

<b>Session Title:</b>	Tik Tok Masterclass: Supercharge your university recruitment
<b>Speaker(s):</b>	Ranulf Kinloch Jones
<b>Chair:</b>	Hannah
<b>Reporter:</b>	Siân Owen

<b>Speaker/Institution Bio/Information:</b>	<p>Ranulf Kinloch Jones.</p> <ul style="list-style-type: none"> <li>• Ex-secondary school science teacher via Teach First route.</li> <li>• Now runs Beyond_the_blackboard Youtube channel.</li> <li>• And @Daily_science_questions on Tik Tok</li> <li>• 50K secondary school followers, 20k to 2 mil weekly views and 950k likes on Tik Tok alone.</li> <li>• 600+ videos about uni applications, study, careers and science</li> <li>• @BEYOND_THE_BLACKBOARD</li> <li>• @DAILY_SCIENCE_QUESTIONS</li> <li>• 07557645520</li> </ul>
<b>Overview/Aim of session:</b>	<ol style="list-style-type: none"> <li>1. Explain how you can capitalise on the Tik Tok to increase student recruitment.</li> <li>2. Explain how you can leverage the pre-existing educational Tik Tok space.</li> <li>3. Provide actionable steps for your to build your own TikTok following that increases student recruitment.</li> <li>4. Provide overview of how I can help you on that journey going forward.</li> </ol>
<b>Workshop Content</b>	<p><u>The Rise of Tik Tok:</u></p> <ul style="list-style-type: none"> <li>• 67% of teenagers are on Tik Tok</li> <li>• 1000s of independent educational influencers</li> <li>• 100s of universities on Tik Tok</li> <li>• 16.3bn views for #university</li> <li>• 2.5bn views #alevels</li> <li>• 1.6bn views for #secondarieschool</li> <li>• 317M views for #UCAS</li> <li>• 61.5M views for #personalstatement</li> </ul>

## The Benefits of TikTok marketing:

- Better return on investment.
- It's where school students are on a daily basis
- Easy to track your engagement /success
- You can target specific age ranges
- Can build trust
- Both an International platform and across the UK

## How you can boost student recruitment via Tik Tok:

- 1) Activate the independent educational tik tok network – utilise content creators who already have a following (influencers)

### Pros

- Huge reach
- Trust already built
- Quick
- Trackable results

### Cons

- More expensive than own Tik Tok

- 2) Build you own tik tok prescence – be consistent and have a 'face' to your online content. Utilise the same students consistently.

### Pros

- You own the content
- Once built it's free advertising

### Cons

- Time, effort and cost to build
- Long time to build up

## 5 Starter Rules for Tik Tok

- 1) Just point and shoot
- 2) Consistency is king
- 3) Stuck for content ideas? Think LMFAO
- 4) Be efficient: Bulk make content, copy & paste hashtags
- 5) Just do, Don't get bogged down in the detail

## 5 Intermediate rules of Tik Tok

- 1) Use hooks
- 2) Tell a story
- 3) Increase production value
- 4) Form informal collaborations with other edu-Tik Tok-ers.

	5) Make 1 video a week you're really proud of
<b>Case Studies/Examples:</b>	<p><u>Ranulf has partnerships with:</u>  Zero Gravity.  Next Step Exhibitions  UCAS  Uni of Cambridge  The Sutton Trust.</p> <p><u>Examples of videos shown:</u>  Uni applications / personal statements.  Careers/ apprenticeships.  Study hacks.  Keen to point out that none have a high production value and the key is to persevere with posting videos.</p> <p><u>Uni of Cambridge video partnership:</u>  44.2k views  6318 likes  217 shares  1408 saves, indicating the intent to apply later.  45+ hours watch time.  9 x increase in sign ups the week it posted.</p>
<b>Scenarios/Roundtable discussions:</b>	
<b>Questions and Answers:</b>	
<b>Summary Key takeaways:</b>	<ul style="list-style-type: none"> <li>• One of the keys to growing followers is consistent posting rather than production value.</li> <li>• 2 routes to boosting your online recruitment: <ol style="list-style-type: none"> <li>1) Utilise independent educational influences</li> <li>2) Grow your own online presence by posting consistently and using the same students to represent you.</li> </ol> </li> </ul>

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