



Taking on Tik Tok

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Introduction

The history of Tik Tok

From 15 seconds clips to 10 minutes

1 billion active users a 27% rise in the last 12 months.

Not just young people!



Our journey

On the platform since 2022

Acted on research

Lots and lots to learn!



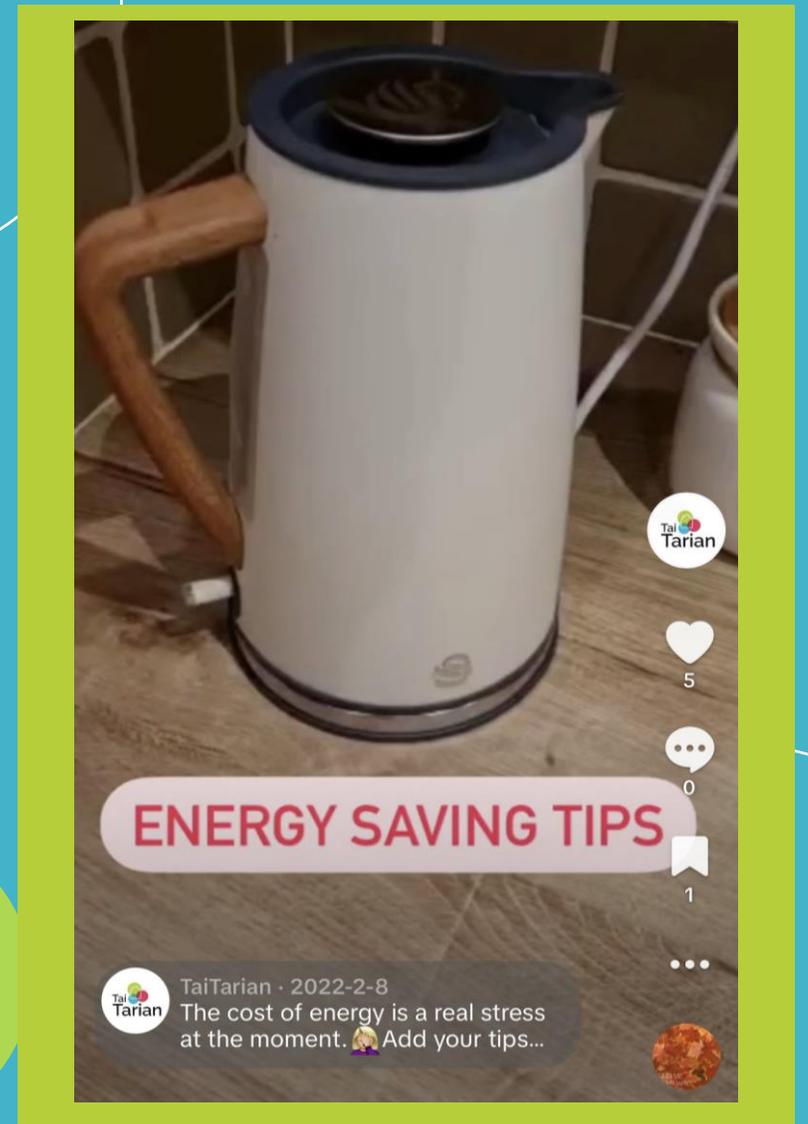
Our first Tik Tok

Topical for the time

Nothing too complicated

Reusable on other platforms,
good internal content

Not too niche

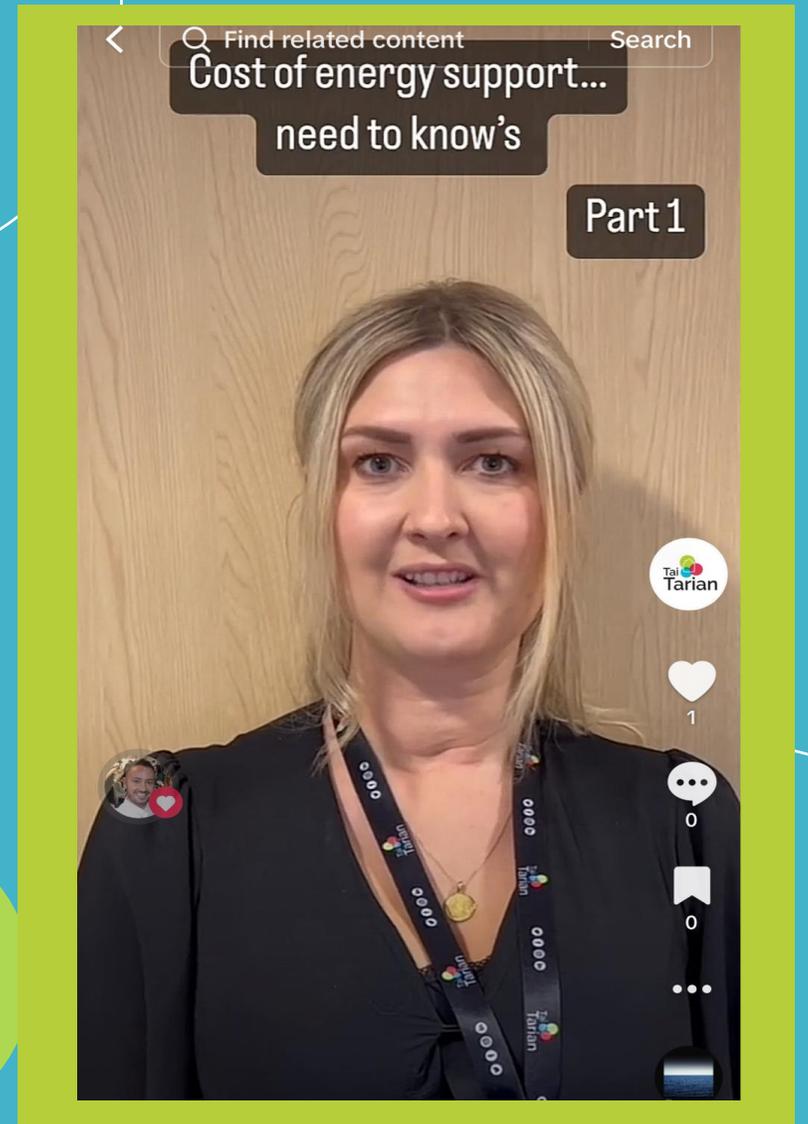


How we have grown

Found our niche

Roped in others

Had fun

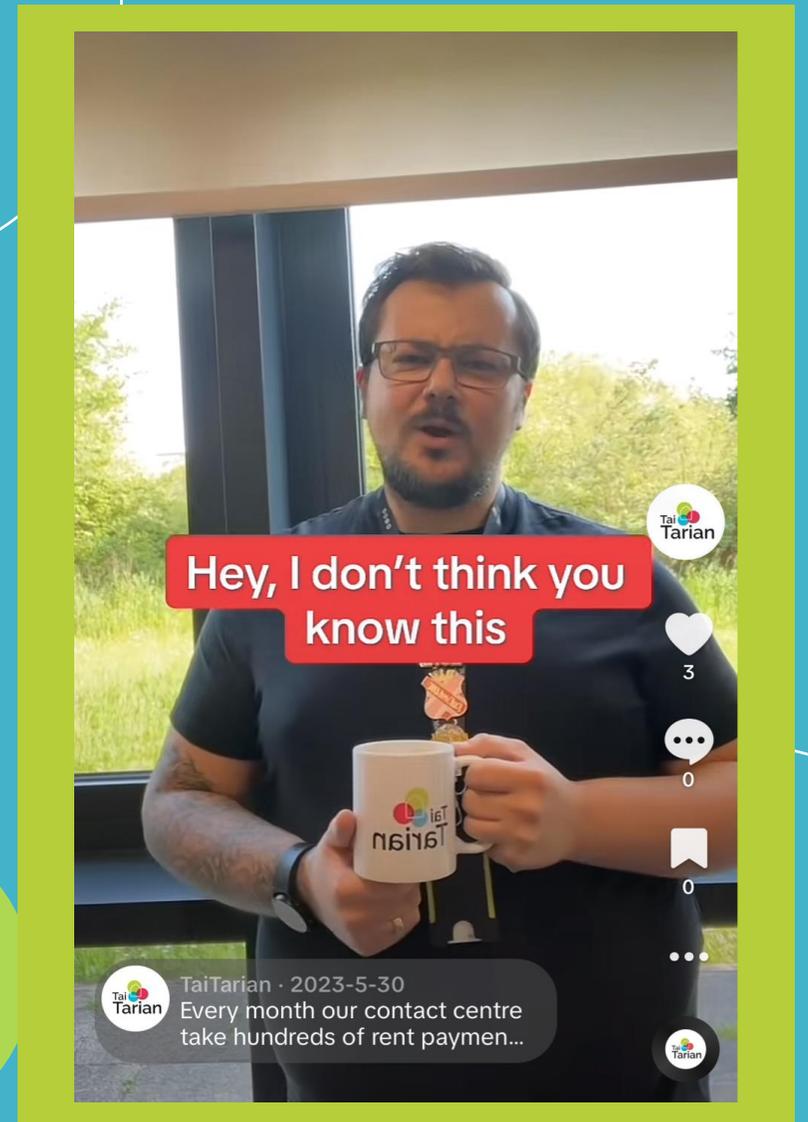


Supporting the business

Using Tik Tok as an alternative way to share messages

Raise awareness

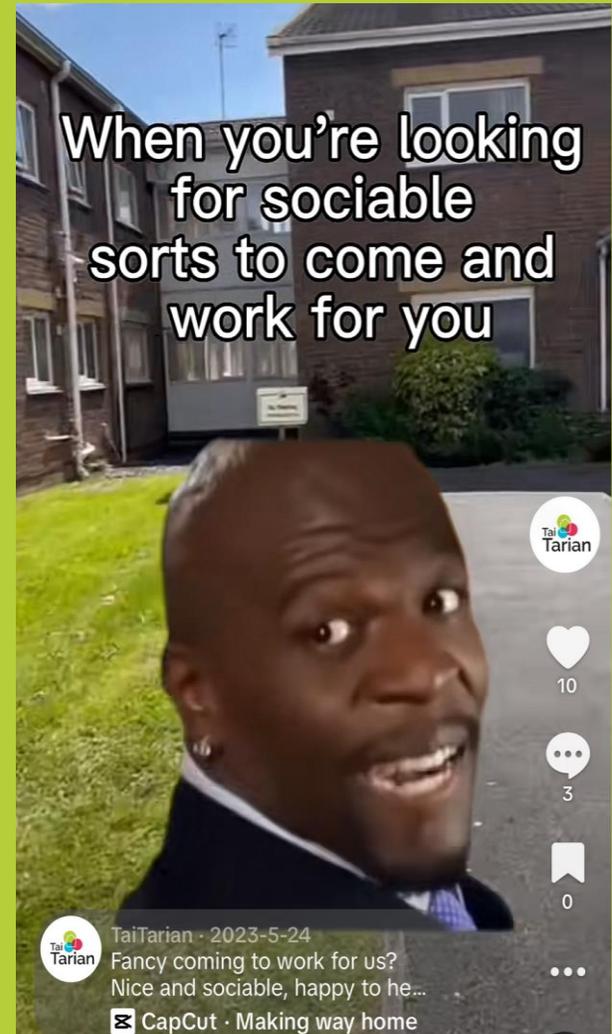
Be more fun



The fun stuff

Tik Tok allows you to be creative and inject that fun element into your comms

Often short and snappy so great for last minute requests or lightbulb moments when we need to post content

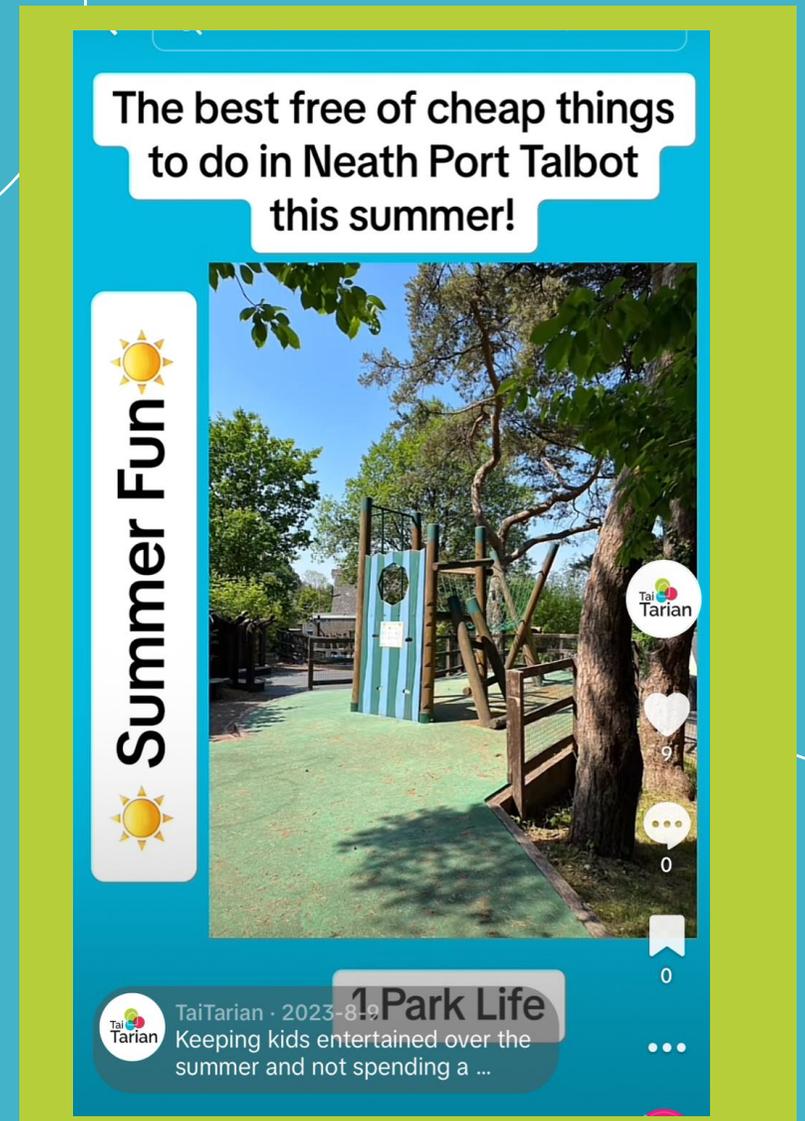


Being local

We love where we live

Beach, mountains, industry heritage, lots to be proud of.

Makes for likeable content.



Our takeaways

- Research before you start is it for you, can you commit?
- Love the platform immerse yourself in it, learn it.
- Tools for the job
- Find your niche
- Find your style be consistent in how your content looks
- Use the tools, edit within the platform – better for engagement
- Always portrait always captions

Our takeaways

- Jump on trends but be quick
- Share the content elsewhere
- Use it as a content creation tool
- Don't get sucked in with vanity metrics – it's a journey
- Save your content – chop and reuse
- Don't do it alone you will burn out!
- Buy in from staff
- Creative time
- Leave formal for other platforms - HAVE FUN

Get in touch



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