

MOVEMENT
TO WORK



Youth Action Forum #5

September 2023



THE CHALLENGE

TikTok: a deeper dive...

What are the **perceived benefits** and **challenges** associated with the use of TikTok for inclusive recruitment purposes?

Context

Movement to Work events such as the [CEO summit, Youth Employability Awards](#), and [Youth Summit](#) set the scene for this discussion, helping us to understand what is on the mind of employers and young people. During the Youth Summit in particular, we repeatedly heard calls to “meet us where we are”, from young people aged 18-30.

In response,, Movement to Work has been working with the Department of Work and Pensions to arrange and agree a process by which employers can easily gain access to the national network of Youth Hubs around the UK, in order to meet young people within their communities. We have also developed a pre-negotiated suite of services with one of our trusted partners, [GetMyFirstJob / TheTalentPeople](#), to allow employers a low risk trial of contemporary brand awareness and recruitment tools such as TikTok and Spotify. During this Youth Action Forum we focused on the former.

TikTok is a creator-led, short form media platform which has become incredibly popular since its global release in 2017. The major appeal to many users is the perceived authenticity of TikToks made and shared by creators – whether they are an individual, celebrity or global corporations. TikTok’s growth is also in large part to its indiscriminate advertising wherever young people are. This includes on ‘competitor’ sites such as Youtube and Snapchat.

*We would like to offer thanks to everyone who took part in this session which included representation from **IBM, Strive Development, Diageo, BT, Marriott, M&S, Sodexo, Landsec and The Bodyshop**. We have anonymised feedback in order to create a truly safe space for authentic discussion and debate.*



We were very lucky to be joined by [Joshua McLaughlin](#), or “TikTok Josh” as he is known by colleagues at GetMyFirstJob. Josh is the resident Social Media Manager at GetMyFirstJob / TheTalentPeople, coordinating the strategising, filming, editing, sharing, and analysing of the Social Enterprise’s social media content. This has gained a following of over 28,000 on TikTok and 50,000 in total, as well as earned over 10 million organic impressions across all social platforms within the last year.

Josh is passionate about connecting with and showing young and disenfranchised individuals their career options, inspiring them into the world of work. He also helps to educate employers and training providers on the affordances and best practices of harnessing social media in attracting and engaging youth audiences, showing how it can be a positive tool for social mobility and inclusion.

Josh has recently joined Movement to Work as a panelist at the 2023 CEO Summit, attended a meeting with the MP for Social Mobility discussing social media and candidate engagement, produced employer brand and attraction content with companies like Microsoft, Channel 4, and BCLP, and has been invited to become a Fellow at the Royal Society of Arts (RSA).

THE YOUTH ACTION FORUM PRINCIPLES

Peer-to-Peer

Respectful and open sharing of challenges and opportunities related to youth employment

Action-oriented

Helping more young people access quality work experiences by solving the problems employers are facing and maximising collective success

No formal presentations

Short stimuli will be sent ahead of each session

No formal speakers

The speakers and content will be shaped by those in attendance

Intimate and meaningful

No more than 5-10 individual attendees, ideally representing diverse business sectors

Invitation only

Sign up / registration process - first come, first served

TIKTOK IN STATISTICS

2023 is the perfect time to be expanding your brand awareness and attraction and engagement of emerging talent through TikTok.

Did you know that...

According to Google and TechCrunch, **nearly 40% of Gen Z** (born between 1997 and 2012) **prefer TikTok over Google for online search?**

TikTok's powerful 'For You Page' (FYP) delivers content straight to a user's screen based on their interests, measured by what they're engaging with. According to TikTok themselves, they have the **"highest social media engagement rates per post"** in comparison to their competitors.

According to the We Are Social and Meltwater "[Digital 2023: Global Overview Report](#)," **TikTok leads they way in time spent using social media apps for individuals within the UK** at an average of 27 hours and 18 minutes a month. This is in comparison to 15 hours and 30 minutes for YouTube, 14 hours and 42 minutes for Facebook, 8 hours and 36 minutes for WhatsApp, and 7 hours and 42 minutes for Instagram, despite TikTok being renowned for its prevalence and promotion of short-form content.

Overall, the **total spend on digital ads of all types has increased by 13% in the UK**. The biggest increase in spending has been through 'Influencer Marketing,' with brands leveraging content creators to share their opportunities and message while tapping into their pre-existent audience.

Through advertising on TikTok in the UK, you can **tap into a potential reach of 19.66M+ users – 36.7% of the population within the 18+ age group**. Audiences flock to platforms like TikTok to be entertained, educated, and inspired. It is a place to join and start conversations, and in turn, propel the reach of your brand. If you are not already on the platform, you are missing out this visibility – especially when the conversation may be surrounding your brand or industry.

DISCUSSION POINTS

We started the session by asking attendees what perceived challenges existed with the use of TikTok for their business and recruitment needs.

A number of observations and key comments came from that discussion, including suggested next steps and real world examples.

“We’ve found this to be a brand awareness piece, not a recruitment tool.”

THE CONTEXT

This particular organisation has run a small trial in Scotland to aid their recruitment activities, but found other channels outperformed in the number of applicants received. Lessons they have learned from their trial would include improving content, and ensuring a text based call to action. This brand did not experience tracking results following engagement with their TikToks, however other brands within Movement to Work’s network have testified to receiving tracked applicants from the platform.

There was a general acceptance that lifting brand awareness can positively impact recruitment endeavours and so there is still merit in exploring the platform’s uses.

Another employer within the forum spoke to their apprenticeship campaign, during which they trialled TikTok, and did see an uplift of visitors being driven to their website.

“Our content could be ‘stitched’ by anyone: that makes our brand team nervous.”

THE CONTEXT

Stitching is a method of “duetting” any TikTok within the platform, this can be done by one person, or a hundred and more. Stitching allows those who duet to voice opinion on that original TikTok and its content, in line with Community Guidelines. This can obviously impact a brand positively or negatively, depending on how the TikTok is received.

This particular employer was a strong advocate for not being scared to get involved on the platform. A number of their work sites are “high risk” locations, with work that divides opinion, however it was recognised that TikTok – like many other aspects of business – was becoming a risk management item, not one that should be completely eliminated.

Participants who felt similarly have tried to bring their colleagues and teams on a journey by offering ‘show and tell’ taster sessions to demystify the world of TikTok.

It is worth noting that “stitches” and “comments” can be turned off (individually or together) although viewers may not approve of this tact.

“We find it very difficult to convince Legal.”

THE CONTEXT

Despite significant research, evidence and planning being undertaken in attempt to use the platform, a number of organisations felt the toughest and most enduring barrier to trial was that of legal approval [and marketing].

There were also safety and security concerns.

We recommend that content used within TikTok should not be content that isn't already publicly available, and further recommend trialling pre-approved content on existing channels, such as Facebook and Youtube videos along with Instagram reels in the early days.

It should be noted that simply uploading content designed for other platforms onto TikTok does not tend to perform well due to the unique “language” of the platform, but reappropriating content with features and captions native to the TikTok platform can make this content look more organic.

We believe that much of the resistance to exploring a relatively new platform comes with lack of understanding and personal experience.

“We will do more toe-dipping using data evidence from our first trial [conducted via an agency].”

THE CONTEXT

A couple of organisations have utilised agency platforms to run their initial trials (as opposed to initiating their own TikTok accounts straight away). One particular organisation found this a very good way of recruiting “socially” and an effective way of promoting their talent brand messaging.

Data will inform their next steps but they are keen to further attempts in this space.

We have provided agency names, case studies and best practice examples within the following slides as a guide only.

“We’re not confident in our ability to consistently produce content.”

THE CONTEXT

A few organisations that were keen to do this [TikTok] without the help of an external agency were very honest about their lack of expertise in this space. Particular concerns were raised about capturing an audience and then being able to maintain their interest.

We provided details of supporting apps and information about assistance available to help businesses stay on top of content creation. One way to ‘do this is to consider a scheduled timeline of posts in advance.

Due to time constraints we didn't touch on all aspects of using TikTok so we have added these for further consideration, and reflection, post event.

Creating a sustainable account

Hootsuite recommends posting 1-4 times a day and creating easy win content such as trends, video comments & video stitches. By creating content pillars in your content strategy will help with your content sustainability. Think what is each video's purpose: education, entertainment or awareness?

Representing your brand

Content using the platform's native text and features (such as captions, stickers, polls etc.) perform better due to their streamlined and organic appearance. Overall, brands are delivering less "polished" content and carving specific tones of voice and styles for viewers to recognise them. Find your niche!

Create a separate account first

Using a separate account to learn how to upload and produce content can be a great first step!

Protecting your brand

Leverage filters on your account by turning off comments & stitches.

Showing humanity is a golden opportunity for growth

Take a step back, rely on your engaged community. Being too "corporate" can be switch people off.

Use influencers

By reaching out to influencers and asking for their media kit to film content on your behalf or signpost your opportunities, you're able to tap into their already established audience or amplify your own presence using creators your audience may already be familiar with.

Multi-channel social media strategy

Achieving a better ROI may require closing social accounts that are not aligned with business objectives, or even decreasing social action to focus on posts of more substance. Quality over quantity. Define where your target audience lies, learn the "language" of the platform, and meet your audience where they are.

Research on TikTok Academy

[TikTok Academy](#) helps businesses become TikTok-savvy marketers by providing "how-tos" and insights to build confidence in creating content.

Develop your social strategy and Tone of Voice (TOV)

Being rooted in your values and mission are quintessential to online success. When you have these in place, you can afford to be more daring with your approach which can help you reach your goals.

Measuring your ROI

Calculate how much you spend on social media, define clear goals that connect with your overall business ones, track metrics that align with your objectives. Increase ROI by testing and optimising content.

Collaborate with a brand

Brand collaborations can be a great way to build an audience. GetMyFirstJob has an audience of engaged young people wanting to learn more about career routes. They have a menu of services including organic social content, paid social content and Spotify advertisements.

Use an agency

By using an agency you can access to people who dedicate their time to, and specialise in different digital areas.

360 mentoring across generations

Challenging perceptions and stereotypes across generations to enable a more inclusive company culture. This approach will meet young people where they are, to enable them to find their own place within the business. It will also encourage cross-generational learning and enable the business to utilise critical skills.

In house resource

Having a dedicated "TikTok Creator" within the business can help with sustainability, ownership, trust and tone.

Social Media Marketing Blogs

[Later Blog](#)

[Hootsuite Blog](#)

[Pretty Little Marketer](#)

[Marketing Meetup Blog](#)

[Gary Vee](#)

Recommended Content Creation Tools

CapCut - free mobile and desktop video editing software rivalling Adobe's Creative Suit, owned by TikTok.

Canva - graphic design, presentation, and video editing platform with user-friendly drag-and-drop features.

Adobe Creative Suite - paid professional software for graphic design, video editing, and web development for polished content and branding.

TinyWow - free AI writing, file converter, and image and video editing tools.

ChatGPT - language model-based chatbot that can generate example video scripts, content ideas, and social copy suggestions after being given specific user-generated prompts.

Learning The Ins-and-Outs of Each Social Platform

TikTok - <https://www.tiktok.com/business/en-GB/blog/introducing-tiktok-academy>

Meta Blueprint (Instagram and Facebook) - [Meta Blueprint: Learn new skills to build your brand or business \(facebookblueprint.com\)](#)

YouTube Advertising - [Create & Optimise Your Business Channel - YouTube Advertising - YouTube advertising](#)

LinkedIn for Creators - [Welcome, LinkedIn creators](#)

X (formerly Twitter) Business - [X for Business | X tips, tools, and best practices \(twitter.com\)](#)

Threads - [Introducing Threads: A New Way to Share With Text | Meta \(fb.com\)](#)

Social Media Insight Report

We Are Social & Meltwater - [Digital 2023 in the United Kingdom](#)

Example TikTok content strategy: Flash, Flicker, Flare

Flicker content - trends, audios, filters, should be posted frequently

Flash content - original/episodic content, posted on a weekly/monthly basis

Flare content - large-scale video campaigns that are highly interactive and engaging, posted 1-3 times a year

Examples of brands localising their TikTok channels by region for more impact/control

Crewlink - @crewlink_ (recruitment company for RyanAir flight staff)

Hobbycraft Wimbledon - @hobby_wimbledon (trending content and engagement with popstar Kylie Minogue)

M&S Romford - @mandsromford (making their employees the stars of the show, spotlighting them as brand ambassadors)

Next steps



NEXT STEPS

01



Visit our exclusive Member Area

Outputs from our Youth Summit, CEO Summit, Youth Employability Awards, Youth Voice workshops and previous Youth Action Forums can all be found within our member area on our website - feel free to download and reference them at any time.

02



Save the date for the next Youth Action Forum

The next Youth Action Forum will be held on **Friday 1st December 2023** from **0930 to 1100** - please give an indication of attendance by responding to the placeholder invite that has been sent out.

03



The topic we'll cover at the next Forum

Our next topic will be: **Inclusive Resources** - what is being developed in-house to promote a sense of belonging?

We look forward to discussing this with you in December!