senior staff members and a human resources representative, their identities obscured. The abrupt announcement that her employment was "terminated effective immediately" is met with an unsettling silence, lasting nearly ten seconds, before the reasons given revolve around missed deadlines and publication quality. Karson quickly challenged these claims, asserting that many of the delays were a result of insufficient support from her manager, Julie. “I received very little feedback from you,” she directly told her superior, outlining how late materials and lack of access to necessary accounts hampered her efforts.

Karson’s tone remained assertive, and she pointed out the late-night notification she received regarding her termination, critiquing the unprofessional manner in which it was handled. “If you guys want to maintain a good team, you need to make sure your leadership possesses the strengths needed to produce a well-designed magazine," she emphasised. As the call came to a close, she delivered a cutting farewell, stating, “It’s been lovely working with you, Kendall. I cannot say the same for you, Julie. Have a great day.”

The response from TikTok users has been overwhelmingly supportive, with many praising her for her bravery and professionalism in a moment that many find distressing. Comments on her video reflect a shared sentiment; one user noted, “That was so embarrassing for them,” while another remarked on her handling of the situation, stating, “You handled yourself like a leader on this call—your former leadership evidently did not.”

This incident has sparked a larger conversation surrounding the phenomenon of employees sharing their layoff experiences on social media platforms, particularly TikTok. The trend has gained traction, highlighting both the potential benefits and pitfalls of such public disclosures. Sharing these layoff stories can foster community and accountability among workers. However, experts caution that posting such videos may pose risks to future job prospects, potentially leading to public scrutiny of the individuals involved.

Moreover, the format through which such experiences are shared is evolving. Many employees opt for creative methods, such as "Get Ready With Me" videos, to articulate their journey through job loss. The emotional impact these formats carry provides a contemporary lens on workplace culture, especially against the backdrop of economic uncertainty and the legacy of remote work transitions. As organisations face increasing pressure to uphold transparency and address employee grievances, these viral videos reflect a broader push against outdated corporate norms and speak to a collective desire for better support systems during layoffs.

Karson's experience serves not just as a singular moment of personal confrontation but as a noteworthy touchpoint in the shifting dynamics between employees and corporate leadership, encouraging an ongoing dialogue about workplace accountability and the need for improved communication in professional environments.

## Reference Map:

* Paragraph 1 – [[1]](https://www.dailymail.co.uk/femail/article-14744353/employee-boss-speechless-scathing-response-laid-job.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[5]](https://www.bloomberg.com/news/articles/2022-11-23/tech-layoffs-former-twitter-meta-employees-share-experiences-on-tiktok)
* Paragraph 2 – [[1]](https://www.dailymail.co.uk/femail/article-14744353/employee-boss-speechless-scathing-response-laid-job.html?ns_mchannel=rss&ns_campaign=1490&ito=1490), [[2]](https://www.wired.com/story/the-stark-realities-of-posting-your-layoff-on-tiktok/)
* Paragraph 3 – [[3]](https://www.axios.com/2024/01/29/layoffs-videos-tiktok-remote-work), [[6]](https://www.businessinsider.com/tiktok-get-ready-with-me-to-get-laid-off-workers-share-layoff-on-social-media-2022-10)
* Paragraph 4 – [[4]](https://marketrealist.com/why-it-is-not-a-good-idea-to-post-lay-off-video/), [[7]](https://www.theinformation.com/articles/at-google-meta-and-other-tech-companies-the-layoffs-are-streaming-live-on-tiktok)

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## Bibliography

1. <https://www.dailymail.co.uk/femail/article-14744353/employee-boss-speechless-scathing-response-laid-job.html?ns_mchannel=rss&ns_campaign=1490&ito=1490> - Please view link - unable to able to access data
2. <https://www.wired.com/story/the-stark-realities-of-posting-your-layoff-on-tiktok/> - This article discusses the emerging trend of employees sharing their layoff experiences on TikTok, highlighting both the potential benefits and risks. It emphasizes how such videos can hold companies accountable and foster a sense of community among workers. However, experts caution that posting these videos can harm future job prospects and may not always reflect a person's professional demeanor.
3. <https://www.axios.com/2024/01/29/layoffs-videos-tiktok-remote-work> - The piece explores how viral layoff videos on platforms like TikTok signify a shift in work culture, with employees openly sharing their experiences. It notes that this openness challenges traditional norms and reflects a desire for transparency and support during layoffs, especially in the context of remote work and economic uncertainty.
4. <https://marketrealist.com/why-it-is-not-a-good-idea-to-post-lay-off-video/> - This article examines the potential drawbacks of posting layoff videos on social media. It highlights instances where such videos have gone viral, leading to public scrutiny and discussions about company practices. Experts advise caution, suggesting that sharing these experiences can have unintended consequences, including negative impacts on future employment opportunities.
5. <https://www.bloomberg.com/news/articles/2022-11-23/tech-layoffs-former-twitter-meta-employees-share-experiences-on-tiktok> - The article covers how former employees from tech giants like Twitter and Meta are turning to TikTok to share their layoff experiences. It discusses the trend of documenting layoffs in real-time, the emotional impact on employees, and the broader implications for workplace culture and transparency.
6. <https://www.businessinsider.com/tiktok-get-ready-with-me-to-get-laid-off-workers-share-layoff-on-social-media-2022-10> - This piece delves into the trend of workers sharing their layoff experiences on TikTok, particularly through 'Get Ready With Me' videos. It explores the motivations behind this sharing, the support received from viewers, and the broader cultural shift towards openness about job loss and workplace challenges.
7. <https://www.theinformation.com/articles/at-google-meta-and-other-tech-companies-the-layoffs-are-streaming-live-on-tiktok> - The article discusses how employees from major tech companies like Google and Meta are using TikTok to document their layoffs. It examines the implications of this trend for corporate transparency, employee relations, and the evolving nature of workplace communications in the digital age.