



# TikTok Marketing Report for Your Student Org (Technology)

## TikTok Marketing Report: Your Student Org (Technology)

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### 1. Performance Benchmarking

| Org Name | Theme | Engagement Rate | Notable Content/Trend Element |

|---|---|---|---|

| CompSci Club | "Day in the Life" of a CS student | 15.2% | Upbeat, trending music overlay |

| Robotics Society | Showcase of robotic arm project | 12.8% | Fast-paced editing with text overlays explaining project steps |

| IEEE Student Branch | Coding tutorial for beginners | 10.5% | Clear and concise voiceover, visually appealing code snippets |

| Hackathon Heroes | Hackathon team brainstorming session | 9.7% | Candid, relatable behind-the-scenes content, used a "questions I get asked" format |

| AI Innovators | Introduction to AI and Machine Learning | 8.9% | Animated infographics to explain complex concepts |

### 2. Visual Trend Snapshot

**A bar chart visualizing peak posting times based on the dataset would be highly valuable. The X-axis would represent the hour of the day (e.g., 8 AM, 12 PM, 5 PM), and the Y-axis would represent the average engagement rate for posts published during that hour. This chart would reveal the optimal times for Your Student Org to post content to maximize visibility and engagement, based on broader trends within student organizations.**

### 3. Strategic Content Recommendation

Given the prevalence of "Day in the Life" content and project showcases among successful technology-focused organizations, Your Student Org should adopt a strategy that balances informative content with relatable student experiences. Focus on creating short, visually engaging videos highlighting ongoing projects, coding challenges, or even study sessions. Incorporate trending sounds and text overlays to enhance audience appeal. Based on initial analysis of follower count, it's recommended to initially post videos to TikTok 2-3 times per week to determine optimal posting schedule.

### 4. Suggested Hashtags & Audios

#### Hashtags:

- \* #StudentTech
- \* #CollegeHacks
- \* #TechTok
- \* #CodingLife
- \* #STEMStudent

#### Audios:

- \* Trending upbeat electronic or pop music used in "Day in the Life" videos
- \* Motivational speech snippets relevant to overcoming challenges in tech
- \* Audio tracks used in popular coding tutorial or project showcase videos