

**Platform essentials TikTok**

**Paul Ince** 00:06

Hi, here we are with another video on using social media for social care, recruitment and retention. And today we're looking at how Tiktok the fast paced social platform can be harnessed as a new avenue to get in front of those potential candidates and talk to your existing staff to. Let's start with the background to tick tock created in 2016. Tick tock is a short form video sharing app that has over a billion users. In the UK, nearly 16 million people use tick tock that's almost 25% of the UK internet users and that number is growing. Like all social platforms, users vary in age across the board, but it does have a skew towards younger people. Although what you define as young is, of course another matter. Now, there's an interesting point here. You may be trying to tap into the younger career market, getting school and college leavers to consider a career in care. This demographic of people gravitates towards a platform like tick tock because they perceive the content on it to be authentic, entertaining, and based around communities. They know it will show them things they're interested in, but without some of the overtly branded fluff that doesn't appeal to them. The UK itself has some of the biggest use of the platform in any country in the world, especially in terms of time spent on it. We seemingly love spending time watching all that lip syncing and dancing. Except it's not like that at all. Let's take a look at why tick tock could be worth your time. This platform is all about watching videos. Even though there are options to upload photos. As I said it's do best when you open Tik Tok, you're presented with a number of different feeds to choose from. The vast majority of users stick with the four you feed sometimes called the for you page or simply FYP. The for you feed shows videos that the Tick Tock algorithm believes a user will be interested in seeing based on their behaviours on the platform and elsewhere. It includes videos from creators you follow but it's mainly from those who don't. And this means that you stand a very good chance of your videos being put in front of your target audience if you know what they're interested in. Arguably, Tik Tok is the best of the social media platforms to be discovered by people not yet aware of who you are and the opportunities you have. The following feed shows videos from accounts that you follow. The friends feed shows videos from accounts where you mutually follow each other. The Explore feed shows thumbnails of videos that it thinks would be of interest. And finally, the live feed shows a series of live streams currently online showing a variety of interests that may or may not be relevant. Now a quick word of warning at this point, the different feed options tend to change often. So what you may see may not be what I've just described. Let's look at some of the setup of your account. As we've discussed in other videos, a profile picture is needed on your profile. And again, I put a simple version of your logo. You can also upload a six second video to create what looks like an animated image in your videos whenever someone watches them. If you have an animated version of your logo, this could go here. Is this the thing that's going to make your tick tock a success? No. But people perhaps might be drawn into it. And your profile info, you'll be able to add your name, username pronouns, and then your bio info. You have 80 characters to summarise what you do and perhaps some of your organization's vision and values. If you're using this exclusively for recruitment, you could consider guiding people to your website because unfortunately until you get 1000 followers, you won't be able to put a link into your site profile itself. Now if you're a nonprofit organisation, you may be able to identify yourself as that in the profile but it really depends on whether Tik Tok has you listed at Instagram and YouTube channel links on your profile if you can, I would definitely do this if you don't have the website link option yet because we know you will have a link to your website on those platforms. Let's get into some of the particular features of creating content on tick tock of all the platforms that use short form content tick tock has the most creative options. But what we might think is short doesn't necessarily mean short because on tick tock your videos can be up to 10 minutes long. Now obviously that means you can go into lots of detail about specific roles or show long videos about what it's like to work in the setting or even showcase some of the incredible events and fun things that your organisation gets up to. Tick tock owns a video editing app app called cap cut, and if you use that app, you'll be able to publish directly into Tik Tok. But this app is integrated with Tik Tok itself. So, whether you record video straight in Tik Tok, or record it on your phone beforehand, what you can do with your footage can be really clever. And because of these two integrations, you may see a video that looks well put together, and there'll be a link to use the template in cap cut that makes it easier to upload videos using the same effects. Talking of effects tic toc has a vast array of effects from funny faces, seasonal filters, or mini games, pick ones that feel appropriate. But don't be afraid to get stuck into the ones that are trending or proving popular if you can find a way to link it to your message. So for example, at the start of the year, there are many effects with 2024 displayed. You could use that to suggest though this is the year to change your career and join the world of care or Easter or Eid or Divali there may be effects that allow you to mark those celebrations. Adding a sound gives you access to a music library to enhance the content. But if you're a business account, this will be limited. As a creator account, you'll have a full range of charting music to choose from. Now let's look at some of the little additions you can put on your video once you've uploaded or recorded it. Let's start with text. Adding text to your video can help people understand what the video is about. It's good practice to add a title a bit of text at the very beginning of a video so that the viewer can decide if this is a video worth watching. Remember, people are pretty brutal in making a decision on whether to watch so if you're putting a day in the life or new vacancy, it's immediate. But you can also add text labels throughout that appear on screen at relevant moments. There are plenty of stickers that you can choose from mentions of other accounts, perhaps those you're collaborating with, or hashtags to be part of a conversation. Use a poll sec to ask a question. Location stickers can be helpful if you're advertising a role for a specific location. This will help the algorithm understand where your vacancy is and should increase visibility in that location. Then you've also got various stickers for social campaigns and emotions and all sorts of too many to go through here. So that's something you can discover yourself. Effects whether you want to get the video tracking a particular part of the screen, turn into a slow motion video, add a starburst or whatever you can add these once you've added your video components. Voiceovers a call to use if you want to narrate over a collection of clips and tell a story. You can even add voice changing effects if you want. Once you've created your video or loaded it and added any effects, just click Next to add a caption. This is up to 4000 characters help your viewer understand a bit more about the content. What you put in here also impacts on how visible it is. So get any keywords that are important to the content in this part. The job title if it's a vacancy, some thoughts about how everyone works together. If it's about the team, you can tag the Tick Tock users in here. So if your CEO is tick tock famous may be tagged them in, you can add a location again like a sticker. This will help your posts be seen more in that area. And finally, there are some options to limit who can see a post, whether you want to invite comments or prevent comments based on what you've posted. These allowed you at and allow stitch options mean that other Tiktok users can use your video to form part of their own in some way, either by creating their own video while yours is playing or by adding them to the end. So a whistlestop tour of creation options there. There really is a lot to it. If you're so inclined. Like all content creation, though. Don't run before you can walk. Practice definitely makes perfect. I would suggest create some basic content and gradually increase your skills. Now you may be worried that oh, this sounds a bit well inappropriate for the care sector. Do we want to be sounding like an alien talking about a day in the life of the domiciliary care worker or getting the team to prance around in the latest dance craze. I totally understand any concern you have about that, particularly about whether it looks professional. But I want to challenge you for a moment. What we're looking to do is attract people to our organisation. And it may be that this isn't the type of content is looking to attract your next CEO. But in a very competitive jobs market where we're trying to attract younger workers to join the profession. Perhaps we need to push the boundaries a little is certainly the case that the more interesting content is the content that will get served and seen. You can certainly be creative and remain safe at the same time. There's no issue with that. So let's look at a few examples of this specific type of content that works well.

09:53

You

10:00

Have you struggled with Ryan? Ever my dad went away. On the weekends we stayed out on the handle of his bed on the couch. That's fine, we don't talk about ha.

**Paul Ince** 10:32

Wherever a user watches a video from the interaction is pretty similar. Apart from live streams where comments are displayed in real time, viewers can like a video, save comments or share it with other people. This engagement is helpful to the performance of a video but it can also help spread your particular message further. So think about how a viewer may not be interested in your vacancy, but no someone to whom it could be relevant. Then sharing it with their friend within Tik Tok or via message or even WhatsApp all sorts of options are there. Perhaps you can encourage that by specifically asking the viewer to share it. In one way, tick tock is quite a simple platform despite how complicated it may feel to create content. Videos are served to those who are highly likely to be interested in you as great for our message. You don't have to be creating super long videos or ones with lots of fast transitions. But it is a platform that is growing fast and this type of video content is likely to continue to grow. While you may not think that tick tock is a platform for you right now. It's worth keeping up with what's happening on this platform. If you just don't feel like it's something you personally can get into. A good tip is to work with someone in your team who loves tick tock and get them creating the content for you. They'll usually know what works and what does tick tock surly nein be frightening. So give it a go and see. Thanks for watching and good luck.