

FOREST RIDGE

THE SACRED HEART SCHOOL OF SEATTLE



TikTok Strategy

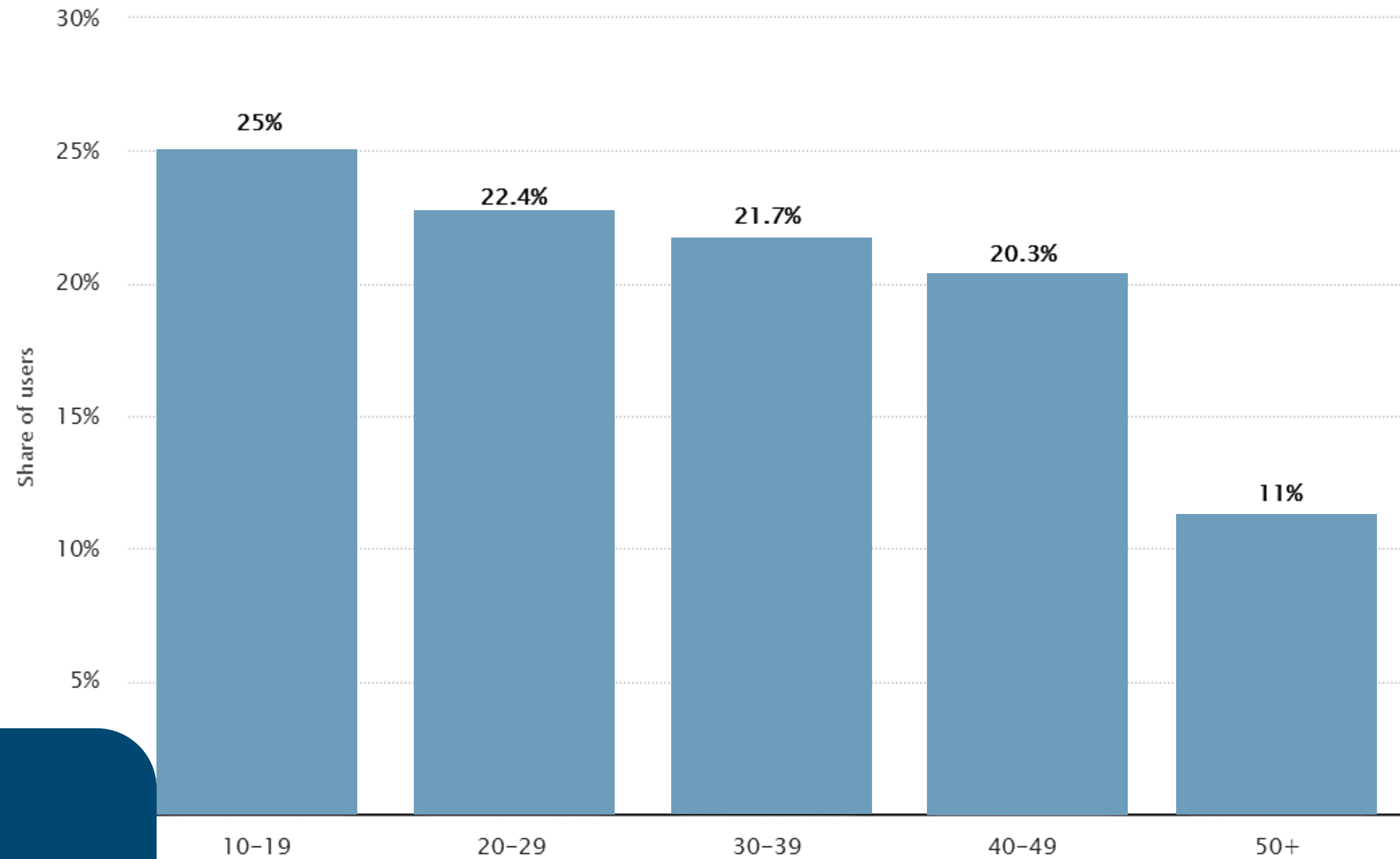
A FOREST RIDGE GUIDE

What is TikTok? 🔍

- TikTok is a video-sharing platform that encourages users to craft short, 15- to 60-second videos
- You can follow hashtags and use the Discover section to explore new content, or comment, like, and share
- Users can create and upload videos ranging from comedic skits to singing duets and dances
- The app has been downloaded over **2 billion times**

As of March 2021, users in their teens accounted for **25** percent of TikTok's active user accounts in the United States.

These statistics are aligned with Forest Ridge demographics.



U.S. Tik Tok User Demographics

<https://www.statista.com/statistics/1095186/tiktok-us-users-age/>

Goals & Objectives

- Influence prospective students
- Engage with current students
- Build stronger connections between students and teachers
- Improve school spirit in high school (objective identified by Zehno)

Time and Resources

- Take bandwidth and resources into account: TikTok would require unique content made explicitly for this platform
- Some previous video work filmed for Forest Ridge could be re-edited for TikTok
- Ads on TikTok are expensive. This platform is best for boosting Forest Ridge's online presence **organically.**

Privacy Concerns

- Some parents may not want their children in TikToks
- Rules would need to be in place regarding TikTok use on campus



Where to start

Create a Forest Ridge profile →

Creata unique content designed for TikTok →

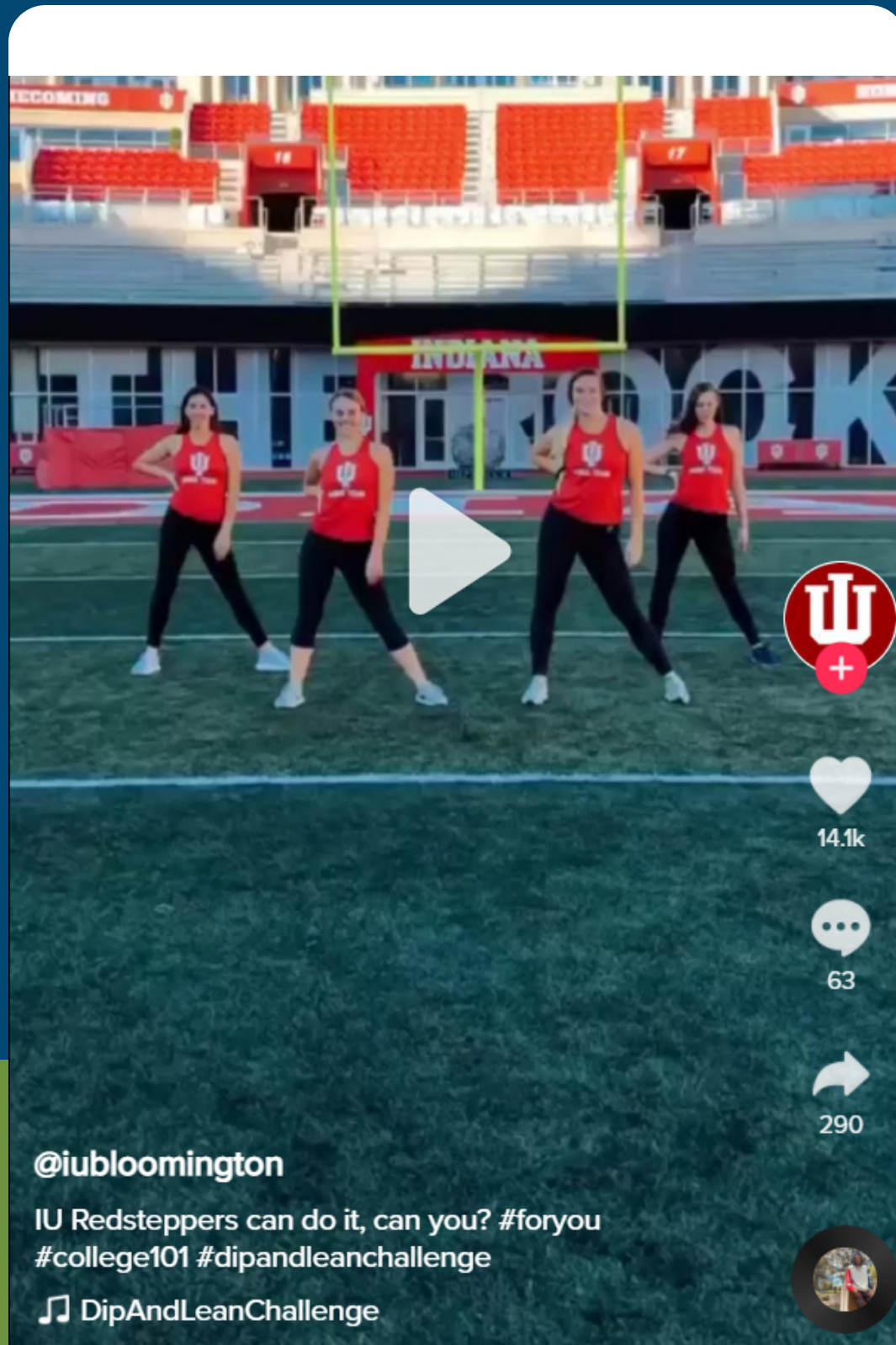
Follow Trends →

Leverage community engagement: Get students and teachers involved in the brainstorming and filming process

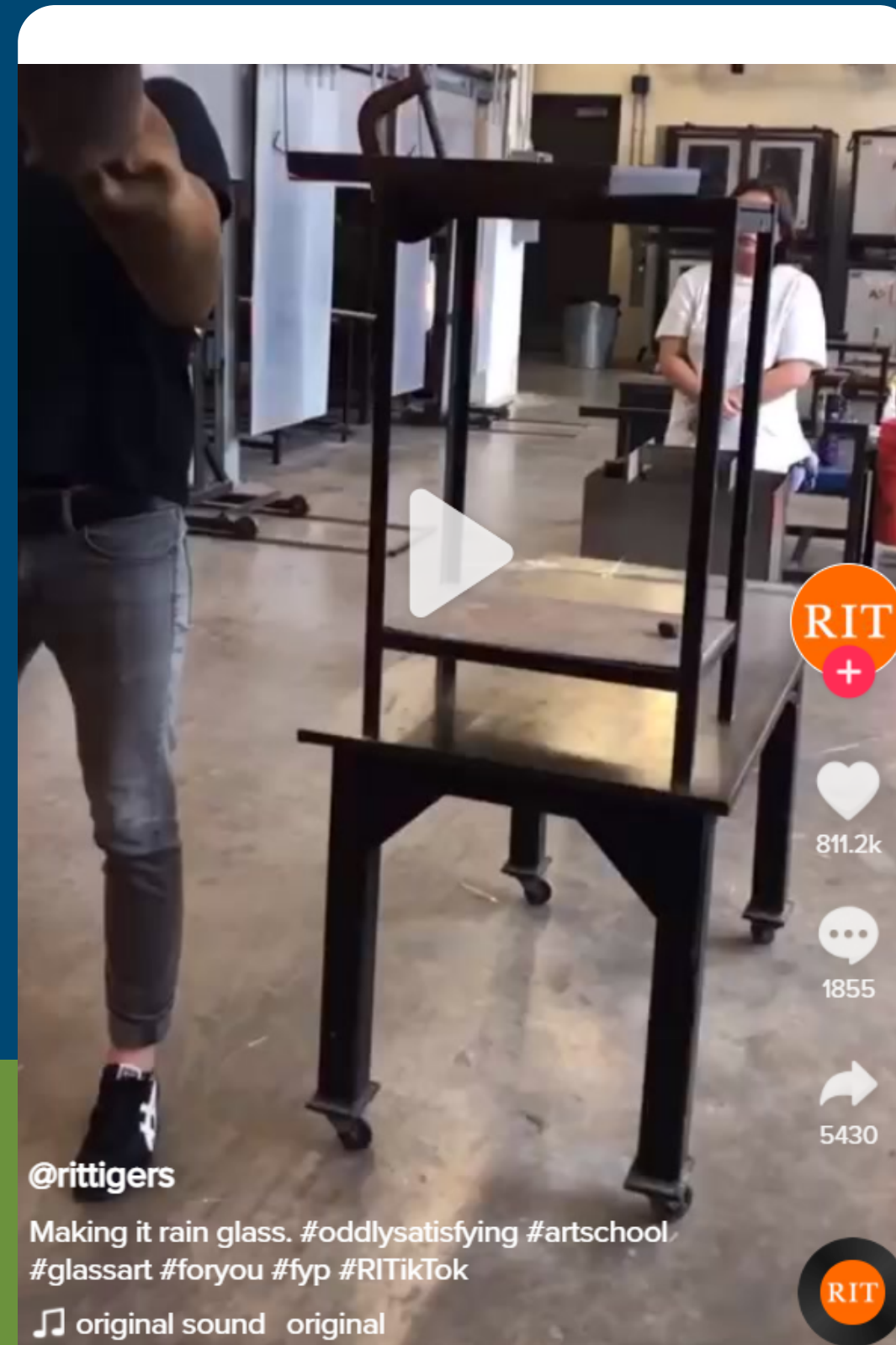
TikTok trends are **constantly changing**. Doing research and talking with students will help Forest Ridge stay up-to-date on videos that will perform well.



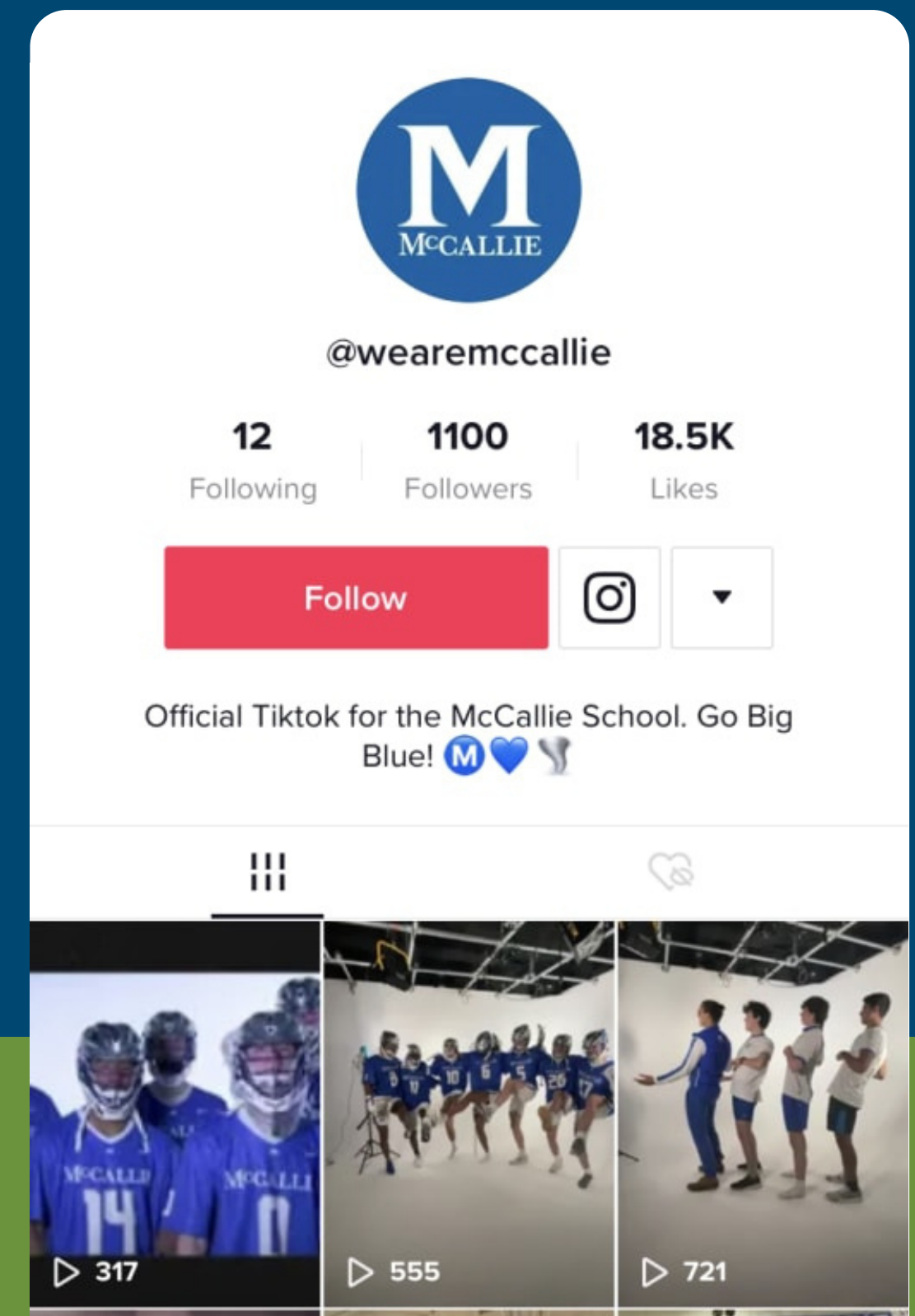
Schools that are doing it right



Indiana University



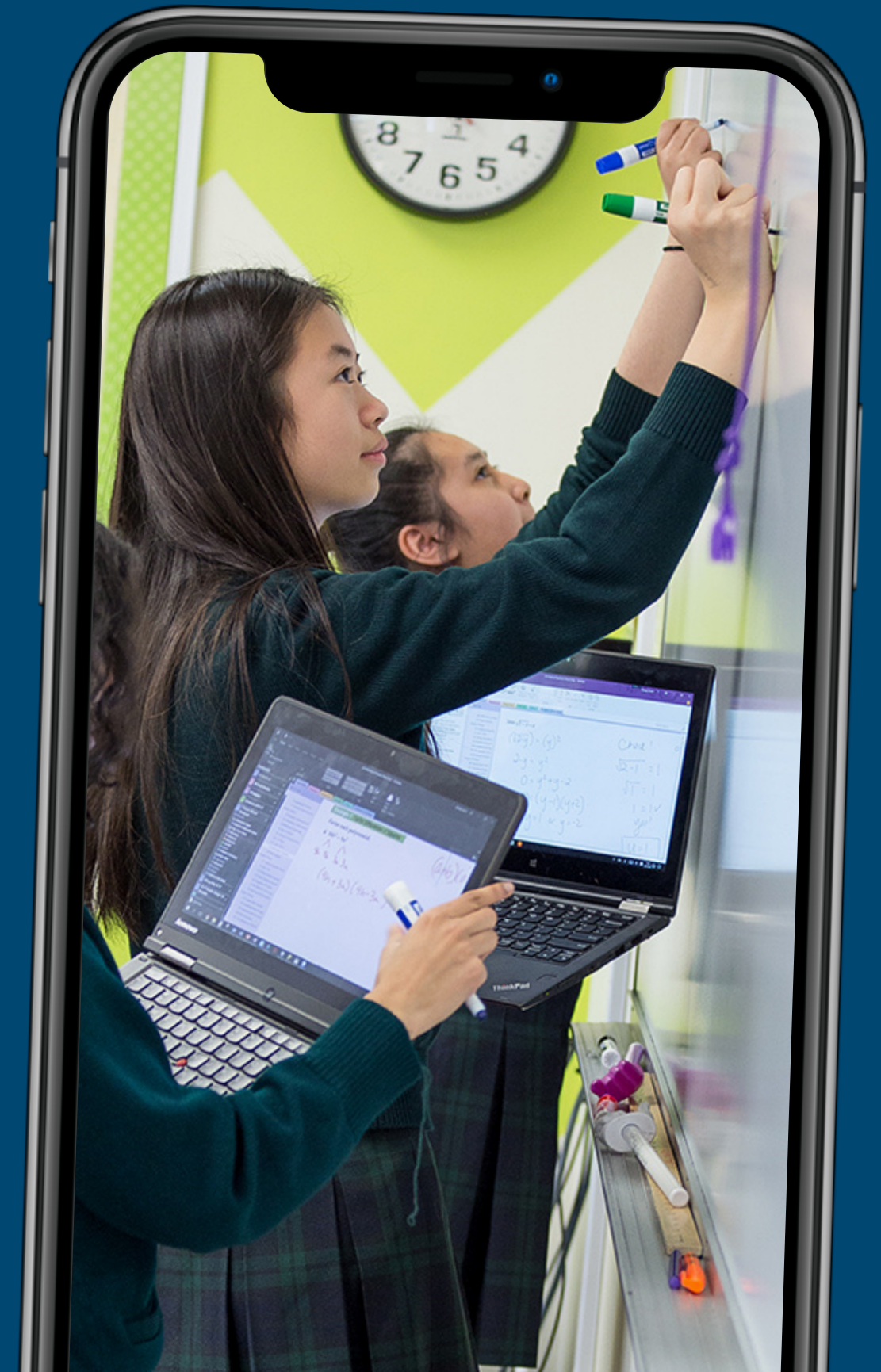
Rochester Institute of Technology



McCallie School

Post Ideas

- Comical skits - demonstrate fun in classrooms, sports, arts, etc. from a student's perspective
- Original dance routines
- Previews of upcoming events (music, arts or humanities)
- Videos of teachers and staff to show that they have a fun, creative side, too
- Start a challenge and get students and followers to help spread a message
- Have teachers give students TikTok assignments that are relevant to what they're learning online



More Resources

- <https://www.finalsite.com/blog/p/~board/b/post/should-my-school-use-tiktok>
- <https://www.targetx.com/blog/5-of-the-best-examples-of-tiktok-for-higher-ed/>
- <https://www.campussuite.com/blog/is-your-school-ready-to-tiktok>
- <https://www.learningliftoff.com/tiktok-in-the-classroom/>
- <https://kalixmarketing.com/how-use-tiktok-influence-prospective-students/>
- <https://www.techlearning.com/how-to/how-can-tiktok-be-used-in-the-classroom>