



# How #Strella Social Media Transformed BYUtv's TikTok, Adding 32K Followers in Just 4 Months

## ABOUT THE BRAND

BYUtv is a family entertainment television network known for producing uplifting and inspirational content. With a diverse range of shows, including "The Chosen," "Malory Towers," "Relative Race," "All-Round Champion," and "A Kind of Spark," BYUtv caters to audiences of all ages, emphasizing family-friendly programming.

## THE PROBLEM

In 2022, BYUtv launched a TikTok account to increase brand awareness and connect with a younger audience. Initially, the strategy focused on distributing content about various shows to highlight the network's reputation for family-friendly television. However, despite consistent efforts, the account **stagnated at around 4,000 followers**. The TikTok algorithm struggled to categorize the account's content due to its wide range of genres, leading to minimal growth and engagement.

## THE STRATEGY

In February 2024, #Strella Social Media recognized the need for a more focused and strategic approach. Drawing on the success of the "Relative Race" social media accounts, we shifted the content strategy to **prioritize storytelling** and **emotional appeal**. The new approach involved

- **Targeted Content Distribution:** Post two to three "Relative Race" videos weekly to leverage the relatable stories that already proved successful in making emotional connections on other platforms.
- **Top-Performing Show Highlights:** Share content from BYUtv's top-performing shows, such as "The Chosen," "Malory Towers," "Wizard of Paws," "All-Round Champion," and "A Kind of Spark" to create a consistent and recognizable theme.
- **Algorithm Adjustment Period:** Understand that it would take time for TikTok's algorithm to adjust and accurately categorize the content.

We committed to this focused strategy and monitored performance closely.

## THE OUTCOME

After four months of sticking to the revamped strategy, the BYUtv TikTok account experienced significant growth and engagement.

- **Followers:** Gained over 32K new followers, growing the account significantly
- **Highest Performing Video:** 3.6M views, 277K likes, 2K shares, and 12K saves
- **Post Views:** 17M views, representing an increase of +8,175%
- **Profile Views:** 250K profile views, up by +9,249%
- **Comments:** 6,898 comments, an increase of +4,055%
- **Shares:** 7,687 shares, reflecting a rise of +2,726%

## THE BOTTOM LINE

By narrowing the focus and leveraging storytelling content, #Strella Social Media revitalized BYUtv's TikTok presence, growing its following by emotionally connecting with the target audience. The strategic content distribution not only increased followers and engagement but also solidified BYUtv's presence on TikTok as a leader in family-friendly entertainment. This case study exemplifies the power of targeted content and the importance of adapting strategies to fit platform-specific algorithms.