



# TikTok Marketing Report for University Robotics Club (Engineering)

## TikTok Marketing Report: University Robotics Club (Engineering)

### 1. Performance Benchmarking: Viral Engineering TikToks

Org Name	Theme	Engagement Rate	Notable Element
Tech Titans (Engineering)	Robot build time-lapse	8.5%	Fast-paced editing, upbeat electronic music
Circuit Breakers (Electrical Eng)	Debugging challenge, relatable struggle	7.2%	Humorous skit, trending "struggle is real" audio
Code Crafters (Computer Science)	AI project demo with quirky explanations	6.8%	Visually appealing AI output, relatable voiceover
Mech Minds (Mechanical Eng)	Engineering design fails compilation	5.9%	Compilation format, self-deprecating humor
Robotics Society (Interdisciplinary)	Robotics competition highlights	5.5%	Energetic music, showing club pride & teamwork

### 2. Visual Trend Snapshot

**Suggested Chart:** A bar chart illustrating the most popular video themes among top-performing engineering-related student org TikToks. The X-axis would list themes like "Project Demos," "Behind-the-Scenes Build," "Competition Highlights," "Engineering Fails/Humor," and "Tutorials/Explanations." The Y-axis would represent the average engagement rate for each theme. This chart would quickly reveal which content types resonate most strongly with your target audience.

### 3. Strategic Content Recommendation

The University Robotics Club should focus on showcasing the tangible aspects of robotics engineering through engaging visuals. Given the prevalence of time-lapses and project demos among successful engineering orgs, incorporate short, dynamic videos of robot builds, coding processes, or testing phases. Capitalize on the trend of relatable engineering struggles with lighthearted skits demonstrating the challenges and solutions encountered. Don't overlook the power of humor; embrace engineering fails or quirky explanations that showcase your team's personality. Finally, maximize reach by regularly using trending sounds and consistently posting at peak engagement times (analyze your current data to find them, but generally evenings are best).

### 4. Suggested Hashtags & Audios

#### Hashtags:

- \* #Robotics
- \* #Engineering
- \* #RobotBuild
- \* #StudentEngineer
- \* #STEM

#### Audios:

- \* Trending upbeat electronic or instrumental music commonly used in tech-related content.
- \* Popular sounds from relatable "struggle is real" skits.
- \* Energetic tracks that convey excitement and teamwork.