

Fish for Free,  
Wisconsin!

This Weekend  
1/15-1/16



2454



43



81

@widnr ✓ · 1-11

No License, Trout Stamp or Salmon Stamp  
required! @takemefishing\_ #free #... See more

🎵 music from: Yonce - Remix

# TikTok (Ya Don't Stop)

Building Relationships  
With A New Audience

# Today's Agenda

- What Is TikTok
- Why TikTok For Government?
- Tips To Success



TO TALK 90'S FASHION  
MARCH 11 | 7PM ET / 4PM PT  
@HULU  
hulu



**Defrosting**

Trending hashtag

17.2M >



Defrosting my feelings for  
that kid with a boat bc  
summer is coming up



me defrosting my  
feelings for the same  
guy every other month



me defrosting my mom  
mode when i have to  
take my brother to the  
doctor bc hes being a  
baby



Defrosting my live  
before bars open

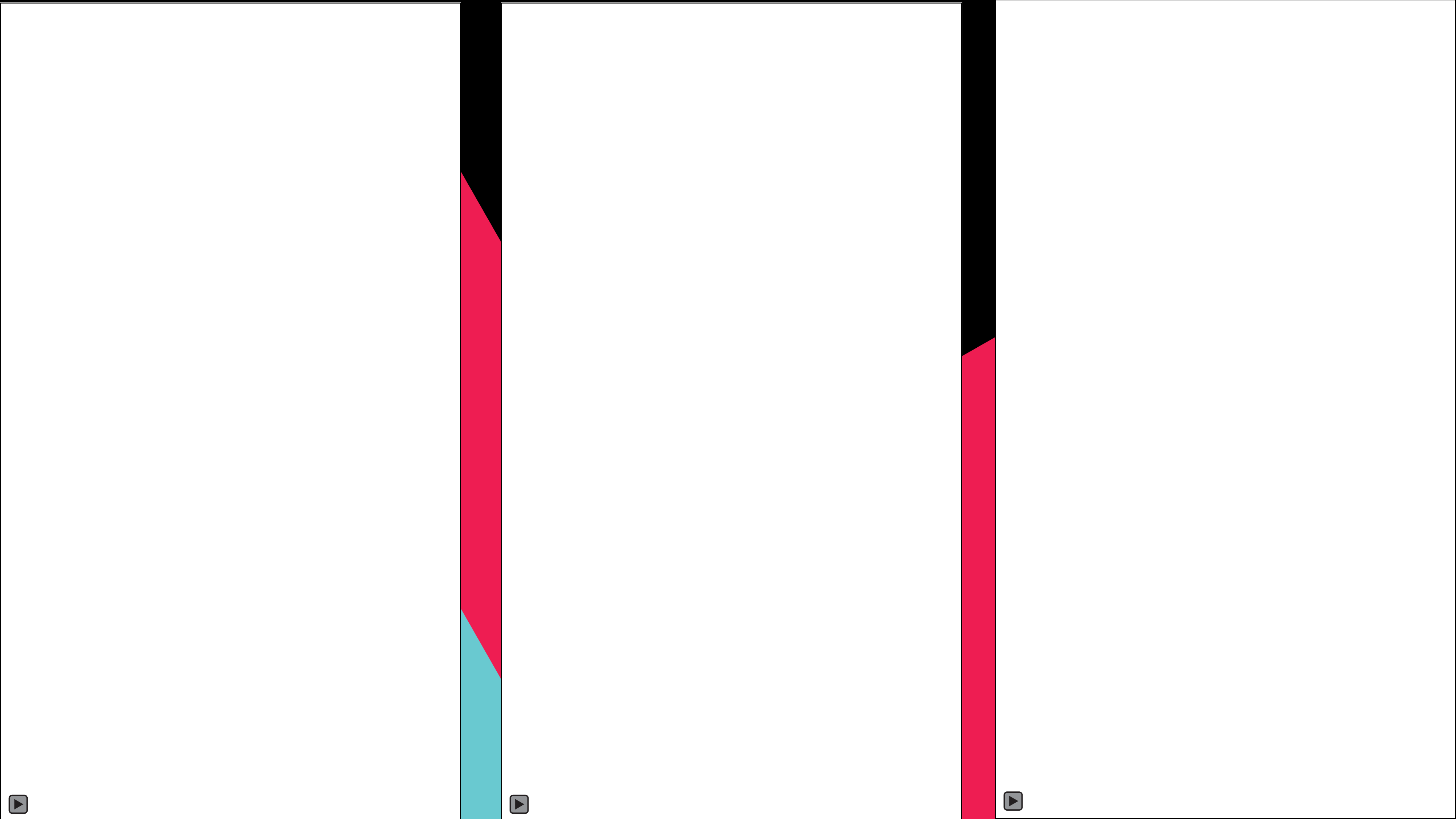


**My Kind of Woman**

Trending sound

186.7K >







# Why For Business?

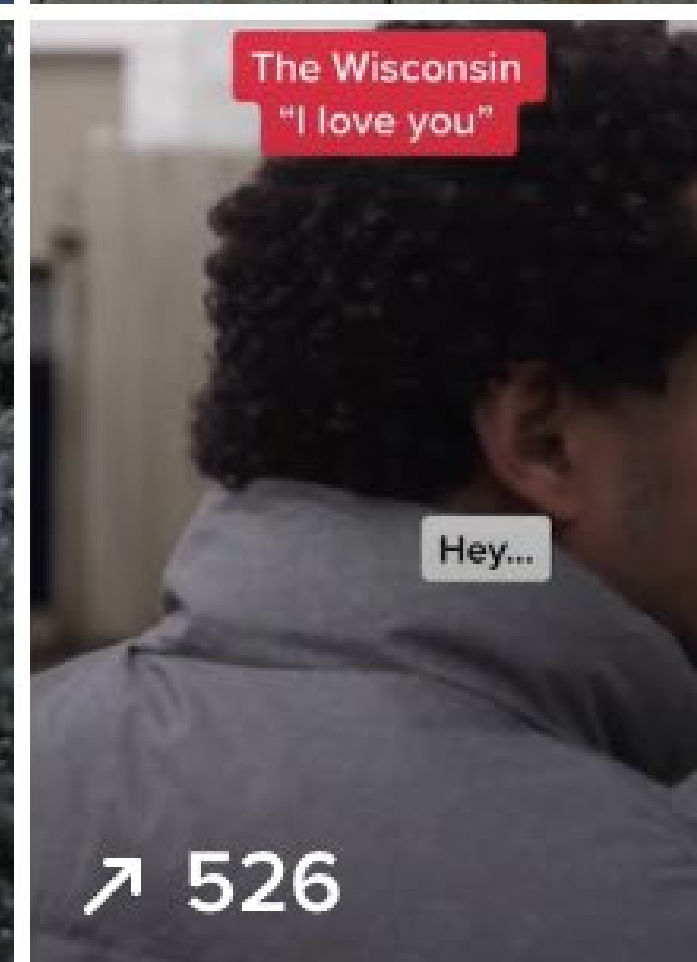
- Engaged Audience
- Young Audience
- New Audience
- Your Brand Personified



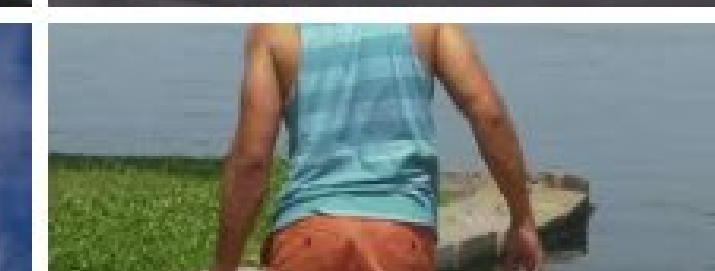
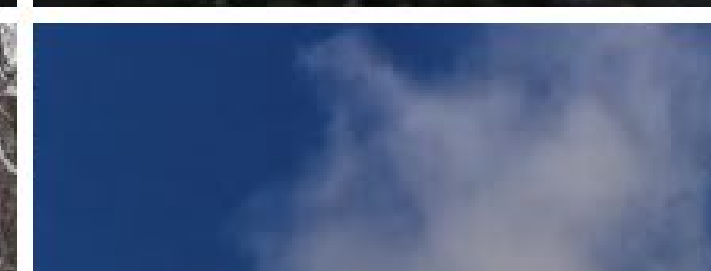
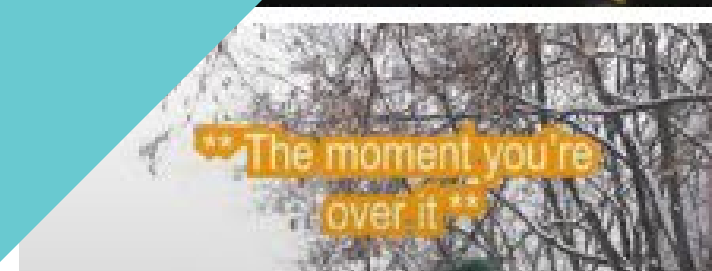
↗ 1.9k



↗ 920



↗ 526





# Tip s + Trick s

## Have Fun With It

- Don't overthink it
- Not everything has to convert
- Avoid overproduction



# Tips + Tricks

- Avoid overproduction



# Tips + Tricks

## Trending Sounds

- Not as many options for "pro" accounts
- Make sure they work for your brand voice





# Tips + Tricks

- Create a library of favorite sounds

# Tip s + Trick s

## Trending Hashtags

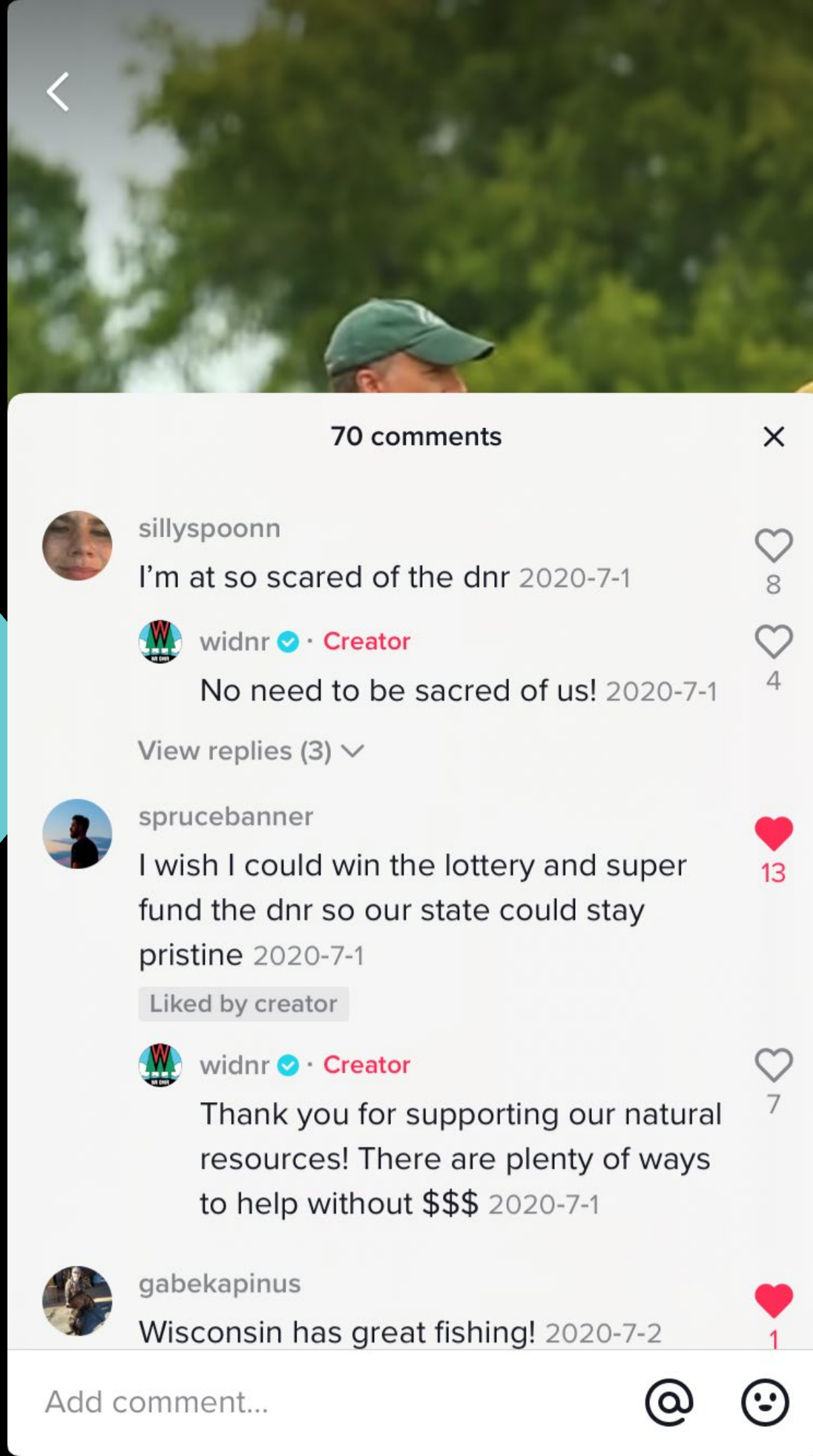
- Use as many as will fit
- Always Camel Case #WisconsinCheck  
#BlackHistoryMonth
- Choose ones that are trending but appropriate



# Tips + Tricks

## Engagement Is Key

- More comments = more views
- Build brand loyalty





# Tips + Tricks

- Give reasons to share
- Encourage interaction



# Tips + Tricks

## Post Often

- Simply put, the more content, the more opportunities to go viral



# Accessibility

- Caption your videos
- Use in-app text options or an app
  - Suggested App: "Captions For TikTok"



# Resources To Learn More

- TikTokTactics Course
  - [https://tiktok -tactics.com/](https://tiktok-tactics.com/)
- Search Google For Trend Explanations
- Hootsuite–TikTokFor Business

# Time For Q+A

If I don't get to your question, feel free to  
reach out!

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