

TikTok 101 for Organizations

**From Women's Enterprise Organizations of Canada, presented
by TD Ready Commitment**

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1

BE AUTHENTIC

Being authentic on TikTok allows your audience to see what makes you unique while helping to build trust with them.

"The less scripted you are and the more conversational you appear on camera, the better you're going to do." - S.V.

2

BATCH YOUR CONTENT

Spread out content creation over three days. Start with research & scripting, move to filming, finish with editing. Put a time limit on each task and focus on consistency, instead of perfection.

3

CONSIDER YOUR AUDIENCE

It's important to show that you understand your audience's interests and what pain points they are facing. Creating a list of their dreams, fears and frustrations is a great starting point when mapping out your content strategy.

[WATCH THE RECORDING](#)