

How Companies are using TikTok

The Power of New Social Media Platforms

By: Rubyclare Moore

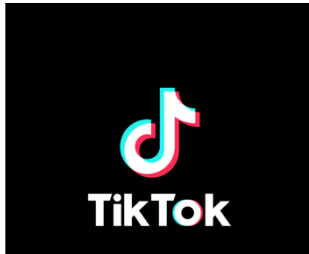


Figure 1: TikTok Logo

Companies have had to adapt to social media platforms as well as trends many times, however, with the recent adoption of TikTok, companies are now able to connect to a younger audience and create organization videos free of charge. The [social media platform](#) that was made in 2016, however, did not gain traction until more recently. During the 2020 global pandemic, TikTok skyrocketed in popularity. Many people found comfort in the short videos during the last year when stuck at home. The app is easy to use and mainly consists of up to three-minute videos.

These videos can be about a multitude of topics such as:

- Cooking,
- Dancing,
- Funny skits
- And more

Major Companies

Major Companies have been known for their advertising and public relations stunts however, one of the companies that stands out on TikTok is Chipotle. They have an intricate way of using content that both the company itself makes and reposting content that other creators make about the establishment. They will post videos on how to make their food, as well as hacks on how to get “the most bang for your buck” at the restaurant. With a total of 1.6 million followers, all of this is done while using meticulously chosen songs and hashtags that will place them at the top of many individuals' “For You” pages. The company created a challenge called the [#ChipotleCreatorChallenge](#) where content creators on TikTok could compete in a raffle to win free food from Chipotle, a plaque with the challenge name written on it and even cash. This way, Chipotle can stay trendy without being cringy.



Figure 2: #ChipotleCreatorChallenge Award

Non-Profits

Such as major companies, many non-profits have found a [time to thrive on TikTok](#) and a specific example of this is zoos. During the beginning of the pandemic when society wasn't able to go anywhere, zoos started to use TikTok letting society know that they were still running even though people could not physically be there. This allowed the organizations to create fun content that got people excited and engaged with the non-profits. It was the perfect opportunity to gain traction for each zoo, the nonprofits were able to create fundraising opportunities through people's screens. This also allowed them to get their names out to the public and achieve more followers and donations. Many organizations are still struggling with getting people to come to visit however, with the more recent immense



popularity and TikTok success in some cases, such as the Oregon Zoos Rhino videos, which have accumulated 1.7 million followers, the organizations hope that people will start attending again.

Sports teams



Figure 3: Savannah Bananas Logo

The [Savannah Bananas baseball team](#) has done a phenomenal job of keeping on-trend to connect with audiences. By using popular sounds on TikTok, as well as creating funny skits and reacting to comments from fans, the team has been able to keep their 898.4 thousand followers interested in the ever-flowing content. The mix of fun and full energy has kept the team close and their followers growing. Baseball is a very popular sport with lots of teams trying to create their own “brand” to keep fans interested without appearing similar to one another. Through the use of TikTok, the Savannah Bananas have found a niche comedy that they can glide on and show content to fans without appearing basic or similar to other teams.

Conclusion

Trends are a key point in the use of social media, there are many examples of companies using trends to gain a following as seen above. Another example would be that recently a girl who goes by the username @emilyzugay on TikTok created a series where she recreated logos for many major companies. These videos were tremendously hilarious and ended up getting her a lot of followers. Not only that but some companies who were not included in the original video reached out to her about changing their logos as well to fit the trend. A video posted by @Chiannna on TikTok shows that many of the brands even [changed their profile pictures](#) from their original logo to the one that @emilyzugay made during the trend. This shows that companies can play into satire to stay up to date on what their followers want to see.

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About Rubyclare Moore:

Rubyclare Moore is a student at the University of North Texas double majoring in public relations Journalism and Sociology. She has a love for helping others which will help her in Law School, studying Social Justice law, so that she may work for a nonprofit in the future.



Figure 4: Rubyclare Moore

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