



TikTok Marketing Report for Your Student Org (Journalism)

TikTok Marketing Report: Your Student Org (Journalism)

Prepared by: SWS3023_2

1. Performance Benchmarking

Org Name	Theme	Engagement Rate	Notable Element
University Gazette	Day in the Life of a Journalism Student	12.5%	Upbeat, trending sound; fast-paced editing
Campus News Network	Journalism Ethics Debate Skit	10.2%	Humorous approach; utilizes a popular reaction meme
The Student Chronicle	Interview with a Local Journalist	9.8%	Interview format; uses on-screen captions for accessibility
Collegiate Communicators	Behind-the-Scenes of Campus Newspaper Print	8.5%	Time-lapse footage; ASMR-style audio

2. Visual Trend Snapshot

A bar chart displaying "Peak Posting Times for Journalism Orgs" would be beneficial. The x-axis would represent time slots (e.g., 10 AM-12 PM, 12 PM-2 PM, etc.), and the y-axis would represent the number of posts from journalism organizations during each time slot that achieved a high engagement rate (e.g., above 5%). This chart would visually highlight when the most successful journalism org content is being posted, allowing "Your Student Org" to optimize its posting schedule.

3. Strategic Content Recommendation

Given the prevalence of "Day in the Life" and behind-the-scenes content among successful journalism orgs, "Your Student Org" should leverage these formats to showcase the realities of student journalism. Focus on highlighting the skills learned, the challenges faced, and the impact of their work on the campus community. If follower count is relatively low, prioritize authentic, engaging content that directly addresses student concerns and experiences. Incorporate trending sounds and utilize fast-paced editing to maintain viewer attention. Capitalize on topical issues relevant to journalism, such as media bias or information literacy, by creating educational or discussion-based content to establish a reputation for credible information.

4. Suggested Hashtags & Audios

- * **Hashtags:** #StudentJournalism #CollegeNews #JournalismLife #CampusNews #FutureJournalists
- * **Audios:** Search for trending "day in the life" or "behind the scenes" sounds popular on TikTok currently; Also, look for royalty-free upbeat tracks suitable for fast-paced edits, and thought-provoking or dramatic soundscapes for educational content.