

# It's time to try TikTok!

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Lizzy Cross, Assistant Librarian

@NewmanLibrary

# Interactive – Menti (2 minutes)

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Scan QR and voting code - 7193 9291

One word to describe TikTok

Word cloud to assess audience initial reaction

*N.B. QR and voting code will change closer to presentation – free menti services expire 2 days after creation*



<https://www.menti.com/alx4r44t4xx1>

# Structure

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- Compare and contrast current social media platforms
- How we use TikTok to our advantage
- Recommendations on how to get started

# Social media platforms

Pros and Cons of different platforms for marketing library services

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## Twitter / X

- ✓ Established academic community
- ✓ Fellow libraries and librarians
- ✗ Need to be followed to be seen (and even then...)
- ✗ Will it survive the winter?

## Instagram

- ✓ Variety of post formats (pictorial, reels, stories)
- ✓ Showcase staff and advertise services
- ✗ Need to be followed to be seen
- ✗ Oversaturation – ads and suggested posts clutter user feeds

## TikTok

- ✓ Large audience – and it's growing!
- ✓ Seen – algorithm vs. follower viewership
- ✗ Only (?) targets Gen Z
- ✗ Creators need to invest significant time into app

# Social media strategy

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## The Rules

- posting daily
- twice daily
- timing – morning, afternoon
- short form content
- long form content
- original content
- resharing content



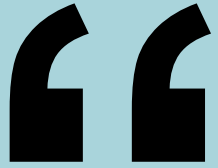
These rules  
create  
**followers, not  
engagement**

# Don't chase followers, chase engagement

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## The TikTok algorithm

- pushes relevant content onto audiences 'For You Page' (FYP)
- Users engage with recommended content (like, comment, send in direct messages to friends) on FYP
- 'Surprisingly' relevant content – algorithm will push more of what users engage with onto FYP
  - If our students like a TikTok about the 'Day In The Life' of a student, the algorithm will push more student-orientated content onto their FYP



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How do university libraries create student-orientated content that is informative, entertaining, and engaging?

Employ a gen z with a phone addiction.

*Lizzy Cross, aged 23*

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**Creators need to have an understanding of the various trends and formats being used by their audiences and create library content before the trend dies away.**

**TikTok rewards spontaneity and informal content. Anything that comes off as remotely engineered and overthought will not resonate with the audience.**

**Videos should be short, funny and showcase the people working in the library.**

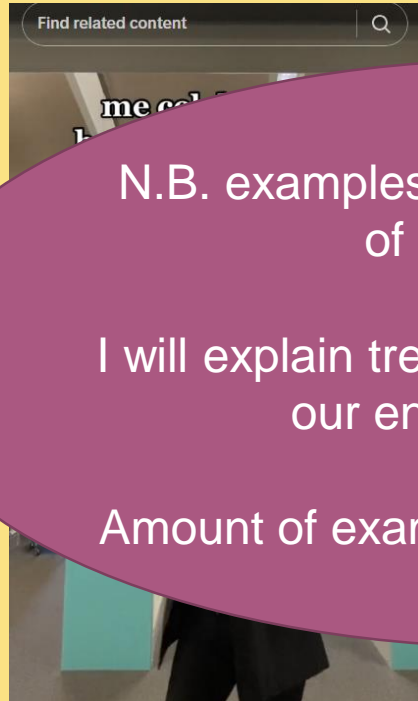


# Examples – trend, video, engagement

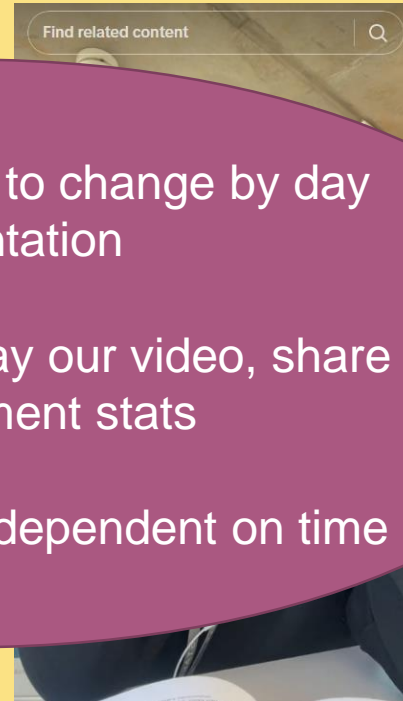
## Attenzione Pickpocket



## Return your books!



## Exam season



## Day in the life of a librarian



N.B. examples likely to change by day of presentation

I will explain trend, play our video, share our engagement stats

Amount of examples dependent on time

# Give it a try

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- Set up an account
  - Synchronise handle to Instagram/Twitter
- Have a snoop, get inspired
  - Know your audience
- Pick a trend, make it your own, post
  - It's just a silly internet video

# Need more inspiration?

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Who to follow:

- @NewmanLibrary (obvs)
- @SalfordUnilibrary
- @UEALibrary
- @UniEssexLibrary

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How likely are you to try TikTok?

Yes/No chart

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# Any Questions?

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