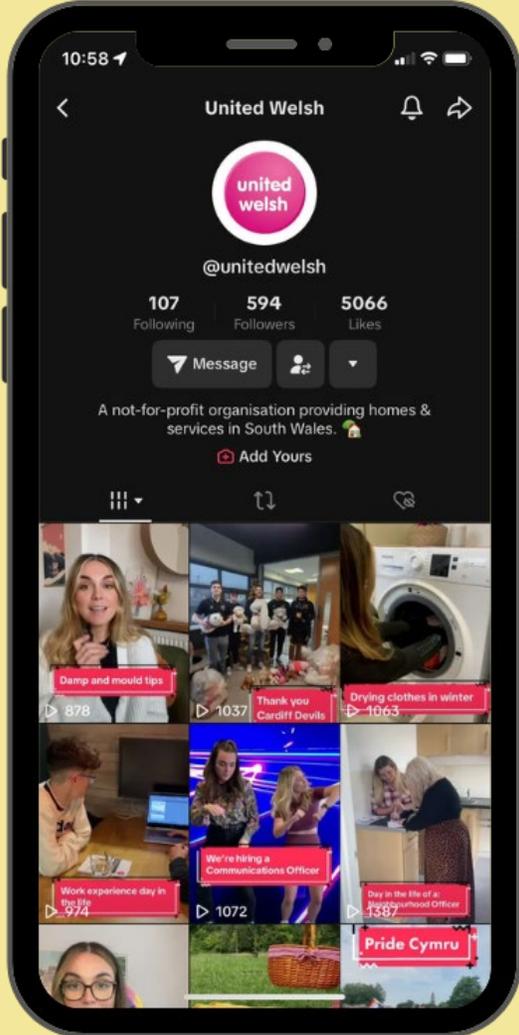




TikTok at United Welsh



Why TikTok?



Started the official United Welsh Tiktok **in July 2021** to promote launch of new resident app



Barriers to entry

are low

Low cost

Staff using their devices



One video can be used **across communication channels**

Our TikTok audience



Everyone

(Just kidding)

Our communication principles

Useful

Relatable



Honest

Entertaining



Our voice on TikTok

Warm

Clear



Friendly

Types of content



**Resident
case studies**

Types of content



**Resident
case studies**



**Tips and
advice**

Types of content



**Resident
case studies**



**Tips and
advice**



**Good news
stories**

Types of content



Resident case studies



Tips and advice



Good news stories



Staff news

Types of content



Resident case studies



Tips and advice



Good news stories



Staff news

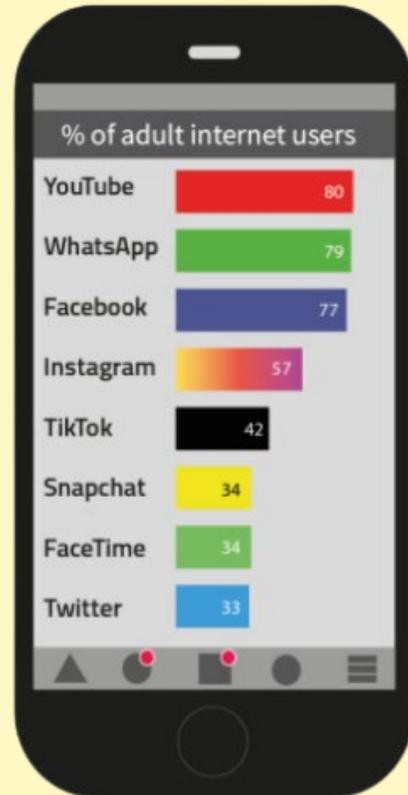


Trends / lighthearted content

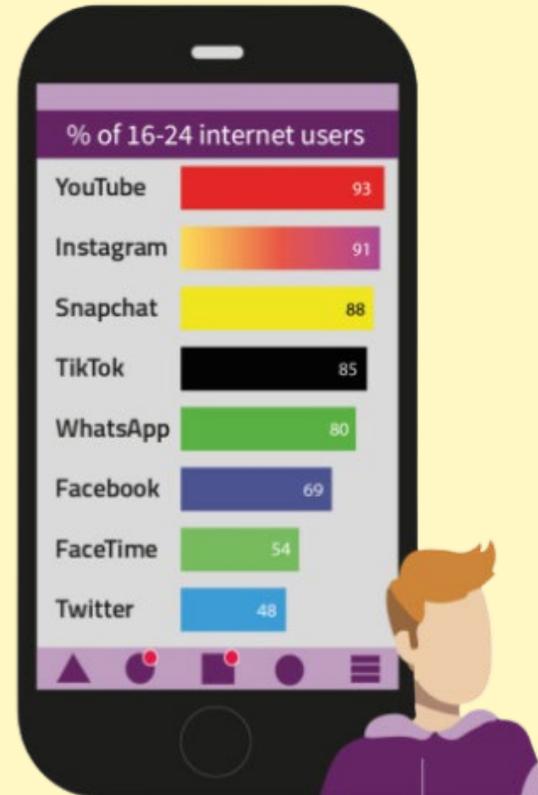
Our TikTok top tips

- **The first five seconds are key**
- **Make original content for TikTok**
- **Use the app yourself**
- **SnapTik Watermark Remover**
- **Edit on CapCut**
- **Utilise the text for SEO**
- **Don't do a trend for the sake of it**

Is TikTok the next big thing in housing communications?



Use of online communication platforms



Thank you!



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