



# TIKTOK TAKEOFF: TIKTOK 101 FOR ORGANIZATIONS

## Top Three Takeaways

September 25, 2024



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[Recorded on September 25, 2024](#)

### PRESENTER

Samantha Vlasceanu | TikTok expert and the Unicorn Marketer

In 2024, TikTok is the world's fastest growing social media platform. It's why organizations are increasingly turning to the platform to reach new audiences – but for many, taking the first step to launching a channel can be tough. On September 25, 2024, Samantha Vlasceanu led a workshop on how organizations can start using TikTok to achieve their goals, from growing membership to driving participation in programming. Here are our top three takeaways from her in-depth session on how to set up a short-form video marketing strategy for success:

#### 1. AUTHENTICITY GOES A LONG WAY

What sets TikTok apart from other social media platforms is its authentic and relatable content, Vlasceanu says: “The less scripted you are and the more conversational you appear on camera, the better you’re going to do.” While LinkedIn typically shows users’ professional side and Instagram tends to reflect a more curated style, TikTok favours a less polished approach to content that lets viewers see the more human side of your organization. Sharing human stories instead of straight facts, for example, can help them connect with you by seeing the faces and

hearing the personal insights of the people behind your brand. Being authentic on TikTok allows your audience to see what makes you unique while helping building trust with them.

## 2. BATCH YOUR CONTENT TO STAY ON TRACK

Creating videos on TikTok can be time-consuming. But staggering the process can help you create a better workflow, Vlasceanu says. She uses a three-day plan to ensure a steady output of content, starting with research and scripting. This involves gathering all the information to include in the video and condensing it into an easy-to-read script. On the following day, Vlasceanu focuses on filming the footage to feature in the video (A tip she shares for doing this is to record one sentence at a time to pace yourself). And on the third day, Vlasceanu edits her video, including adding any text overlay, charts or graphs to grab viewers' attention. Finally, she recommends putting a time limit on each task to ensure you are focusing on consistency instead of perfection: "It's important to let go of the perfectionism and to understand that you're going to get better with time."

## 3. THINK OF YOUR SPECIFIC AUDIENCE

Creating content for a specific audience can up your chances of gaining traction on TikTok. Trying to appeal to everyone can often backfire on you, Vlasceanu says. Instead, she suggests designing your content with a niche clientele in mind, whether that's based on age, gender or geography. She adds that it's important to show that you have a good understanding of their specific interests and any pain points they are facing. Creating a list of your clients' potential dreams, fears and frustrations can be a good starting point for mapping out a broader content strategy while ensuring you are speaking to their needs.

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