



CENTRE CARE TIKTOK STRATEGY DOCUMENT

PENN STATE COMM 482

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OUR MISSION AND TEAM

Our mission is to help Centre Care expand its brand message of being the heart of Centre County.

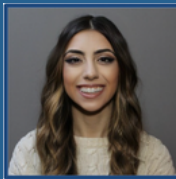
We aim to reach potential residents and staff through social media and brand content.



**Emily
Eng**



**Abby
Gagnon**



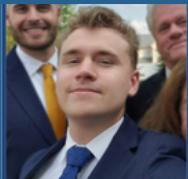
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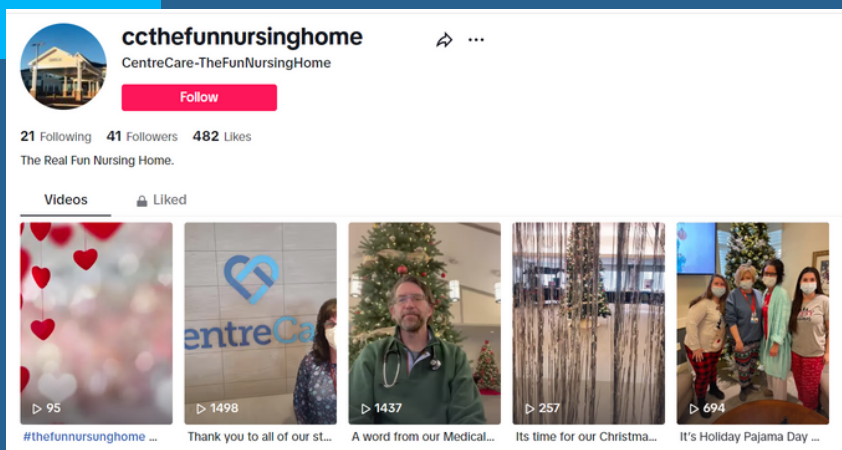


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CURRENT TIKTOK @CCTHEFUNNURSINGHOME



Centre Care's TikTok (@ccthefunnursinghome) was last updated February of 2022. This account boasts five posts in total: two holiday posts, a sit-down interview from medical director Dr. Shannon, and an end-of-year 2022 slideshow.

Quick Recommendations:

- Add a link to this TikTok account on the main website or other socials (Facebook)
- Add to the bio: "The Heart of Centre County" or "Located in Centre County"
- Change profile photo to Centre Care's logo (possibly just the heart)

STEP 1: FINDING TRENDS + PLANNING CONTENT

List of Current Trends

PASS THE PHONE - RESIDENTS & STAFF (see example [here](#))

- a. A fun way to feature multiple residents describing people who pop into their minds. Each person says: "I'm [Name], and I'm passing the phone to someone who..."
- b. Examples of what to say: "I'm passing the phone to someone who is amazing at Bingo," "...is always telling a joke," "...is great at making art."
- c. Number of residents/staff featured: 5-11

DAY IN THE LIFE - STAFF

- a. Find someone who is comfortable using TikTok or open to filming a day in the life. One possibility is highlighting a member of the high schoolers involved/enrolled at Centre Care.
- b. Ideas of what to film:
 - i. Walking into Centre Care
 - ii. Saying hello to other staff members
 - iii. For privacy purposes, there's still plenty to film outside of residents and their families. This part of the day can be substituted by the featured person talking to the camera about what they did or as they are walking around Centre Care

"Tiny mic" interview style - RESIDENTS & STAFF

- a. Quick/easy questions like: what's your favorite food? Favorite season? Favorite holiday? Favorite activity? Favorite animal? Best joke?
- b. Can feature a lot of people!

Get Ready With Me - STAFF

- a. Similar to day in the life, but only focuses on one person's morning routine.
- b. Examples of content shown: skincare/brushing teeth, picking out work clothes, eating breakfast/drinking coffee, getting in the car to leave
- c. Featuring: 1 person

What's in your bag? What's in your draw? - RESIDENTS & STAFF

- a. If one resident has a lot to show, the TikTok can just show this one resident
- b. Another option is to show multiple residents showing only one of their items

"Day n Nite" - RESIDENTS & STAFF

- a. Residents will hold something or wear sunglasses and will be composed in a compilation.

Additional Content Planning Tips

Sounds:

Adding [viral sounds](#) to your TikTok videos will help to increase reach, so even though Business Accounts have limited sounds, adding them to your videos should still boost your video’s visibility organically. Viral sounds appear on the [main tab of the sounds page](#) on [Tik Tok internal editor](#), which you are able to add and change to your video at many points during the editing process.

Source: [link to article](#)

What to post:

[80/20 rule](#). This means [80%](#) of your content provides value such as [entertainment, inspiration, or education](#) while [20%](#) of your content [promotes](#) your brand.

Source: [link to article](#)

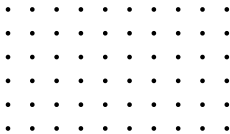
Hashtags:

Combine niche hashtags with trending hashtags, the likelihood of your video performing better is much higher. Come up with 3-8 hashtags to use for one video. Plus, tools like hashtag generators are easy ways to find keywords that are relevant to your video.

Source: [link to article](#)

To find more trends in the future, follow and/or search these hashtags:

- [#retirementliving](#)
- [#seniorliving](#)
- [#assistedliving](#)
- [#assistedlivinglife](#)
- [#retiredlife](#)
- [#retirementlife](#)
- [#nursingassistants](#)



STEP 2: FILMING

Filming Best Practices:

- Keep it simple and short.
 - One complete TikTok should be around **one minute or shorter**.
- Film **vertically**.
- Have clear quality - most **smartphones** will work great.
 - 4K at 30 FPS setting for iPhone camera
- Record using your phone's **camera/camera roll** (instead of in the TikTok app) so you can do as many takes as you like.
 - This can also help make the editing process easier.

STEP 3: EDITING

Remember to add closed captioning - many of the editing tools listed below have text-to-speech options.

CapCut: “A free, all-in-one video editor that empowers anyone to create incredible video ads for TikTok, regardless of video ad editing experience or expertise.”(TikTok)

- Download the app, “CapCut Mobile” or use the web version: <https://www.capcut.com/tools/online-video-editor>
- **Resources**
 - Getting Started with CapCut
 - Using CapCut for TikTok Marketing
- **Video Tutorials**
 - Video [Tutorial 1](#)
 - Video [Tutorial 2](#)
 - Video [Tutorial 3](#)

STEP 3: EDITING (CONT.)

Inshot: “A user-friendly and free app that offers a range of editing capabilities for both iOS and Android users.” (PiPiAds)

- Download the app, “InShot”

Resources

- [Resource 1](#)
- [Resource 2](#)

Video Tutorials:

- [Video Tutorial 1](#)
- [Video Tutorial 2](#)
- [Video Tutorial 3](#)

Interior editing (In-App)

Resources:

- [Resource 1](#)
- [Resource 2](#)

Video Tutorials:

- [Video Tutorial 1](#)
- [Video Tutorial 2](#)
- [Video Tutorial 3](#)

STEP 4: POSTING

The best times to post on TikTok:

- Tuesdays from 2-6 p.m.
- Wednesdays from 2-5 p.m.
- Thursdays from 3-5 p.m.

Best days to post on TikTok:

- Tuesdays and Wednesdays

Source: [SproutSocial](#)

Writing Captions:

- Let the visuals speak for themselves - a caption with 5-8 words is quick and easy to read