

TIKTOK FOR PLAYER RECRUITMENT

RFU TEAM NORTH

A handy guide on how to set up your account and the basic features of the app:

<https://influencermarketinghub.com/how-to-use-tiktok-beginners/>

Pros:

- **Biggest organic reach of any social media platform**
- **Video content as a format is very popular**
- **Easy to use and create content**

Cons:

- **Requires consistency to be effective and therefore time consuming**
- **Trend cycle moves very fast so can be difficult to stay relevant**

Top Tips;

- **Try to be authentic. Viewers want to feel some kind of human connection/interaction when they use tiktok. Try vlog-style videos with voice overs or talking direct to camera to achieve this eg. a day in the life following one of your players, go around the squad asking what peoples' favourite things about rugby are. Don't strive for perfection – you don't need to do hundreds of retakes, people like imperfection!**

- **Jump on current trends. There are websites such as Fanbytes or Tiktok accounts that keep track of these, but the most effective way to do this would be to enlist someone who spends a lot of time on the app anyway (potentially uni students or colts/U18s girls) to assist in content creation and strategy. Just be aware that they can't actually run the account unless they are over 18.**

- **Try to mostly use video filmed vertically rather than horizontally, as this improves the quality of experience for the viewer. Clips of match footage can be popular, but Tiktok can flag content that wasn't made specifically for the platform so try to have someone on the sidelines filming on a mobile phone instead of only using Veo footage or similar**

- Keep track of which videos are successful (look at numbers of users, likes, and shares). Follow up quickly. If there is a particular trend, player, or type of content that people are responding to well, feature them more!

- You have 8 seconds to hook a Gen Z viewer and 12 for a millennial. Remember this when you are editing your videos – no long introductions, and cut out empty space between sentences etc

- Make sure that you are interacting with other peoples' content! Try to follow similar accounts or accounts that will appeal to similar audiences, like and comment on their videos as often as possible. Try to also reply to any comments on your own videos, and encourage your players to interact with and share your videos.

Accounts for inspiration

@therugbyguyofficial

@gloucester_hartpury

@gwencrabb

@salesharksofficial (look at the videos that aren't match footage!)

- @oasaints

@alpinef1team (not rugby but great at keeping on top of trends!)
