**Project Name: TIKTOK CREATORS/INFLUENCERS PROJECT**

**Objective:**

* Drive awareness and drive traffic to the tiktok app
* To have people explore the tiktok app its effects, filters, functions etc.

**Key Deliverables:**

* Share & Sign Commitment Agreements with Influencers - with terms strictly adhered to
* Ensure talents & Influencers Sets up Accounts, share details & Remain Active on Tiktok
* Ensure talents create and publish on an exclusive basis

**Terms:**

* for Influencers:
  + Each influencer has to create 5 original videos for the app and share to their ig page
  + Talents must meet a minimum 10000VV; 387 without promotion
* Terms for Campus creators:
  + 2700 with promotion
  + 7 days Guaranteed Views after posting original clips

\*\*Note: Kindly refer to Signed contract with Tiktok to further details

**Framework:**

| DELIVERABLES | STAGES | CRITERIA & STEPS TAKEN | TIMELINE | ACHIEVEMENT | OBSTACLES | STATUS | NEXT STEP | COMMENT |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| CAMPUS CREATOR INVOLVEMENT | Sign ups: Campus cretaors | Criteria for selection:  - Selections were done through the search on (https://ninjaoutreach.com/search/)  - Following, posting and interest on coming aboard tiktok | first sign ons took 1 week | Signed on 100 total | Reduced to 86 by May 7th -  - Most persons selected were not intrested in joining the app either because of their schedule or they were not interested in what tiktok had to offer which is promotions, publicity et  - While some of them wanted monetary compensation | Completed | NIL | NIL |
|  |  |  |  |  |  |
| Onbaording: Campus Creators | Onboarding process of the campus creators. This included the Creation of tIktok accounts and collection of usernames and contacting creators on how to sign unto the app |  |  | Lack of understanding on how to sign onto the app. | Completed |
|  |  |  |  |  |  |
| Content Creation: Campus Creators | Creating contents, Dueting to influencers, partaking in trending challenges | duration of the project | original contents created | 37 dormant creators: reasons being that they were busy or had lost interest. |  |
| hosting of the maraji campus visit to boost creators | 1 day | addition of 94 users to the previous creators list which had reduced to | weak wifi, maraji was late, unstable power supply, | completed |
| non active accounts/accounts without contents were removed | 1 day | smaller manageable size of active creators | reduction to selected 14 happened after two months of signons 11th june |  |
| 14 active creators currenty | 1 day | Creative contents |  | ongoing | Danny to Manage creators content | NIL |
|  |  |  |  |  |
| Launching of new challenges(Campus Creators) | Trending and new challenges or hashtags are sent to campus creators to create engaging contents which will be used to populate the hashtag being used. Once these hashtags are launched on the app |  | original contents are created | Misunderstanding of how to use the features and functions of the app  Busy Schedule |
|  |  |  |  |  |  |  |  |  |
| INFLUENCERS INVOLVEMENT | Sign ups: Influencers | Following and level of Engagement (comment rate and responses) through Instagram Account | Onboarding of the first influncers took a period of 2weeks | signed on Nedu, Seyi shay And Josh2funi | discontinued Josh2funny on the project due to lapses in communication | Completed | NIL | NIL |
| Onboarding of the third influncer took a period of three days | Signed on Timini | Communication between influncers and the team brought about a lost in scheduled timining | Completed |
| Content Creation: Influencers | Creation of script, hashtag |  | 15 videos in total posted to public | Rejection of scripts and hashtags | Completed |
|  | Approval of Script and hashtag |  | approval of 15 scripts and hashtags | delays in approval of scripts and hashtags | Completed |
|  | creation of video posted to private |  | completed | delay in creation from influencers due to schedule and communication lapses (not understanding the script (Timini) | Completed |
|  | Approval of private Video |  | 15 videos approved on private on tiktok | Time lapses as a result of busy schedules and not adhering to contract specifications (influencers and tiktok) | Completed |
|  | Publishing the approved video and hashtag on tiktok |  | 15 videos published to public on tiktok | videos published to public need to be created first by campus creators. | Completed |
| Launch of the hashtags/challenges for Influencers on tiktok | Launching hashtag on the app | Ongoing | 11 hashtags completed | 4 hashtags remaining | Ongoing | Hashtag should be launched in the Week starting 24th June | NIL |
| Launching Hashtag on IG |
| Reaction to the hashtag by campus creators and the public |
|  |  |  |  |  |  |  |  |  |
| CHALLENGE APPRECIATION | Winners | Selection of winners | ongoing | Credited:  #Duetwithtimini-Shadesofsoso (20k)  #Komaroll-- (dolayesoul 40k)  #yoloyolong-- unique001 (40k) | Yet to Conclude:  #myalelemoves  #Biawithshay  #breakupwithTimini  #timinicrushday  #rapwithtimini |  | danny |  |
|  | Approval of selected winners |  |  |  |
|  | Crediting Approved winners |  |  |  |
|  | Selected/Approved and credited Winners |  |  |  |
|  |  |  |  |  |  |  |  |  |
| CAMPUS EVENT | Meet and Greet with Maraji | hosting of the maraji campus visit to boost creators | 1 day | Addition of 94 campus creators on the tiktok app | Weak Wifi, Maraji was late, unstable power supply, |  |  |  |
|  | Contacted Semako Pr and 4other pr personnels for publicity of the maraji event in unilag |  | Creating awareness for the tiktok app | Maraji was late which left most of the students agitated |  |  |  |
|  | 100 attendees at the guest house conference hall B |  | create new signons for tiktok |  |  |  |  |
|  | publicity through whatsapp and IG |  | creation of a maraji hashtag and attendees dueting to it during the event | some attendees left during the event due to lack of power supply and miscommunication |  |  |  |
|  | free wifi sponsored by ascent |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |

**Stage 1:**

1. **Sign ups: Influencer and campus creators**

* Criteria for selection
* Selections were done through the search on (https://ninjaoutreach.com/search/)
* Following and level of Engagement (comment rate and responses) through Instagram Account
* Criteria for selection of creators: Following, posting and interest on coming aboard tiktok
* Criteria for selection of Influnecers: Following, level of engagment both in followers and the influencers.
* **Timeline:**

Sign ups for the campus creators took a 1 week and 2 days

Stage 3: Content Creation

* Creation of script for influencers by Ascent and approval of script by the tiktok team
* Creating of video by influencers which is posted on private for the approval of the tikotk team before its published to public

LAUNCH

* After a content is published to public and launched on the app, the campus creators create its duet or react to it to allow the content gain traction on the app.
* Launch on IG: A video previously launched on tik tok is launched on IG for the general public to react to. For more traction.

Stage 4:

Stage 4:

Josh 2 funny 953k Followers - Too Expensive

Miscommunication - Charging per post - repost to Instagram (extra cost per video 200K)

Nedu 1.2m Followers

Tiimini 182k  
Seyi Shey 1.1m followers

Communication

**Issues**

**Budget,**

**Contact and database of creators** are available on shared google doc sheet.

**Kick off:** tik tok project kicked off in the first week of march with the on-boarding of creators, creation of accounts and collation of usernames with a timeline of 4weeks which went beyond the expected timeline.

**Change in pace:**  a new strategy for communicating with creators and

**Communication : lack of a defined structure of communication between tiktok team, influencers, ascent and campus creators. Lapse in communication from the tiktok team which lead to a loss of time in the project**

**Selection of winners based on the video created for each challenge, creativity activness**

**APproval**

ACCOUNT SET-UP:

* Ensure Talents sign up on account
* Ensure the talent account remians active

ORIGINAL CLIPS

* Ensure talents create and publish on an exclusive basis
* Ensure all clips uploaded on platform adhere to the necessary terms and conditions for an upload.

COMMITMENT

* For Influencer: Ensure Influencers uphold the commitment to create and publish to the platform (5) original clips per term month
* For Influencer: Ensure clips are forwarded from the platform to the social network platform
* Campus creators : Ensure talents in this category upload (10) original clips per term month
* Campus creators: Ensure clips are forwarded from he platform (15) original clips to social network platform
* CONTRACT BREACH
  + Promotional Breach
  + avoid unauthorized changes on original clips which have already been accepted
  + Avoid removing/deleting an original clip that has been published on the platform or social media accounts without a prior written approval
  + Delivery Breach
  + Talents failure to meet minimum original clips without a prior written approval
* Guarantee View
* FOR INFLUENCERS: Talents failure to meet the minimum 10000VV; 387 without promotion
* FOR CAMPUS CREATORS; 2700 with promotion
* 7 days Guaranteed Views after posting original clips

Content Breach

* Avoid the publication of any talent content that violates applicable law, the terms and policies of the platform or contents that adversely impact the reputation or goodwill of the platform.