



Platform Info

TikTok has boomed in recent years, becoming an increasingly viable and effective platform for organizations to achieve brand awareness and website traffic. After 2020 there was almost a [600% increase in visits](#) compared to 2019. And while this channel now appeals to audiences of all ages, its heavily Gen-Z audience makes it a no-brainer for institutions in higher education looking to target younger individuals.

With [63% of Gen Z youth](#) using TikTok on a daily basis, compared to the 57% who use Instagram, and 54% who use Snapchat, TikTok is now the most used social media channel among Gen Z in the U.S. Despite this, only [50%](#) of top brands have a TikTok account as of 2022 and brands that do use TikTok strategically are able to achieve broad organic and paid reach compared to other social media channels.

TikTok Do's

Reserve your username early: Make sure to secure your university username as early as possible so it's still available.

Keep it short and snappy: Videos of 15 seconds usually perform best

Use the right format: All videos on TikTok are vertical, with a 9:16 aspect ratio.

Use your resources: Getting current and prospective students involved in your TikTok content creation will help make your videos more compelling to your target audience.

Add hashtags: Adding 3-5 hashtags is ideal for TikTok videos in order to increase your video's reach.

Experiment with posting times: [Sources](#) say the best times to post on TikTok are Tuesday, Thursday, and Friday between 7 am and 10 am PST, but this may vary depending on your unique audience.

Get creative: Videos sharing challenges and contests are great to engage with users on TikTok, as well as generate content from students to reshare on the university account.

TikTok Don'ts

Post once and expect to grow: Higher-ed accounts should try to post at least 3 times a week, if not every day, in order to build their audience and increase reach on the platform.

Pretend to be one of the kids: Younger audiences won't connect with brand accounts that they view as inauthentic. Rather than focusing too much on dancing videos or fleeting trends, universities on TikTok should focus on the areas that their audience responds to.

Be afraid to experiment: To find what type of content works best for your account and audience, try sharing content across academic topics, performing arts, student life, extracurriculars, and alumni activities before narrowing your account's focus.

Forget about the music: Using trending audio tracks is one of the best ways to achieve growth on TikTok. Personal users can choose from the entire music library and add trending music tracks to videos, while brands are restricted to the platform's commercial music library. Original audio tracks can also be uploaded to your videos.

Video Ideas (Brand)

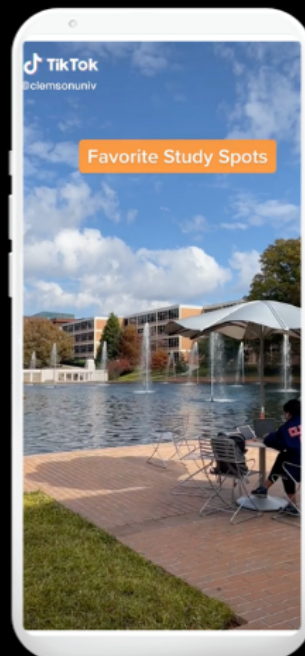


1. Tours of the campus or school buildings
2. Graduation features
3. Videos about the university's mission
4. Career development services and post-grad job placements
5. Alumni success stories

Video Ideas (Students)



1. Quick tips from students
2. Study spots on campus
3. Answering FAQs
4. Day in the life of a student
5. Dorm tours



TikTok Advertising

In-Feed Video Ads

In-feed video ads are the most popular on TikTok, appearing on viewers' "For You Pages," and should be [9-16 seconds](#). These ads feature a clickable CTA button which can be used to drive traffic to an external landing page or to your brand's TikTok account.

Top View Ads

Top view ads occupy the first In-feed post after first opening the app. They show up to 60 seconds of full-screen video, without any distractions from other surrounding videos.

Brand Takeover Ads

These ads pop up as soon as users open the TikTok app, taking over the full screen before changing into an in-feed video ad. They can appear on the "For You Page" as still images or videos of 3-5 seconds with links and are effective for generating brand awareness and traffic.