

Expanding audiences without exhausting resources: How one nonprofit activated TikTok creators for authentic content curation

Received (in revised form): 9th October, 2024



NATE MIZE-PRESSLER

Media Director, Media Cause, USA

Nate Mize-Pressler is an award-winning media director at Media Cause, a nonprofit marketing agency dedicated to social good. He develops and executes comprehensive, multi-channel strategies to enhance client success in brand awareness, fundraising and lead generation for his nonprofit clients across industries. He has over ten years of experience in digital marketing, helping small businesses, national brands and nonprofits.

Media Cause, 436 U St NW, Suite 400, Washington, DC 20009, USA
Tel: +1 614 800 6730; E-mail: nate@mediacause.org



MELANIE SCHAFFEL

Senior Manager of Digital Advertising, Parkinson's Foundation, USA

Melanie Schaffel is the Senior Manager of Digital Advertising at the Parkinson's Foundation. She has more than 13 years of experience driving social media engagement and leading high-impact digital campaigns. Melanie holds a bachelor's degree in public relations from Florida State University and has shared her passion for building a healthy digital ecosystem to enhance nonprofit strategies at the Nonprofit Technology Conference and on an episode of the Nonprofit Radio podcast.

Parkinson's Foundation, 5757 Waterford District Drive, Suite 310, Miami, FL 33126, USA
Tel: +1 305 537 9927; E-mail: mschaffel@parkinson.org

Abstract

Parkinson's disease (PD) is a significant neurodegenerative disorder affecting millions globally. Despite its prevalence, there is no cure, and diagnosis remains challenging. The Parkinson's Foundation, established in 1957, is committed to funding research, providing support and spreading awareness. This paper examines the foundation's 2024 Parkinson's Awareness Month campaign, #ABCsOfPD, which utilised innovative digital marketing strategies to enhance public awareness. The Parkinson's Foundation, in partnership with Media Cause, leveraged previously untapped channels such as Reddit, Pinterest and TikTok, achieving notable engagement and expanding the foundation's reach. A particular focus was on using the TikTok Creative Challenge to generate authentic, user-driven content, resulting in a successful campaign that drove significant website traffic and engagement.

KEYWORDS

social media marketing, social media strategy, health marketing, influencer marketing, influencer content, paid media marketing, content resourcing and production, nonprofit marketing

DOI: 10.69554/NSQI1322

THE STATE OF PARKINSON'S

Parkinson's disease (PD) is the second-most prevalent neurodegenerative disorder in the world. It affects more than 1 million families in the United States and it is estimated that 90,000 new people will be diagnosed this year.¹ More than 10 million families are living with it around the globe, yet we still have no cure. In many cases, it is even hard to diagnose. While many define PD as a movement disorder and can picture the tremors that certainly accompany many along their journey, there is a complex suite of lesser-known and often unseen, nonmotor symptoms to manage as well.²

It can be overwhelming news for anyone to take on. While it mostly affects older adults 50 years and up, about 4 per cent of cases are considered young-onset (YOPD) impacting those under 50, too.³ PD develops in people from all walks of life regardless of race, gender, sexual orientation or geographic location, but for now, we simply do not know why.

The Parkinson's Foundation is a nonprofit organisation that has been around since 1957. To date, it has provided more than US\$449m in funding for Parkinson's research and clinical care⁴ — but that is not all. The foundation also supports those living with the various complexities associated with PD, providing educational resources, referral services and community to remind constituents that they are not alone. Through its chapters located across the United States and its global network of specialised care centres, staff and partners are stationed for localised support on a grand scale.

As scientists and healthcare professionals strive for answers, the Parkinson's Foundation believes in empowering society through education. We collectively have to know more about PD to live better with it today as we work towards eradication tomorrow. And, as the readers

of this journal will surely agree, there is nothing like an effective digital campaign strategy to achieve just that.

LEVERAGING PARKINSON'S AWARENESS MONTH

When the Parkinson's Foundation looks to the editorial calendar for a chance to make the biggest splash, April is circled in 'PD Blue' (#00bfda) for Parkinson's Awareness Month. Each year, the foundation brainstorms a theme that engages the Parkinson's community and shifts PD into the public discourse while positioning the foundation as a leader in the healthcare and nonprofit space.

In 2024, the Parkinson's Foundation communications team generated the #ABCsOfPD to spread the word about Parkinson's disease from A to Z. The campaign highlighted relevant terminology related to PD (Figure 1), shared resources that can help people live better with it and provided a space for people not only to learn more about the basics of PD but also for those further along their journey to share their experiences with topics that resonated with them.

While previous Parkinson's Awareness Month campaigns focused on generating revenue, the #ABCsOfPD served as a true awareness campaign, with a major focus on driving traffic to the Parkinson's Foundation website, where folks could learn more about each letter. Working with long-time partner Media Cause, a nonprofit marketing agency helping accelerate the growth and impact of organisations and individuals doing good around the world, the 2024 Parkinson's Awareness Month campaign leveraged innovative campaign tests across new and established advertising channels during a two-phased approach throughout April.



Figure 1 Example of creative from the 2024 #ABCsOfPD Meta campaign

ACTIVATING NEW AUDIENCES AND TESTING NEW CHANNELS

The Parkinson's Foundation's strong digital advertising history across key paid search efforts — Google Search (and the Google Ad Grant) and Microsoft (Bing), as well as Meta (running advertisements across Facebook and Instagram) — has provided meaningful learnings and a rich source of data over the years. The foundation's digital marketing efforts span tactics across connecting those living with Parkinson's disease to programmes and resources, driving registration for biannual fundraising events and supporting donations during key times throughout the year, including the year-end giving push.

The #ABCsOfPD campaign aimed to expand the foundation's reach by leveraging new audiences and channels to connect with those living with PD, their care partners and family members. With an increased investment, digital marketing efforts during Parkinson's Awareness Month expanded beyond familiar channels.

While the foundation has found great success with its digital advertising programme on Meta, Search and Display,

it introduced new channels for an even more robust approach. This additional investment made it possible for the digital marketing team to run a control campaign on Meta while testing advertisements across new paid social channels, ultimately running Parkinson's Awareness Month campaigns on Reddit, Pinterest and TikTok. To activate new audiences across these new frontiers, it was imperative to move organically and authentically on each.

The Meta campaign ran across two phases, initially solely focused on driving website traffic to the #ABCsOfPD landing page. During the first phase, the Parkinson's Foundation leveraged first-party data and lookalike audiences, focusing on re-engaging those who had downloaded previous Parkinson's Foundation resources, and modelling lookalike audiences for Parkinson.org website visitors and those with a connection to PD. The second phase sought on-platform engagement, thus, leveraging strong website and top-funnel advertising remarketing audiences to inspire action directly on Facebook and Instagram.

On Reddit, where the Parkinson's Foundation already had a strong organic presence, the team ran top-funnel awareness advertisements. These focused on video content featuring one of the Parkinson's Foundation's influencers: Esther, a mother living with YOPD. The advertisements targeted relevant communities (eg r/health, r/neuro, r/neurology) and interest groups at the intersection of health and research. The video messaging aligned with the video creatives running on Meta. To re-engage this audience and drive website traffic to the #ABCsOfPD resources, the foundation ran a series of 'megathread' advertisements mirroring the campaign's landing page with external links to pages related to the #ABCsOfPD. This strategy helped blend the advertisements with organic content on Reddit while reaching a warmer audience browsing relevant subreddits. During this phase, the foundation remarketed to website visitors and those who viewed or engaged with the advertising from the first phase.

Using advertisements highlighting the 'resource hub' nature of the #ABCsOfPD campaign (Figure 2), the Pinterest campaign leveraged informative, guide-like content on the platform to drive traffic to the #ABCsOfPD landing page. These advertisements aligned with the more traditional PD-related content, such as tips and guides, found organically on Pinterest. The advertisements introduced the Parkinson's Foundation and its breadth of resources to those actively searching on Pinterest. On a platform where, as of April 2024,⁵ 69.4 per cent of users are women, this demographic was seen as a natural fit, as much of the foundation's digital audience skews female due to their greater likelihood to take on a caregiving role after a loved one's PD diagnosis.



Figure 2 Example of creative from the 2024 #ABCsOfPD Pinterest campaign

The foundation targeted three distinct audiences:

- interest targeting based on Pinterest best practices for the demographic;
- marketing to those with a connection to PD using first-party data owned by the foundation; and
- remarketing to individuals who downloaded the 'Newly Diagnosed' guide from Parkinson.org.

The Parkinson's Foundation has also developed and enhanced its organic TikTok presence over the past few years, making a shift to running a paid awareness campaign a natural progression. For Parkinson's Awareness Month, the main goal was to reach a wider audience of those living with or connected to PD.

While TikTok might seem an odd fit for a foundation focused on a disease

where the incidence increases with age, this was actually a very logical step in the foundation's strategy to connect with and support those affected by PD. Despite the constituent base slanting much older than the social platform's demographics, it presents a massive opportunity to reach the children and grandchildren of those diagnosed. In a rich digital landscape where many of the foundation's educational and supportive resources are available online, an older population can be harder to reach. Descendents of loved ones with Parkinson's can relay the information upstream.

Millennials have surpassed boomers as the largest generation in the United States, making up 21.71 per cent of the population, with generation Z close behind, at 20.69 per cent.⁶ Together, these consumers represent nearly half the population and have passed those degree-achieving and salary-earning milestones. Although they may not bear the same discretionary income levels as older generations, they have influence in their own right and are ready to be activated. From volunteering to peer-to-peer fundraising opportunities both on- and offline, it is an ideal time to meet them where they are and start to cultivate these relationships in the long term.

TAKING ON THE TIKTOK GENERATION

TikTok continues to be a pivotal driver of social engagement among younger generations, with 44.7 per cent of its user base being generation Z, surpassing Instagram.⁷ While the platform continues to capture the attention and time of generation Z, TikTok is progressively increasing engagement levels among older adults. This demographic shift underscores the platform's potential efficacy in reaching diverse audiences, including potential Parkinson's care partners, adult children of those with PD and individuals living with PD. Engaging

a wide spectrum of age groups is crucial for highlighting the significance of Parkinson's-related resources.

The prevalence of TikTok among young adults is notable, with 62 per cent of individuals aged 18–29 utilising the platform, which is comparable to Facebook (67 per cent) and slightly less than Instagram (78 per cent).⁸ This statistic illustrates substantial channel exposure opportunities on TikTok for reaching younger children and grandchildren of adults living with PD, empowering them to discover and share resources with their families. Additionally, the platform's reach extends to older millennials and Generation X, with 39 per cent of its users aged 30–49.

Across age groups, TikTok is increasing in prevalence as a search engine, with 41 per cent of users leveraging the social giant as a search engine first.⁹ Couple this with more and more folks turning to 'MediTok' for information and answers to questions, there is an audience eager to digest medical information from content creators on the platform. Indeed, per Jenny Wu of the Duke University Obstetrics & Gynecology Residency Program, this is 'how a lot of ... patients are getting their health information, and influences how people come in and see their doctor'.¹⁰

At the same time, much of the medical information available through social media is inaccurate. By way of example, when researchers at the University of Chicago analysed health information video content in order to get a more accurate measure of the prevalence of misinformation on TikTok, they found that 44 per cent of videos in their sample contained 'non-factual information'.¹¹

Thus, the Parkinson's Foundation saw an opportunity to leverage TikTok to highlight the educational value of the #ABCsOfPD resources and cut through

the considerable noise and misinformation about PD on social media.

To provide relevant, accurate information to those in the PD community and spark website traffic through the TikTok campaign, it was critical to strike a balance between content that is both useful and compelling. There is nothing generation Z can sniff out faster than an infiltrated 'boomer' trying to make 'fetch' happen. Like other test channels during the campaign, the throughline for the TikTok advertisements was authentic, native and organic-feeling content. As the foundation continued to increase the breadth of its content on the platform, obstacles sprung up to choke the supply of user-generated content required for the campaign. This resulted in the Parkinson's Foundation engaging with one of TikTok's newer offerings, the TikTok Creative Challenge, to drive engaging user-generated content created by established micro-influencers on the platform.

IDENTIFYING CREATORS AND LEVERAGING USER-GENERATED CONTENT

The need for a strong volume of user-generated content allowed the Parkinson's Foundation to explore new avenues to generate high-impact content and increase engagement. According to a study by Offerpop, 85 per cent of consumers report that user-generated content influences them more than brand-created content, while 90 per cent of consumers value authenticity when engaging with brands and organisations.¹² With the campaign goal being to drive awareness of the myriad resources available through the Parkinson's Foundation by using new channels to reach a new audience, authentic engagement was essential.

The foundation participated in the TikTok Creative Challenge, which rolled

out in early 2024 and provides advertising agencies with greater access to micro-influencers. Hitting a monthly investment threshold on the platform grants agency partners access to a range of creatives from creators with a minimum of 30,000 to 50,000 followers on the platform. There are additional, lower-cost versions of this programme, with different levels of creator follower counts and number of creatives received, giving organisations of various sizes, industries and marketing budgets the ability to leverage micro-influencers as part of their digital marketing strategy.

The monthly investment programme is priced similarly to standalone micro-influencer content but facilitates campaign launch by providing a comprehensive creative brief to all creators within TikTok's marketplace, without the need for individual agreements between the advertiser and the creators.

The brief created by the Parkinson's Foundation and Media Cause highlighted what the #ABCsOfPD campaign entailed, what type of creators the foundation wanted to engage through TikTok, the objective of the campaign, selling points and use cases. Additionally, the brief allowed for strong brand safety, with the ability to share a comprehensive list of 'must includes' and 'must avoids', as well as logo, brand language, brand voice and accessibility options.

As part of the TikTok Creative Challenge, advertisers are given access to a dashboard for their specific 'challenge', allowing them full access to update the brief, see creator videos, request revisions and ensure they are ready to be deployed into the advertising campaign. Additionally, with the ability for videos to be submitted by creators throughout the campaign at any time, TikTok provides strong e-mail and dashboard notification preferences,

helping advertisers stay on top of the latest creator videos and the next steps needed to make and launch successful campaigns.

With the nature of this being a health-related campaign and focused on one part of the greater health landscape — Parkinson's disease — there was some initial concern that such a niche effort would not yield a high number of creatives, with TikTok suggesting that the campaign would likely receive 5–10 creator videos throughout its short, one-month flight. It was, therefore, a pleasant surprise when 41 creators supplied a video for the campaign.

The breadth of videos received made it possible to craft a strong campaign with high-impact creatives. With the TikTok Creative Challenge, advertisers can request multiple revisions for each video. This provided the foundation with greater creative control regarding which videos to use for the Parkinson's Awareness Month campaign. If a specific creator did not fit the brief exactly, or multiple revisions did not remedy challenges with the content, the video was not required to run.

A strong brief allowed the Parkinson's Foundation to connect with a variety of creators, with several creators sharing their connection to PD (eg one creator's parent, another's grandparent). Creators varied in age, from generations X to Z, helping highlight the impact that PD can have on a multitude of individuals and the prevalence of having a connection to the disease. Ultimately, this helped build a stronger connection between the Parkinson's Foundation and the target audience on TikTok.

A tertiary goal of the campaign was to continue to promote diversity with the creatives, helping continue to expand the reach of the Parkinson's Foundation to communities typically underserved and underrepresented in the health space.

Throughout the campaign, the Parkinson's Foundation received videos from diverse creators, including creators with a personal connection to Parkinson's and those in the medical field. This helped strengthen the foundation's overarching efforts to include more diverse individuals in advertising and organic campaigns.

CONTINUED, REFRESHED CONTENT

As mentioned previously, the TikTok Creative Challenge proved a successful means for the Parkinson's Foundation to receive user-generated content from micro-influencers, with 41 total videos submitted. With the brief remaining live throughout the campaign flight, the foundation received new creatives almost daily, allowing the team to review creatives, provide revision requests where needed and quickly deploy updated advertisements into the campaign.

Revisiting the ease with which the TikTok Creative Challenge works, any creatives that are submitted and not holding for revisions are accessible through the TikTok Ads Manager. These videos are housed in the Creative Library, along with any advertiser videos uploaded previously. When building out an advertisement, advertisers can select these creatives during ad creation and launch them easily, helping cut down on the time needed to get new advertisements live. This is especially helpful for campaigns that receive multiple creatives a day. An additional perk of the TikTok Creative Challenge is that any creatives submitted can be used organically on TikTok, and posted by the advertiser, helping bridge the gap between organic and paid content.

Throughout the campaign, the Parkinson's Foundation received supplemental videos from a few of the creators. These creators were inspired to make more

content, and it allowed for extra connection points between these creators talking about the #ABCsOfPD and the target audiences who saw their previous advertisements. As the audience saw different creatives throughout the month, multiple videos from the same creator could help spur more clicks and build additional credibility for the Parkinson's Foundation.

The higher-than-anticipated volume of creator videos received allowed the team to launch an average of four videos a week, thus helping to keep the ad creatives and perspectives on what the #ABCsOfPD meant to different creators fresh. Video content featured personal connections and walkthroughs of the landing page, including creators highlighting the ease of navigating the site, with the flappable definitions cards, links out to specific resources, etc. The customisability of the creative brief allowed these creatives to hit key points and important must-haves while allowing each creator's personality to shine in a way that kept TikTok's audience engaged throughout the campaign's flight as only they could.

The ability to launch advertisements consistently throughout the campaign allowed the click-through rate to start high and maintain above-benchmark performance as fresh content reached the audience, with the overall campaign maintaining a 1.30 per cent click-through rate to the website, compared with the average 0.84 per cent seen on-platform.¹³ This helped keep website traffic to the #ABCsOfPD landing page consistent, which assisted in the remarketing audience building that launched during the second stage of the Meta campaign. Additionally, the amount of creative deployed kept the ad frequency under 2 during the campaign, providing the audience with multiple creatives from some of the platform's more familiar faces explaining what

the #ABCsOfPD was to spark a visit to the campaign landing page.

The amount of creatives received during the campaign demonstrated the efficacy of leveraging the TikTok Creative Challenge rather than internal resources. With no need to make edits in-house, directly source creators or film the videos with internal teams, the foundation saved hours and team resources without compromising the amount of creative needed for a successful campaign. (On average, it takes most marketers from one to three hours to create a single social media post;¹⁴ with the Parkinson's Awareness Month campaign, this would have translated to anything from 41 to 123 creative hours.)

For agencies with limited creative resourcing hours, team members or on-screen talent, running advertising on a platform like TikTok, which thrives on user-generated content, could be a roadblock. The TikTok Creative Challenge is a strong solution accessible to organisations of all sizes, helping break down creative resourcing barriers around paid advertising channels at the same time as contributing to their organic presence.

RESULTS

This campaign allowed the Parkinson's Foundation to try new channels, reach new audiences and get important information into the hands of more people who need it. Across channels and Parkinson's Awareness Month, highlighting the #ABCsOfPD resources was a great success. The campaign drove more than 7 million impressions, 2.7 million video views and over 87,000 clicks to the #ABCsOfPD landing page and resources, with the second-highest click-through rate out of the four platforms tested during the campaign. The TikTok advertising alone drove 1,091,931 video views,

Table 1: TikTok video performance during Parkinson's Awareness Month, 2024 versus 90 days prior

<i>Metric</i>	<i>90 Days before Parkinson's Awareness Month</i>	<i>During Parkinson's Awareness Month</i>	<i>Total change (%)</i>
Videos posted	11	17	+54
Video views	22,649	1,091,931	+4,718
Likes	599	3,909	+552
Shares	56	327	+484
Comments	53	113	+113
Clicks to website	8	14,893	+186,063
Users reached	14,307	503,900	+3,423

reached 503,900 TikTok users and yielded 14,893 landing page visitors. Even with TikTok's smaller paid investment, it only drove 51,000 fewer video views than the social media giant. Additionally, TikTok garnered 3,909 video likes, 113 comments and 327 video shares from TikTok users engaging with the Parkinson's Awareness Month advertising (Table 1).

With the ability to leverage strong TikTok creator videos throughout the campaign flight, the paid TikTok videos significantly increased the audience that Parkinson's Foundation was able to reach and engage with.

From an audience standpoint, 24.5 per cent of all clicks driven to the #ABCsOfPD landing page came from the 18–44 age range, with the 18–24 age range having the highest percentage — at 8.66 per cent — out of the 18–24, 25–34 and 35–44 age ranges. With the focus on user-generated content and reaching a younger audience more authentically on the platform, the stronger click volume from the younger audience validated the creative test. The 55 and older age range (one collective range on the platform; roughly 6.2 per cent of all TikTok users) drove 61.64 per cent of clicks to the site.¹⁵ One thing to note here is that this data point is a mixture of those 55 and older and those under 18 with false birthdays, as TikTok does not allow users under 18 to register for an account.

Drilling deeper into the creative results, the TikTok Creative Challenge video that drove the strongest performance featured one of the creators walking through the #ABCsOfPD landing page on her laptop (Figure 3). In the video, the creator talks about how PD is misunderstood by many people and walks through the resources created by the Parkinson's Foundation to help those with a connection to the disease become better advocates and care partners to their families and friends. This single video drove 4,361 clicks; roughly 29 per cent of all clicks generated from the campaign.

The four creator videos that featured a connection to Parkinson's drove a combined 5,874 clicks to the #ABCsOfPD landing page and resources. Additionally, these videos had strong, above-benchmark click-through rates ranging from 1.23 per cent to 1.42 per cent. The connection to PD shared in these videos helped highlight how strong resources can make a difference for those living with PD, as well as their family and care partners, and the importance of becoming an advocate for their best care.

The variety in submissions also validated the foundation's desire to run advertising on the platform. Despite TikTok users not being the obvious demographic for people living with PD, because of the

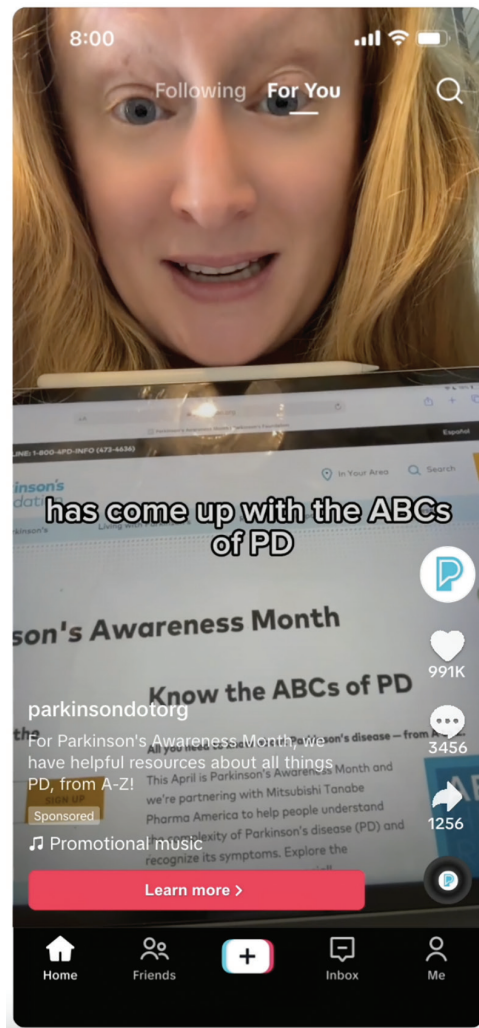


Figure 3 The Parkinson's Foundation TikTok top-performing creator video, 2024

disease's real-world prevalence, people directly affected by the disease range by age and lifestyle drastically. TikTok hosts a generation ready to take action for their family and community at large, so it is important to build awareness regarding the Parkinson's Foundation role as a trusted partner when it comes to PD. These videos also helped bolster the credibility of the Parkinson's Foundation and drive home that the foundation makes life better for anyone affected by PD.

CONCLUSION

The goal of the TikTok campaign was to leverage a new channel through paid efforts in the most authentic way possible, helping raise awareness about PD and the Parkinson's Foundation, and to provide a strong suite of resources for those with a connection to the disease. By engaging with the TikTok Creative Challenge, the team was able to break down the barriers of resourcing and creating content *en masse*, work with creators to produce high-impact, authentic content that featured diverse creators and creators with a connection to PD, and run a successful campaign at scale without the need for large-scale in-house resourcing and time.

With TikTok's rapid rise, brands of all sizes should establish an organic presence on the platform to gauge engagement and performance before committing to larger investments. A TikTok for Business account is essential, granting access to beta features, promotional credits and enhanced campaign support.

A great starting point is the TikTok Creative Challenge, where brands can test small investments in user-generated content. This not only fuels authentic engagement but also generates versatile video assets that can be used for organic TikTok posts and advertisements, website content and e-mails.

By leveraging UGC programmes like the Creative Challenge, organisations can efficiently build their TikTok strategy and grow their reach in a way that resonates with the platform's community-focused culture.

Just like the #ABCsOfPD campaign itself, TikTok's Creative Challenge provided all that a digital advertiser would hope for when testing a platform's advertising functionality, including authenticity, balanced bandwidth and creative content; dare we say, everything from A to Z!

References

- (1) Parkinson's Foundation (2024) 'Statistics', available at <https://www.parkinson.org/understanding-parkinsons/statistics> (accessed 15th July, 2024).
- (2) Parkinson's Foundation (2024) 'What Is Parkinson's?', available at <https://www.parkinson.org/understanding-parkinsons/what-is-parkinsons> (accessed 15th July, 2024).
- (3) Parkinson's Foundation (2024) 'Young-onset Parkinson's Disease', available at <https://www.parkinson.org/understanding-parkinsons/what-is-parkinsons/young-onset-parkinsons> (accessed 15th July, 2024).
- (4) Parkinson's Foundation (2024) 'Why Support Us', available at <https://www.parkinson.org/how-to-help/why-support-us> (accessed 15th July, 2024).
- (5) Statista (2024) 'Pinterest: Distribution of Global Audiences 2024, by Gender', available at <https://www.statista.com/statistics/248168/gender-distribution-of-pinterest-users/> (accessed 15th July, 2024).
- (6) Statista (2024) 'Resident Population in the United States in 2023, by Generation', available at <https://www.statista.com/statistics/797321/us-population-by-generation> (accessed 15th July, 2024).
- (7) eMarketer (2024) 'Gen Z Leads Pack on Snapchat, TikTok', available at <https://www.emarketer.com/content/gen-z-leads-pack-on-snapchat-tiktok> (accessed 15th July, 2024).
- (8) Pew Research Center (2024) 'Social Media Use in 2024', available at https://www.pewresearch.org/internet/2024/01/31/americans-social-media-use/pi_2024-01-31_social-media-use_00_04-png/ (accessed 15th July, 2024).
- (9) Adobe. 'Using TikTok as a Search Engine', available at <https://www.adobe.com/express/learn/blog/using-tiktok-as-a-search-engine> (accessed 15th July, 2024).
- (10) Duke University School of Medicine (2024) 'Exploring the Influence of TikTok on Health Information', available at <https://medschool.duke.edu/stories/exploring-influence-tiktok-health-information> (accessed 15th July, 2024).
- (11) University of Chicago Biological Sciences Division (2024) 'Health Information on TikTok', available at <https://biologicalsciences.uchicago.edu/news/health-information-tiktok> (accessed 15th July, 2024).
- (12) Business Wire (2024) 'Offerpop Survey Identifies Gaps between How Consumers and Marketers Think about User-Generated Content', available at <https://www.businesswire.com/news/home/20160503005382/en/Offerpop-Survey-Identifies-Gaps-between-How-Consumers-and-Marketers-Think-about-User-Generated-Content> (accessed 15th July, 2024).
- (13) Lebesgue (2024) 'TikTok Ads Benchmarks for CTR, CR, and CPM', available at <https://lebesgue.io/tiktok-ads/tiktok-ads-benchmarks-for-ctr-cr-and-cpm#:~:text=In%20summary%2C%20TikTok%20is%20a,the%20average%20CR%20is%200.46%25> (accessed 15th July, 2024).
- (14) MarketingProfs (2024) 'How Long Does It Take to Create a Piece of Content', available at <https://www.marketingprofs.com/charts/2017/33002/how-long-does-it-take-to-create-a-piece-of-content> (accessed 15th July, 2024).
- (15) Statista (2024) 'Distribution of TikTok Users Worldwide as of April 2024, by Age', available at <https://www.statista.com/statistics/1299771/tiktok-global-user-age-distribution/> (accessed 15th July, 2024).