



BUCS CREATOR NATION

THE CONTENT STRATEGY

Current State

BUCS' TikTok has few posts. We have not attempted to grow our audience and the current posts were a test. The videos we have posted are snippets of other videos we have made for our Instagram. We have learnt posting this style of content does not work on both platforms.

Our Goal

On TikTok we want to create a continuous flow of content that appeals to the Gen-Z audience and sports enthusiasts.

We recognise the importance of TikTok and want to be able to grow our usage on this platform. TikTok enables brands to communicate a fun and light-hearted personality, which is specifically important when communicating with students.

Target Audience

	Group one - Gen Z	Group two - Sports Enthusiasts
Demographics <ul style="list-style-type: none">• Age range• Gender• Occupation	<ul style="list-style-type: none">• 16-26 years old• Not specific to gender• Students• Graduates	<ul style="list-style-type: none">• Varying ages• Not specific to gender• Students• Graduates• Those who work within sport
Psychographics <ul style="list-style-type: none">• Lifestyle• Hobbies• Values	<ul style="list-style-type: none">• Spend time watching trending videos• TikTok knowledge is extensive• FYP filled with the latest videos based on algorithm• Sport not a particular interest	<ul style="list-style-type: none">• FYP filled with sporting content• Likely follow our competitor pages• Their algorithm will pick up on viral sporting moments• Trending content relevant to an extent
Content They Like	<ul style="list-style-type: none">• Viral videos/sounds• Challenges• Humorous content• Shareable content• Light-hearted videos	<ul style="list-style-type: none">• Sporting moments• Highlights of matches• Anticipation-building moments



Content Guidelines

The following outlines the different content type we will feature on our TikTok page along with the target audience and ideas for inspiration.

	Content one	Content two	Content three
What should be posted	Trending challenges with university athletes	Clippings from livestreams of key sporting moments	One off video with notable alumni/athletes
Target Audience	Group one	Group two	Group one/two
Type of Content	Trending content, this can be challenges/musical skits/dances/nomination-type challenges/sounds/ POV videos	Best moments from matches. Think anticipation! This content should be interesting for sport fans	Interviews with notable alumni
Examples of this content	<ul style="list-style-type: none">- Replying to @grace 🐼 the perfect audio #april #horse #equestrian ...- TikTok Sprinting our way to BUCS Canoe Polo greatness 🏆💜 #lborouniversity ... TikTok- CROSSBAR CHALLENGE !!! watch till the end to see coach joe's tik tok d...	<ul style="list-style-type: none">- Bucs gold medalist 🏆 #CapCut #foryou #athlete #athletes #athletesofti... TikTok- https://vm.tiktok.com/ZGJCQUmmx/	
Key things to remember	Look at similar pages for inspiration, such as sporting pages we follow as well as big names in the industry. The fitness industry is also very relevant, explore pages like Gymshark.	Better quality content is likely to do better here. Avoid long clips! Captions should be within the video to explain what's going on.	We can post this content on a trial period to understand if our audience responds to it. It might be something that we implement once our page is established



Tone of Voice

On TikTok, we should maintain a light-hearted and friendly feel. This is a general strategy we will apply to all student-facing social channels. It is important we keep the tone consistent.

When replying to comments, keep it light-hearted and communicate a humorous personality, this also applies to captions (see Ryanair's TikTok for inspiration!).

We are fun and innovative, but we must maintain a professional and respectful tone of voice at all times. This includes no foul language or disrespectful themes directed at any group of individuals. We will also not be associating with university drinking or initiation culture e.g., drinking challenges or other alcohol-centered activities.

Posting Process

We want to see a vast array of creative videos - the more the merrier. All videos can be made on TikTok but should be saved in drafts and once approved, the videos will be posted directly by BUCS staff.