



# Overview



IT'S BEEN MORE than three years since the lip-syncing app Musical.ly, now known as TikTok, first became popular among tweens and teens. The social network has since spread far beyond Generation Z: TikTok has been downloaded over 1 billion times, including 96 million in the United States, according to estimates from the research firm Sensor Tower. It's also owned by the Chinese company Bytedance, now considered one of the most valuable startups in the world. The app itself revolves around sharing 15-second videoclips, which are set to music often licensed from artists and record labels.

TikTok is now beloved not only by lip-syncing 14-year-olds, but also by comedians, athletes, and, yes, brands. Major corporations like Coca-Cola, Nike, ABC, and Google have run advertising campaigns on TikTok. Even Khloé Kardashian has been paid to post sponsored content on the platform. But the app isn't just home to ads: TikTok is also ground zero for some of the internet's most popular memes.

You can be forgiven if you feel like you don't understand TikTok. The app is fast-paced and chaotic, combining elements of Spotify, Snapchat, Vine, and Twitch into a single social network.

# Community Guidelines



TikTok's mission is to inspire creativity and bring joy. Building a global community where users can create and share authentically, discover the world around them, and connect with others across the globe. They are also committed to keeping this community safe.

TikTok is an inclusive platform built upon the foundation of creative expression. It encourages users to celebrate what makes them unique, while finding a community that does the same. TikTok users come from a huge breadth of nationalities and cultures, and they take into account the cultural norms and local regulations of the countries they operate in.

This safe and supportive environment is top priority. Feeling safe is essential to helping people feel comfortable with expressing themselves openly and creatively. TikTok also aim to cultivate an environment for authentic interactions by keeping deceptive content and accounts off the platform.

Any content including video, audio, image, and text that violates their Community Guidelines is removed, and accounts involved are suspended or banned.

Their Community Guidelines apply to everyone, and to everything shared on TikTok. They provide general guidance on what is and what is not allowed on the platform.

# Introduction

Every day, a growing global community watches millions of videos on TikTok. It is a community that actively shares creative videos with each other to inspire and bring joy to the world because, with TikTok, expressing yourself is easy.

As the platform grows, so does the number of brands joining TikTok. This platform is for all those who want to take the next step and speak to a fresh, young and engaged global audience.

**Over 300 registered brands**, including McDonalds, Walmart, Mercedes-Benz and The Washington Post, have between them already **posted over 12,000 videos** to test the type of content that resonates best on TikTok.

From developing creative ideas for videos to defining a more profound content strategy, giving brands a fast-track to success on TikTok.

There's no set of rules; more a set of recommendations based on TikTok's observations and the insights gathered from successful brands & creators on the platform.

Have fun!







## Best Practices

Every day, hundreds of brands create inspiring organic videos on TikTok. These have been selected by TikTok from some of their favourite accounts that launch creative content regularly.

The Washington Post

**TikTok style at its best**



**Great genre variety**

AliExpress  
Wonderfullife Store

**Inspirational everyday content**



**Product-centric storytelling**

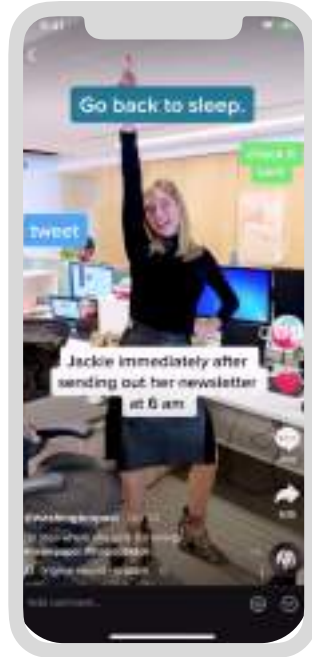
# Washington Post

“Newspapers are like iPads but on paper”

The Washington Post

Applying TikTok style at its best

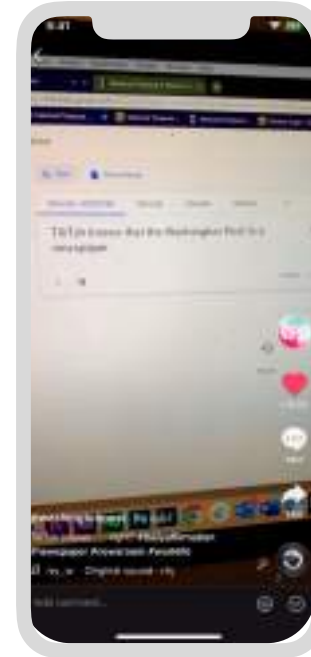
Often topical (e.g. politics, current events)



Views: 675k  
Subject: Office routine  
Genre: Comedy  
Thumb Stopper: Suspense building copy  
Engagement Trigger: Social currency



Views: 475k  
Subject: Politics  
Genre: Comedy  
Thumb Stopper: Celebrity  
Engagement Trigger: Express opinion



Views: 475k  
Subject: Comedy  
Genre: Comedy  
Thumb Stopper: Curiosity  
Engagement Trigger: Trend



Views: 1.3m  
Subject: Office routine  
Genre: Comedy  
Thumb Stopper: Teasing captions  
Engagement Trigger: Social currency

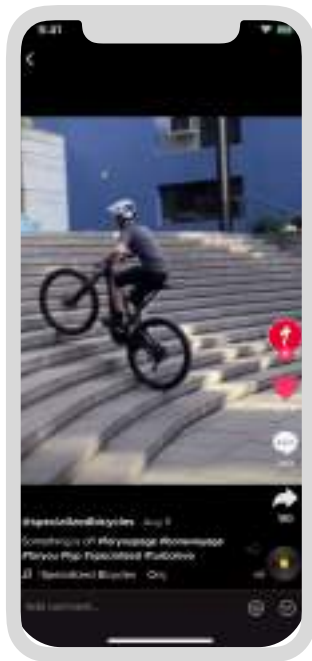


“Voted best bicycle brand on TikTok 12 years running”

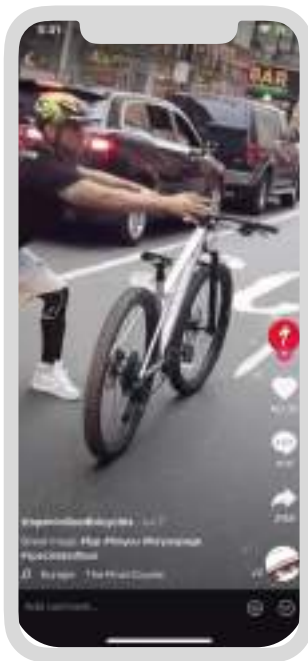


**Regularly involved in trending conversations**

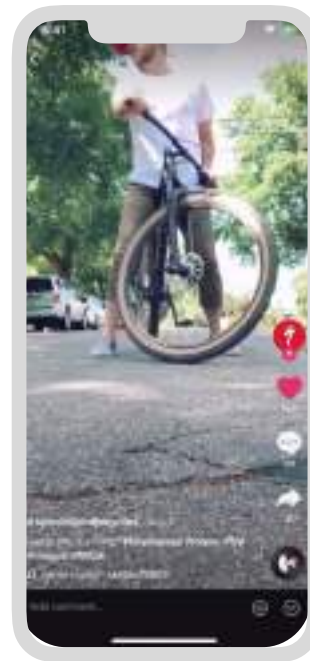
**Product often center-stage in video**



**Views:** 196k  
**Subject:** Sports / Tech  
**Genre:** Documentary  
**Thumb Stopper:** Surprising / Unexpected  
**Engagement Trigger:** Sense of Belonging for MTB community



**Views:** 2.1m  
**Subject:** Magic Trick  
**Genre:** Comedy  
**Thumb Stopper:** Silliness & suspense building music  
**Engagement Trigger:** Sense of Belonging for MTB community



**Views:** 2.1m  
**Subject:** Dance  
**Genre:** Comedy  
**Thumb Stopper:** Surprising & Silliness  
**Engagement Trigger:** Trending



**Views:** 7.5k  
**Subject:** Knowledgeable  
**Genre:** Facts  
**Thumb Stopper:** Curiosity  
**Engagement Trigger:** /



# Wonderfullife Store Aliexpress

“Just click our official page to get the product in the videos”

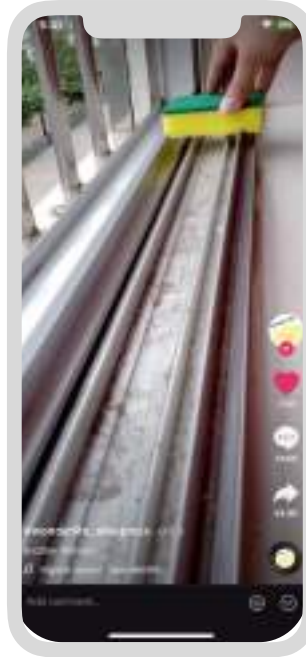
AliExpress

Wonderfullife Store

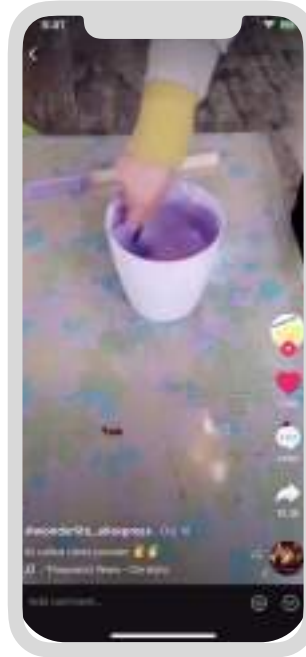
Inspiring, everyday  
content

Focused on the practical;  
straight to the point

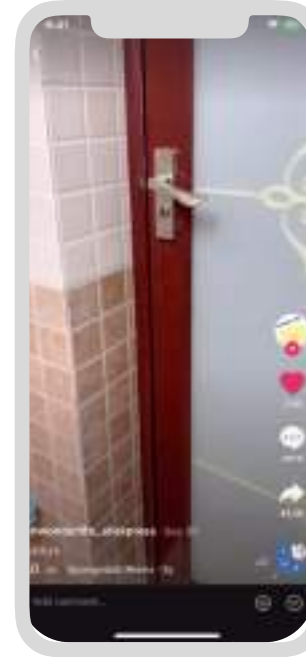
Leverages easy-to-share  
format of TikTok



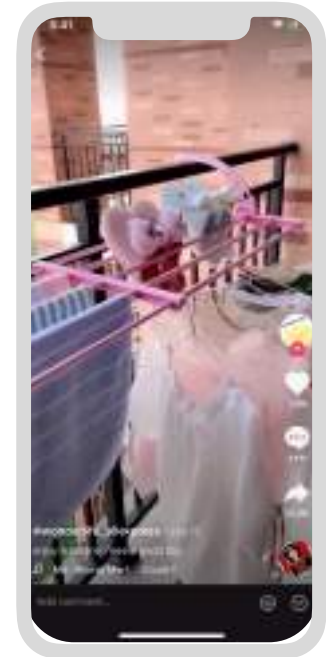
Views: 37.8m  
Subject: Home decor  
Genre: How to  
Thumb Stopper: Curiosity  
Engagement Trigger: Practical Value



Views: 17.9m  
Subject: Cleaning  
Genre: How To  
Thumb Stopper: Curiosity  
Engagement Trigger: Practical Value



Views: 9.7m  
Subject: Art & Design  
Genre: DIY  
Thumb Stopper: Curiosity  
Engagement Trigger: Practical Value



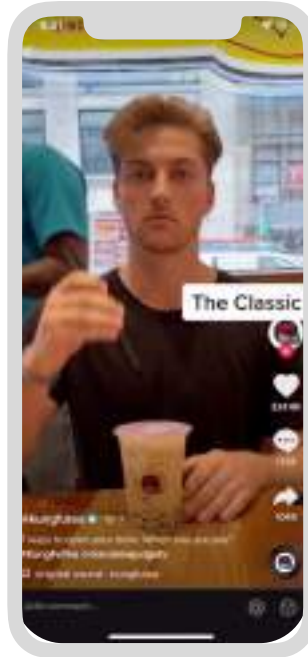
Views: 18m  
Subject: Home decor  
Genre: How To  
Thumb Stopper: Curiosity  
Engagement Trigger: Practical Value

# Kung Fu Tea

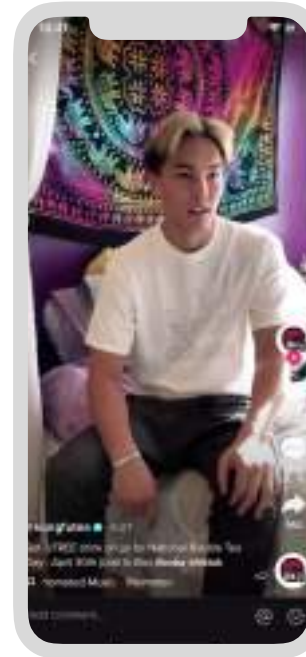


Product-centric  
storytelling

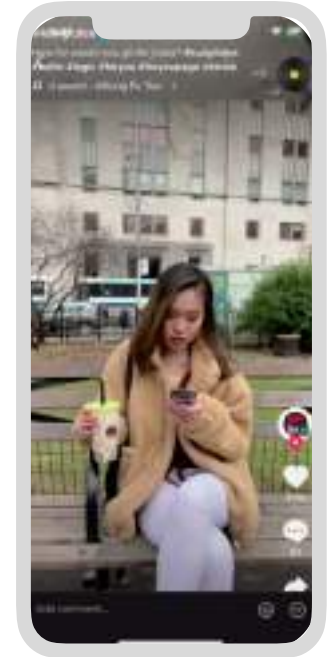
Easy to produce videos,  
often executed with the  
same “actors”



Views: 780k  
Subject: Food/Knowledge  
Genre: Comedy/How To  
Thumb Stopper: Curiosity  
Engagement Trigger: Social Currency



Views: 1m  
Subject: Food  
Genre: Magic Trick  
Thumb Stopper: Curiosity  
Engagement Trigger: Social Currency



Views: 746k  
Subject: Food  
Genre: Comedy/Prank  
Thumb Stopper: Curiosity  
Engagement Trigger: /



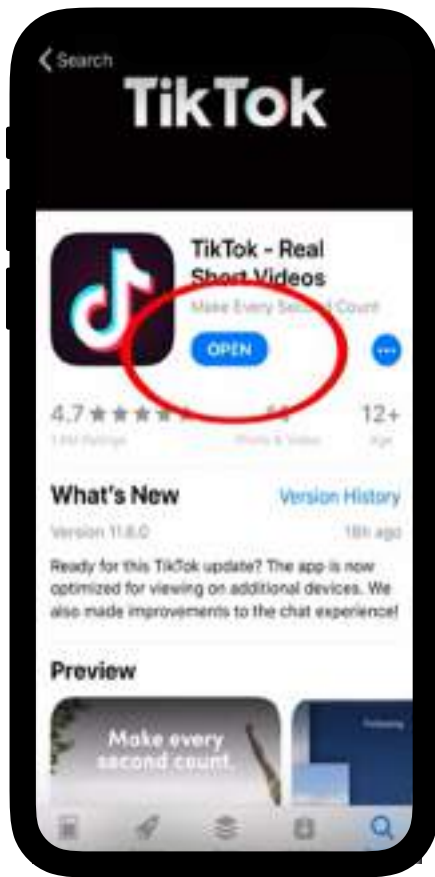
**TotalMedia**  
The Behavioural Planning Agency

**Lets get you started**

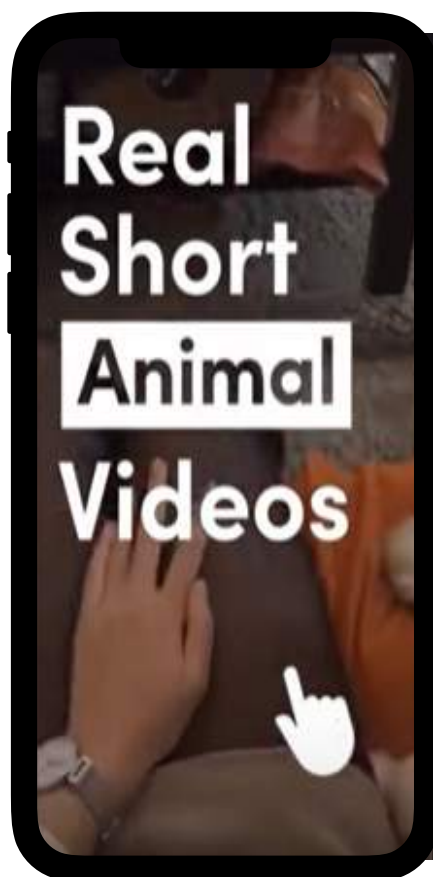
# Step 1 – Download the app



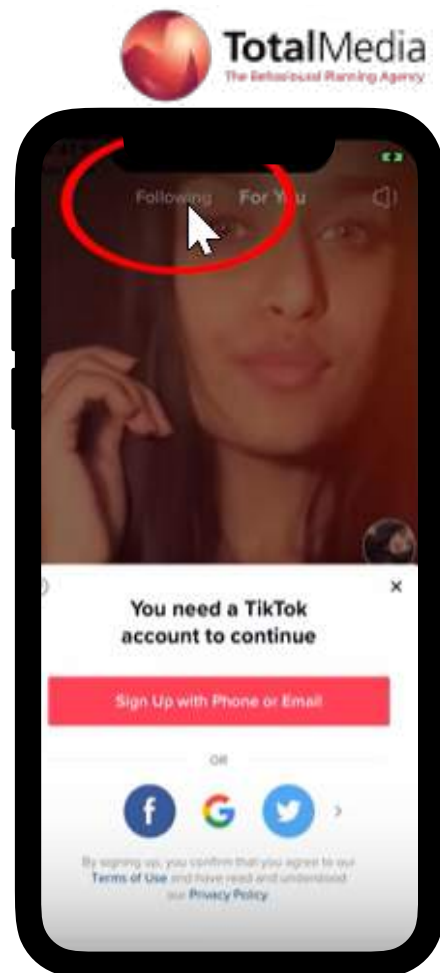
App/Play Store



Open to download



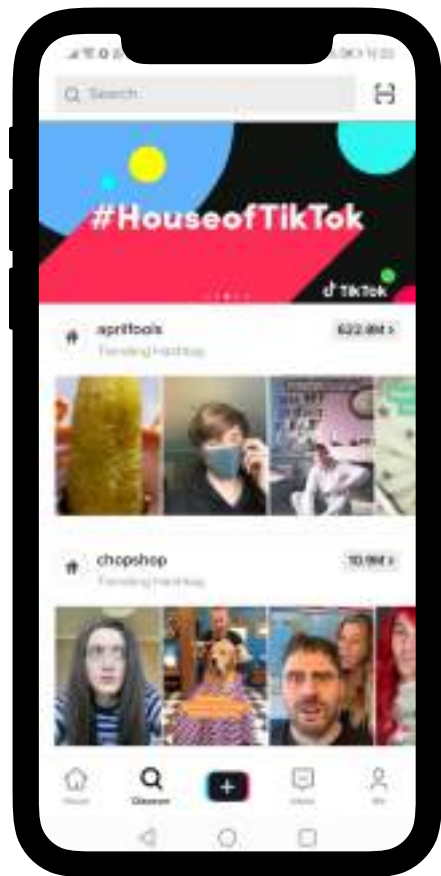
TikTok is live - Scroll



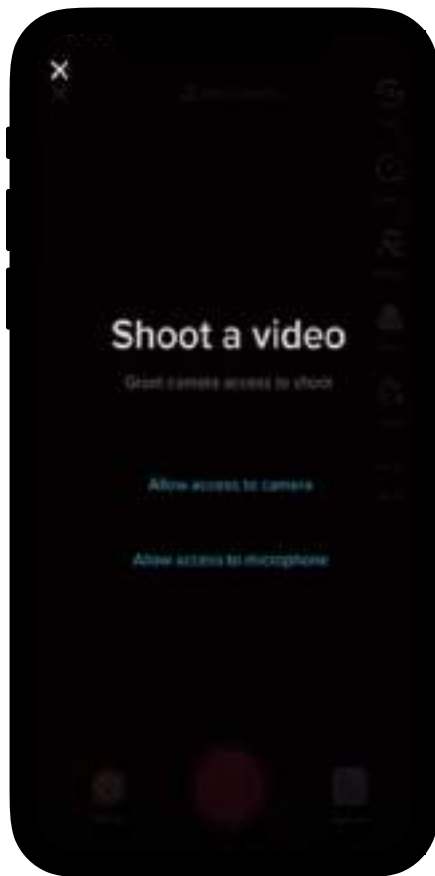
Following



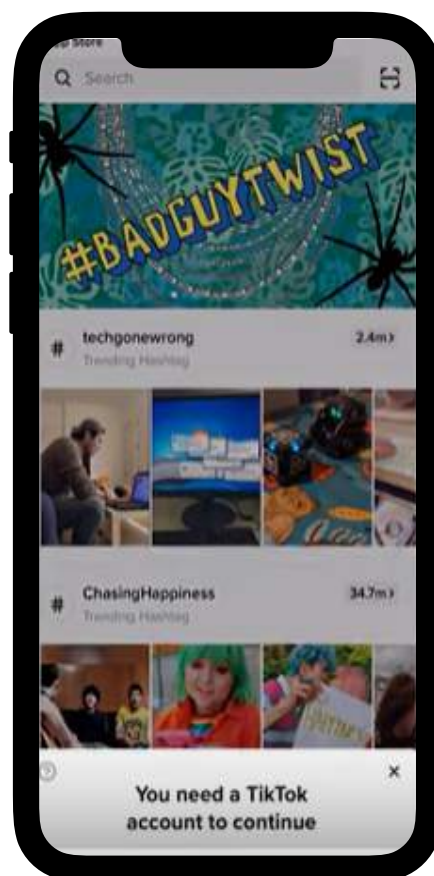
# Step 1b...Create an account



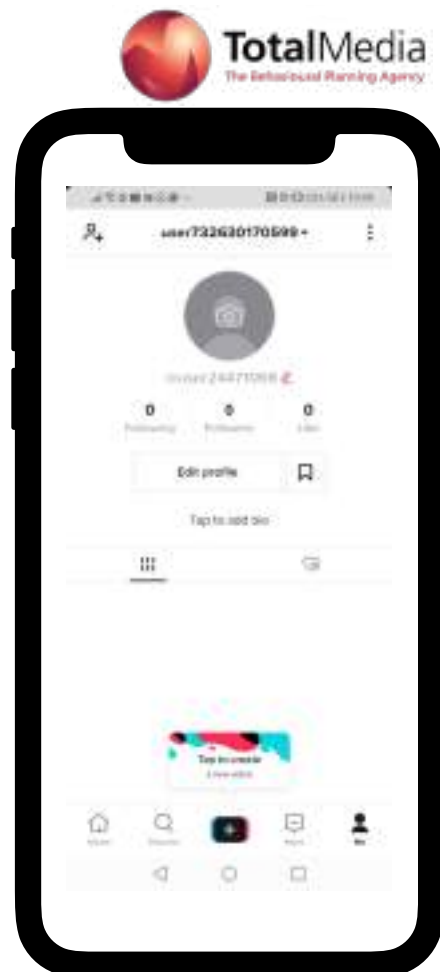
Discover/Search



Plus



Inbox



Profile



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**Create an account**

# How to set up



The first thing you'll need is a pair of headphones. There's just no way to enjoy TikTok with the sound off. After you download the app, you can immediately start browsing videos. But in order to post any yourself, you'll need to sign up for an account.

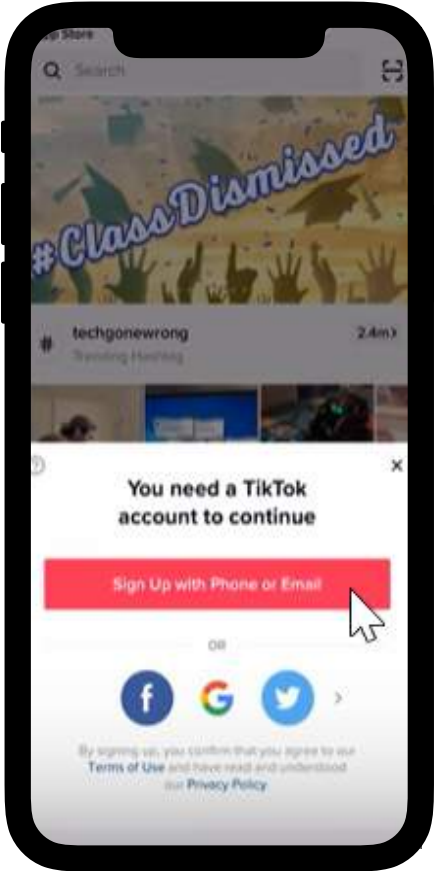
You can make an account using your email, your phone number, or a third-party platform like Facebook. The app automatically assigns you a username. If you sign up for TikTok with your phone number, the app will generate a generic username such as user1234567. Using an email address generates a more personalized ID (although that may present a privacy issue for users).

To change your username, tap the icon in the right bottom corner that looks like a person's upper body. Then hit Edit Profile. Here, you can change it to something more unique, as well as add a bio, picture, and Profile Video.

By default, TikTok accounts are public, meaning anyone can see your profile and view the videos you post. To adjust these privacy settings, tap the three dots in the top right corner of your profile.



# Create an account



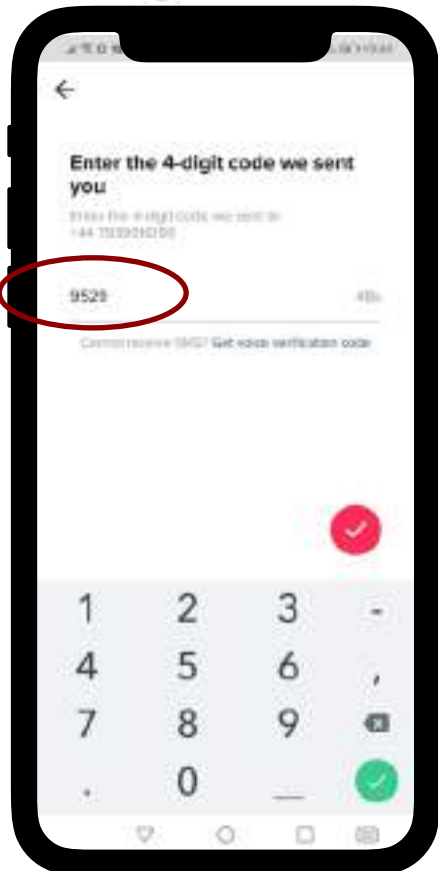
Messages to Sign up



DOB – 13+



Phone/Email



4 digit code

# Navigating TikTok



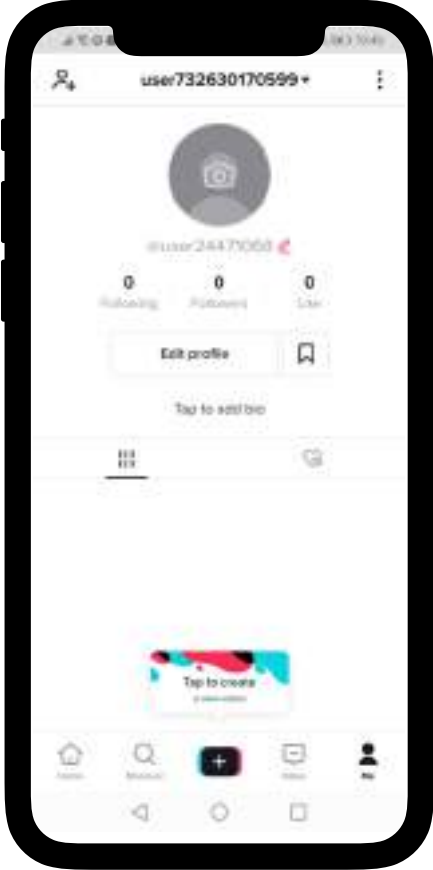
Now that your profile is ready to go, it's time to watch some TikToks. The app is divided into two main feeds. The default is For You, an algorithmically generated stream of videos akin to Instagram's Explore page. On the left you'll find the other, Following.... which features uploads from people you choose to follow. TikTok is like a never-ending variety show; it's pure entertainment. Follow creators who make you laugh, like @k.chh, who posts hilarious skits, or opt instead for adorable accounts like @cute\_puppies12, which posts the tiniest dogs you've ever seen.

You'll notice to the right of every TikTok video a series of icons. The first will take you to the profile of the user who posted it. Then there's a heart, which functions just like hearts, or likes, on Instagram. Next are comments, then a right-pointing arrow for sharing individual TikToks to other platforms. Click the arrow if you want to copy the link to a specific TikTok, for example, to share it on Whatsapp. (One note for left-handers: You might find TikTok hard to use, at least at first, since it's often right-oriented.)

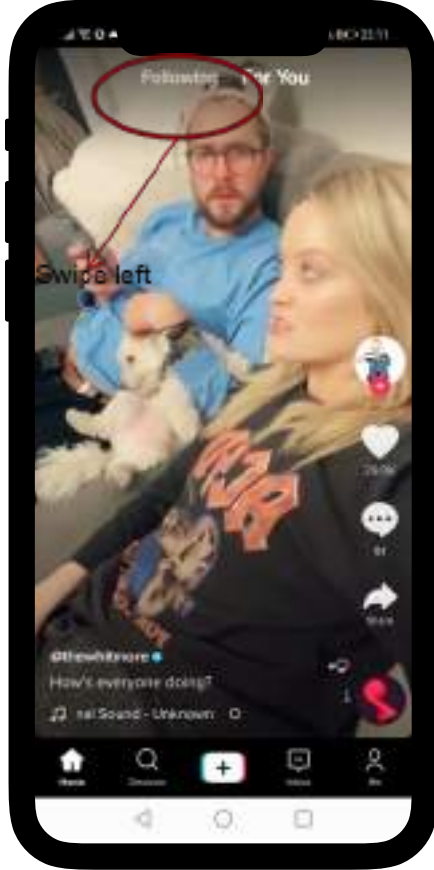
The very last icon is a spinning record with music notes emanating from it. This represents the song excerpt the user is playing in their TikTok. Click on it to see the track's name and artist, as well as a feed of other TikToks that also feature it. For instance, "Fake ID" by Riton and Kah-Lo—a particularly popular track on TikTok—has been featured in over 1.4 million videos, which are shown on the song's page. These clips are likely not the full extent of "Fake ID" TikToks on the platform.

Don't want to see a certain kind of TikTok in your feed? Hard press on the video to reveal a Not Interested button.

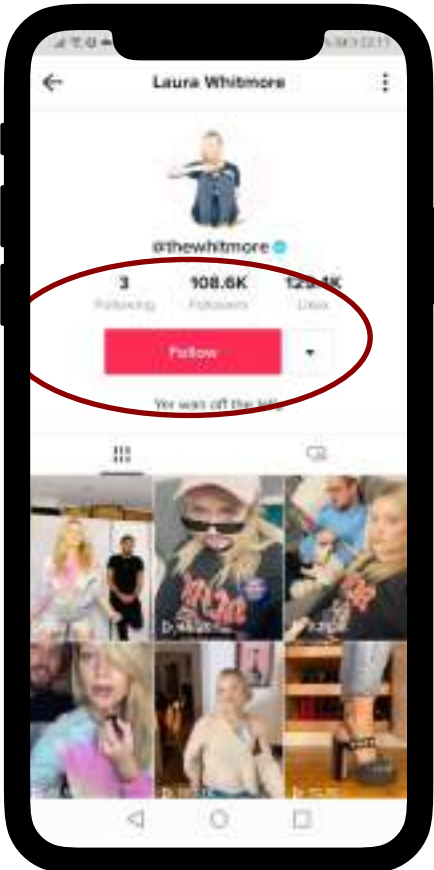
# Navigating TikTok



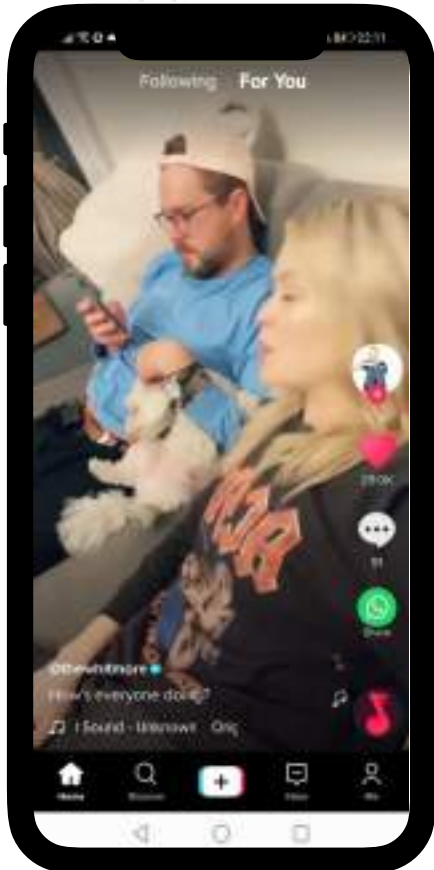
Profile is set



Following

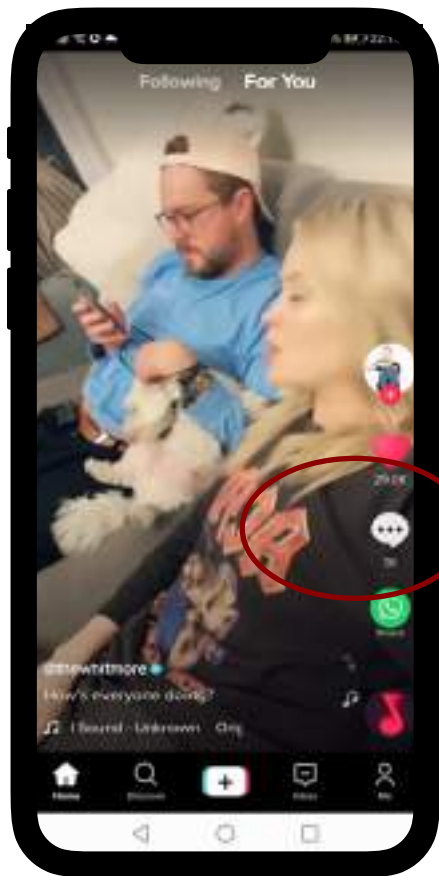


Looking at other videos

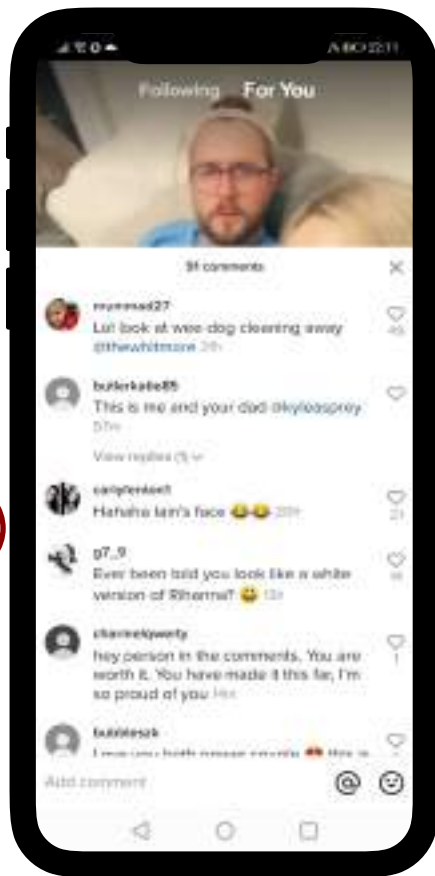


Like

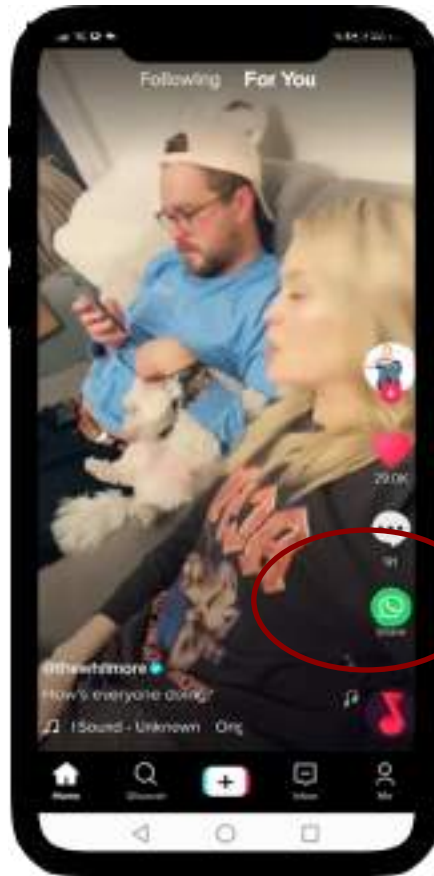
# Navigating TikTok



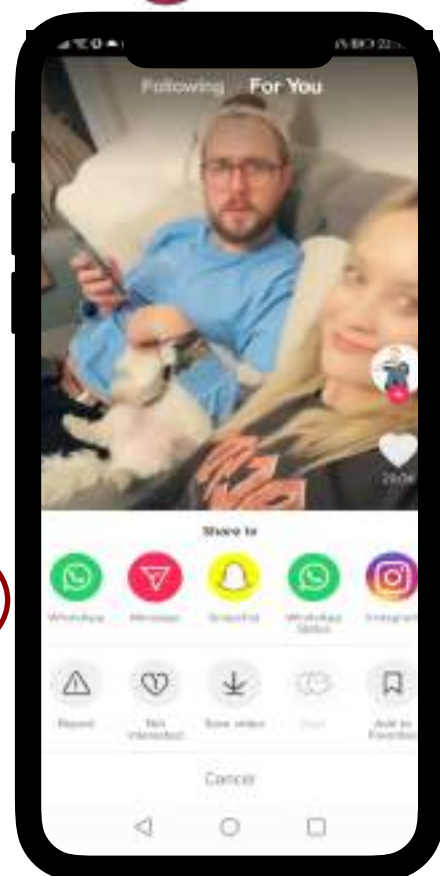
Comment



Comment

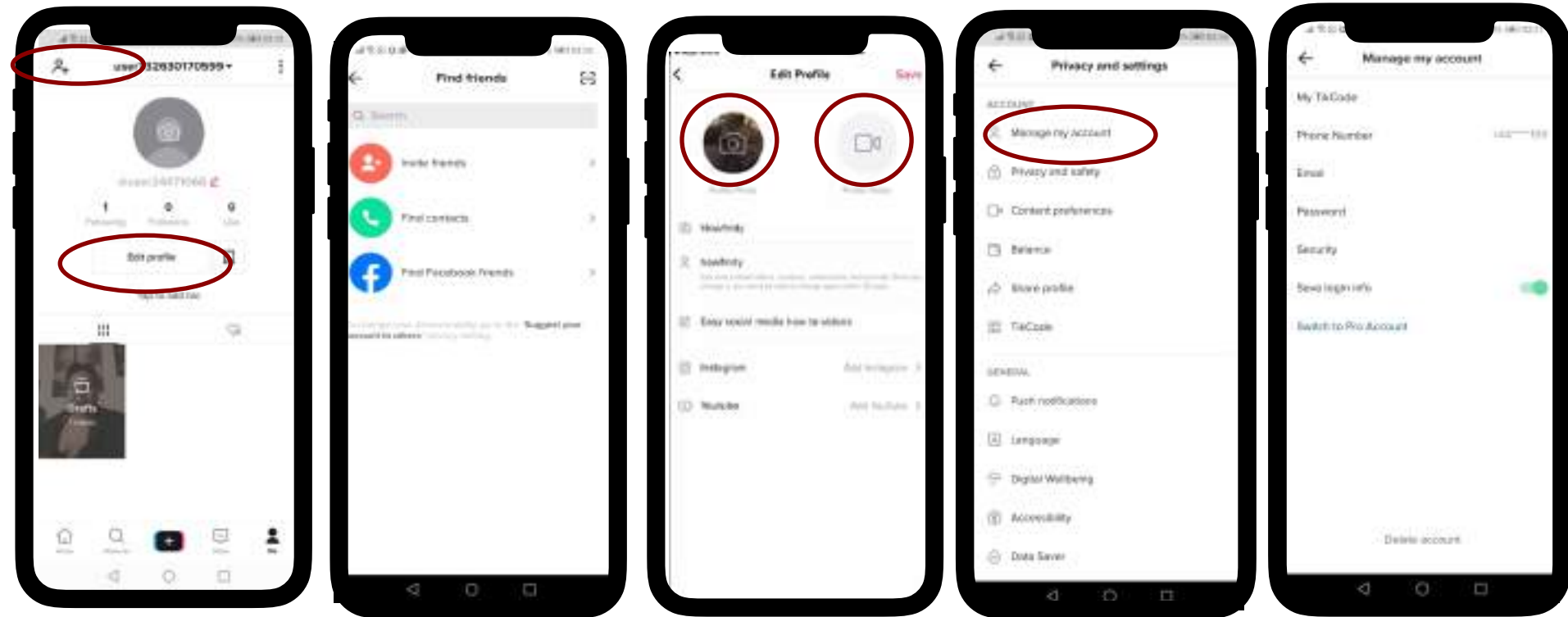


Share



Share

# Video of profile







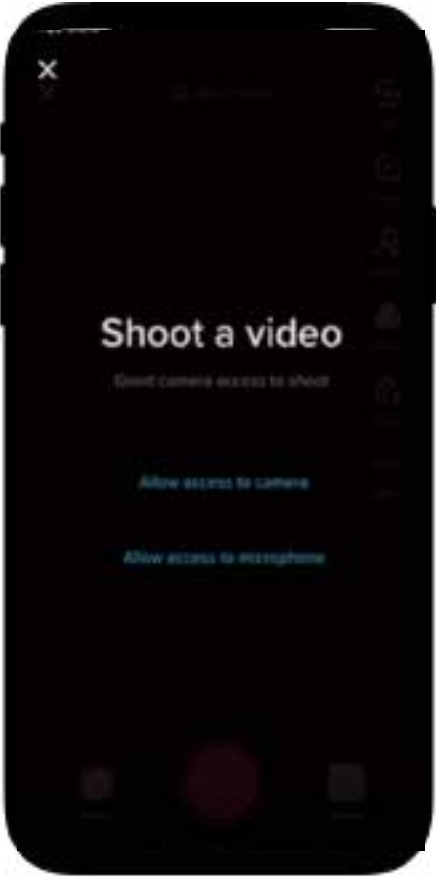
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**Now let's see how to shoot a video**

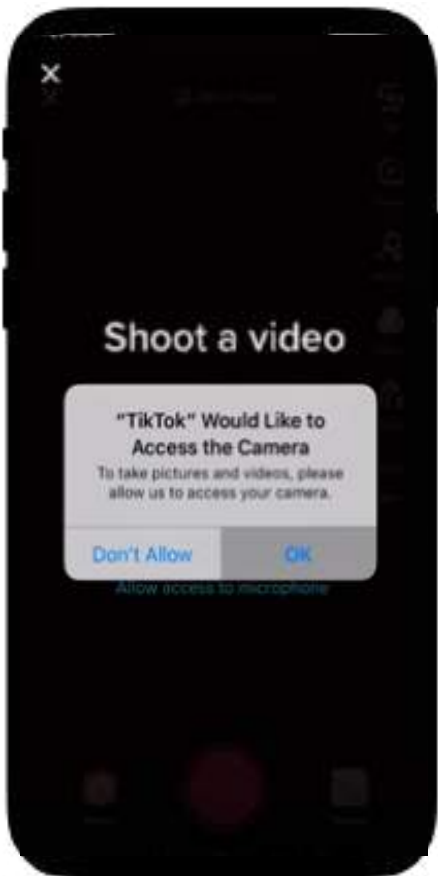
# Shoot a video



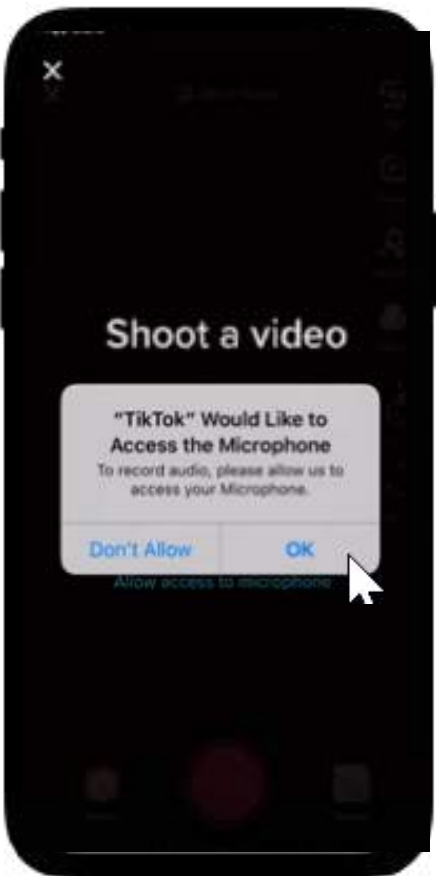
Shoot video



Video Set up



Camera Access



Microphone Access

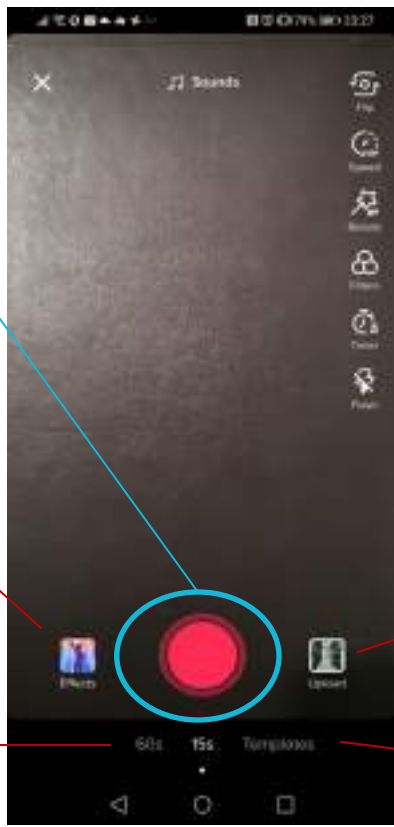


# Shoot a video

Record - Press and hold to record will start when you remove my finger it will stop

Effects

Copy length - 15" & 60" option which is a recent update

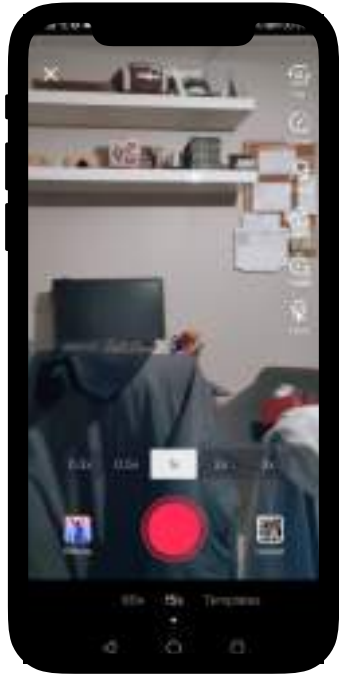


- Flip - basically flip the camera
- Speed – Go faster or slower
- Beauty - smooth out the details of your video
- Filters - Number of filters to choose from
- Timer - Speed up or slow down your video
- Flash - Turn flash on or off...Some phones have a 'more' option here

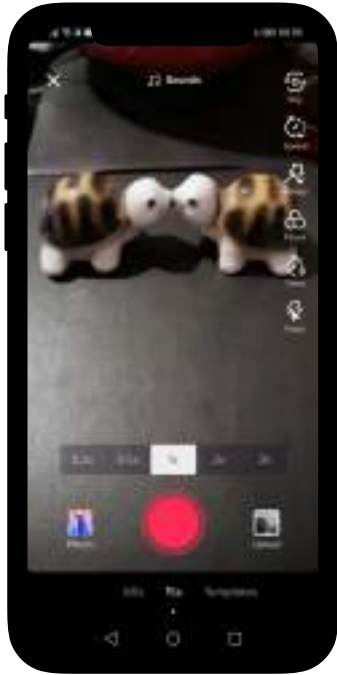
Upload - Recent option, allowing you to use video's you have already recorded. If they do not show you can go to you settings and give access to your existing videos/photo library on your device

Templates - Choose any photos you like

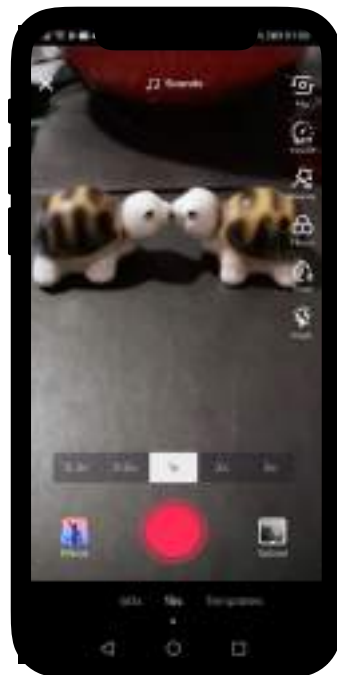
# Shoot a video



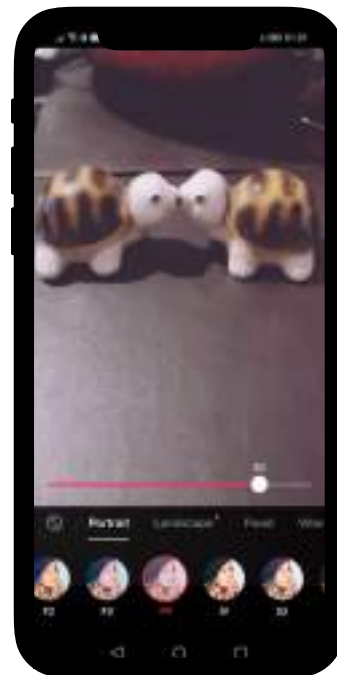
Flip



Speed



Beauty

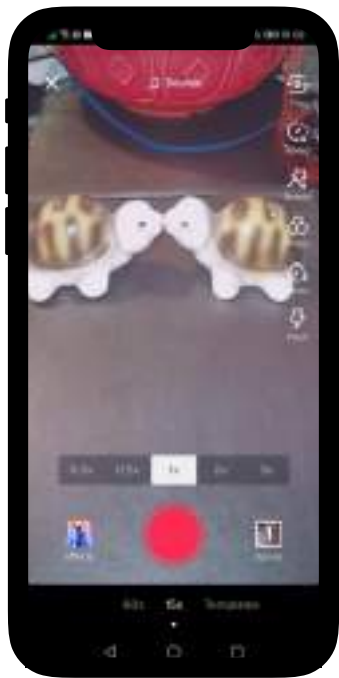


Filters

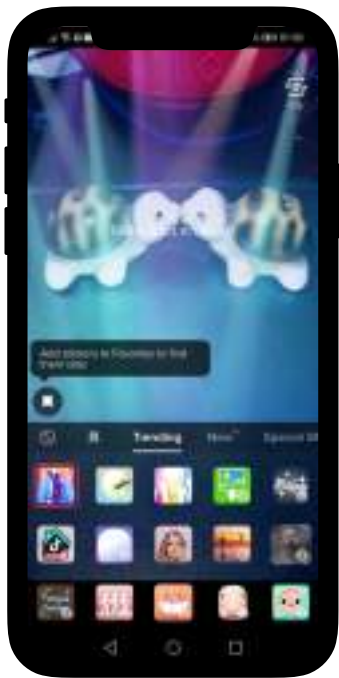


Timer

# Shoot a video



Flash



Effects



Record



Templates



Upload

# Uploading a video



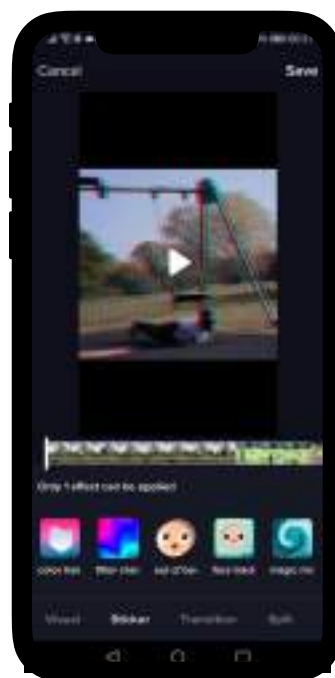
Selected Upload



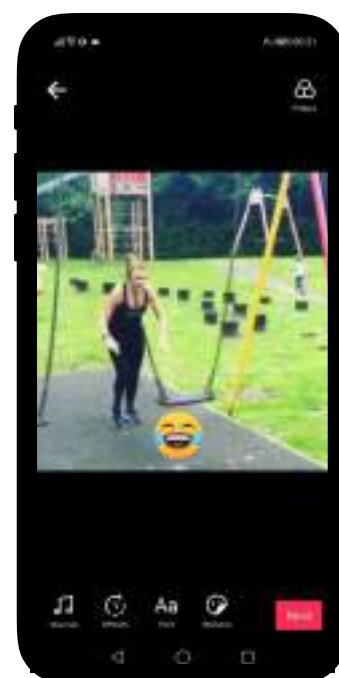
Edit Upload



Effects



Stickers

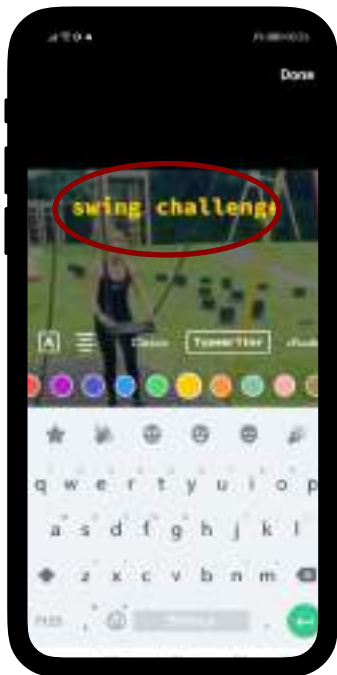


Emoji

# Uploading a video



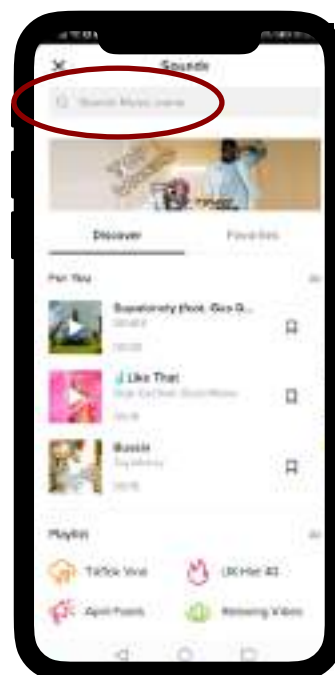
Text



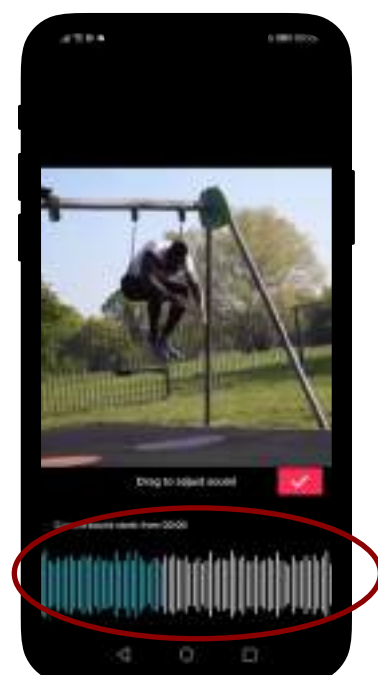
Edit text



Delete Text



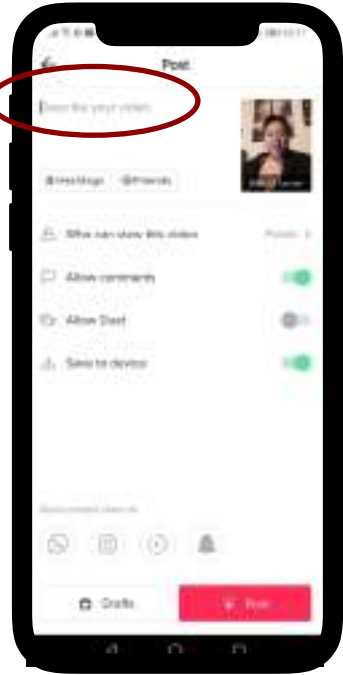
Soundtrack



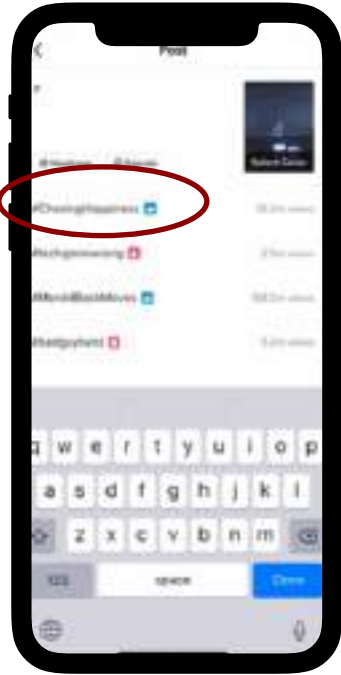
Soundtrack added



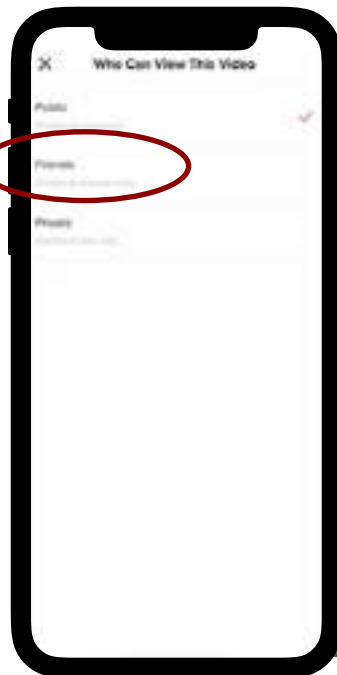
# Uploading a video....Posting it



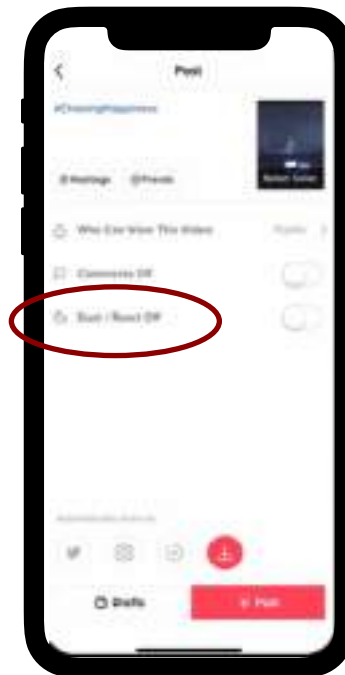
Description



Hashtag



Who can view



Duet



Post

# Music, Hastags and Challenges



Music is at the heart of TikTok; picking a popular song can be the primary reason a video goes viral. Here's how to choose one. First, tap Add a Sound on the right side or top of the recording screen. A Spotify-esque streaming menu of artists and records will appear. Here, you can browse the most popular tracks on the platform, as well as check out songs from Apple Music.

There aren't full-length songs on TikTok; the platform is dominated by short clips, which can't be edited. In other words, if you dream of doing the floss to a particular portion of your favourite song, you may be out of luck. But there's a way around this problem. Many TikTok users simply play a song from another device—such as a computer or stereo—while they're recording. TikTok will then register the track as an “Original sound,” which other users can then add to their own videos. A word of caution: Using this loophole may result in copyright violations.

On this same music streaming menu are the songs associated with TikTok #Challenges. Challenges are what unite the TikTok community, and they're often sponsored by advertisers but not always. Right now, for instance #rightleftchallenge & #nananachallenge, which invites you to “show off your amazing dancing skills” (So far millions of videos have been created featuring the hashtag).

To browse all of TikTok's current challenges, tap the magnifying glass at the bottom of the home screen. At the top of this same menu, there's a search bar, which can be used to search for specific creators, sounds, or hashtags.



# You're ready to go.....

- You now know how to join the latest TikTok #Challenge...or at least put a video together!
- You've added a digital pepperoni slice to your lip-syncing masterpiece. ....you maybe even danced a little.
- You're ready to explore TikTok.
- The app has plenty of additional features, and the best way to find them is by playing around yourself.
- So turn up the volume and go forth.





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# Questions?

# Frequently asked questions

Q) How can I download and install TikTok on my device?

A) You just have to open the App Store on your device, search TikTok and download and install it as you do other applications.

Q) How can I register on TikTok?

A) You can create your profile on TikTok in easy and quick steps registering with either your phone number or e-mail address.

Q) Is it available on Android and iPhone both?

A) Yes, this app is available on both the popular mobile platforms' store to download.

Q) How can I delete a video?

A) Tap on the video you want to delete, move to the right lower corner and select and then tap on to delete. At present, you can only delete one-by-one and not in bulk.

Q) How can I save a video I have created?

A) Just tap on the video, go to the lower right corner and select and then tap on to save.

# Frequently asked questions

Q) Can I watch clips and videos of other users?

A) Yes, by default a user's profile is public and you can view their creations by searching by specific name and genre or through the feeds.

Q) How can I control what my children are viewing on TikTok?

A) Using a special feature named Digital Wellbeing, you can restrict the appearance of inappropriate content.

Q) What privacy settings TikTok provides regarding video viewing?

A) At present there are only two settings, Private – only you can view your videos, Public – anyone on the app can view your videos.

Q) Can I restrict other people from viewing my videos?

A) By default TikTok profiles are public, but you can change that through Privacy settings.

Q) Can I custom-create my video?

A) With a range of features and special effects provided by TikTok, you can easily create and edit clips utilizing an assortment of effects and other features.

Q) Can I limit my time spent on TikTok?

A) For this also, you can enable Digital Wellbeing feature and limit your time on the app.

Q) Can I use Emojis with my videos?

A) Yes, with 100+ Emojis and face filters and beauty effects offered by TikTok helps users to do so much with their videos.



# More Frequently asked questions



- Q) How can I record my dance video on TikTok if it is a bit dark?
- A) You can turn on the Flashlight feature within the app through the settings.
  
- Q) How can I create a duet with someone far from me on TikTok?
- A) You can make use of Duet feature following the below steps :
  - Select a video from your friend, but that has to be below 15 seconds in duration.
  - On the video page, tap on Start a duet by selecting.
  
- Q) How can I save a video I have created?
- A) Just tap on the video, go to the lower right corner and select and then tap on to save.
  
- Q) How can I delete a video?
- A) Tap on the video you want to delete, move to the right lower corner and select and then tap on to delete. At present, you can only delete one-by-one and not in bulk.

# Useful and Interesting links

## Useful

COVID-19 Guide:

<https://www.tiktok.com/safety/resources/covid-19?lang=en>

Full Community Guidelines mentioned in my earlier slides:

<https://www.tiktok.com/community-guidelines?lang=en>

## Interesting

TikTok NHS Hashtags:

<https://www.tiktok.com/tag/nhs?lang=en>

British Cross Hashtags:

<https://www.tiktok.com/@britishredcross?>

# TikTok Video for begginers

These may be easier than my slides as they have examples of video's.



<https://www.youtube.com/watch?v=iODI9D-T6jY>



<https://www.youtube.com/watch?v=FLcGJyekiao>