



DID YOU KNOW?

On behalf of Recruitment here are different strategies and tips to help you with attraction on your TikTok and other social media platforms.

1. Hook Viewers in the First 2–3 Seconds

- Start with bold text or a strong statement
- Examples:
 - “Stop scrolling if you’re looking for a sisterhood **”
 - “Nobody tells you THIS about getting involved in organizations...”

TikTok pushes videos that keep attention early.

2. Use Trending Sounds (Even Quietly)

- Add a popular sound and turn the volume low
- TikTok favors videos using trends
- Match the sound’s vibe to your message (motivational, fun, serious)

3. Use Niche Hashtags (Not Just Viral Ones)

4. Clear Call to Action

Always tell them what to do:

“Follow for more information on joining

“Link in bio to register”

“DM me for details”

5. Engage Back (This Triggers the Algorithm)

- Reply to comments with videos
- Pin good comments
- Ask questions in captions:
 - “Would you register”
 - “Comment ‘INFO’ for details”

6. Post Consistently (Not Perfectly)

- 1–2 times a day is ideal
- 3–5 times a week still works
- TikTok rewards consistency, not viral pressure

Do you think people prefer Youtube or TikTok more?

A. TikTok

B. YouTube

 @Recruitment2577