



TIKTOK INTENSIVE: CREATING A STRATEGY + PLANNING CONTENT



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- Introduction to TikTok
- What makes a good TikTok presence
- Creating a TikTok strategy
- Content planning
- Q&A



Why should our organisation be on TikTok?

TikTok does three key things:

- 1 Communicates with younger people
- 2 Humanises your organisation
- 3 Requires *and* sparks creativity



Poll - What do you feel your biggest concern is with TikTok?

- 1 **79% voted** - limited time and resources
- 2 **19% voted** - limited knowledge or an unfamiliarity with the platform
- 3 **1% voted** - damaging the reputation of our organisation

Better understanding the platform

Basic principles of TikTok

Audio

- Songs and trending sounds are the language of TikTok and the platform's attachment to music is so strong it now affects the industry charts

Trends

- Joining in with trends and utilising those that serve your brand and enhance your organisation's unique qualities is one of the best ways to carve out a presence

Interaction

- Users engage with their interests so creating a community space by interaction with users will help build a following and genuine interest in your brand



Current leaders in the Industry

- Uffizi Gallery
 - 118K followers & 1.1M likes
 - Trending audio
 - Short snappy edits
 - Community interaction
- Royal Opera House
 - 528K followers & 8.3M likes
 - Trending audio
 - Utilises on-brand trends
 - Simple hashtags e.g. #ballerina, #dance, #POV
- Royal Albert Hall
 - 8323 followers & 76.3K likes
 - Trending & original audio
 - Light-hearted or 'relatable' content
 - Community interaction
- Other great arts organisations on TikTok include:
 - V&A
 - National Theatre
 - TheatreCafe



TikTok strategy



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TikTok strategy

What do you want to achieve by being on the platform?

What can you realistically do on the platform?
Time, money and resources

How will you know if you're being successful?
Practical targets



Your weekly TikTok plan

Example: You have a team made of up one marketing manager and one social media producer who can, between them, spend 4 hours per week on building your organisation's TikTok

- 1 hour strategy work and platform research
- 1 hour community management
- 30 minutes content planning
- 1 hour 30 minutes content capture and creation

= 2 TikToks per week



How will you know if you're
being successful?



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Setting targets

If you are starting from scratch, identify 3-4 peer organisations already on the platform and work out an average for total followers and views, likes, comments and saves per post

For example:

- 10,000 followers
- 8,000 views
- 600 likes
- 5 comments
- 10 saves

Use these average numbers as a benchmark - we'd suggest for the first month aiming to simply match these averages, then revisiting your targets



Setting targets

If you already have a TikTok presence, establish your own averages and decide what kind of improvement you want to aim for

We'd suggest setting targets to at least 1.5 times your current success

After the first month, review and adjust your targets accordingly



Q&A



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“Our account is set up as a business account which limits our sound options, how do we overcome that and still create engaging content?”

One method to get around this issue is to save audio from another TikTok into your audio library, then you can use it from there without copyright strikes.

Another method is to use a non-original version of a piece of audio. It may decrease impressions as it won't reach the same amount of people as the original audio, but it will allow your TikTok to join in and reflect the platform's culture, which should still gain views and engagement.



“Is there a way to figure out which of your hashtags performed the best? If I use a selection, how can I decide which ones to reuse, as I'm sure this is what makes the main difference between the performance of my posts.”

The best ones to reuse are the most relevant to your content. Hashtags help the algorithm signpost what kind of content you make, e.g. #arthistorytok. If trending hashtags align with your brand, then it's a good idea to use those frequently.

In terms of a selection, it's good to strike a balance between niche and broad hashtags, so utilising both e.g. #arttok and #botticellisvenus.

A method to track hashtags for free is to record which hashtags you use on each video and follow the views for each video over time. This should give you a rough idea of the most and least successful tags.



“How much advertising should we be doing on the platform and where can you find the best training in using TikTok for advertising?”

TikTok Business Learning Centre is a great resource with a wide selection of short modules on how to use TikTok ads. You can browse these courses [here](#).

TikTok Ads Academy hosts monthly webinars specific to TikTok and how to utilise the platform. You can browse these webinars [here](#).



“What sort of reach should we aim for when we're wanting to target a more local audience? What would you consider a 'success' for a small regional organisation, who's specifically targeting people who are geographically close through hashtags?”

For a small, regional organisation targeting locals, anywhere between 1000-3000 is a good mid-tier level. Larger organisations with an expanded target audience want to be looking for closer to 10,000+ views, but this is not to say smaller organisations can't reach these numbers, aim high!

With this in mind, views don't have to be the only metric of success, creating a community specifically for smaller local audiences through interaction will also improve your following, reach, and ultimately your views.



“How do we approach content planning with a very small digital marketing team who aren’t as comfortable on camera?”

There are lots of ways to get around being on camera, many existing TikTok trends refer to an organisation's team but don't require their faces present. For example, 'come shopping in our gift shop with me' including a tour from the perspective the person behind the lens, or a celebratory post utilising the popular wine glass cake trend that features members of the team scooping the cake from a close up angle that only displays their hands.



“Does the algorithm favour content made in the app, and does it also promote your content if you spend lots of time on TikTok using the search function?”

It is always best to create your content in-house on the app if you can. In terms of whether the algorithm favours more hours spent on the app and specifically searching and consuming content, we don't believe this has a direct impact. However, the more time you spend engaging with other accounts and videos, the more of a community you establish and the more engagement you gain with your account which will in turn boost your content.

**“What is the best way to produce subtitles
for accessibility purposes on TikTok?”**

CapCut is a great resource for editing and subtitle
generation for TikTok. You can browse their software
[here](#).



Content planning

Content planning

Example: You work for an art gallery with an exhibition opening in two weeks time and want to use TikTok to promote it.

Post 1: Introduction to the company and to the exhibit - Trending Audio

Post 2: Glimpse into the space under construction - Timelapse & POV Trend

Post 3: Specific look at 1 or 2 sculptures; fun facts about artist or artistic movement - Trending Audio

Post 4: Come with me to the exhibition; day in the life video cutting together clips from the event



Upcoming webinars

What should you be posting on Instagram right now?

Tuesday 20 September 10:30am

How to create engaging image and video content in-house

Tuesday 15 November 10:30am

Website and Digital Marketing Trends for 2023

Tuesday 13 December 10:30am



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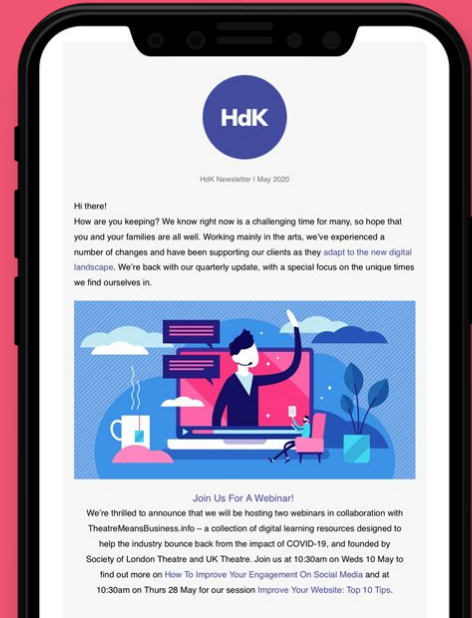
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