

UC San Diego

TikTok Strategy + YouTube Plans January 2022

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TIKTOK STRATEGY

What Is TikTok?



TikTok is a social video-sharing app. It allows users to create and share short videos set to music or different sounds. It started with a lot of singing and dancing, and has quickly evolved. Popular TikTok content runs the gamut from crafts to beauty, cars to food, life hacks to comedy.

Unlike Facebook and Instagram, they're not necessarily looking to see what their friends and family are up to. TikTok is more like YouTube in that sense; it's a place to discover and be entertained by strangers. Similar to other social media, users can follow, like, and comment on everything they see.

The Basics

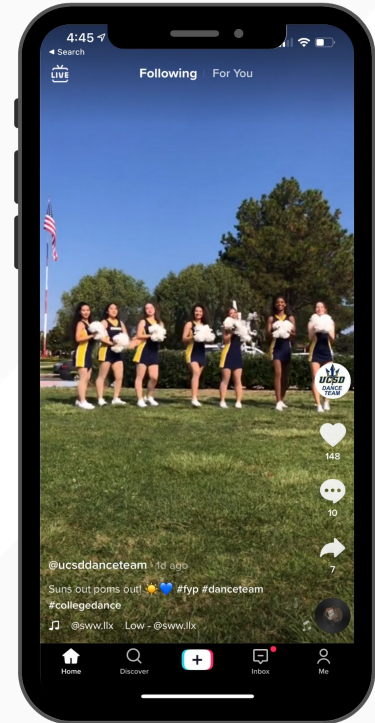
Generally, there are two main areas, the “For You Page”, and the “Following” page. Once you launch the app, you are taken directly to the For You Page (FYP).

For You Page

On the “For You Page” you can see some of the trending videos and the top video creators. As you explore the app and start following other people you can see more content that is curated to your interests and videos that you interact with.

Following Page

The following tab, instead, will show you the latest video created by TikTokers you follow. If you are interested in checking out the latest trends and the most amazing hashtag challenges, you can do it on the Discover page.



7 out of 10

American Teens use TikTok

33 minutes

The average time TikTok users in the US spend on average per day on the platform.

90%

of TikTok users visit the app more than once per day

111.5 million

The amount of views videos with the
#UCSD hashtag have on TikTok

Goals

Create a Connection with Students

Present UC San Diego in a more personal and authentic way. Students help run the account so it's in their voice and point of view.

Reach Prospective Students

Gain access to a vast network of potential students organically. Give them a glimpse of campus, students, clubs and organizations and surrounding area.

Create School Pride

Bolster school pride with D1 sports, amazing campus, and King Triton content.

Communicate Key Messages

Communicate key messages such as COVID-19 protocols, key deadlines for submitting applications, and how to's.

Audiences



Current Students



**Prospective
Students**



Young Alumni

Content Standards

There are different creative best practices on TikTok compared to some other platforms like YouTube and Facebook. Unpolished content shot on an iPhone tend to perform better on this platform.

Trends

Using relevant (trending) music and hashtags can boost viewership and engagement. Joining new trends like skits, jokes, dances, music, etc is an easy way to accelerate the success of our channel.

Frequency

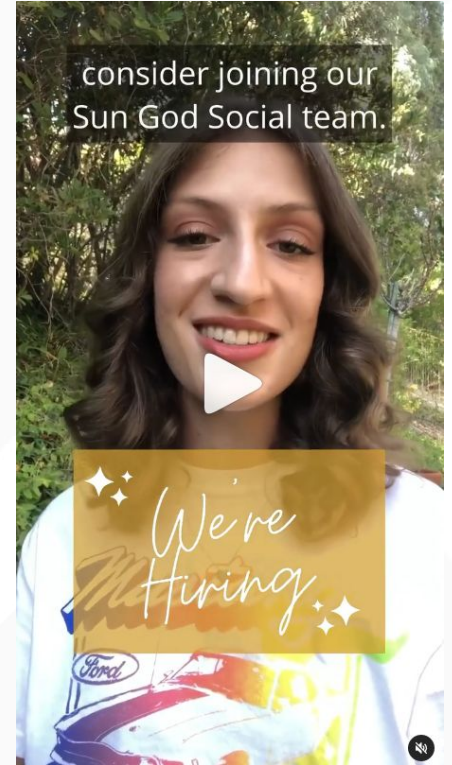
Frequency is essential because of the nature of TikTok's algorithm. We currently post around 3-5x a week but top creators typically post 3-5x a day.

Sun God Social Team

Sun God Social

This year we built out a diverse student intern team to help be the face of our student-facing social channels and help us create and grow our channels with a primary focus on TikTok.

We now currently have five team members who help brainstorm ideas, cover events, and create fun, engaging, and informative content for our students.



Sun God Social Team Members



Cecilia

Second-year
Business Psychology
Warren college



Elisa

First-year
Communications
Marshall College



Fiana

Second-Year
Business Psychology
Muir College



Isabella

Second-Year
Poli-Sci
Warren College



Mark

Second-Year
Math-CS
Seventh College

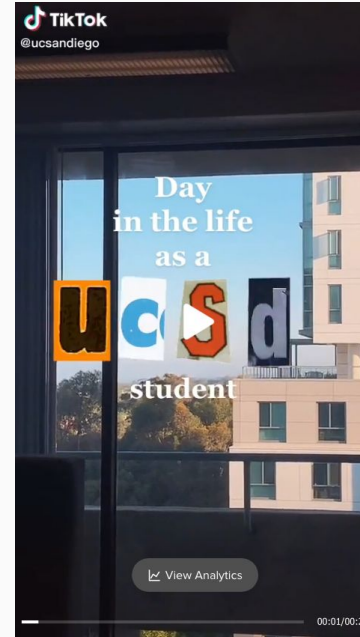
TIKTOK CONTENT THEMES

Student Life

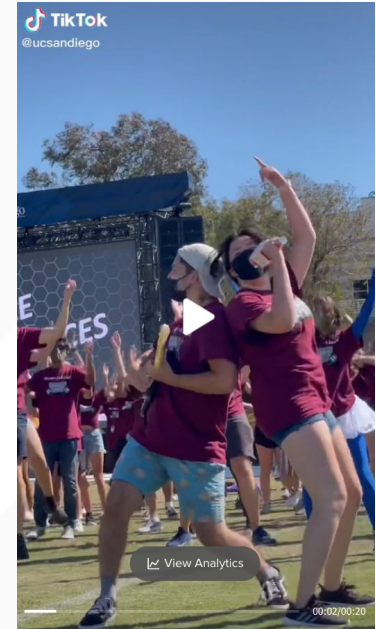
Give an authentic glimpse at what student life is like at UC San Diego by showcasing a variety of students who are engaged on campus and come from diverse backgrounds.

Some content ideas include:

- Introducing the different colleges and what makes them unique
- Day in the life of a ___ student (first year, athlete, international, etc)
- What I eat in a day at UC San Diego
- Best places to get coffee on or around campus
- Interviewing students on different topics
- UC San Diego Traditions (to look forward to)
- Events on campus (Top tips for SunGod)



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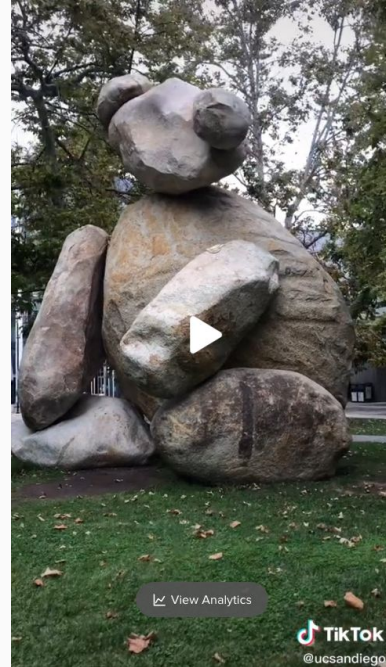
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Campus + Surrounding Area

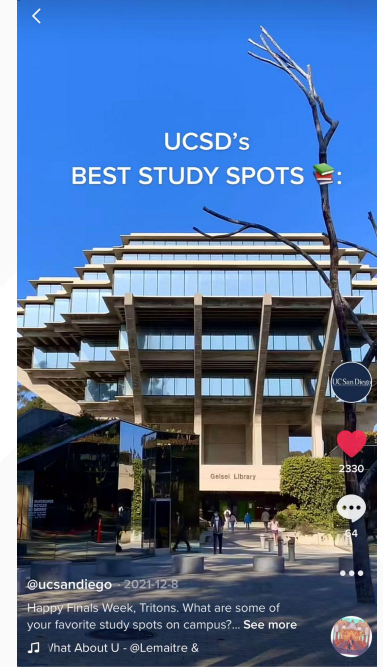
Showcase our beautiful campus and how to successfully navigate it.

Some content ideas include:

- Short tours of areas on campus (especially new ones like the craft center)
- Places to visit via trolley from UCSD trolley line (in one day)
- Residence hall makeover hacks + tips
- Favorite hidden spots on campus
- Feature different pieces of the Stuart Collection
- Best Study Spots On Campus
- Campus Beauty (i.e. UC San Diego in the Spring)



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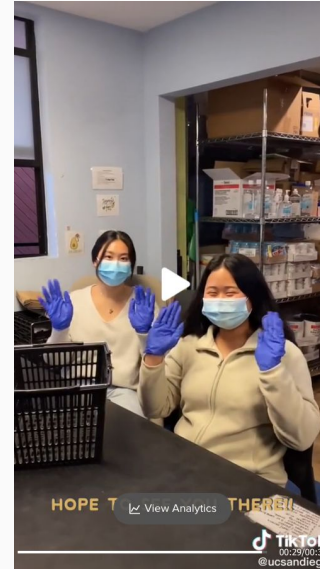
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Clubs + Organizations

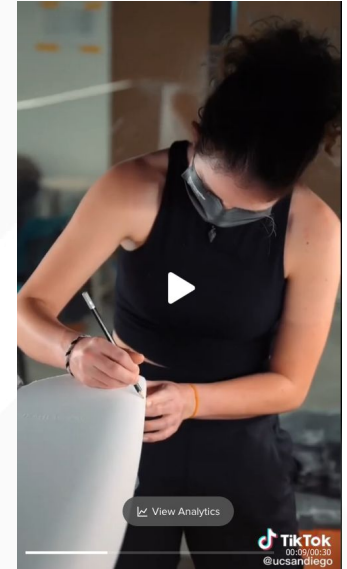
Introduce different types of clubs and organization on campus that students can become involved in.

Some content ideas include:

- Different clubs sharing memories/videos (What it's like to be in x)
- Clubs sharing quick fun facts or events
- Give clubs and organizations the opportunity to do student takeovers and submit TikToks or day in the life videos for our channels
- Takeovers + Behind the scenes



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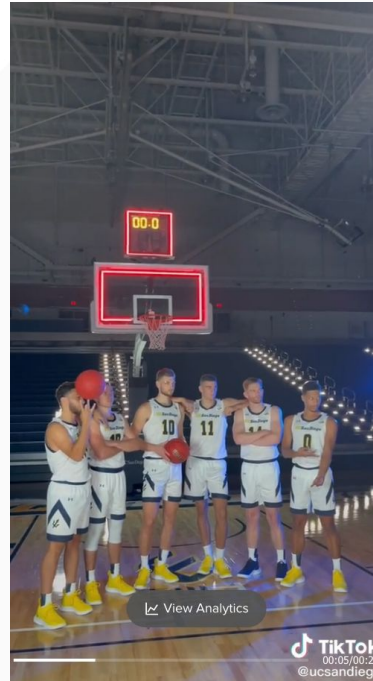
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Triton Pride

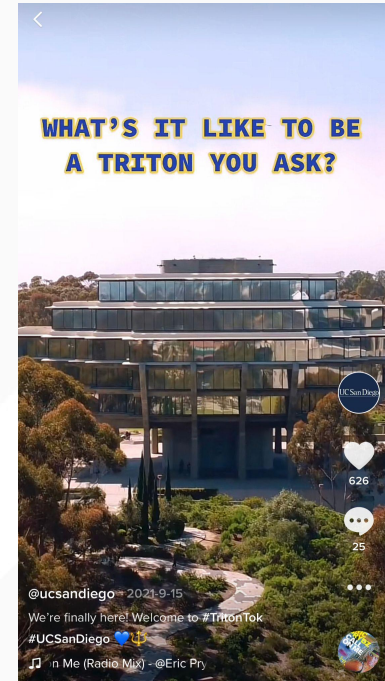
Spark Triton Pride by showcasing sports, King Triton, rankings and achievements.

Some content ideas include:

- Show off new Triton merch from the bookstore
- Continuing to post accolades, rankings, and studies coming out of UC San Diego
- Using King Triton in more social content as a way for students to connect with the mascot
- Hype videos before games
- Touting rankings and achievement



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Sharing Resources + Info

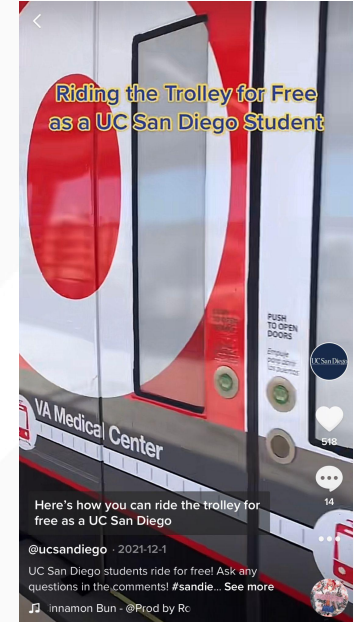
Use TikTok as another platform to share information and resources in an engaging way.

Some content ideas include:

- TikToks and Instagram reels about academic tips (studying, taking notes in class, specific majors and minors available)
- Working with professors on giving students advice on best way to connect with them and the importance of office hours
- Share COVID-19 information in an engaging way
- Things college students can get for free or discounted



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Trends

Not necessarily a content bucket itself but we try in general to hop on trends including dances, songs, and popular sounds.

These trends help us get discovered in the FYP and keep us relevant. The best trends to hop on are up and coming sounds that are just becoming popular.



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Future Plans

Make videos feel native to page
but cohesive and branded

Feature more clubs +
organizations on campus

Highlight more
achievements/studies/arts
coming out of the university

Collaborate with different
departments on campus to
create videos

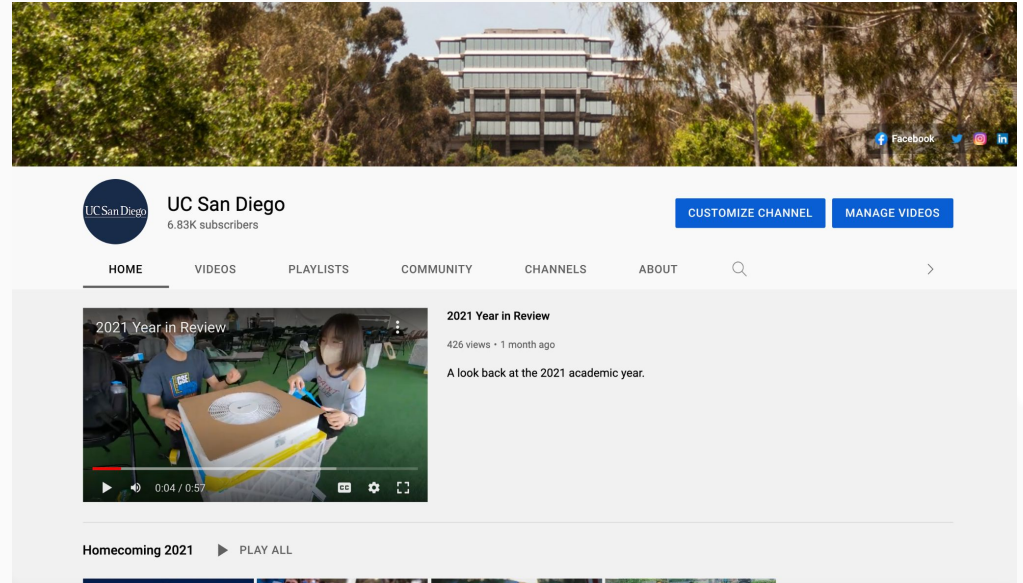
Showcase the new and exciting
at UC San Diego

Create higher engagement with
contests, giveaways, etc.

YouTube Plans

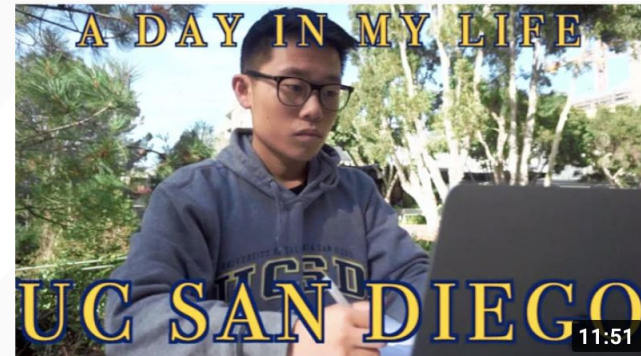
Overview

- Developing a strategy for the UC San Diego YouTube Channel around:
 - a. Engaging current and prospective students
 - b. Showcasing campus and academic life
 - c. Highlighting what makes UC San Diego unique
 - d. Cross-promoting longer YouTube videos with teasers on student focused channels



Day in the Life Series

- This quarter we are launching “Triton Day in the Life” a new monthly series on the UC San Diego YouTube channel showcasing life and learning at UC San Diego from various perspectives.
- “Triton Day in the Life” videos will combine footage from the subject’s point of view and our videographers to showcase a typical day from morning to night of various students, staff and faculty members.
- In some videos, we will include a short Q&A series with pre-solicited questions from our social media followers.
- These videos will be approximately 5-10 minutes long with teaser previews on Instagram and TikTok
- We need your help! Do you know any students, faculty or staff members involved in different campus activities and classes that would make good “Triton Day in the Life” candidates? Please email or Slack Amy to nominate potential people to be featured in this new series.



UC San Diego