

TikTok Outreach Guide

How to get started:

- Start by reaching out via DM on BU's Instagram or TikTok (even if you have their email) to gauge interest
- Send pitch email
- Use words like "feature" "collaborate" "highlight" (makes them feel important)

Pro tip: Try and get their phone number just in case they go M.I.A. via email

Email #1 - Pitch email - Please customize based on who you're talking to — If you've already provided your ideas and details over Instagram / TikTok DM you can skip to Email #2.

Hi **NAME**,

Hope all is well! My name is **INSERT YOUR NAME** and I am a Social Media Intern for Boston University's official social channels. Part of my role is helping to run [BU's TikTok account](#) and am currently planning content for **INSERT CONTENT SUBJECT**

Would you be interested in making a video for the Boston University TikTok account?
Here are a few of our ideas for a video:

- **IDEA #1**
- **IDEA #2**
- **IDEA #3**

We are totally open to ideas and encourage creative freedom! If you are interested, I will send more information regarding the posting process and logistics.

I am really excited about collaborating on the BU TikTok!

- **YOUR NAME**

Email #2 - Posting process

Hi **NAME**,

So thrilled to hear you are interested in making a TikTok! We are hoping to have this video posted by **INSERT DATE**. Let me know if that works for you.

Here is the posting process:

- Receive BU's TikTok login information
- Login and make a video on BU's account
 - **Alternative:** Use a video app to make the video (InShot is a favorite) and send it to us.
- **REMINDER:** The video cannot be made in another TikTok account -- It can only be BU's
- Choose an appropriate background song
- Add closed captions (cc) for any voiceovers
 - Keep away from the bottom of the screen (check out our videos for inspiration)
- Screen record the video and text it to me
 - **INSERT PHONE NUMBER**
- BU approves and you post!
 - We will work on the caption together :)

Tip: Feel free to plug your social handles in the video and we will try to include them in the caption as well!

Let me know which method of posting you are interested in and then I can coordinate sending the login information (if necessary) and if **INSERT DATE** works for the video!

Thanks again,

- **NAME**

Email #3 - Share username and password (If applicable) - *If the participant decides they want to create the TikTok on the BU account, share the username and password the night before the participant is supposed to post. If they create the TikTok in another app just have them send the video for review.*

Hello **NAME**,

You're all set for tomorrow! We are super excited to see the **SUBJECT OF TIKTOK VIDEO** tomorrow! Below is our username and password and a reminder about the posting process.

Username: bostonu

Password: **INSERT CURRENT PASSWORD**

Reminder about the posting process:

- Receive BU's TikTok login information
- Login and make a video on BU's account
- **The video cannot be made in another TikTok account -- It can only be BU's**
- Choose an appropriate background song
- Add closed captions (cc) for any voiceovers
 - Keep away from the bottom of the screen (check out our videos for inspiration)
- Screen record the video and text it to me
 - **INSERT PHONE NUMBER**
- BU approves and you post!
 - We will work on the caption together :)

You seem very social media savvy so I have no doubt your video will be amazing! Feel free to reach out with any questions.

- **YOUR NAME**

After you receive the TikTok video:

- Receive the video
 - Reply: "Looks great! Sending it to my boss for approval"
 - Send the TikTok to Dave
- Give creator feedback
 - Forgetting CCs, CCs at the bottom of the screen, inappropriate song, bad song choice, encourage them to plug socials at the end
- Write caption (You have to give them the hashtags)
- Post
- Encourage them to share w/ on their socials/ get friends to comment