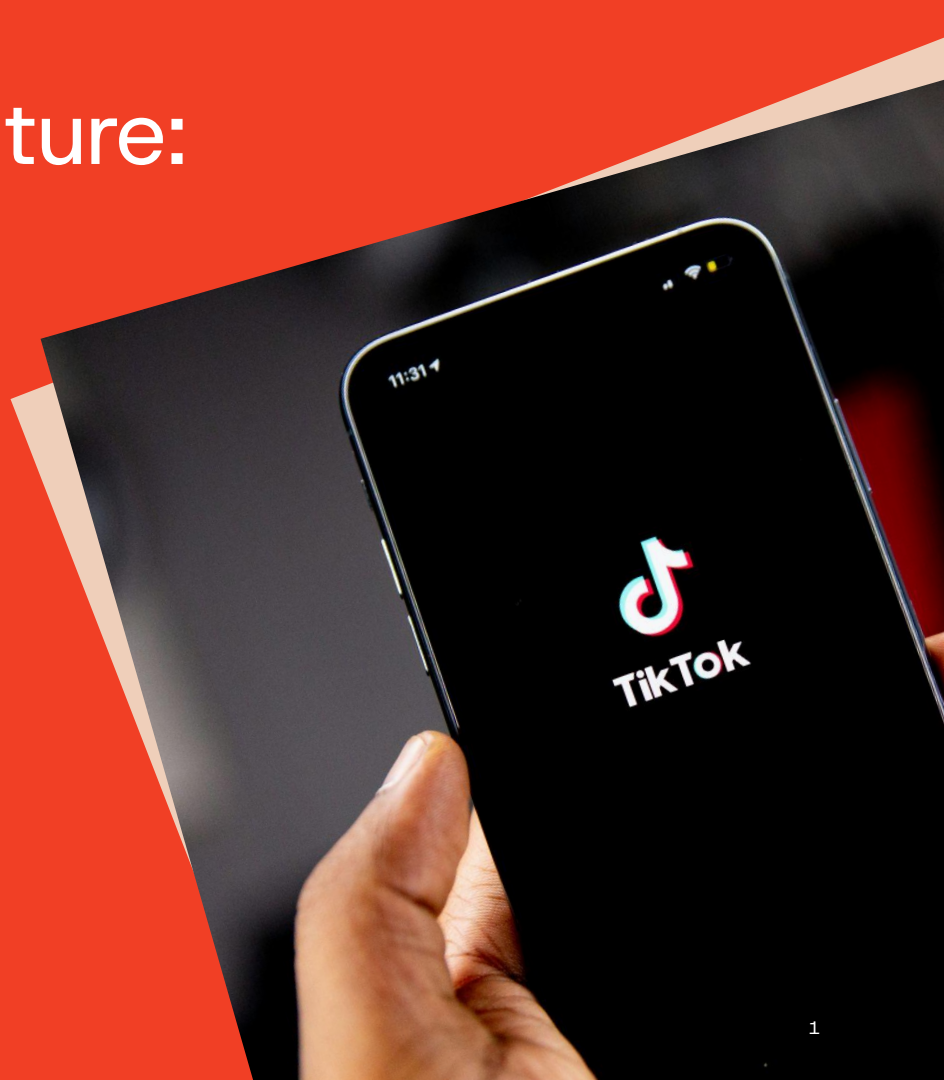


TikTok for arts and culture: What's working now?

HDK WEBINAR

**H
DK**



Artfully Digital



Speakers



Bella Richards (she/her)

Digital Marketing



Fizz Woor (she/her)

Digital Marketing

- 01 Creating TikTok first content
- 02 Putting people front and centre
- 03 Experimenting with different content formats
- 04 Building audiences through content series
- 05 Optimising content for search
- 06 Blending organic and paid content
- 07 Building trust through creator partnerships
- 08 Q&A

Action Planning Session

Free 30 minute consultation, followed by audit and action plan. For organisations reviewing their TikTok approach or broader social media content planning and strategy.





01 Make it native

Your audience isn't waiting for
your post; you're catching
their attention

So if someone isn't waiting for your content, how do you get them to stop for it?

POLL

You're scrolling your For You page.
What makes you stop?

On TikTok, something can entertain you because it's funny, but it can also entertain you because it's: fascinating, beautiful, surprising, useful, emotionally engaging...



Curiosity



Awe



Recognition



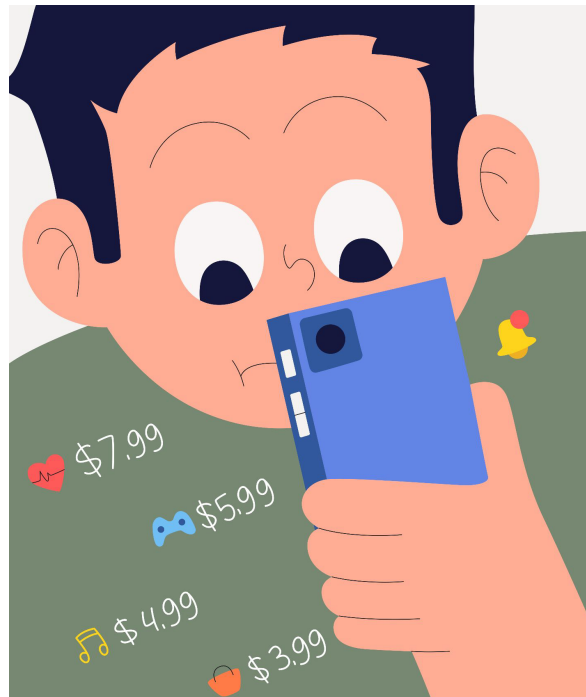
Useful



Story



Humour









TikTok

@royalarmouriesmuseum

There's a fire!
Save the important things

Tips

Search for your sector and watch top-rated content. Get inspiration from user-created content, not just other organisations

Don't 'introduce' the video, get straight into it

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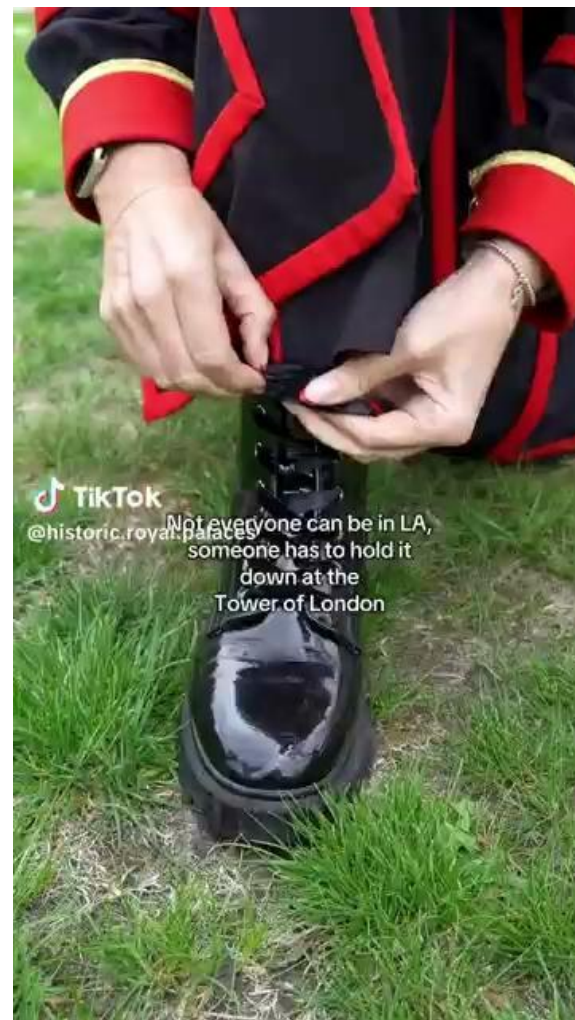
02 Putting people front and centre



Employee generated content (EGC) is content created and shared by employees that showcases their experiences, insights and perspectives...

EGC not only cost-effectively amplifies a company's reach on social media, but it also **delivers authenticity that goes beyond that of traditional influencer or brand-created content, fostering deeper connections with audiences.**

– Forbes





Tip

Look beyond your usual spokespeople. Find the people in your organisation who naturally suit TikTok and give them space to develop their own voice.

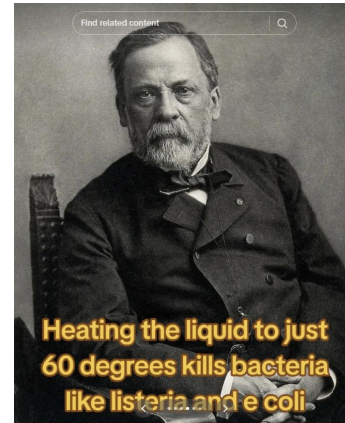
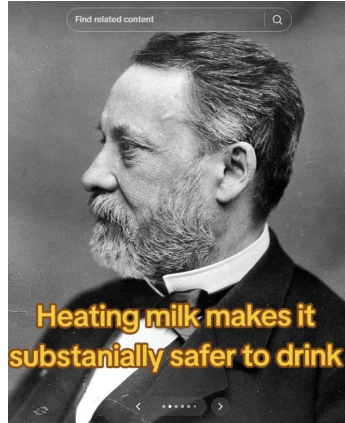
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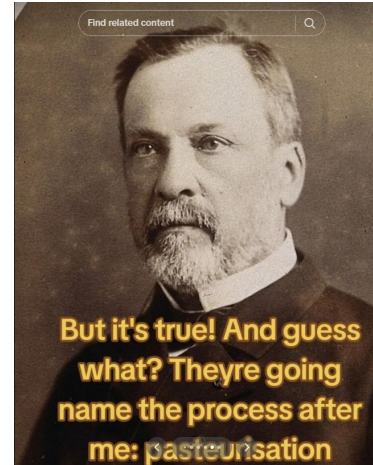
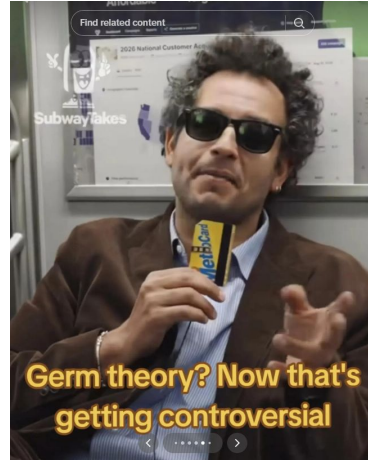
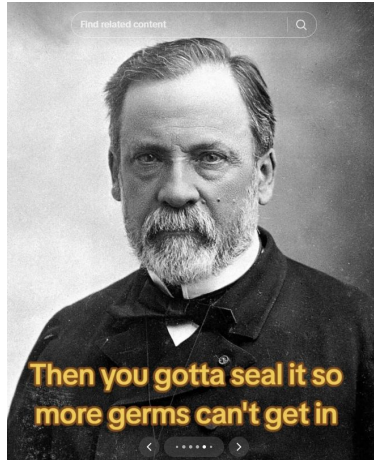
03 Experimenting with different content formats



76% of users enjoy seeing a mix of images and videos on TikTok

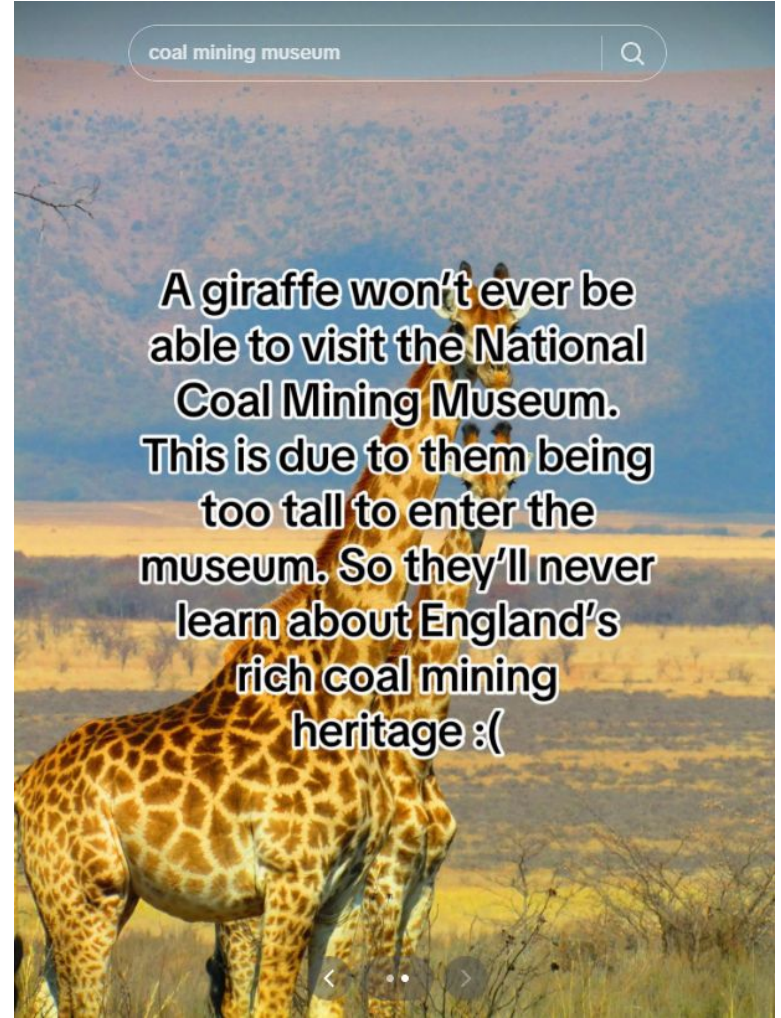
— TikTok's *What's Next* Report 2025











Tip

Before filming something new, ask whether the idea could work with content you already have – archive imagery, production photography or backstage shots.

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04 Building audiences through content series





15:25

losangelesphilharmonic
@laphil

53 Following 35.6K Followers 485.9K Likes

Message

Iconic music moments since 1919.
LA's heartbeat in every note.

Cool instruments Where to sit! Clas

Pinned
When I correctly pronounce "Tchaikovsky"
214.9K

Pinned
Just watched
2K

Pinned
What's the best section to sit in at Walt Disney Concert Hall?
36.3K

WALT DISNEY CONCERT HALL
JUNE 3, 4, 5 PM: CELEBRITY CELEBRITY RECITAL
Joshua Bell • Jeremy Denk
2,128

JUNE 4, 5 PM: CELEBRATING THE MUSICIANS OF THE LA Phil
Gustavo Dudamel: Celebrating 17 Years
2,128

JUNE 4, 5 PM: CELEBRATING THE MUSICIANS OF THE LA Phil
Gustavo Dudamel: Celebrating 17 Years
3,623

15:25

Cool instruments

Cool instruments 7 posts

Post 1 | Verrophone-ing you up to check out this unique instrument we re...
01:20 · 32.8K views Last watched

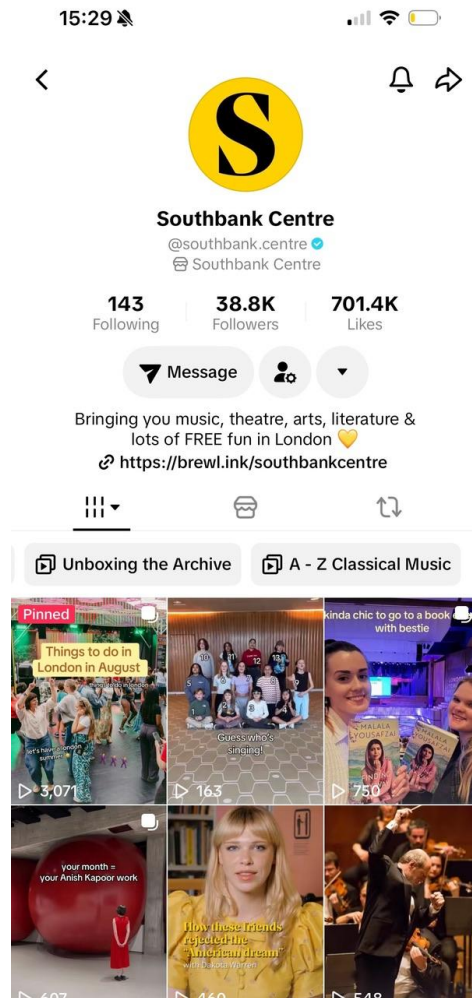
Post 2 | Forget white noise. Try the daegeum: "The flute that calms 10,000...
01:14 · 6558 views

Post 3 | Thunder sheets?! Cowbells?! Wind machines?! Hear from Pri...
02:16 · 8758 views

Post 4 | What's a Wagner tuba?
Associate Principal Horn David Cooper...
02:24 · 9536 views

Post 5 | Ever heard of the celesta?! Many have heard this special instrument's bel...
01:33 · 206.7K views

Post 6 | Replying to @DementedBento
It's a beautiful day in the neighborhood...



Tip

Pick a recurring angle your organisation is uniquely placed to own

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05 Optimising content for search

The image features the TikTok logo, which consists of a stylized musical note icon followed by the text "TikTok". The logo is centered within a white, rounded rectangular search bar. The background of the entire image is a gradient transitioning from purple on the left to blue on the right. The search bar has a magnifying glass icon at its right end.

TikTok

46% of UK users have visited a local shop, restaurant or attraction they saw on the platform

- TikTok's official Newsroom



LONDON EXHIBITIONS

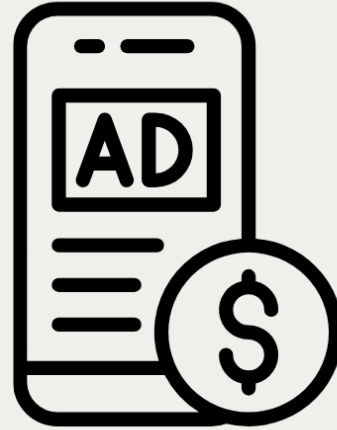
TikTok
@grace.davies.art

Tip

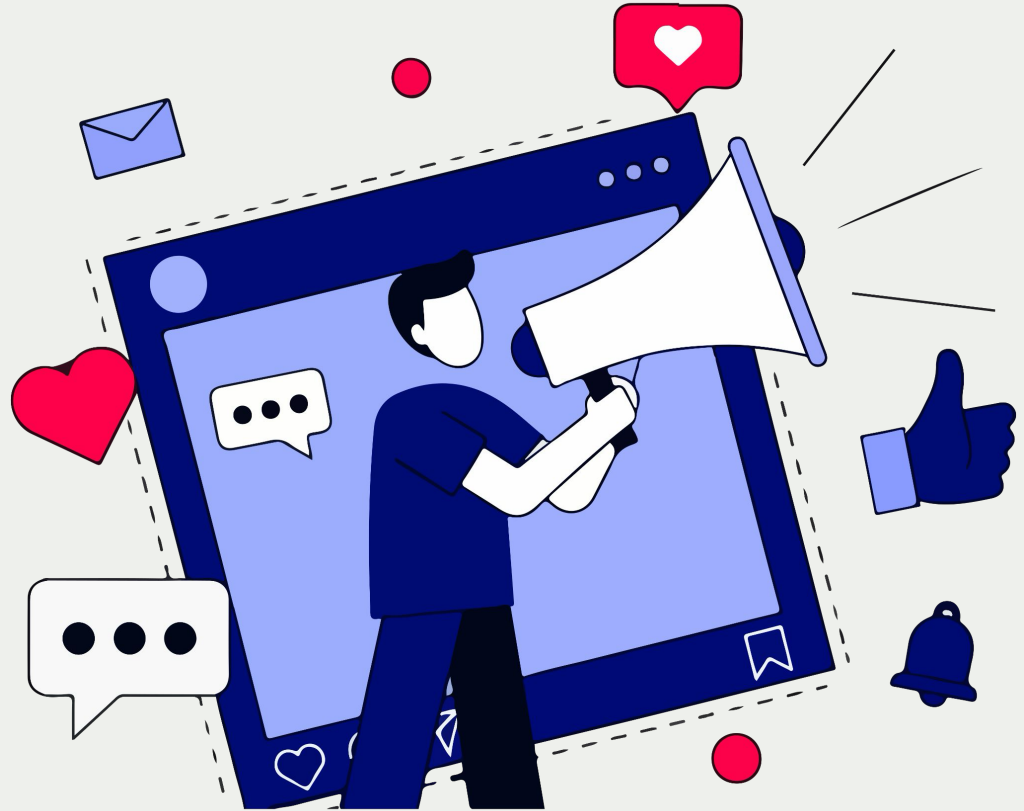
Type the start of a relevant phrase into TikTok search and use the suggested searches as content prompts.

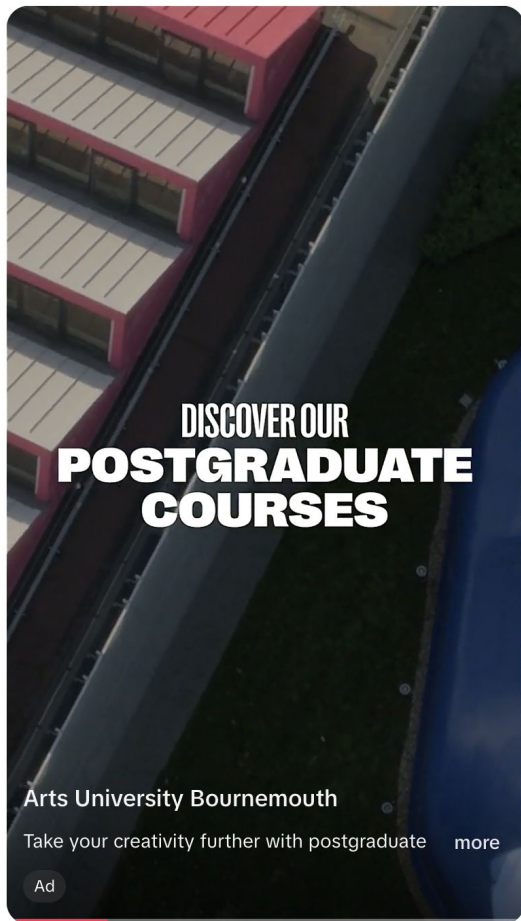
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06 Blending organic and paid content



Spark Ads





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Ad



887



2



8



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LondonTheatre.co.uk

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Ad



10



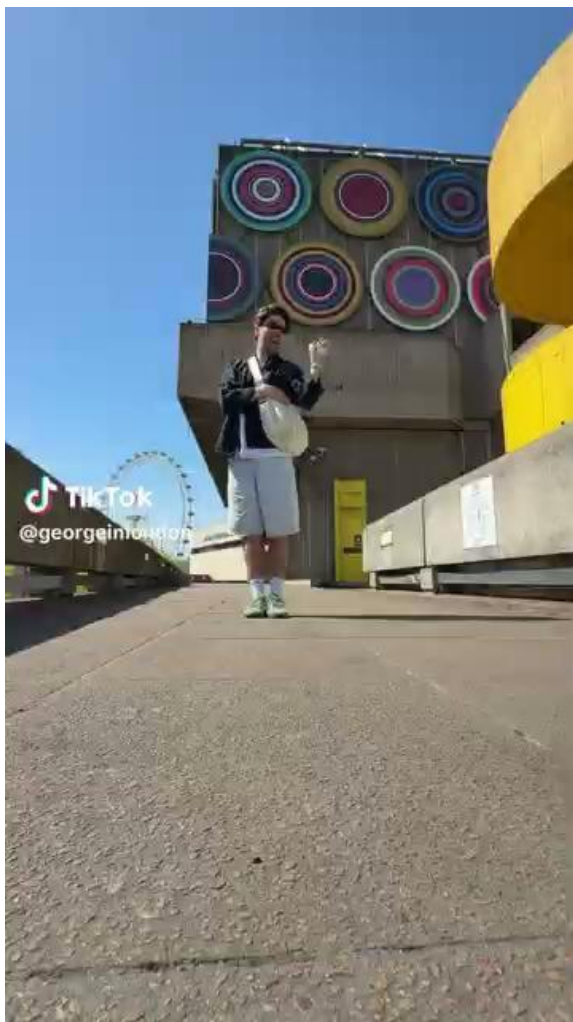
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1



[Order now >](#)



Tips

Use organic-feeling content for ads

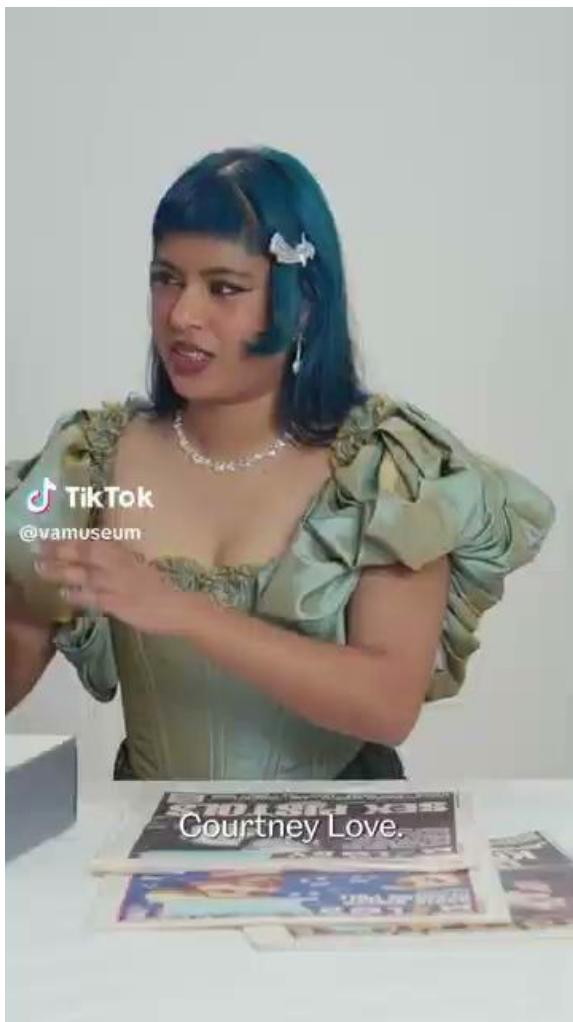
Connect with creators to build trust

Use TikTok's Ad Library for inspiration

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07 Building trust through creator partnerships







Tip

If you've chosen a creator for their style, don't brief that style out of them.

Final takeaways

Don't be afraid to experiment with tone and style

To do on well on the app, you have to be on the app: take in what's doing well

Find those repeatable formats and hooks

Explore collaborations and partnerships, both organic and paid



Survey

In-person event

How are today's audiences
discovering arts and culture?

Wednesday 14th October

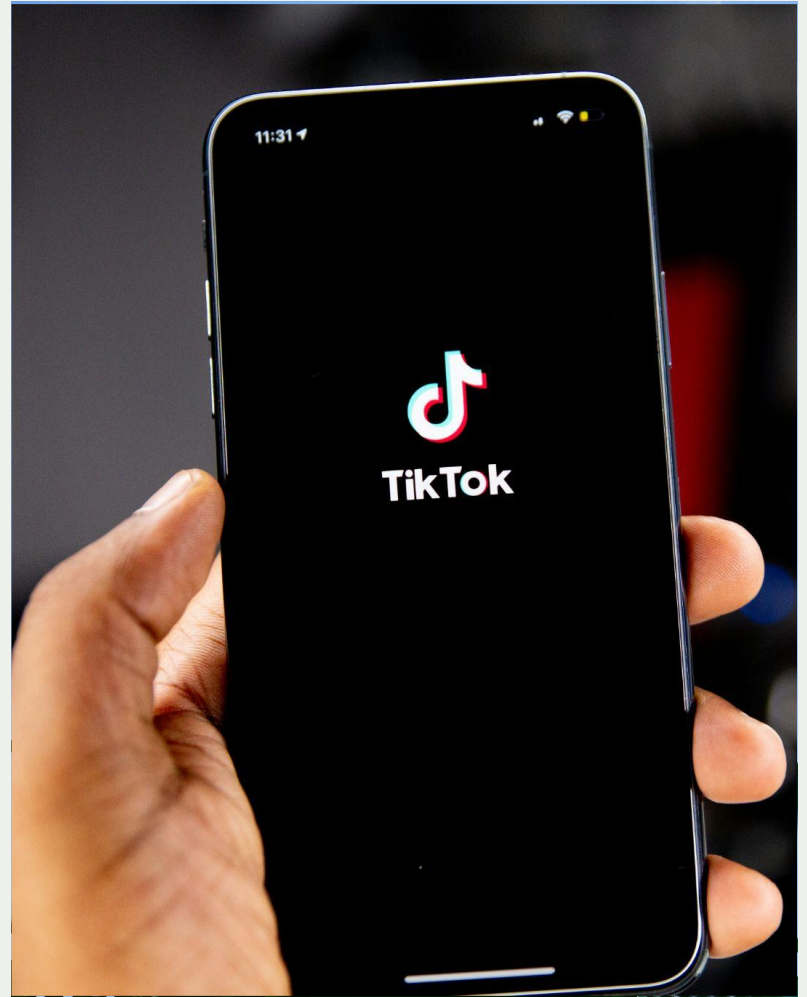


Action Planning Session

TikTok focus

Book via the link in the chat

Dates through September





Questions

Webinars

Ethical and sustainable marketing with AI
September

Engaging younger audiences on social media
October

How to improve your website user experience
November

Newsletter

Marketing tips

Industry insights

Case studies

HDK updates

HD K

Thank you

wearehdk.com
hello@wearehdk.com

