



**United Way
of Palm Beach County**

TikTok Strategy

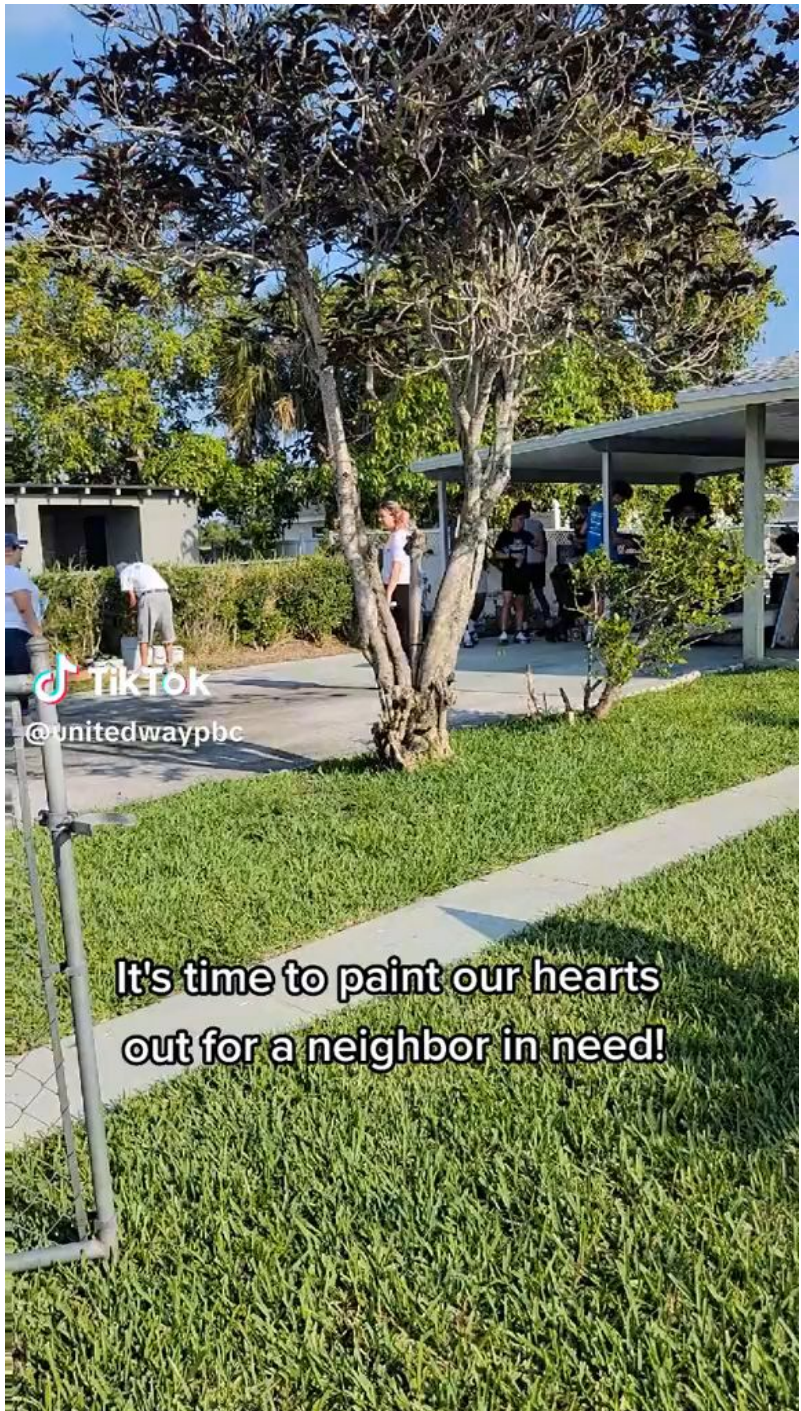
United Way of Palm Beach County

Launching TikTok

- Leverage global brand recognition with a local spin
- Show action through engaging & snackable content
 - Same content works for Facebook, Instagram, and YouTube
- Better organic reach and engagement
- Meet secondary target audience where they are
 - Over 70% of daily users are aged 18-39

Using TikTok

- Capture viewers within the first 5 seconds with a strong hook
- Keep videos short and sweet
- Engage with trending sounds, voice-overs, and prompts
- Creatively tell a story
- Film in full-screen vertical with good lighting
- Optimize captions and include relevant hashtags



 TikTok
@unitedwaypbc

**It's time to paint our hearts
out for a neighbor in need!**

Comparing Content Across Platforms

- Organic reach and engagement comparable to boosted posts
- TikTok sees 2x more reach than other platforms
- Completion rate and average watch-time is higher