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LGcomms

Making TikTok work for you

Jack Grasby & Zander Mills
South Yorkshire Fire & Rescue

LGcomms
Academy 2022

**Crisis – the new normal for
public service communications?**

30 November 2022

@LGcomms | #CommsAcad



**Couch to 135k – our
TikTok journey**

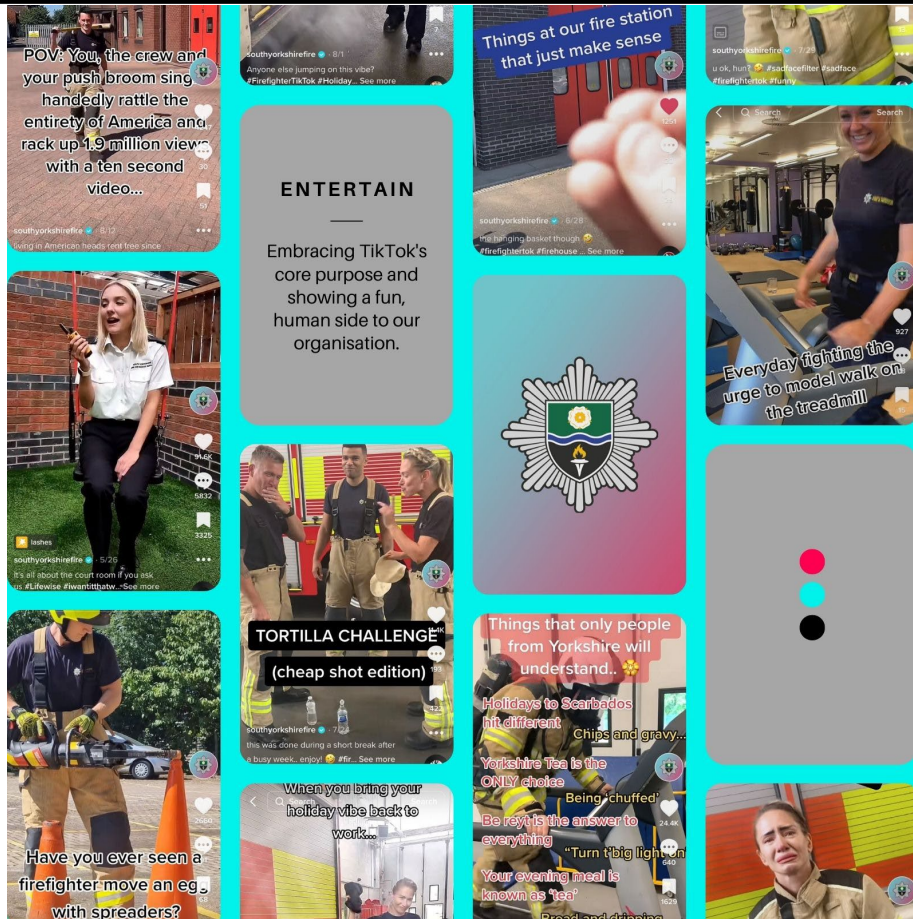
Hello!

We're Jack and Zander

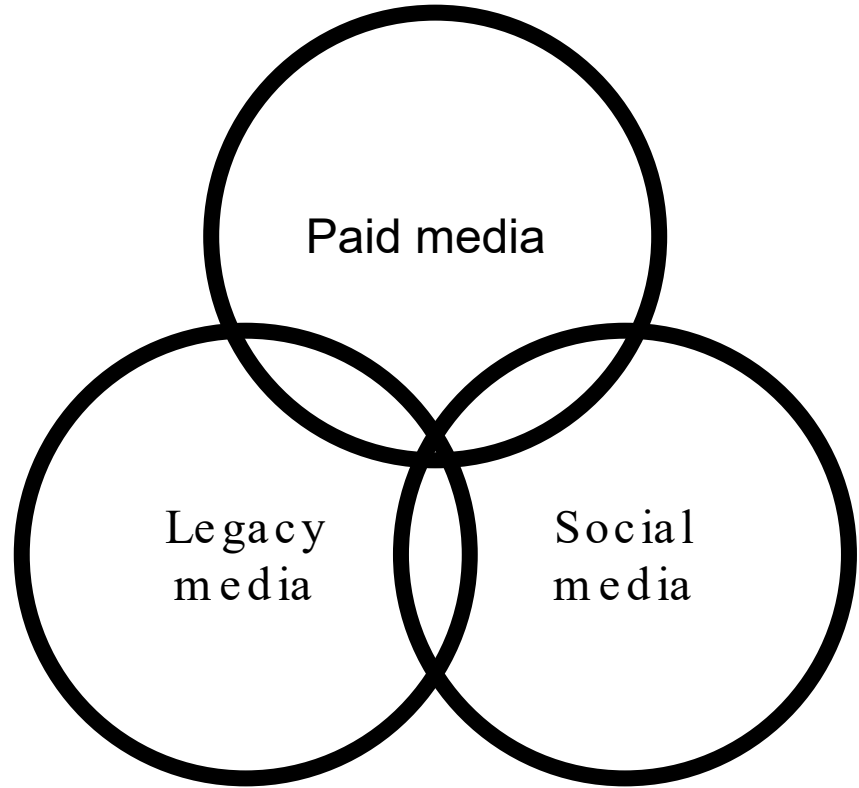
We work for South Yorkshire Fire &
Rescue and we're addicted to TikTok



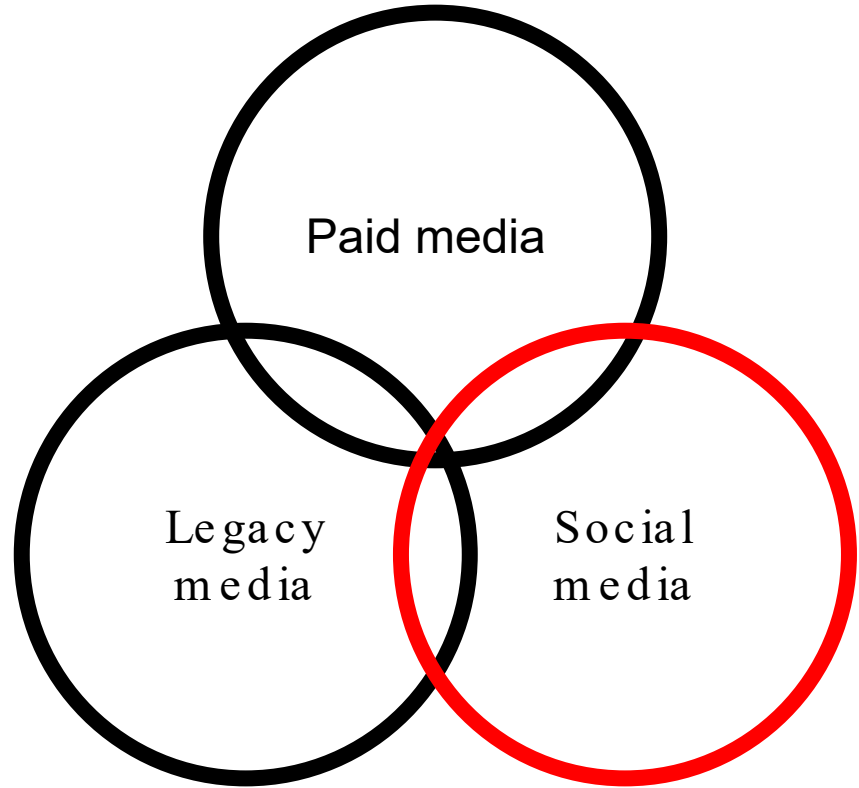
(it's all Jack's fault)



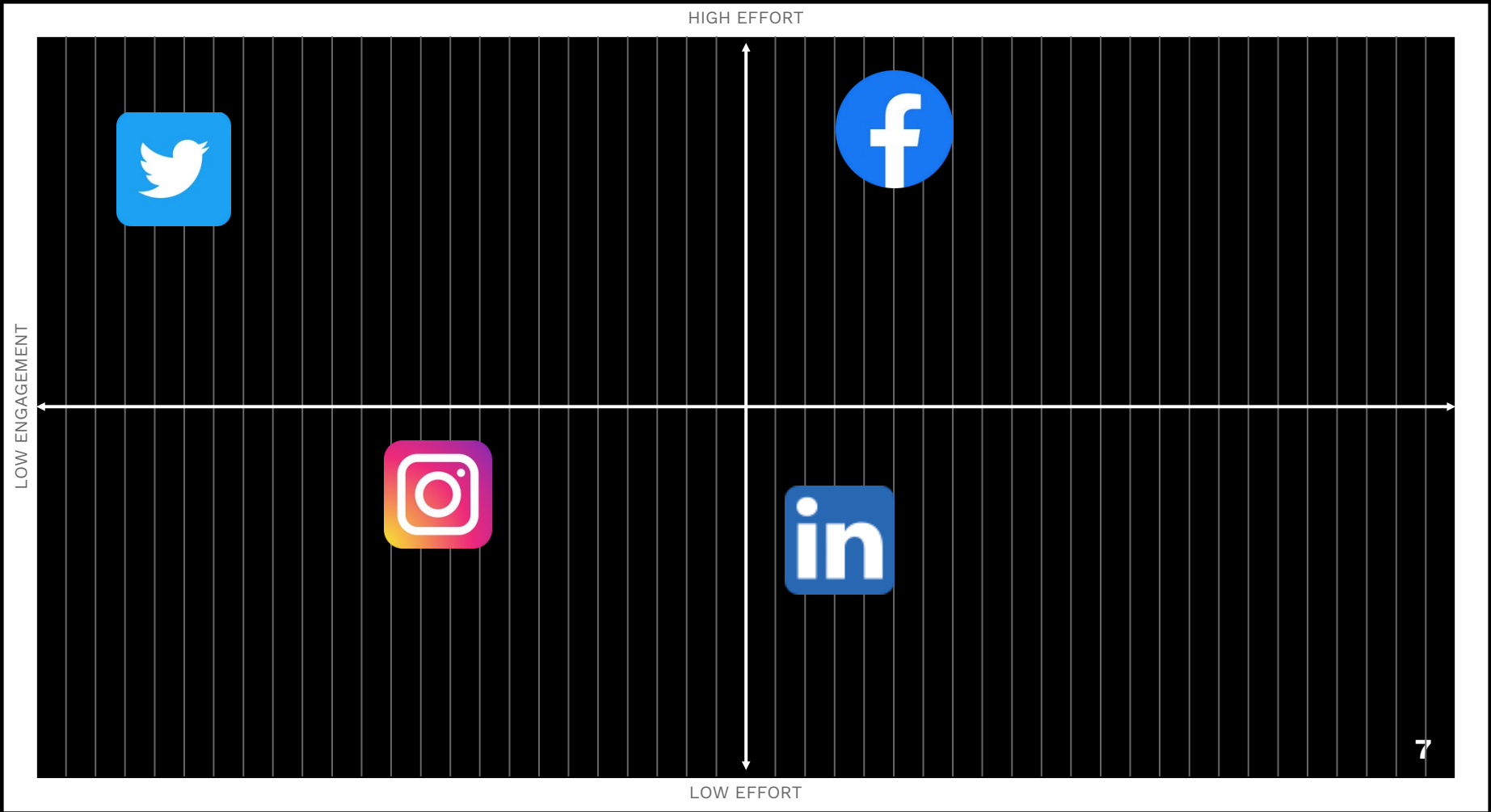
Priority shift



Priority shift



SOCIAL MEDIA MATRIX



Channel analysis



Channel analysis

FACEBOOK

Here's some tips to prevent fires

F

TWITTER

There's a big fire going on right now

T

Looking good, fighting fires

INSTAGRAM

I

Would you like a job, to do with fires?

LINKEDIN

L

How well informed do you feel?



78%

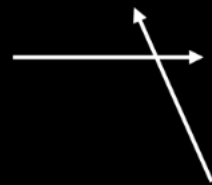
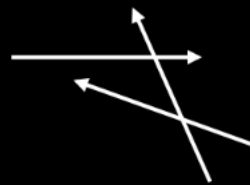
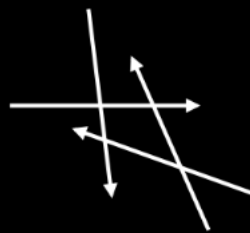
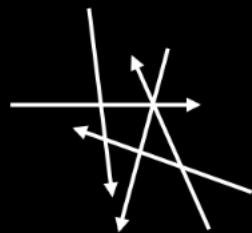
55 to 64 year olds

47%

25 to 34 year olds

43%

16 to 24 year olds



Get more done by doing less.

STRATEGY

- Safety
- Recruitment
- Youth engagement



Safety

Retell old safety messages
in a new way



Why do we do this?

News > UK

Girl, 3, dies as candle starts fire

Tuesday 25 August 1992 23:02

A CANDLE used to illuminate the bedroom of a three-year-old girl who hated sleeping in the dark apparently caused her death early yesterday when it set fire to the room.

Natalie Godfrey died and her five-year-old sister, Lucy, was badly burned in the blaze which broke out after the electricity meter had been turned off. The house in Great Chesterford, near Saffron Walden, Essex, was without power when fire fighters arrived.

Why do we do this?

News > UK

Girl, 3, dies as candle starts fire

Tuesday 25 August 1992 23:02

Station Officer David Curtis, one of the first on the scene, said: 'The children were probably so bemused by the smoke that they had no chance to escape. The lesson to be learned here is for God's sake fit smoke alarms.'



**Serious doesn't mean
sombre.**

- Helen Reynolds

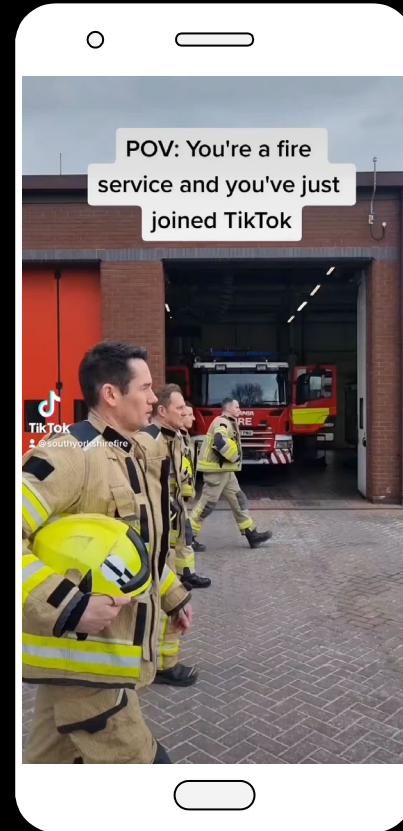
Education

Behind the scenes of what
we do



Entertainment

Build a community





BE HUMAN

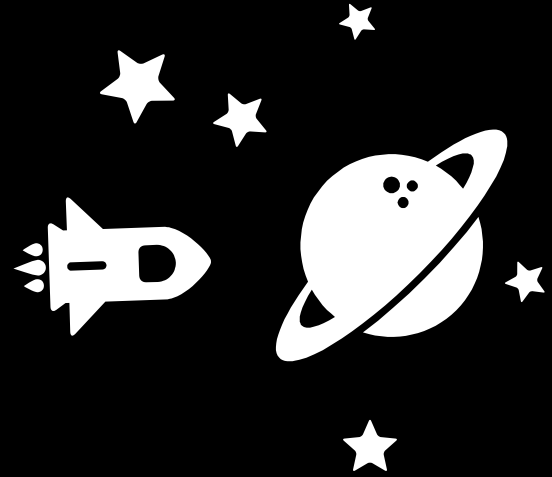
- Dan Slee

A group of firefighters in tan uniforms and yellow helmets are huddled together in a circle, facing away from the camera. They are standing on a wet, paved surface. In the background, a red fire truck is visible with the website 'www.syrfire.gov.uk' on its side. A metal fence and trees are also in the background. The word 'RELEVANCE' is overlaid in large white letters across the center of the image.

RELEVANCE

STEPS

TO SUCCESS





*A vision without action is
merely a dream. Action
without vision is just a
nightmare.*



*Without a bit a graft yer
plan means nowt, cock.*

1.

We went back to school

TikTok is unlike anything else

2.

We threw ourselves in

There are no shortcuts

3.

We had a clear plan

How else will you get buy - in?

4.

We swiped left

Luke - warm is a killer

5.

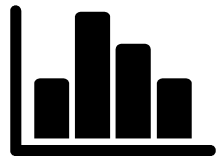
We did the little things

Sweep the sheds!

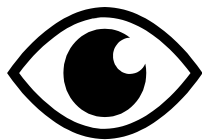
6.

We used original sounds

It's not the end of the world...



17,126,137



250,526 comments

That's quite a lot



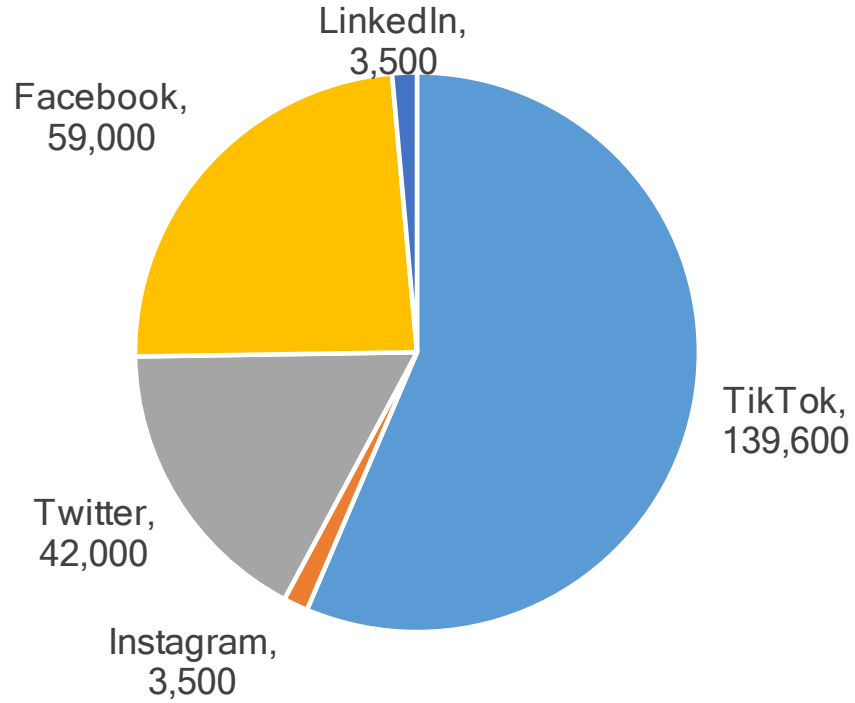
139,634 followers

More than other channels combined

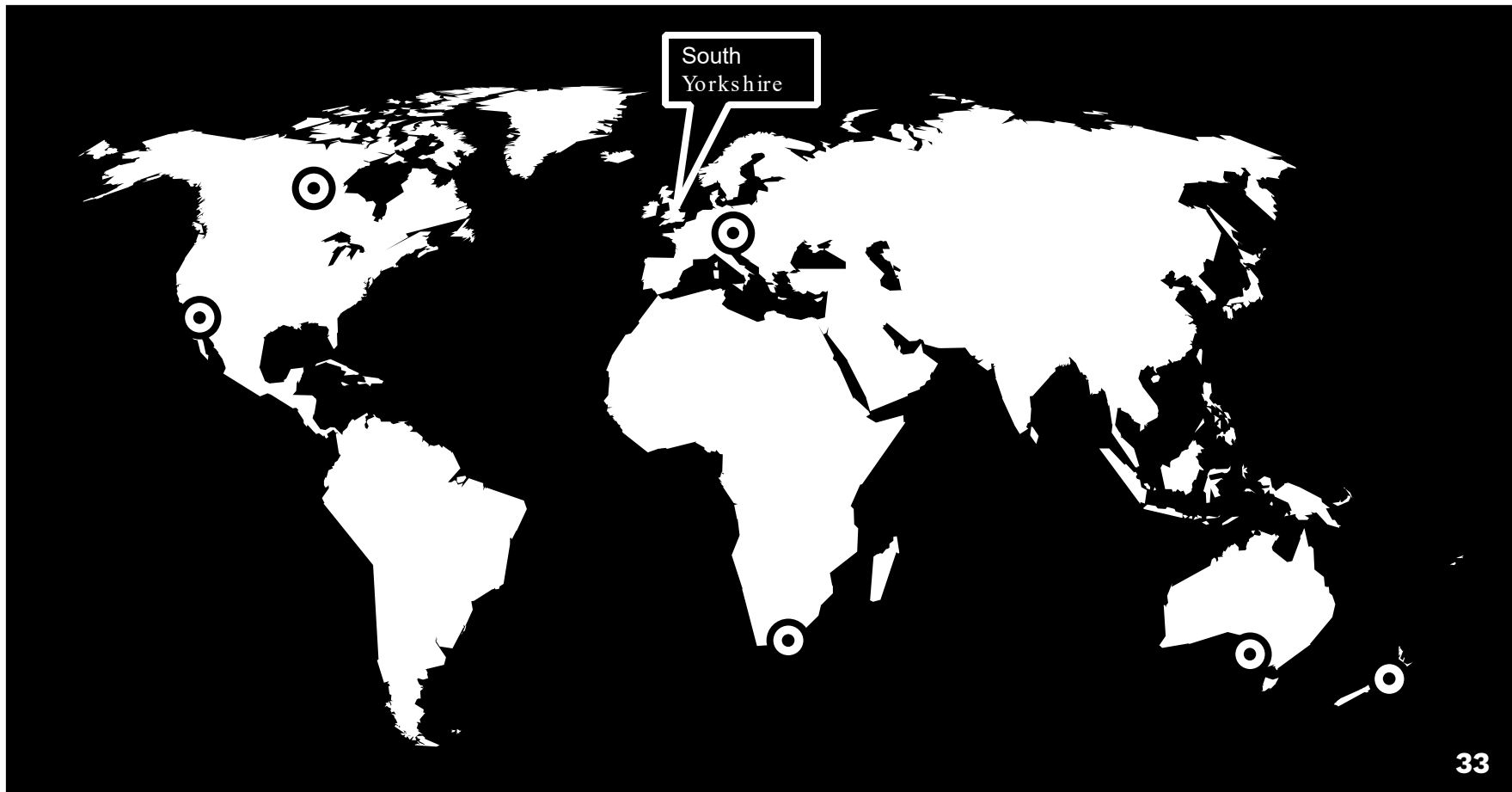


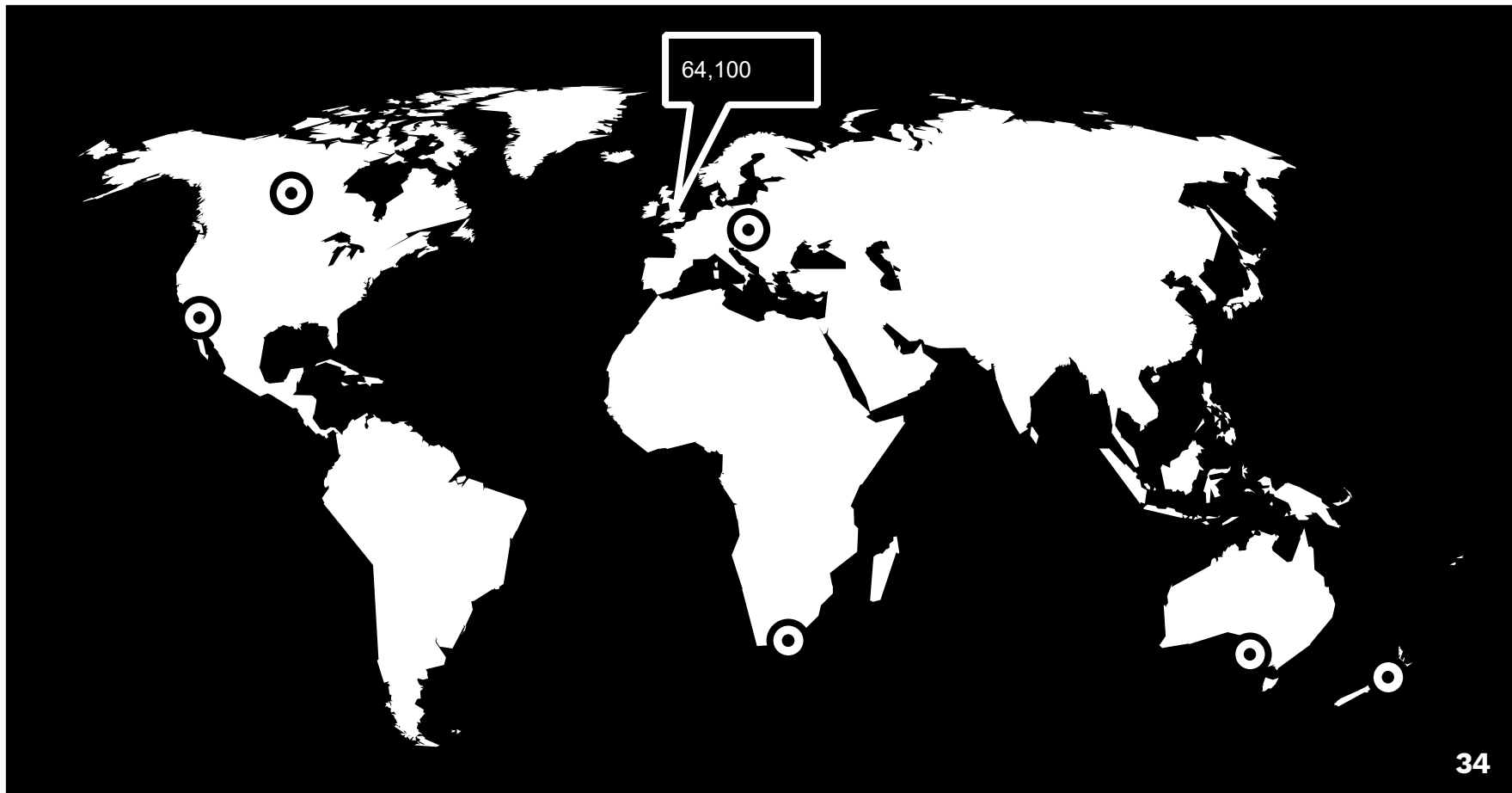
2,645,323 likes

Across over 750 videos



Audience in context







TRUTH

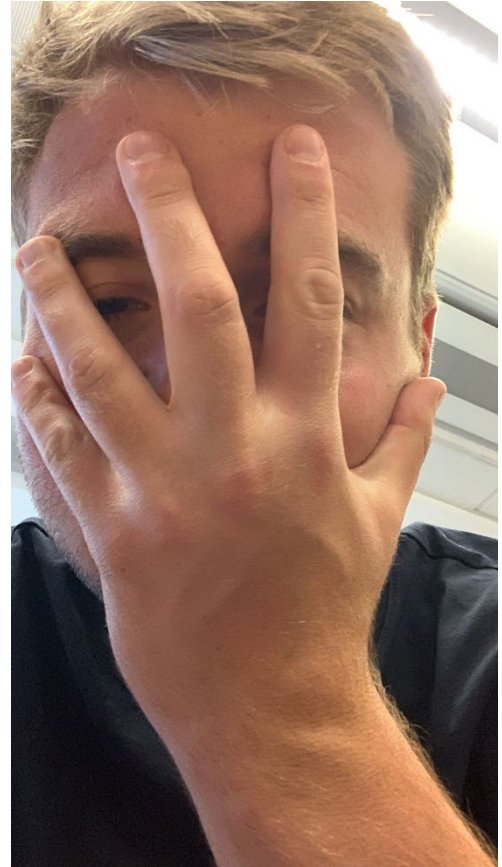


TRUTH

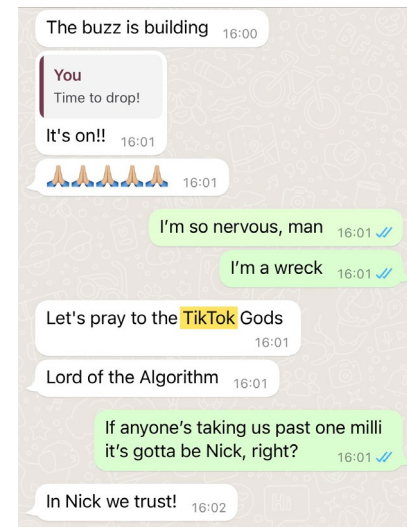
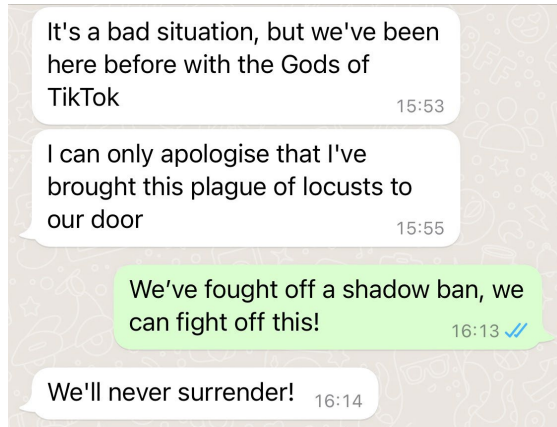
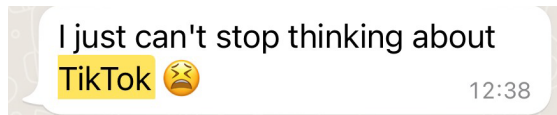
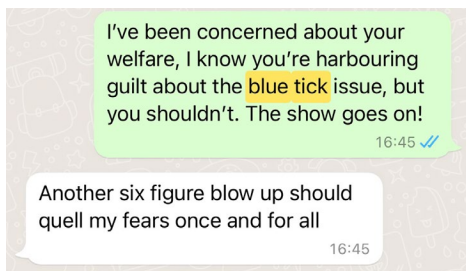
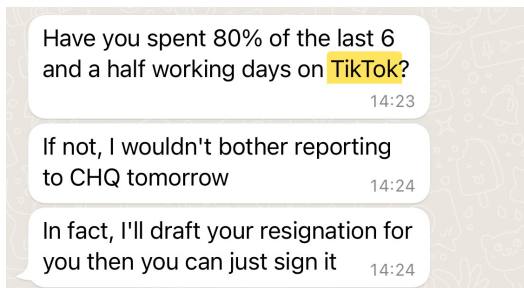
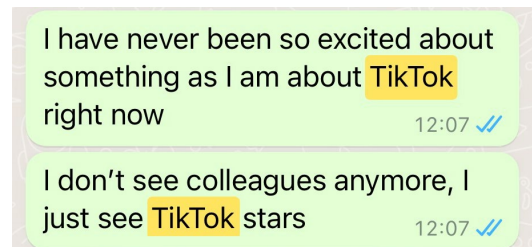
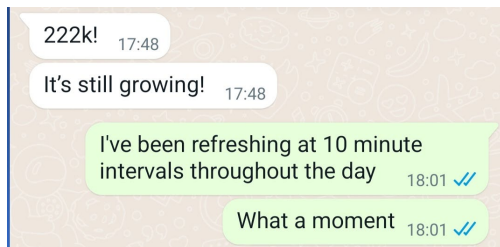
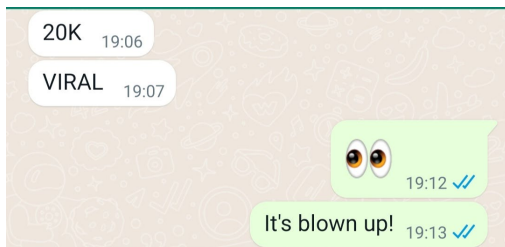


TRUTH

**IT'S
TAKEN
A LOT**



543



**BUT
WE'VE
LOVED
IT ALL**

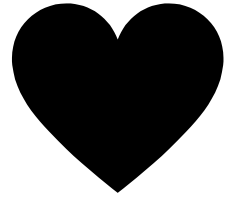


Instagram.



Reality.





Thank you

Special thanks to everyone in the public sector
who has supported our work.

We love you!

ENDS.