Use of TikTok Social Media in the Ukrainian University Branding

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Annotation

Aim. The objective of this article is to review the promotion of universities via the social network TikTok. The tasks consider the promotion through the TikTok use, the research of TikTok use in business promotion, depiction of university communication through TikTok use. Today's reality says that it is necessary not only to know about the platform existence but add TikTok use in the set of everyday tools for branding and promotion. Thus, the research object covers the marketing communication in education. The research subject specifies the university branding via the TikTok social media. The objective of this article is to review the promotion of universities via the social network TikTok. The tasks consider the promotion through the TikTok use, the research of TikTok use in business promotion, depiction of university communication through TikTok use. Results. The results obtained reveal that Ukrainian universities demonstrate wide range of strategies in TikTok use. However, it is possible to specify two main trends of its development:1) communication aimed at the internal audience (students and teachers of the university) and 2) an external one – attracting new enrollees. The data obtained show that university TikTok accounts are more frequently used in advertising and campaigning for admission. They show and maintain content highlighting students' opportunities after graduation, describing the advantages of entering the institution. Conclusions. One can speak only about two

trends of communicative development by Ukrainian universities in TikTok: communication that is aimed at the inner audience (students and teachers of the university) and the outer one - university applicants. There are no common rules regulating communicative conduct on such accounts. One can also stress that the intensity of TikTok use is still much lower than that of other social media services, and it is namely the TikTok social network possessing the tangible potential for its growth and popularity in the university environment. In addition, the TikTok university accounts demonstrate the best effectiveness and the most brand-building value to the university target audience. One can mention the use of TikTok by Ukrainian universities become more and more popular and the use of TikTok by universities is inevitable.

Key words: strategic communication, TikTok, university branding, university account in social media, Ukraine.

Introduction

Social media offers a powerful communicative tool for branding and advertising. Especially intensive social media includes Facebook, Instagram, Twitter, Snapchat, TikTok, and many others are exploited within the last three years (Auxier & Anderson, 2021).

TikTok is a Chinese-owned platform created under the name Douyin in 2016 and launched to the international market outside China in 2017 with the brand name TikTok. It is owned by the Chinese company ByteDance.

The platform is used to produce short-form videos of various genres like dance, comedy, and education with duration from 15 seconds to one minute (three minutes for some users). Thus, the platform provides the location for the short 'Challenge' entertainment videos from a fun challenge with a bucket of ice to those in which the user hummed a well-known tune while embarking on a dance routine! However, gradually the content on the site has become more varied. Today it contains music, entertainment videos, popular science videos, plus all sorts of challenges that are popular among its users. Today the 'Challenge" format is also actively used by companies to promote their products or services by launching such challenges among bloggers with a large follower audience, allowing brands to increase recognition and contact with the product from potential customers.

In 2018, TikTok following a merger became truly worldwide accessible and from day one, its indicators were truly impressive with 104 million downloads of the TikTok app recorded in January 2020. This number is 46 percent higher than in January 2019 (Top Apps Worldwide for April 2021, 2021; Top Social Media Apps Worldwide for January 2020, 2020).

Although the potential of this fast-growing network is mentioned everywhere, nevertheless even a year ago, nobody in the Ukrainian or Russian-speaking segment of social media considered TikTok use as a platform for effective advertising/promotion. The question is how to get ahead in this new environment; how much it costs; whom to approach; what the conventions of TikTok use are, indeed if they exist at all, etc need to be understood.

Today the situation changed significantly. There are popular TikTok influencers and bloggers who produce content and need to be seen as content creators. Brands often pay millions for promotion to these content creators. To assist, there is a network match called "Tiktopers 'that is like an agency providing the most comfortable conditions for presenting the influencers to brands who need them most of all for promotion. In this environment, big brands have the opportunity to become famous and make their presence known to consumers at the click of a button.

Indeed in 2021, it is impossible not to know about TikTok, for its popularity of use has been increasing at a rate faster than other platforms. Perhaps because its functionality is similar to this platform's mechanism of the likes of YouTube, Instagram, or Snapchat (Hutchinson, 2021).

Despite a significant rise in competition with well-established social media giants like YouTube or Instagram, TikTok is still trendy. Currently, there is every reason to believe that soon it will become an

important platform used for brand promotion on the same level as Instagram and Facebook use being a part of the standard set of services for promotion in social media marketing.

Today the situation differs drastically. There are popular TikTok influencers and bloggers who produce content and can be categorized as content creators. There are brands that pay millions for promotion to these content creators, there is the network match called Tiktopers that is like the agency providing the most comfortable conditions for the presenting the influencers to brands who need them most of all for the promotion. In this communicative environment, big brands have the opportunity to become famous and make their presence felt by consumers at the click of a button.

Although the average audience age of TikTok users is getting higher, the majority of the audience remains young people aged 18 to 28. It means TikTok is a fitting environment for brands that aimed to communicate among the younger audience (Sehl, 2021).

University promotion target audience is obviously in this range and it would be a big mistake not to use the platform with its 29% of user engagement rate, especially as we compare to Instagram's audience engagement rate of 3%. TikTok shows promising potential to reach the targeted audience in any promotion and/or advertising tasks (Most popular mobile social networking apps in the United States as of September 2019, by user engagement, 2019).

Brand design is a huge and complex task. It is no secret that for any university, as well as any other organization, the brand presents an important source of recognition and resource attraction, hence we all face the necessity to work hard and invest in the proper tools to promote our own university brand effectively.

Today's reality shows it is necessary not only to know about the platform existence but to add TikTok use to the set of everyday tools for branding and promotion to maximise your target audience.

In 2021, it becomes impossible not to know about TikTok, and the popularity of TikTok use has been increasing incredibly. One can mention also that the functionality similar to this platform's mechanism is implied on YouTube, Instagram, or Snapchat (Singh, 2021).

Despite a significant rise in competition with such social media monsters like YouTube or Instagram, TikTok is still trendy. Currently there is every reason to believe that soon it will become an important platform used for brand promotion on the same level as Instagram and Facebook use being a part of the standard set of services for promotion in social media marketing. Although the average audience age of TikTok users is getting higher, the majority of the audience covers still young people from 18 to 28. It permits to use TikTok as a fitting environment for brands that aimed to communicate among the younger audience (Singh, 2021).

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Today's reality says that it is necessary not only to know about the platform existence but add TikTok use in the set of everyday tools for branding and promotion.

Thus, the *research object* covers the marketing communication in education.

The *research subject* specifies the university branding via the TikTok social media.

The *objective of this article* is to review the promotion of universities via the social network TikTok. The tasks consider the promotion through the TikTok use, the research of TikTok use in business promotion, depiction of university communication through TikTok use.

Branding and Promotion of Universities

The importance of higher education marketing through online resources has been well studied (Noel-Levitz, 2014). Ruffalo Noel-Lewitz's e-expectations report indicates that one-fifth of students surveyed told that they would remove an institution from their list of choices due to poor experience obtained on the university's website. This statistic is confirmed by a number of other conducted surveys, including The Guardian (Silverman, (2012); Shaw, (2014)), which highlights the need for more than spending on online resources rather than more traditional forms of marketing in education, such as email marketing and press-advertising.

According to a report by Students Online: Global Trends (2014), social media marketing still has had a long way to go before it could overtake the world's major marketing leaders in higher education. Although some of the students surveyed are skeptical about social media for universities as a marketing tool, most candidates acknowledged that social media for universities has its positive uses and big preferences. The results of the survey show that the official university websites and university ranking websites are of paramount importance for prospective students seeking information. Social media remains at the bottom of the pile, but as the sector is still developing, the report predicts that the popularity of social media marketing in higher education would continue to grow and overtake resources such as student forums in the coming years (Students Online: Global Trends, 2014).

In recent years, higher education branding and marketing have changed significantly in the online space, focusing on new platforms for external interaction and communication. The use of social networks in higher education is a new activity that goes in such areas as:

Recruitment;
Relations between students and graduates;
Crisis communications;
Fundraising.

All this is happening on social networks. Digital marketing generally involves the use of effective and intuitive websites and mobile applications. Institutions continue to use social media and digital platforms such as Twitter, Facebook, YouTube, Instagram, and podcasts to promote their programs, and website design has been an additional important component in how colleges and universities present themselves to prospective students. For universities that use social media marketing, response time (the feedback) remains important. Social media for universities, if they work well, is by far the most effective point of contact for students who want quick answers to common questions. And social media is the best way to connect with universities, and for students who are quick to get answers, social media is often superior to anything else.

One can delineate there are also many benefits and ways to use social media as a marketing tool. For example, some of them:
- exchange of important news in real time;
- attracting new entrants;
- promotion of values and achievements;
- communication with graduates;
- intensification of fundraising efforts;
- use of user-generated content;
- development of new learning opportunities;
- attracting students inside and outside the university (Ibid).

In addition to publishing breaking news and advertising the institution's faculties, the platforms can also create content about the mission and values of the institution, promote the culture that the institution wants to develop.

The use of social networks in higher education is important for setting the tone of communication. Graduates are often a great source of fundraising. Social networks raise status and help keeping in touch with them. Abroad, many colleges and universities maintain social accounts specifically focused on relationships

with graduates. Social networks are also an important tool for advertising one-time or annual fundraising events. The entire student community is likely to create content on social media on a regular basis. This is the real content that can help the branding of the institution.

Competitions on social networks encourage students to share content that can be used on the official website of the university. Simple rewards, such as clothes with the university logo, work well as motivational prizes. In addition, these promotional items are likely to appear in the future publications, which will further promote the university strengthening its brand. Social media in higher school provides powerful opportunities for creative thinking and presentation. Mustafa Hamadi and his team developed an algorithm for using social media in higher education as a tool for collaborative learning (Hamadi, et al, 2021).

Thus, the experience of promotion through social networks of the world's best universities is based on general trends in promotion, such as reduced Twitter activity, high demand for video content, but with the following features: - actively promote platforms with scientific content and online courses. We want to stress also that new forms of communication are being actively used, such as podcasting, communication through Chinese applications as TikTok and creating a universities' representation in the business world through communication via LinkedIn.

Promotion with TikTok

TikTok is a giant platform focused on the format of short videos, which are about 15-60 seconds long. TikTok promotion is an effective way to attract new audiences and add new customers to your client list. It solves three problems at once:

- Increase brand awareness. Quick videos, which for the most part do not carry any meaningful load, can be useful for business. Business owners can create both promotional and introductory videos to attract the attention of the target audience to their product.
- Building trust. Since users are tired of the usual social media ads, which are often questionable today, it will be easier to get their attention and gain credibility for the business in a TikTok action.
- Creating overall brand awareness. By consistently publishing content on the app, the brand will build its image and notion of how it should be seen by potential customers (Singh, 2020).

One of the main advantages of promoting brands in TikTok is the ability to easily promote the account and "ride out" on quality content.

The more views your videos get, the more often they are recommended by your target audience. An easy start is possible, thanks to a clear match with users' interests which the app selects and generates independently in the main feed. This process is run by the TikTok algorithm which automatically associates your content with its niche or target audience.

For TikTok promotion, there is one important rule – keep up with trends. If you understand what is popular and in demand for a particular audience, it will be easy for you to create commercials and introduce potential customers to your products and services. Also, a little competition for businesses can be added to the advantages. So far, this niche is not overcrowded with business accounts, which gives any brand a chance to quickly find its audience and increase awareness.

It is also important that TikTok users do well with expert content designed to meet their needs. TikTok also has also the option of creating a branded mask or sticker that users can use in their videos. Like the majority of other social networks, TikTok allows users to repost, like, subscribe to, comment on, and correspond with other users. Naturally, the management of the social network does not miss the opportunity to make a profit, and on the wave of its popularity, it has opened up the possibility for brands to run ads on their site. The site offers five advertising options for paid advertisement – promote the post, create a brand track, create a promotion channel, to buy a hashtag and simultaneously conduct a challenge using it and the

possibility to use a TikTok influencer by using the in-app tool and this is also a service provided by TikTok itself.

However, as on the initial stage of Instagram's development, thanks to the special tuning of the algorithm today in TikTok, absolutely any user can get millions of views and become extremely popular. This requires absolutely no financial investment – only the ability to create a viral video that will be of interest to other users. We consider perhaps this is another reason why namely this social network is so popular among young people, many of whom dream about self-promotion and own branding.

Promotion of global and local brands in TikTok

Outreach to potential clients is an important activity for global brands and most global brands couldn't miss such opportunities provided by this social media platform. The brand Guess was the first who presents the first global advertising campaign with the use of TikTok in 2018: The Guess Challenge promoted the initiative, the brand resorted to collaborations with influencers who set the trend and increased the reach of the Challenge audience. To participate in this Challenge it was enough to make a before/after video: to the track "I'm a Mess" by Bibi Rexa, users showed their outfit in old clothes and changed into a fashionable image by Guess. The challenge was held under the hashtag #inmydenim. It was a great solution to draw attention to the new line of denim clothes. The result was more than 5 thousand videos and 52 million views on the hashtag.

Later Pepsi India launched the #SwagStepChallenge dance challenge. In the first four days, the videos accumulated a record 5.4 billion views and users began posting their variations of the dance with this hashtag. That's how the number of videos in the campaign grew to several hundred.

McDonald's started the #BigMacTikTok campaign, where users had to repeat a simple dance routine to the brand's single and record it on video. All participants received free Big Macs and a chance to win a cash prize. Videos with the hashtag #BigMacTikTok received more than 12 million views. Taking in mind such successful results achieved by the aforementioned promotions, a huge number of brands are now being represented on the platform and their number is only growing.

The analysis of TikTok market testifies that today there are a lot of Ukrainian brands in this social network. The technology stores were the first to break into this niche - most likely a domino effect worked here. ALLO was the first Ukrainian brand to enter this platform. Currently, its page already has almost 1,000 videos. The "ALLO" marketing team participates in Challenges, holds contests, and uses top tunes in their videos. The company channel keeps popular videos with 1,600,000 views.

The example of store "ALLO" was followed by Ukrainian mobile provider Kyivstar. It is worth mentioning their TikTok series, helping the account to show decent results in the form of 34,000 subscribers, 450,000 likes, most video clips of the account have 500,000 views.

The shoe store chain INTERTOP has also managed to promote its account in TikTok, namely through the mechanics of a roller: a video with three boxes of VANS shoes, which were shuffled and offered to the subscribers to guess which one of them have sneakers in it. The video got 34 million views and became the proof that this mechanic worked. However, only a few brands use TikTok intensively in Ukraine. The data show that in the current situation Ukrainian brands prefer to use Instagram more frequently than TikTok (Boxin, 2020).

Over the last few months, significant amount of people have appeared on the Ukrainian TikTok platform with over 5 million users to date, and more and more businesses are opening their channels. Free traffic on an unimaginable scale, budget savings on promotion, and the opportunity to be the first in their category attract more and more brands to try their luck with this platform.

Promotion of Universities via TikTok

Promoting universities via TikTok looks to be the best in terms of potential response. This reflects the strong presence of Generation Z users on the platform, educational institutions, therefore, have to use certain opportunities with TikTok collaboration. Universities by using by creating content that reinforces their brand will be resonating with their future students' target audience.

Using TikTok to promote campus events, activities and lifestyles present a great way to draw attention to your institution's brand and increase brand awareness. This promotion provides the opportunity for future students and potential applicants to learn much more about your institution's life. Posts and videos about the college's corporate culture revealing students' pride in wearing their university colours, maintaining interests in following the latest trends in university life, etc.

This is a real opportunity to showcase the best qualities in a format that fits the compressed focus of Generation Z. This type of promotion is very important to both developing and maximizing an institution's brand.

According to CNBC blog write-up, college students are becoming involved as brand ambassadors on campus for TikTok (Mio, 2021) and this paves way for the social media platform making its own way into the higher education environment. The benefits not only include the practical marketing skills and experiences that the students get from actively partaking in projects of such a nature but also on the fact that the university campuses get the connection and representation across the TikTok social media platform. Campus ambassador programs can benefit brands too, so you need to check that they are suitable for academic universities. According to Jonah Berger's study, 82% of consumers are likely to follow the recommendations made by micro-influencers. These micro-programs develop a win-win situation because the brands get the exposure and students gain the marketing experience according to Julie Jatlow's opinion - a partner at Fuse, a TikTok college ambassador program agency (Ibid.).

Being creative with short-form content on the internet is a favourite activity for students both the current and future ones, and TikTok presents a perfect platform with its short video format. With the shift in the Generation Z, interests focus more on authentic, nurturing fun and fast communication (Boivin, 2020) namely short creative videos are the best way to deliver any message to meet the target audience's demands. So instead of long write-ups, a modernized marketing approach stands out in showing off your community to future and existing students, plus the wider world.

A couple of questions need to be addressed by institutions that intend to make their presence on the platform perceived and known. Questions like what to be achieved with the account or with each post and how they intend to measure their success are the most useful for the interaction with the target audience.

At the present, an estimate of 4% of 25 million business marketers use TikTok and this figure shows the potential available on the platform for early presence (weareglacier). With a 40% user base within 16 to 24 years of age and with over 60% percent of its users under the age of 30, advertisement and promotion on TikTok would reach the target audience, Generation Z (Gen-Z).

Potential and Benefits of TikTok for Universities' Promotion

Using TikTok to promote campus events, activities, and lifestyle is a fabulous way of creating awareness around an institution's brand but this has to be done with a personal twist. The 'broom challenge' is one example of a trendy twist personalised in short videos (Diteljan, 2020; Ahlquist, 2019; TikTok Launches #EduTokXCampus, Partners with Leading Educational institutions to Promote Knowledge Sharing through Content Creation, 2019).

Universities and colleges promoting their communities on TikTok will create an avenue for them to recruit students. Highschool freshmen and sophomores are more likely to download reels and already use TikTok to get latest trends and information than searching the internet for college information or opening college printouts (Boivin, 2020). Many universities create contents to engage their users with their brand and

most contents are aimed at showcasing the authentic and genuine looks of the university, student life, and campus culture (Warack, 2020).

Universities leverage TikTok with short videos showcasing contents like:

- Notable alumni features and overall alumni stories;
- Informative videos highlighting specific majors and courses;
- Campus news updates featuring events and announcements;
- Student ambassadors sharing a day in a life of a student;
- Challenges and contests around the university initiatives or campaigns;
- Tours of campus, buildings, and classrooms;
- Curated college acceptance and graduation videos.

Up-to-date examples include the trendy university graduation videos on TikTok showing the promotional potentials of the platform. The University of Limerick graduates promote its brand using a hashtag on TikTok with the #handclapchallenge. The University of Strathclyde, Glasgow is also advertising its master's degree program from January 2021 but also as a reach-out avenue for potential students who are interested in the program and for the enrolment information about the university on the whole (TikTok for Higher Ed: The latest education Social Media Marketing Trend, 2020).

The main feature of the TikTok application covers the challenge mechanism and trending hashtags and these features help boost a community's outreach if well applied. The University of Florida was one of the first universities on the TikTok platform setting a trend for higher education colleges and universities and making TikTok a part of their campus life (Ibid). In 2019 this university opened the first verified university account on the TikTok platform. Reactions from students who find their universities on the TikTok platform were very positive with the fact that the students identify themselves with their university and were proud to be a member of its community (Ibid.).

Syracuse University, Indiana University and many other higher education institutions have also pitched in on this platform leveraging the potentials to engage their students and communities (Warack, 2020).

Knowledge Sharing through TikTok

In 2019, TikTok launched EduTokXCampus in India where it partnered with Educational Institutions to promote knowledge sharing through content creation. The program was aimed at encouraging student's knowledge exchange and sharing through the creation of educational content with the wider community. With over 800 participants the program reached out a great number of young students across Mumbai. The program featured an-app challenges and competitions to motivate students to upload educational videos on TikTok using the hashtag #EduTok (newsroom). The EduTok campaign became the most popular campaign on TikTok and engaged students from prominent Indian educational institutions recording over 35.6 billion views of educational videos across different categories (newsroom).

Thus, the main research objective is to cover the usage of TikTok for universities and an examination of the strategies' used by universities. This research analyzes the advantages of promotion with TikTok, the available tools that can be used by universities for their branding. A two-step approach is exploited to meet the objective. The sample based on the Consolidated Rating of Higher Education Institutions in Ukraine 2020 using TikTok accounts is formed.

Methods Used

As mentioned above, the sample for this research is extracted from the Consolidated Rating of Higher Education Institutions in Ukraine 2020 (https://osvita.ua/vnz/rating/51741/). The informational education resource "Osvita.ua" compiles a consolidated rating of higher education institutions in Ukraine on a regular basis. The source data for the consolidated rating of higher educational institutions in Ukraine is comprised

from three national rankings of educational institutions in Ukraine: "Top-200 Ukraine", "Scopus" and "ZNO on Contract":

The rating "Top-200 Ukraine", compiled by the Center for International Projects "Euro education", uses open data of direct measurements, shows open web resources of independent national and international institutions;

Scopus Rating is based on the Scopus database, which is a tool for tracking the citation of scientific articles published by academic institutions or their staff in academic publications. In the rating compile procedure, Ukrainian universities are rated according to the Hirsch index - a quantitative indicator grounded on the number of scientific publications and the number of citations of these publications;

"ZNO on contract" rating considers higher education institutions according to the average score of ZNO of entrants of the last year, who were enrolled to higher education institutions at the expense of individuals and legal entities (contract) (The Consolidated Rating of Ukrainian Universities Is Published, 2021).

The national consolidated ranking of Ukrainian universities is considered as the most authoritative among the expert opinion and media (Lugovyi, et al 2020).

The first 29 universities in Ukraine are processed and studied basing on their ratings and presence on the TikTok platform.

For TikTok university accounts research the content analysis with the combination of social media web-parsing is used. Every TikTok account is searched according to the following quantitative indicators: the number of subscribers, likes, views on the most popular videos. Then the ratings are ranked for each of these indicators and scored totally. The ways of promotion and the target audience of the most popular TikTok accounts are studied also.

Results

The percentage on the platform of the best 29 universities has been researched to collect the statistic of their TikTok accounts. From this investigation, it is clear that not all universities have made their presence on this platform known. This left us only with a handful of 18 universities' accounts to investigate. The results obtained reveal the following picture of the top five most successful university accounts:

The first place is occupied by the National University of Pharmacy (https://www.tiktok.com/@pharmchem.nuph)with the statistics of TikTok account – 63,300 subscribers, 321800 likes and 1.4M views on the most popular video. This account is used by the institute to promote not the institute itself, but its scientific activities. Most of the videos located on the account describe and explain chemical processes in our everyday life.

The National Technical University of Ukraine "Igor Sikorsky Kyiv Polytechnic Institute (https://www.tiktok.com/@rtf.kpi.ua) occupies the second place. Its TikTok account contains 2023 subscribers, 97900 likes, 176.1K views on the most popular video. This account promotes one particular department of the university. The account in itself presents video clips with the illumination of events, and demonstration of educational buildings, but in most cases videos present sketches about students' life with their interpretations in humorous form. The target audience for this TikTok account includes university students. The main goal is to communicate with them through humour and in a casual habitual way.

The third in the ranking is the Taras Shevchenko National University of Kyiv (https://www.tiktok.com/@sp.knu0 with the TikTok account containing 1174 subscribers, 71.9K likes and 127.5K views on the most popular video. The videos of the channel promote the university life and achievements, demonstrate locations recognizable for students. It largely promotes the image of the most successful university in Ukraine and enhances the image of the institution among its main stakeholders.

The fourth place is taken by the National Aviation University (https://www.tiktok.com/@nationalaviationuni). The TikTok account statistics include 2974 subscribers,

70.8K likes and 128.4K views on the most popular video. Their account promotes the university, demonstrating university brand clothing, their educational sites and buildings. Plus gives information about faculties and the admission rules to the university. The target audience of this channel covers university applicants. The account works directly to promote the university brand among applicants' target audience.

Yuriy Fedkovych Chernivtsi National University occupies the fifth place in this rating (https://www.tiktok.com/@studparliament.chnu). Its TikTok account has 944 subscribers, 37.4K likes and 27K views of the most popular video. The account works with university students, covering faculty events, and showing students' dormitories, peculiarities in their lifestyle, etc.

The conducted analysis reveals the common strategy in the promotion through TikTok centres upon the use of humour. Also, it demonstrates that the installation of dynamic and short videos; the use of popular hashtags; recording under the audio track that the platform promotes presents the main peculiarities in TikTok use by universities. The content located on the TikTok accounts mainly contains the demonstrations of recognisable locations of universities, the use of recognizable university attributes, with covering their events in a more informal way.

Although it is difficult to generalise about a common consolidated strategy, one can mention only about forming trends. Sometimes university TikTok accounts' aim is to promote science and education, as in the case of the National University of Pharmacy. Most university´s TikTok profiles try to interact, cooperate with students, being in constant dialogue with them.

Conclusion

The data obtained show that university TikTok accounts are more frequently used in advertising and campaigning for admission. They show and maintain content highlighting students' opportunities after graduation, describing the advantages of entering the institution. In addition, accounts also keep detailed information about university structure: Faculties, specialties, etc. In our opinion, namely the location of such information on TikTok accounts and constant interaction with its target audience presents the most winning strategy in university promotion. Also, these accounts demonstrate effectiveness in use, bringing the most brand-building value to the right target audience.

However, the research clearly shows that Ukrainian universities demonstrate various communicative strategies. However it is possible to speak about two trends of communicative development: communication that is aimed at the inner audience (students and teachers of the university) and the outer one of university applicants. There are no common rules regulating communicative conduct on such accounts. One can mention the use of TikTok by Ukrainian universities is becoming more and more popular.

One can also stress that the intensity of TikTok use is still much lower than that of other social media services, and it is namely the TikTok social network possessing the tangible potential for its growth and popularity in the university environment. The research indicates that the use of TikTok and similar channels by universities is inevitable.

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Використання соціальної мережі TikTok у просуванні університетів України

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Анотація
Мета. Метою статті є огляд просування університетів через соціальну мережу TikTok. Одне з основних завдань – аналіз просування університетів через використання соціальної мережі TikTok, дослідження використання TikTok у просуванні бізнесу та університетських комунікацій, у брендуванні вищих навчальних закладів України. Сьогоднішні реалії є свідченням того, що необхідно не тільки знати про існування платформи, а й додати використання TikTok у набір повсякденних інструментів для брендингу та просування. Таким чином, об'єкт дослідження охоплює маркетингову комунікацію в освіті. Суб'єкт дослідження охоплює брендинг університетів через соціальну мережу TikTok. Результати. Суб'єкт дослідження визначає брендинг університету через соціальні мережі TikTok. Отримані результати свідчать, що українські університети мають різноманітні стратегії використання TikTok, проте можна виділити дві основні тенденції її просування й розвитку: спілкування, спрямоване на внутрішню аудиторію (студенти та викладачі університету); зовнішнє – залучення нових абітурієнтів. Дослідження довело, що університетські акаунти на TikTok частіше використовуються в рекламі й агітації при вступі до вишів. Ці акаунти показують і підтримують контент, що висвітлює кар'єрні можливості студентів після закінчення навчання й описує переваги вступу до навчального закладу. Висновки. Можна стверджувати, що використання TikTok українськими університетами стає все більш популярним. Університетські TikTok акаунти демонструють найкращу ефективність і найбільшу цінність для створення бренду для цільової аудиторії університету. Водночас дослідження чітко показує, що українські

університети не мають спільної комунікативної стратегії. Також немає єдиних правил, що регулюють комунікативну поведінку на таких профілях.

Ключові слова: брендінг університетів, стратегічна комунікація, ТікТок, профіль університету в соціальній мережі, Україна.