

Indeed & TikTok Ban

→ What Happened:

The House overwhelmingly passed a measure on March 13 that gives ByteDance a choice: Sell TikTok within six months, or lose access to app stores and web-hosting services in the U.S.

The bill getting passed surprised many people and created quite a buzz. In particular, many influencers joked about how they will be out of a job.

The New York Times

House Passes Bill to Force TikTok Sale From Chinese Owner or Ban the App

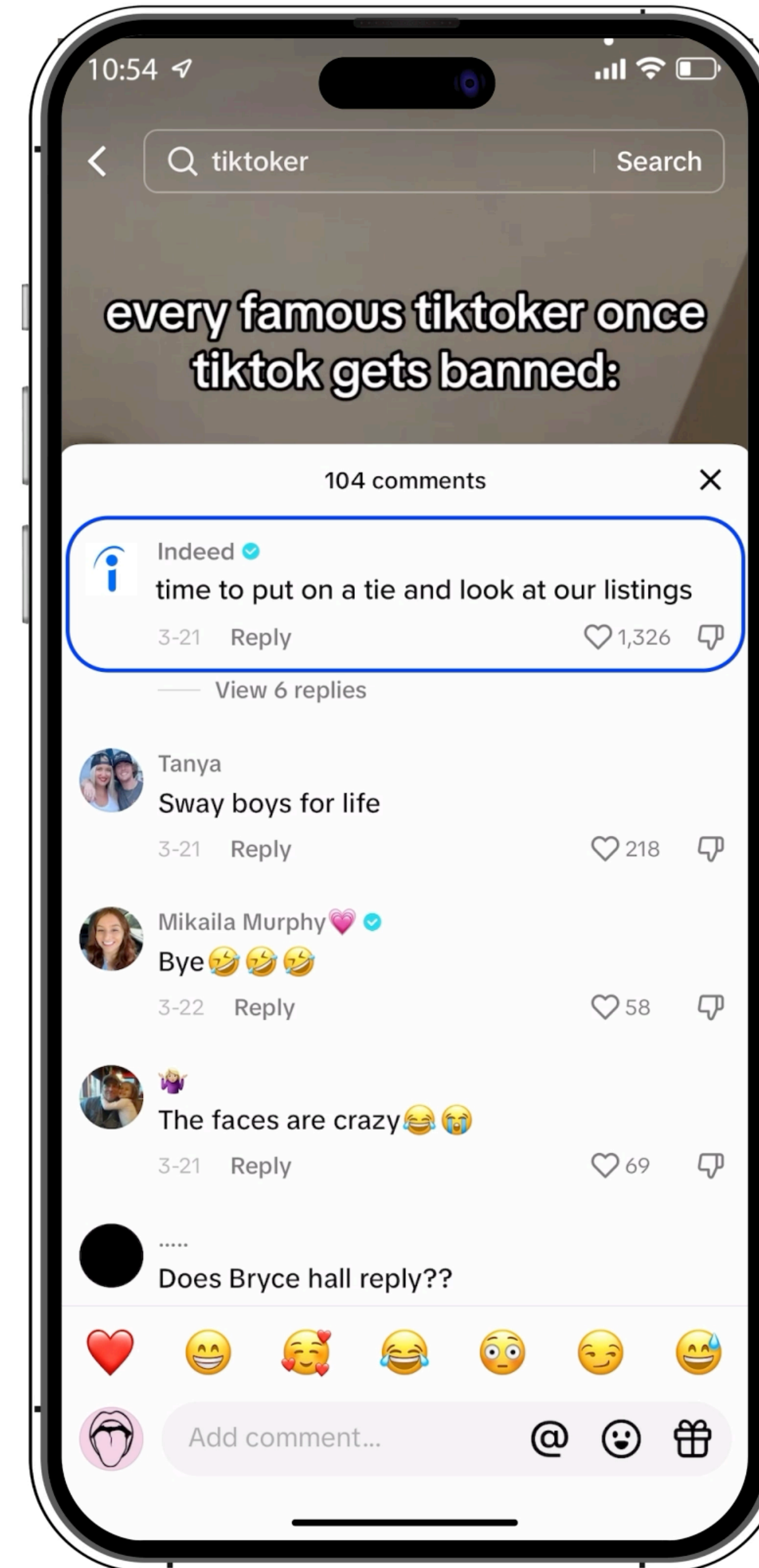
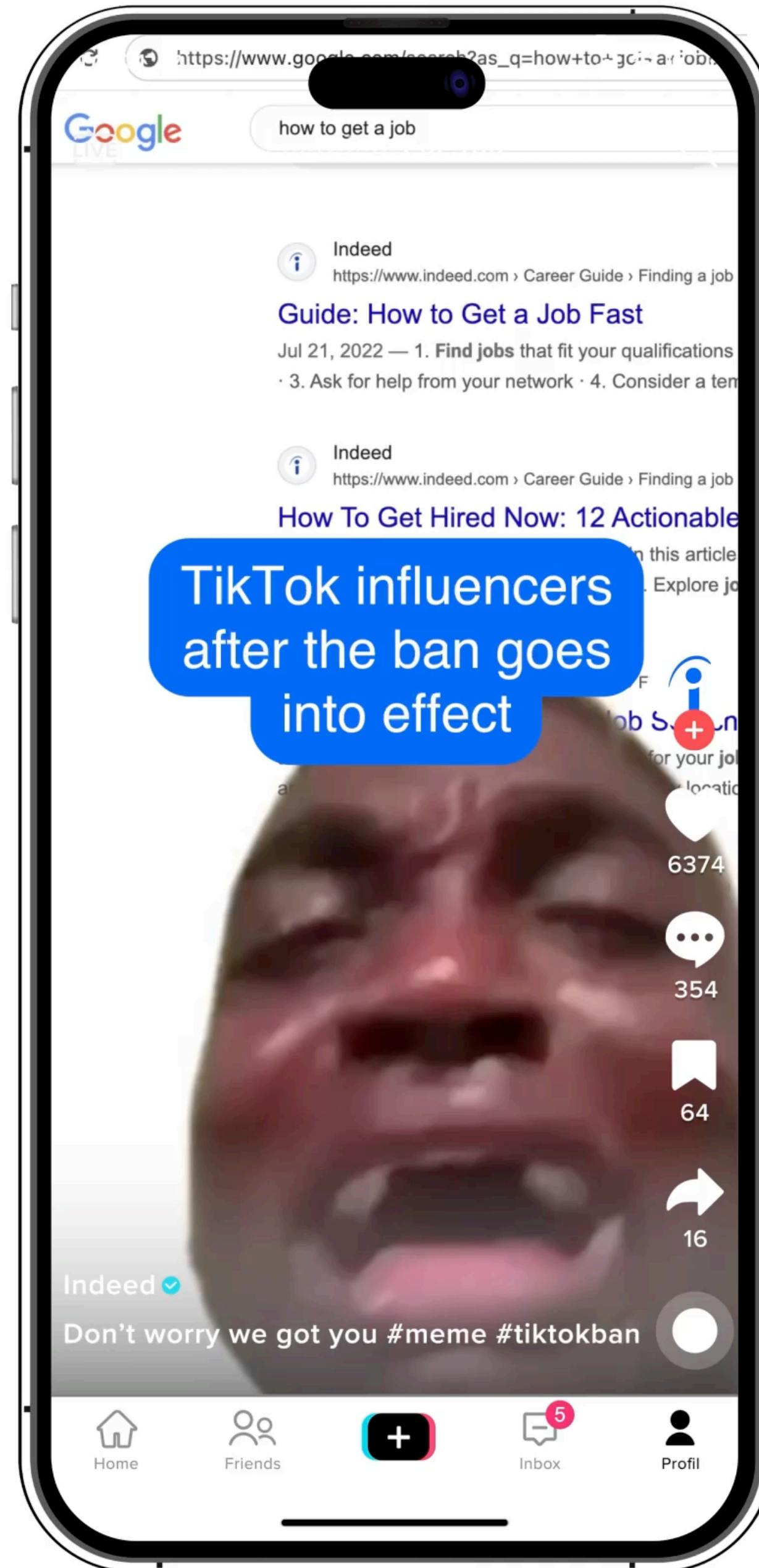
The legislation received wide bipartisan support, with both Republicans and Democrats showing an eagerness to appear tough on China.

Indeed & TikTok Ban

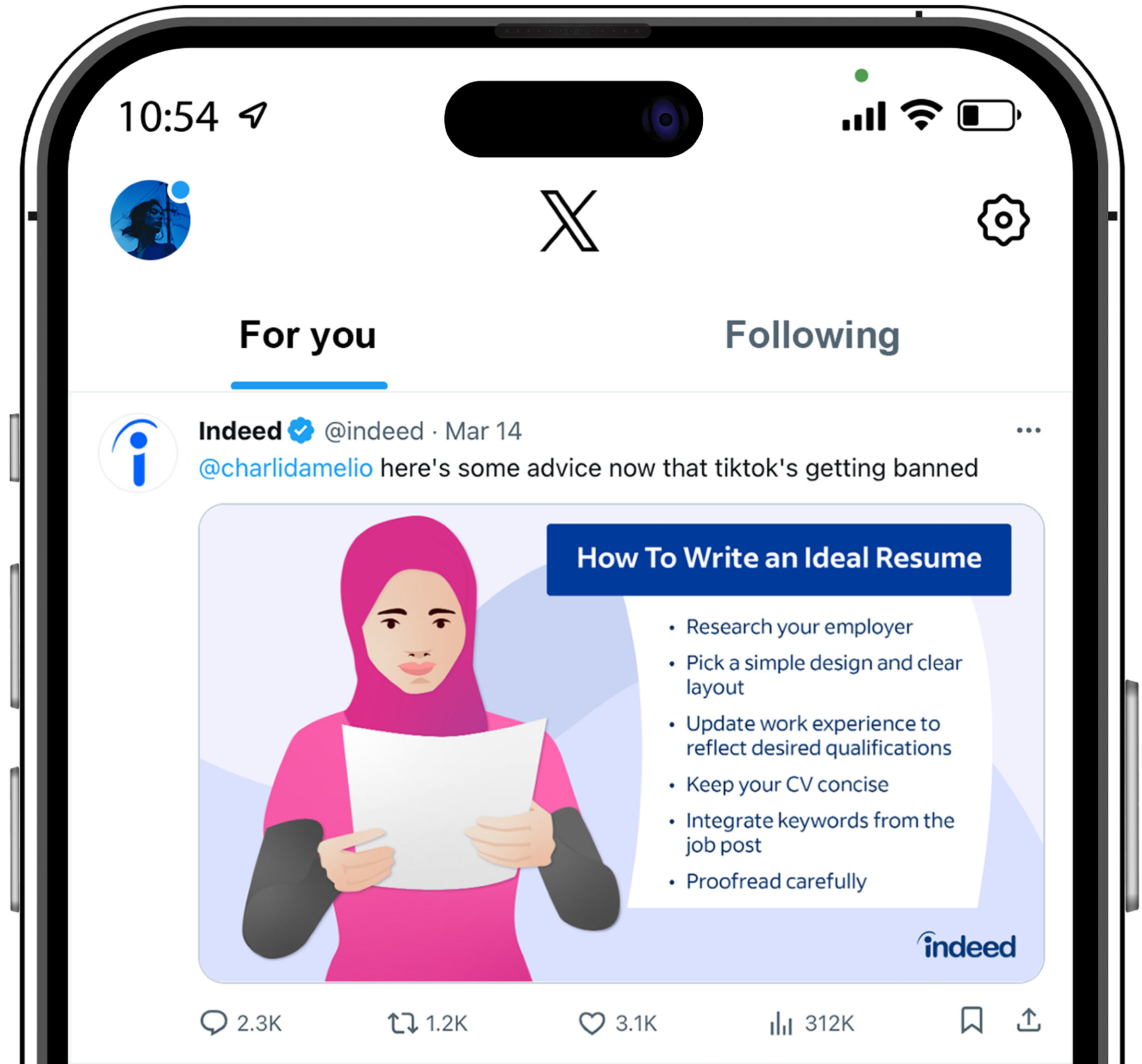
→ Indeed's Response:

Indeed then leveraged this moment by creating a **social strategy** that involves playfully reaching out to TikTok influencers. Through X (Twitter), Instagram, and TikTok, Indeed created meme-like content about these influencers needing to find a new job. This approach resonates with social media users, maintains cultural relevancy, and reaches beyond the company's own audience.

TikTok



X (Twitter)



X (Twitter)



Instagram

