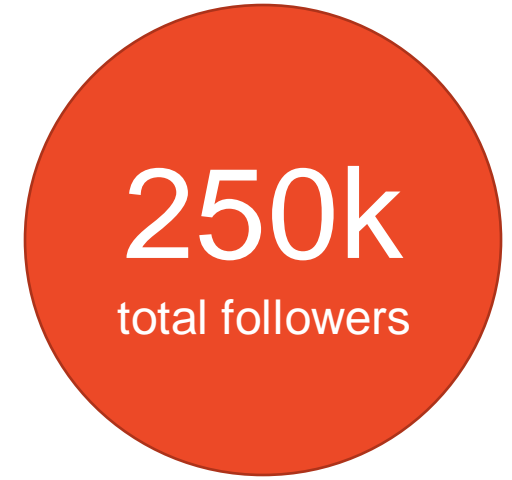
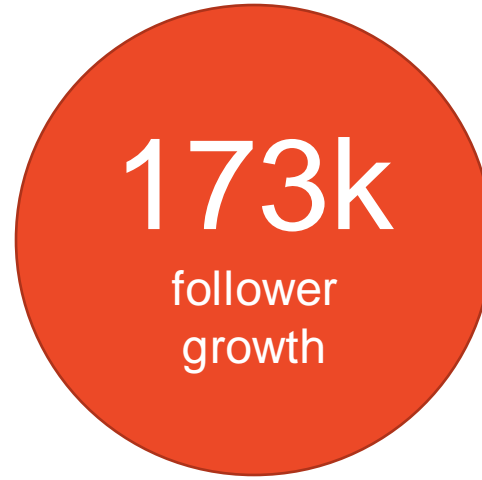
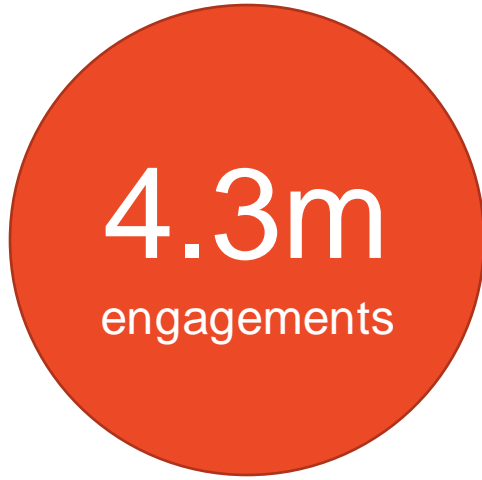
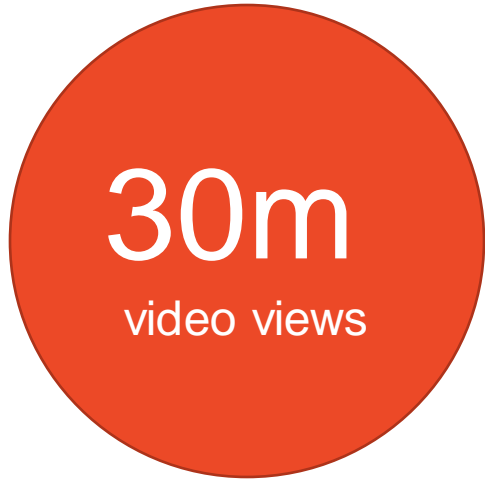


National
Theatre

TikTok Slay

2022



Having soft launched our TikTok at the start of the year, we fully committed to the platform in June 2022.

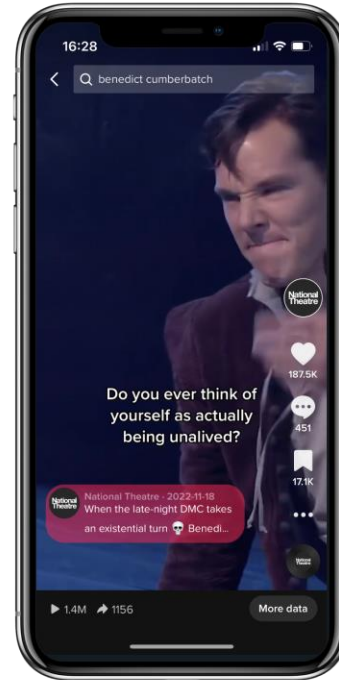
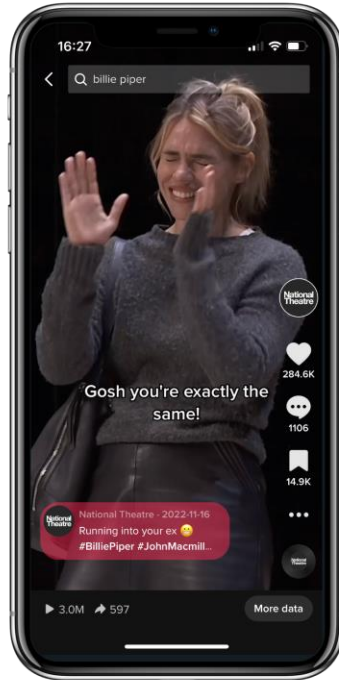
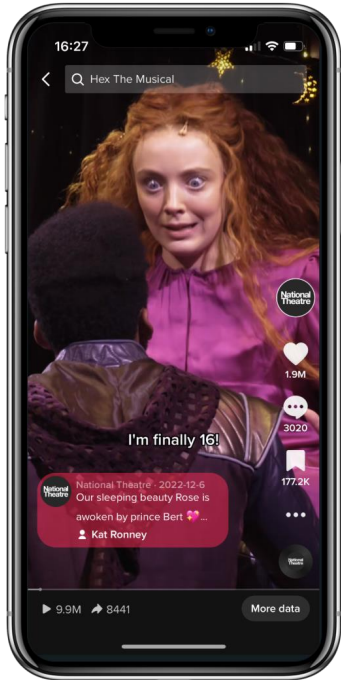


We embraced the theatre love and TikTok chaotic energy with a test and learn approach.



And we found ways to upskill and increase resource within and outside the organisation.

TikTok Content | Top 10 Slays by Video Views



9.9m

3.0m

2.2m

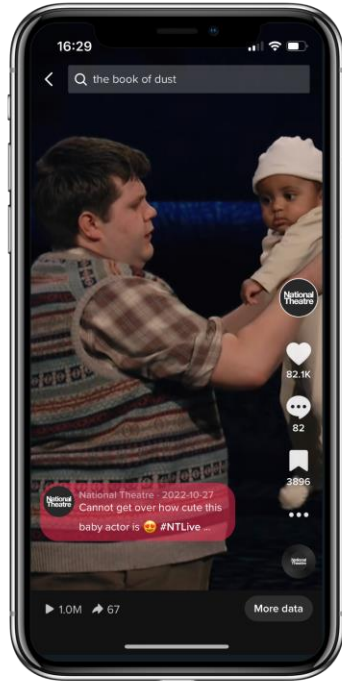
1.4m

1.2m

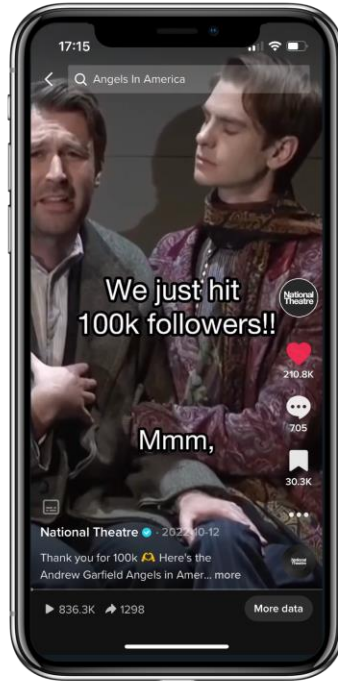
TikTok Content | Top 10 Slays by Video Views



1m



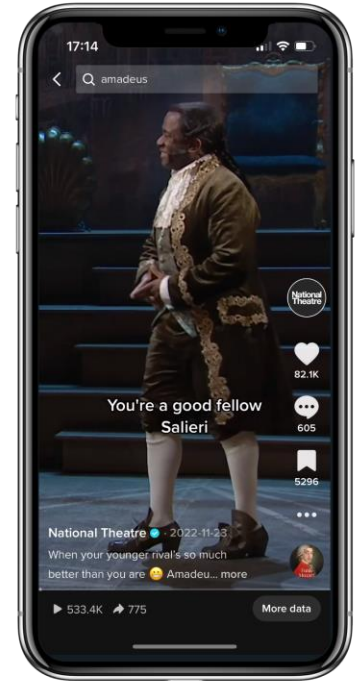
1m



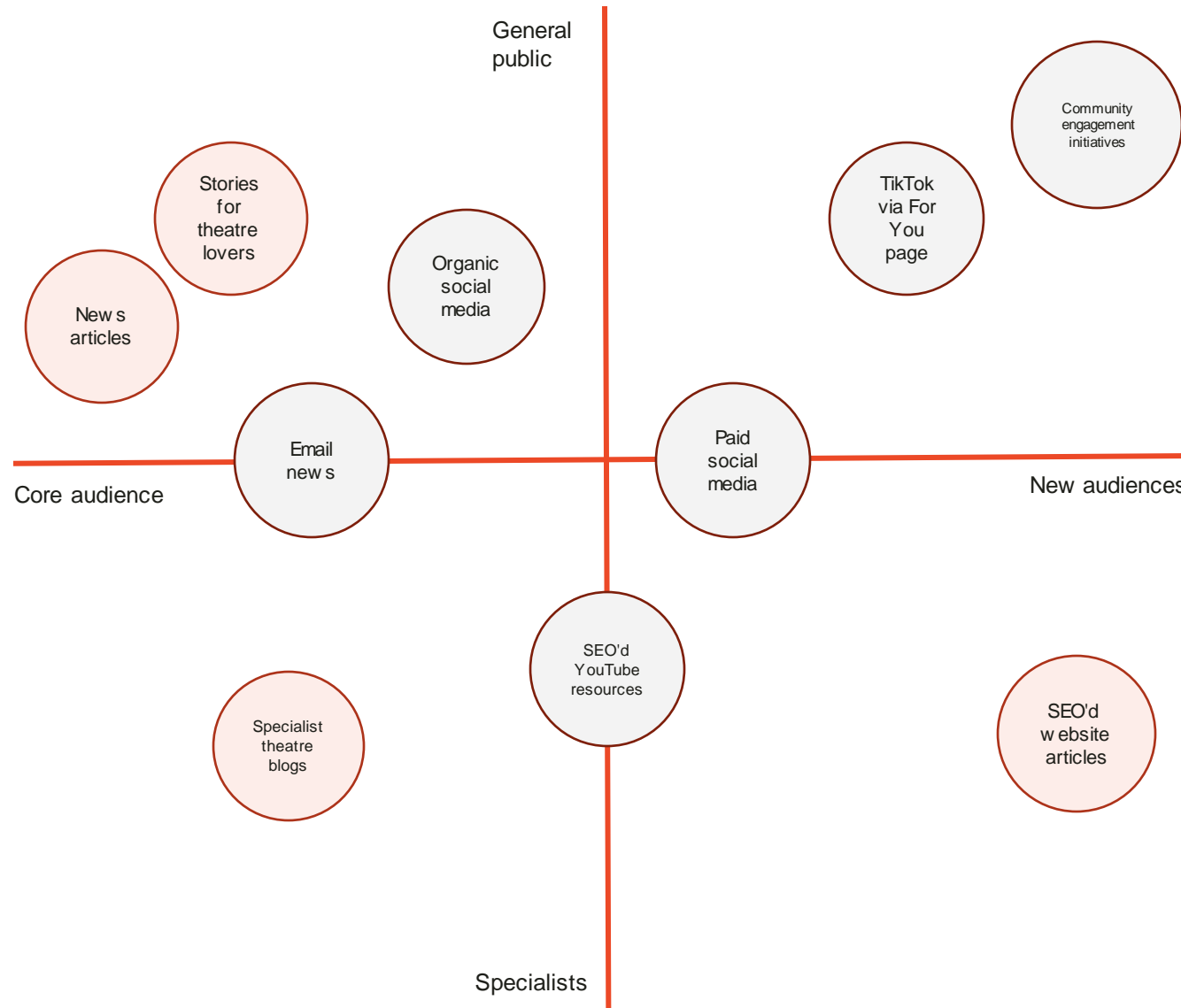
836k



810k



533k



By making **entertaining video content**, we will **inspire young people** with theatre, investing in **current audiences** and creating them for the **future**, in the UK and around the world

How it started:



National Theatre Stories

Tell stories about our actors, our history and our archive of shows.



Learning About Theatre

Teach people about theatre, how it gets made and careers that are possible.



Location Awareness

Build hype around our South Bank building as a cool destination to visit.



Show the Show

Targeted show clips and fan style edits focussing on 'sound' and humour.

How it's going:



National Theatre Stories

Tell stories about our actors, our history and our archive of shows.



Learning About Theatre

Teach people about theatre, how it gets made and careers that are possible.



Self-Shot Trends and Edits

Staff presented trends within the theatre niche and cast captured backstage insights.



Show the Show

Targeted show clips and fan style edits focussing on 'sound' and humour.

Internal



Marketing Teams

Trained marketing colleagues on best practice for TikTok, including deliverables required.



Digital Producers and Editors

Trained digital team on best practice storytelling on TikTok and deliverables.



Planning and Stage Management

Established working practices for enabling safe and organised video capture for TikTok.



Social Media Team

Self-taught ourselves TikTok's in-built editing and posting tools.

External



Cast and Technical Teams

Provided guides for how to capture exciting stories from backstage on shows.



Content Agency

Hired social media content agency Don't Buy Media to create some of our TikTok content.



Creative Sector Colleagues

Met with sector peers and shared learnings in a cultural newsletter and on LinkedIn to aid development of TikTok strategies.

A Collaborative Approach

Our work at the National Theatre on our TikTok channel has brought teams together creatively from outside and within the building.

"The incredible growth of our organic TikTok account has opened up a new advertising market for our campaigns. We were thrilled to achieve an unheard-of lower cost per acquisition in *The Crucible* ads on TikTok than on Meta.

This has been possible because of our playful approach to the platform, which the social media team have been amazing at teaching us about. We're properly optimising our video creative across organic and paid to reach new audiences from their insights."

Toby Connell-Cooke

Marketing Officer (National Theatre Live)



Making Inclusive Content

1

Captions

All videos to be captioned. These are created in platform for the boost from the algorithm.

2

Flashing Lights

Avoiding flashing lights and strobes, especially in red, or warn if unavoidable.

3

Colours

Ensure readability of all text with appropriate contrast and accessible colour palettes.

4

Copywriting

Simple text with a low reading age and an international audience in mind.

5

Font Size

Ensure all text is large enough to be readable by everyone.

6

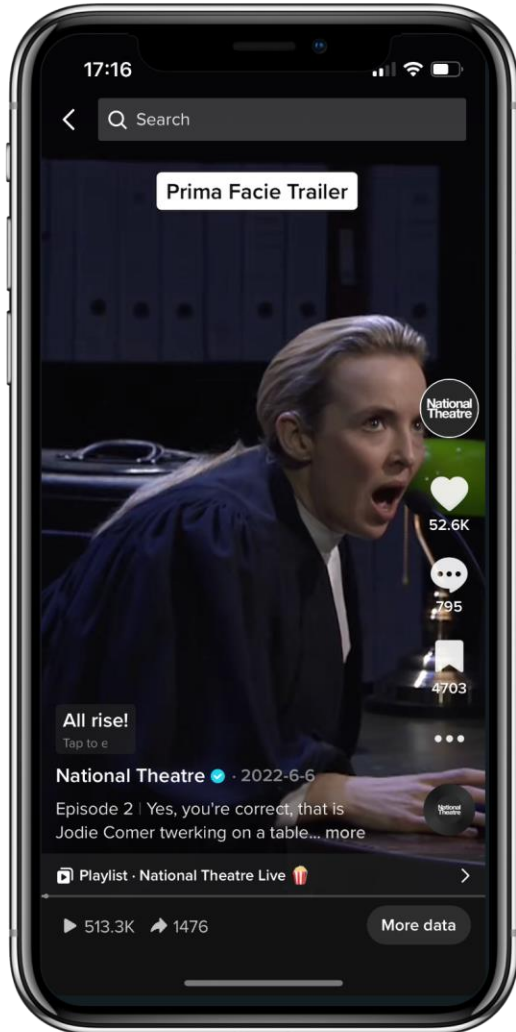
Representation

Make sure our followers feel like our content is for them.

7

Trigger Warnings

Avoid anything that may disturb or trigger, or flag with a warning if unavoidable.



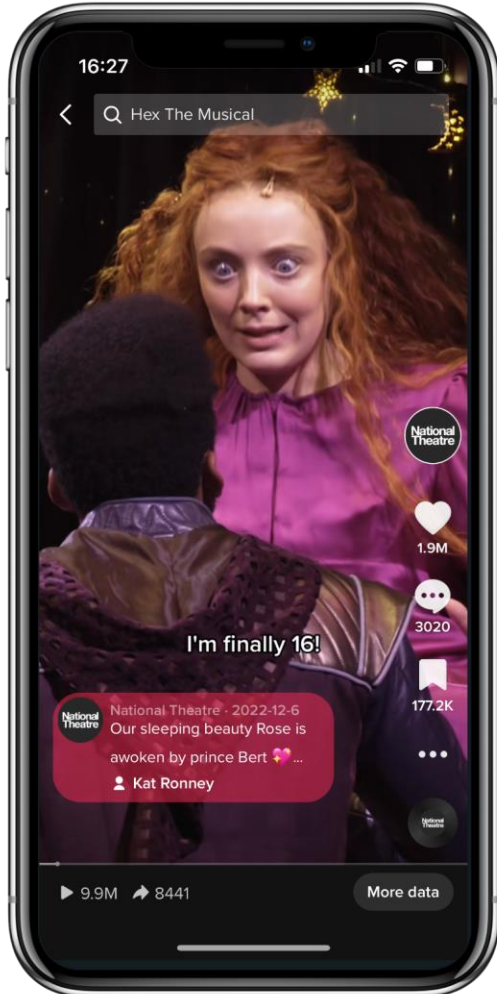
Yes, you're correct, that is Jodie Comer twerking on a table

- A socially optimised trailer, opening with Jodie Comer's iconic line "all rise" to grab in the first 3s
- Bespoke edit for TikTok to ensure safe zones were met
- Title added in app to make the most of algorithm boost for using TikTok features
- Cute and funny copy to engage fans
- Community management with a casual tone of voice

Impact on marketing campaign for the cinema release

- Biggest event cinema release in the UK of all time
- 50% cinema audiences new to NTL
- 22% uplift in U35 audiences

Organic and paid TikTok content was crucial to the success of this marketing campaign.



Hello! Hello? Hi!

- A clip from new musical *Hex* was chosen to resonate with TikTok audiences and went viral.
 - Recognisable scene from the *Sleeping Beauty* fairy tale
 - Young cast members
 - Brightly coloured design to pop on the For You page
 - Neurodiverse, speed of light rendition of the song with amazing vocal control
 - Funny and relatable topic about emerging young love

Impact on marketing campaign for the South Bank show

- 67% of the 9m views were from 18–24-year-olds and 23% from 25–34-year-olds
- 26% of bookers surveyed with first timers, compared to 5% of the yearly average
- 45% of audiences were under 35 and 34% were under 25.*

Organic and paid TikTok content was crucial to the success of this campaign.

*Shadow audience data analysis accurate as of 16/01/23.

We love seeing audiences drawn in to engage with our TikTok account because they've studied (or are studying) our plays

This is just one example of how we're developing theatre audiences for the future

-  **Iris** ✨
Ooooh I remember studying this for English lit alevel
2022-2-19 Reply  
-  **Molz**
takes notes for as level
2022-2-25 Reply  
-  **Alexyia**
Just started this in English lit a level 😂
2022-9-27 Reply  
-  **catherineworrall**
#englishlit
2022-4-24 Reply  1 
-  **Jaye**
I'm studying this for drama alevel and it shows up on my fyp i for real can't escape it 😂
2022-12-9 Reply  
-  **Joe <3**
Every Drama A-level student writing about this in the section C 🏠🏠🏠
2021-12-10 Reply  9994 

-  **Lorna**
[@martha_bremner28](#) THIS IS THE PLAY WE HAD TO ANALYSE FOR AH
2022-11-14 Reply  1 
-  **Ketan I**
I had to watch a recording of A Midsummer Night's Dream from the National Theatre for a class and I instantly fell in love with it!!
2022-12-8 Reply  1 
-  **Skye Angel Priest**
Studying this for a level was a dreammm
[@charlottebuchana1](#)
2022-11-18 Reply  1 
-  **varn**
drama gcse [@livravennn](#) [@lauren.obey](#)
2022-11-18 Reply  1 
-  **Cas**
This play was probably the best thing I have EVER seen. I was with my high school theatre class and we walked blocks back to the hotel in SILENCE.
2022-11-19 Reply  

"Having just launched our own TikTok a couple of months ago, the National Theatre's channel has been a real source of inspiration for us.

The way in which they create content and use language to engage new audiences with the work they do is fantastic, and clearly effective as shown by the community they've created on their channel!"

Lily Otton

Marketing Manager (Picturehouse Cinemas)

"Beks gave us a great overview of her TikTok strategy, practical application and successes. She really helped us understand how we can approach our existing content and refocus or re-edit it for TikTok. She has an excellent understanding of the National Theatre brand and how to share it through the TikTok lens to great success. She made it seem much more achievable than first anticipated."

Sîan-Estelle Petty

Senior Social Media Manager (Sadler's Wells)

"The National Theatre's TikTok is a prime example of an arts organisation using a new platform to expand and evolve their existing audience and reach new audiences. Through authentic and playful content that has both responded to trends on the platform, and by capitalising on the NT's broad span of work (on its stages and through its streaming platform), they've built up a strong audience on TikTok in a way that feels authentic and playful.

I love meeting with the NT social team, led by Beks Leary, to discuss ideas. She has embraced the app's quirks, creating content that feels native to the platform, and resonates with Gen-Z audiences, positioning the NT as a global voice for theatre on TikTok, and achieving millions of views in organic reach. It's a playbook example on how to do TikTok well."

Florence Bell

Social Media and Digital Content Manager (Young Vic Theatre)

National
Theatre

Thank you

2022