

Let's learn about

TIKTOK



With Charlotte Simonsen



**WHO HAS USED
TIKTOK BEFORE?**

WHAT WE WILL TALK ABOUT

What is TikTok?

Navigating Content

Creating Content

Filters and Music

What's popular

Q&A

WHO AM I?

Graphic Designer

Content Creator

Video production

Photography

A creative with many hats



10+

years in the industry

11.3K

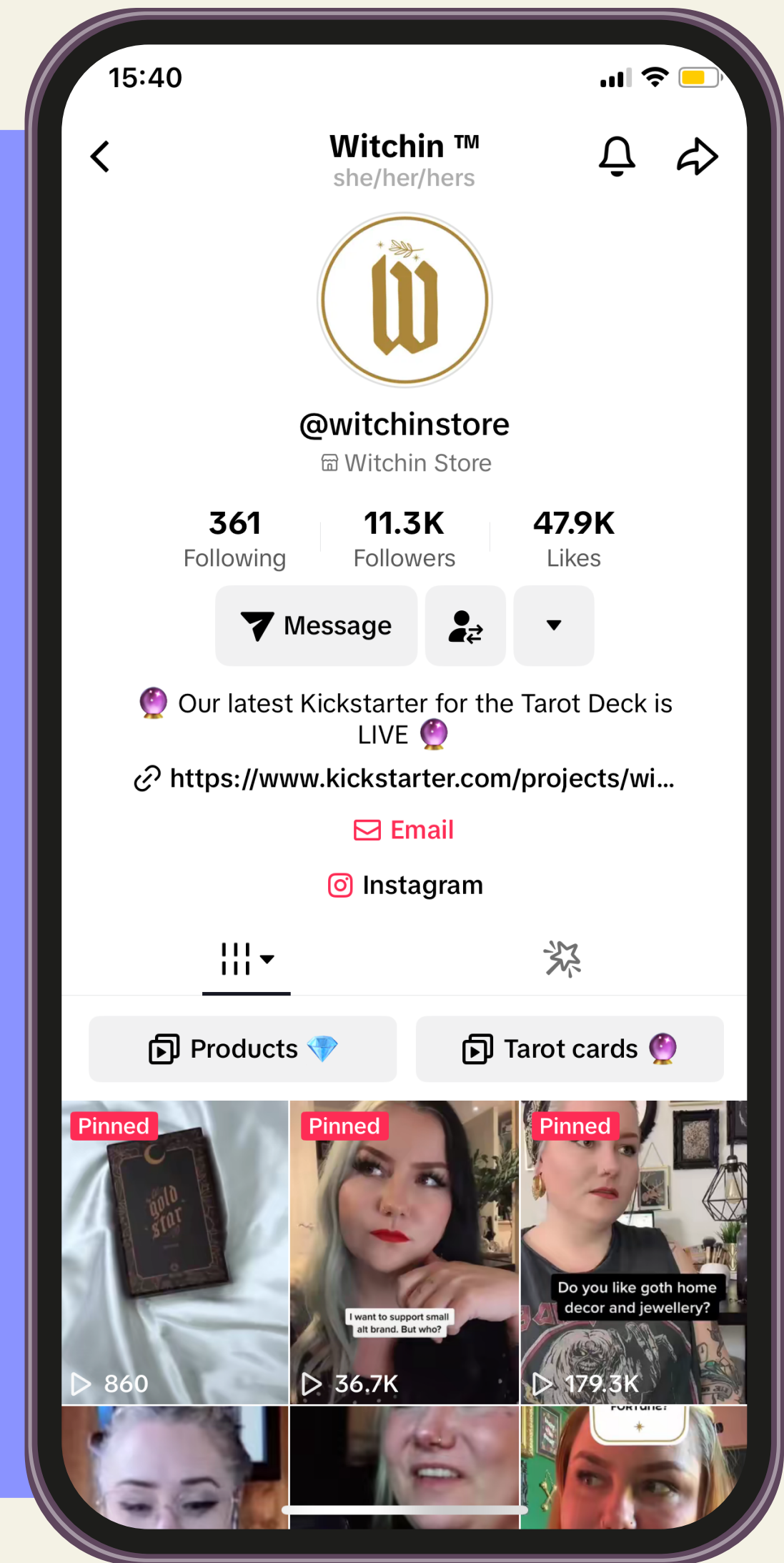
Followers on TikTok

179K

Views on one video

228K

Likes on one video



WHAT IS TIKTOK?

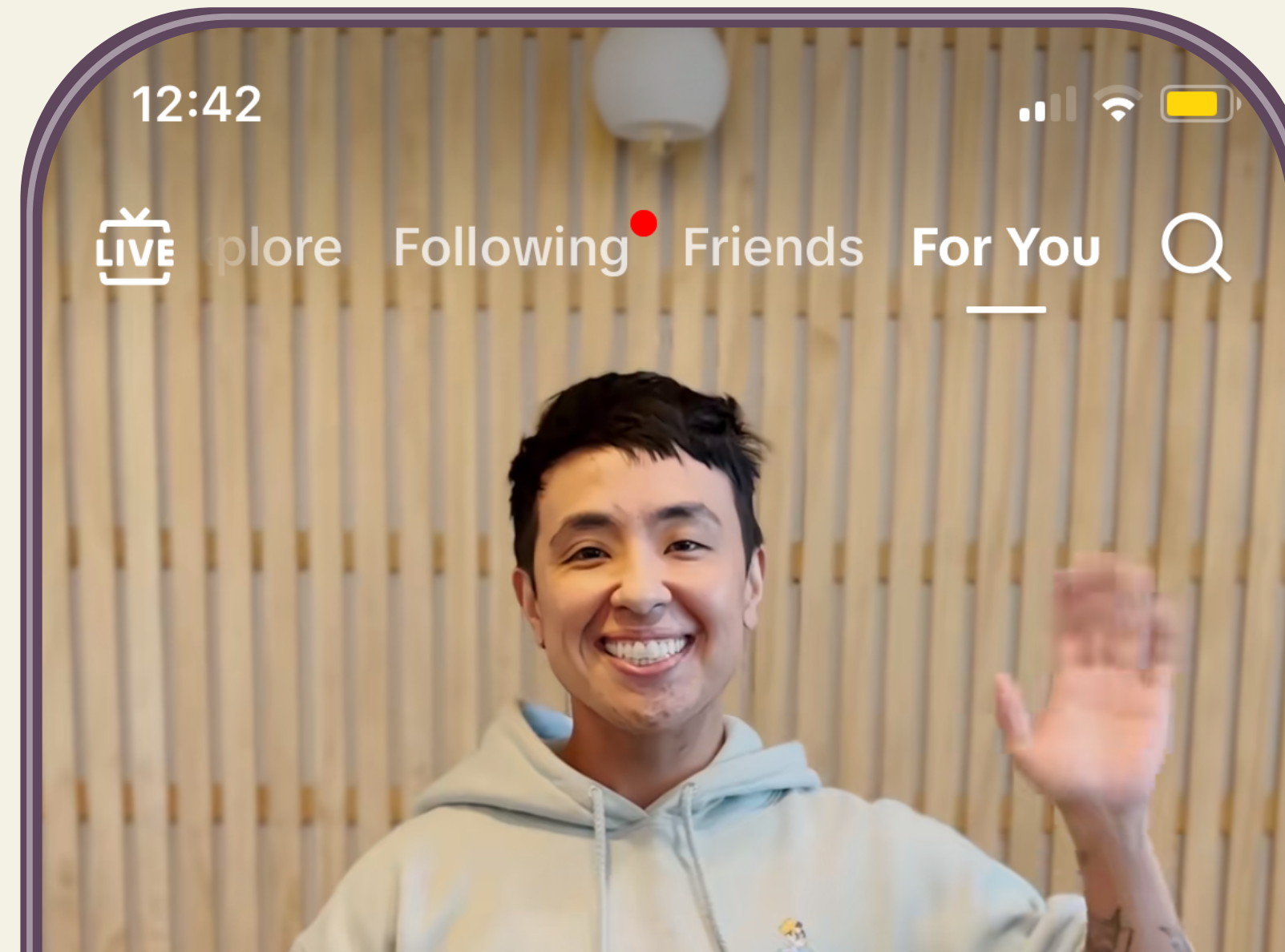
Much easier and interactive way
to reach your audience

Increases visibility and can take
your content to a new audience

Cost effective marketing



Top grossing app in
2023



GEN Z

Use it more than Insta

1.5

Billion active users

23.3

Hours a month

2.65%

Engagement rate

71.2%

Buy after seeing video



SO WHAT IS THE VALUE?

Reaching a wide audience

High engagement



Higher chance of going viral

Building community and brand awareness

Measurable results with analytics

A/B testing

THE NEW GOOGLE



THE NEW GOOGLE



How to bake vegan cakes



THE NEW GOOGLE



How to fix flushing toilet



THE NEW GOOGLE



Best restaurant in Gosport

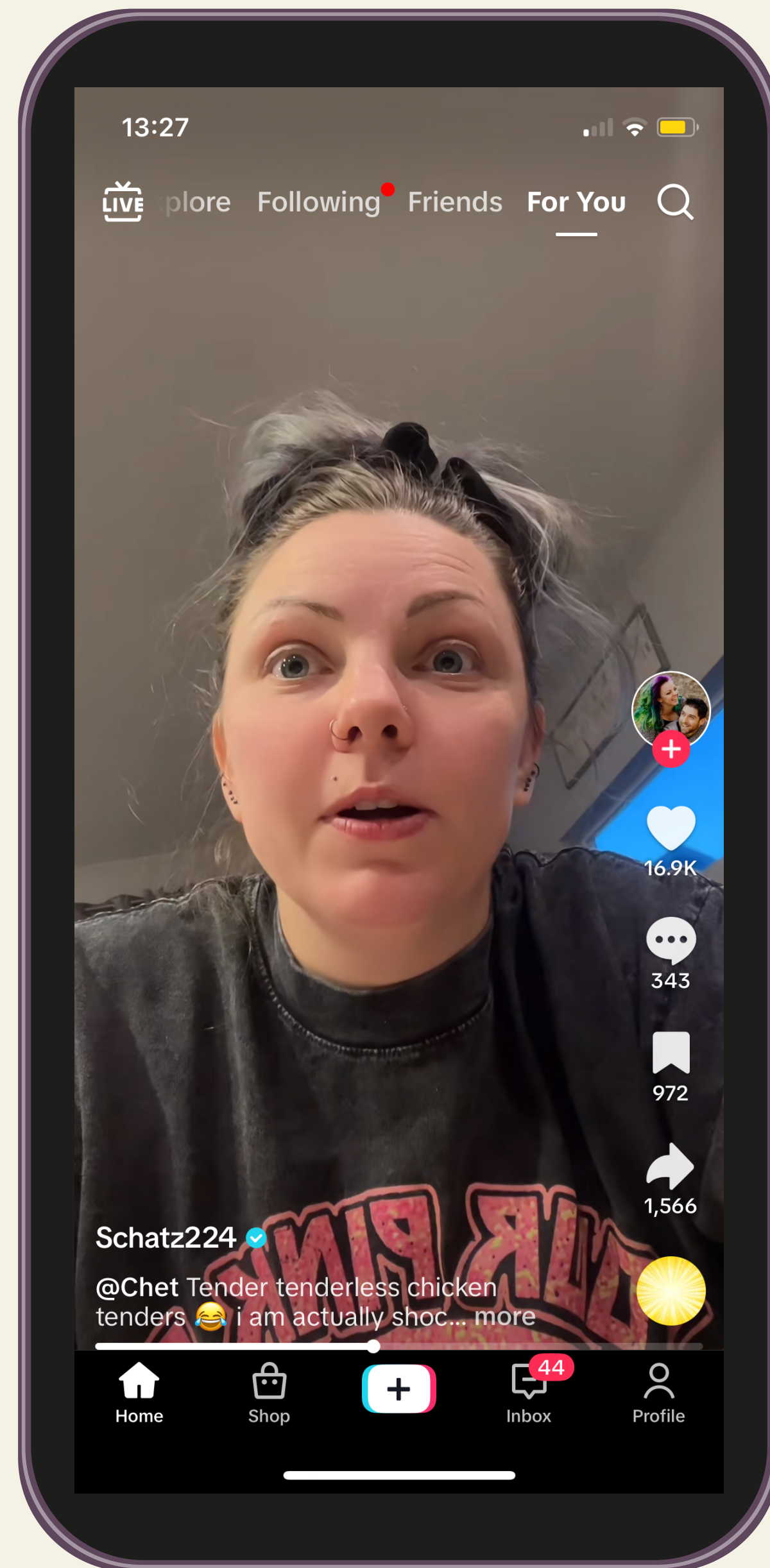




**SO, WHAT DO YOU
THINK MADE TIKTOK
SO POPULAR?**

NAVIGATING TIKTOK

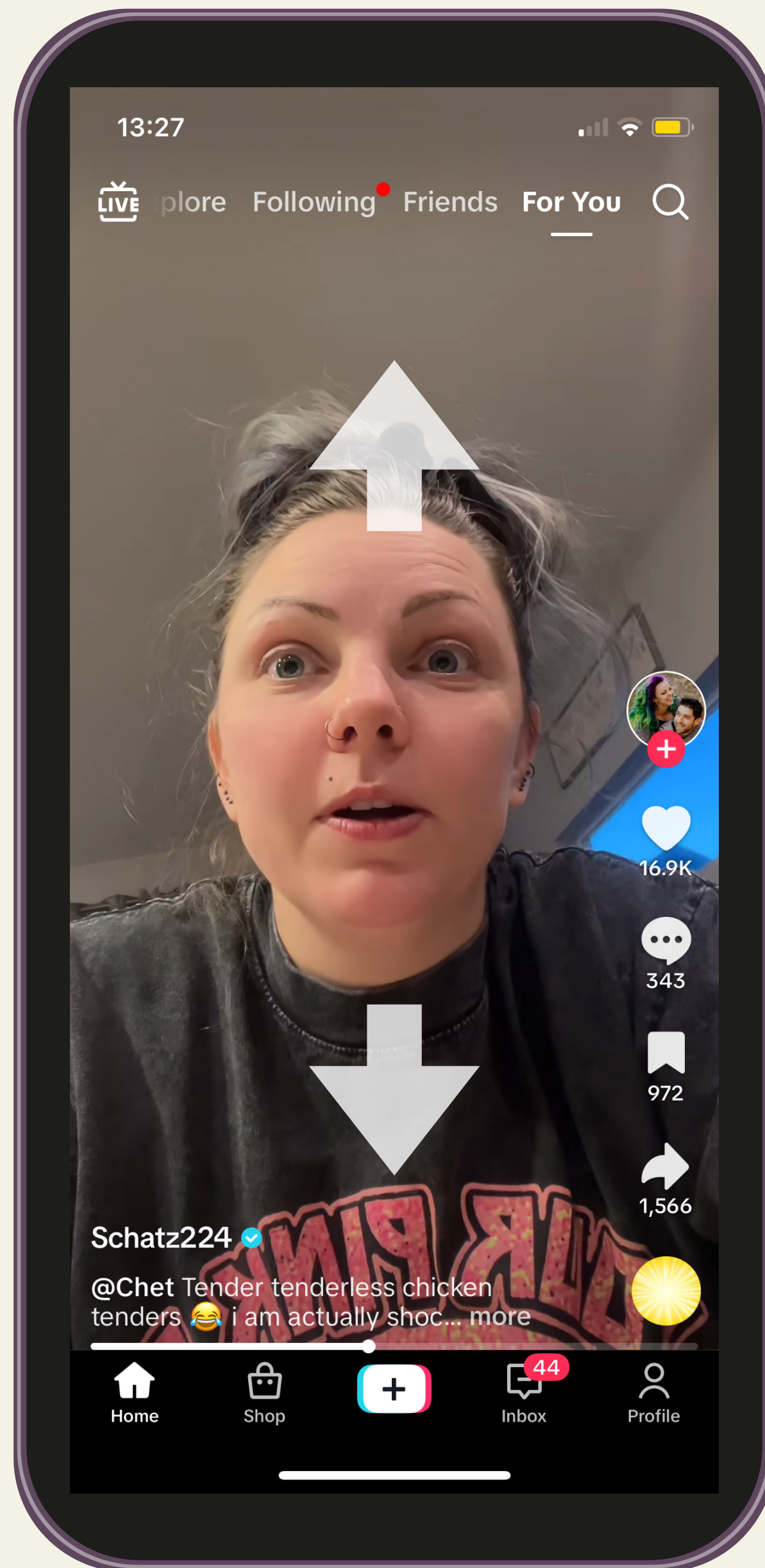
This is your main feed



NAVIGATING TIKTOK

This is your main feed

You can scroll up or down

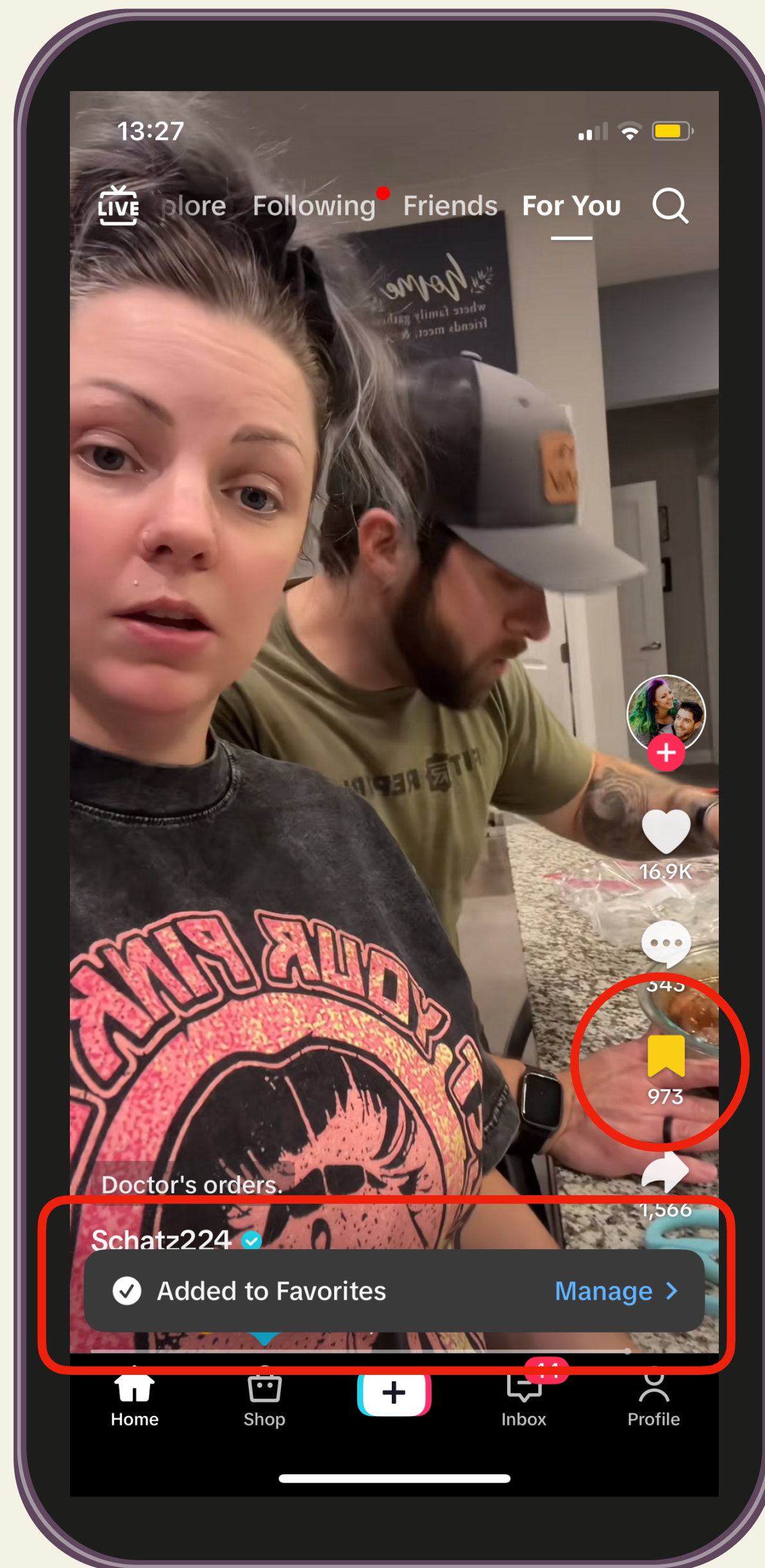


NAVIGATING TIKTOK

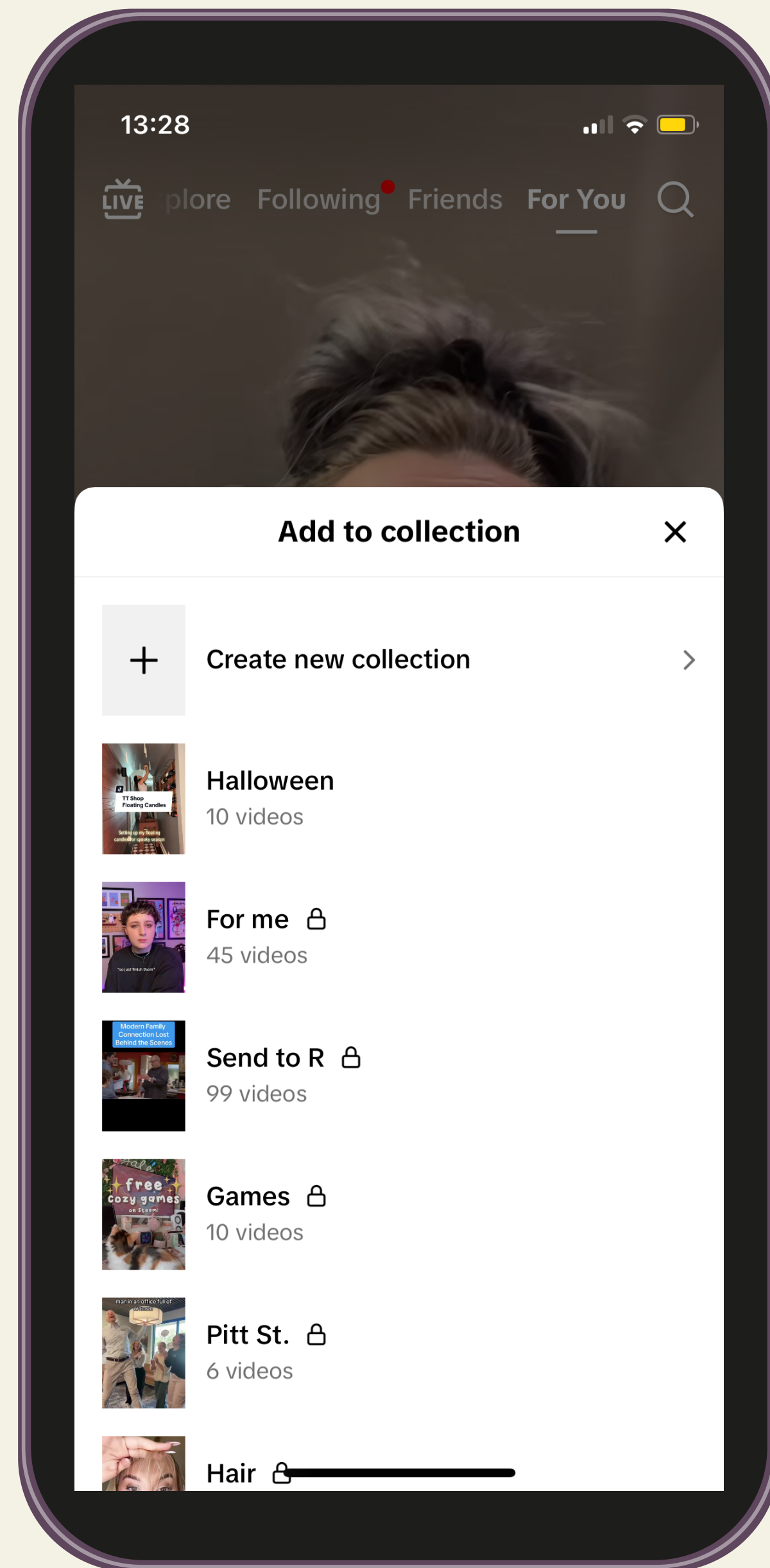
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Tap the little bookmark tab
to save the video for later



NAVIGATING TIKTOK

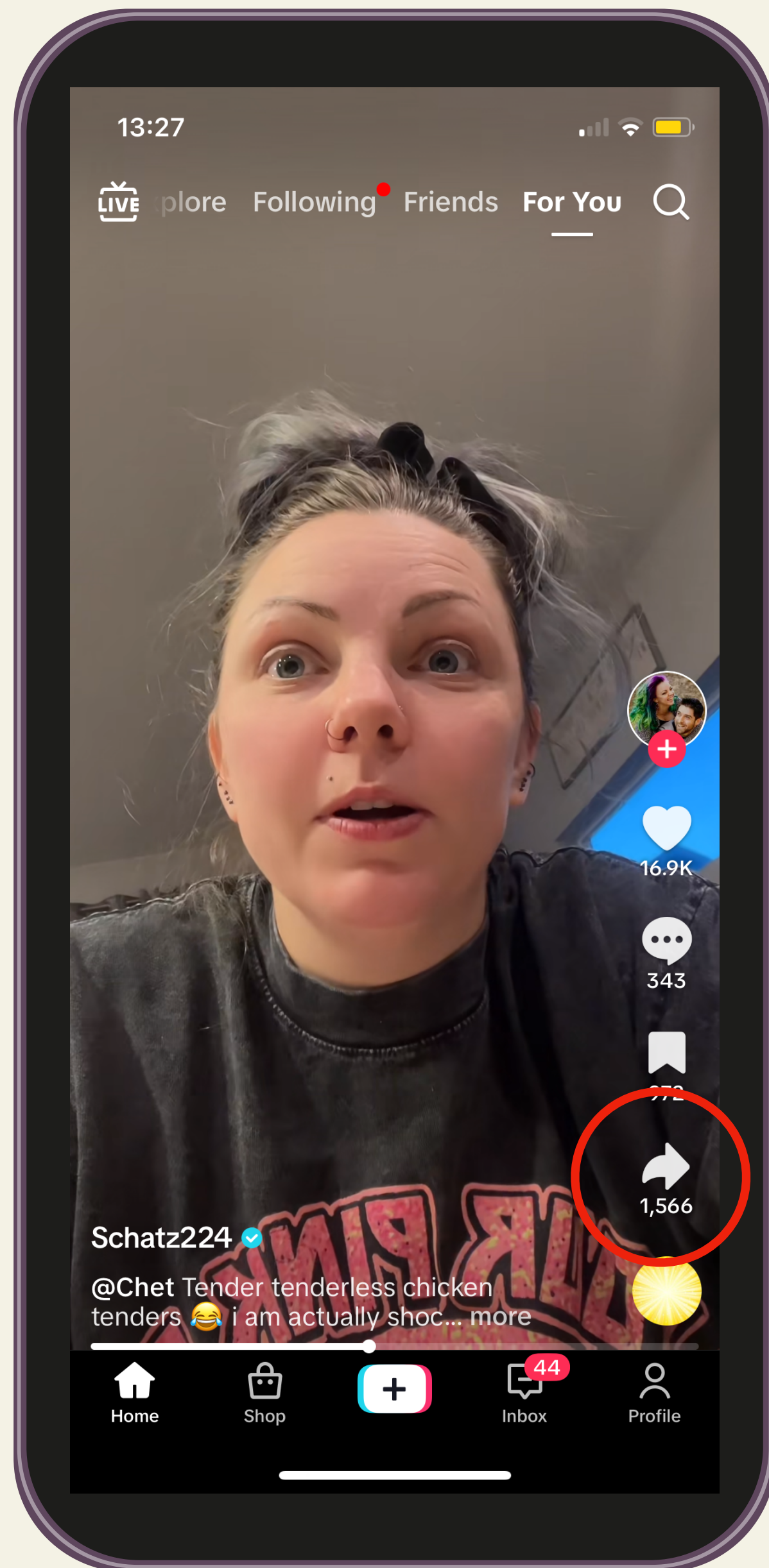


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NAVIGATING TIKTOK



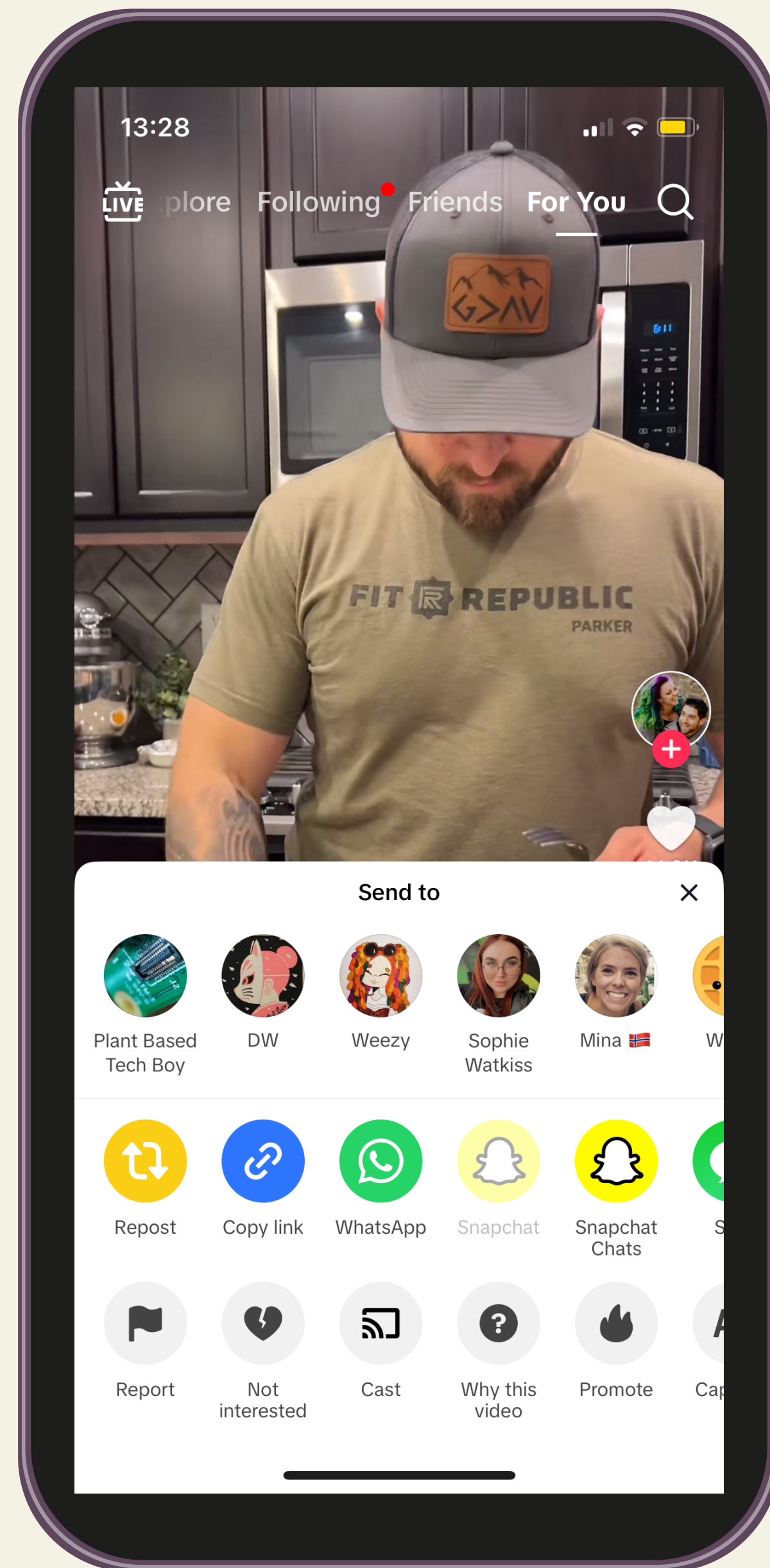
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Or send it to someone

NAVIGATING TIKTOK



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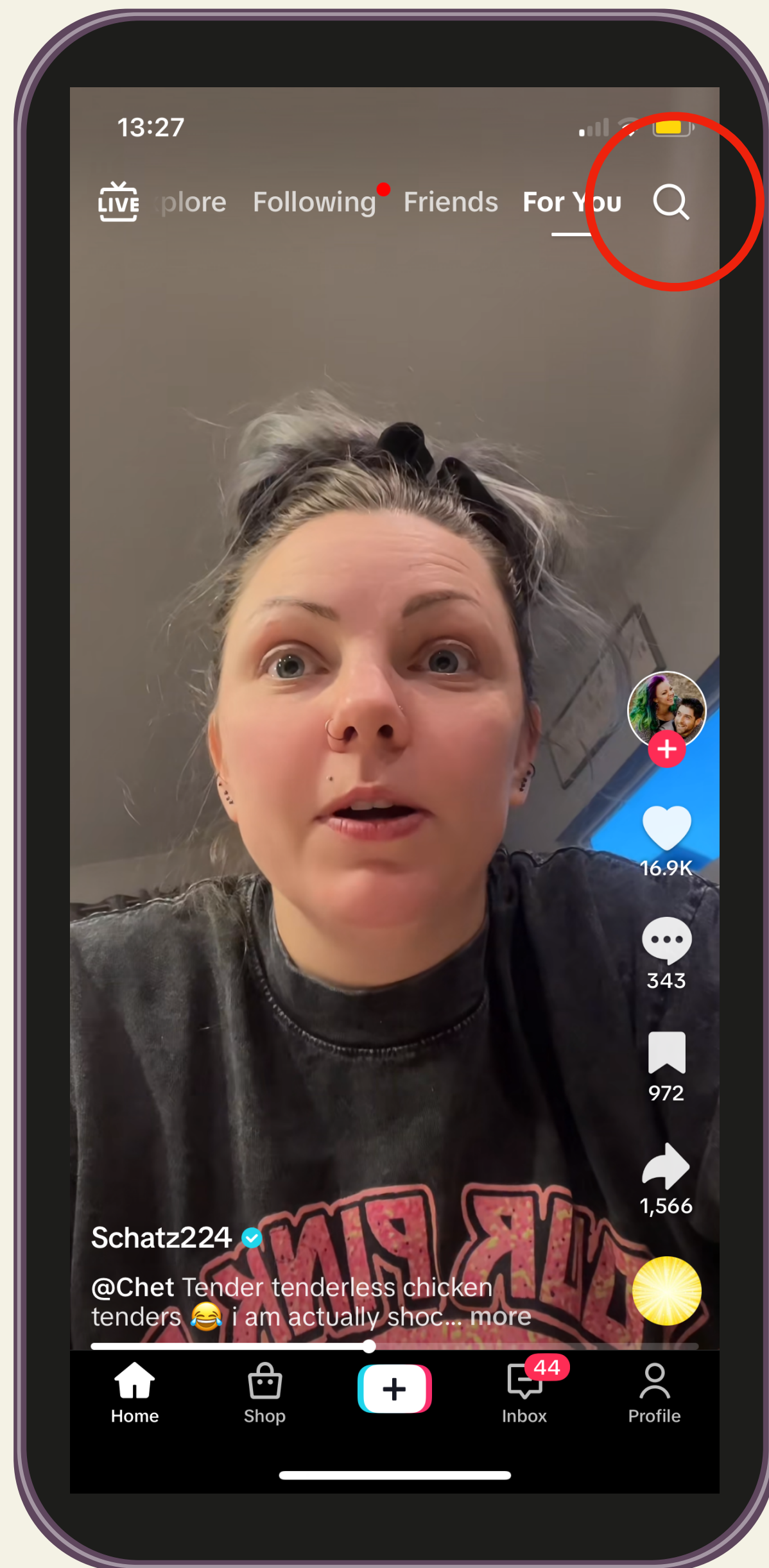
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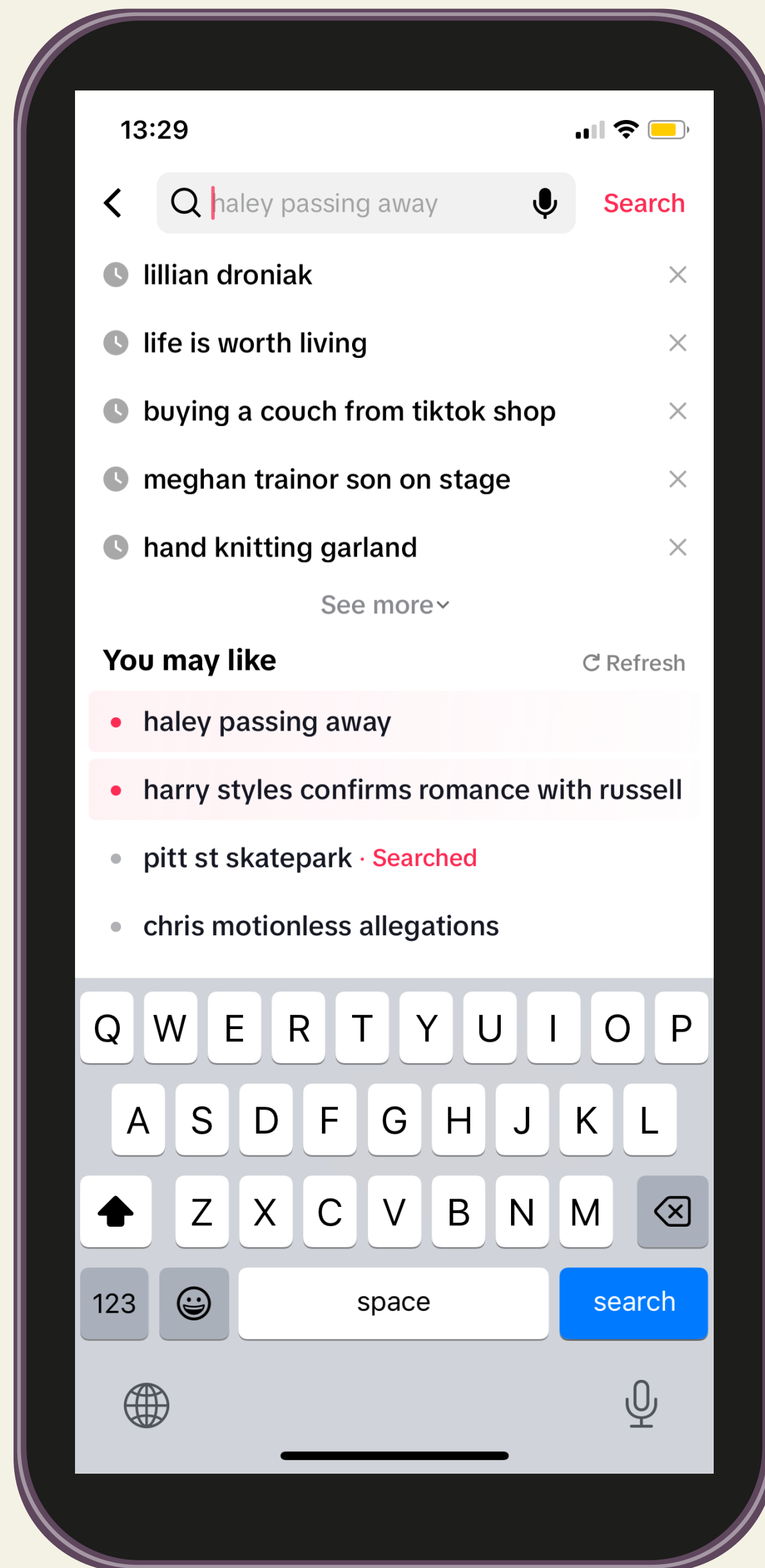
DISCOVER PAGE

Search for specific content,
users or hashtags

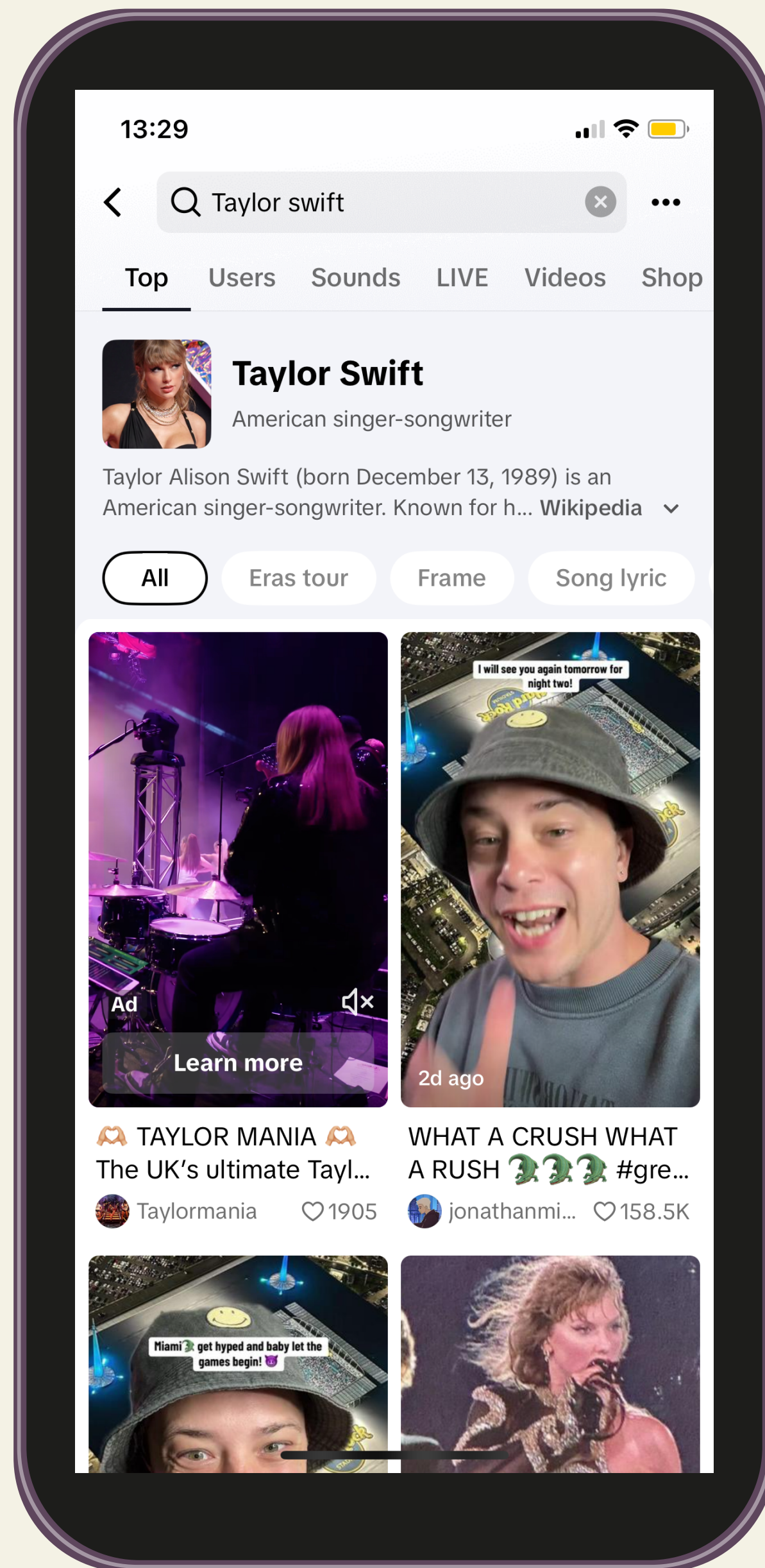


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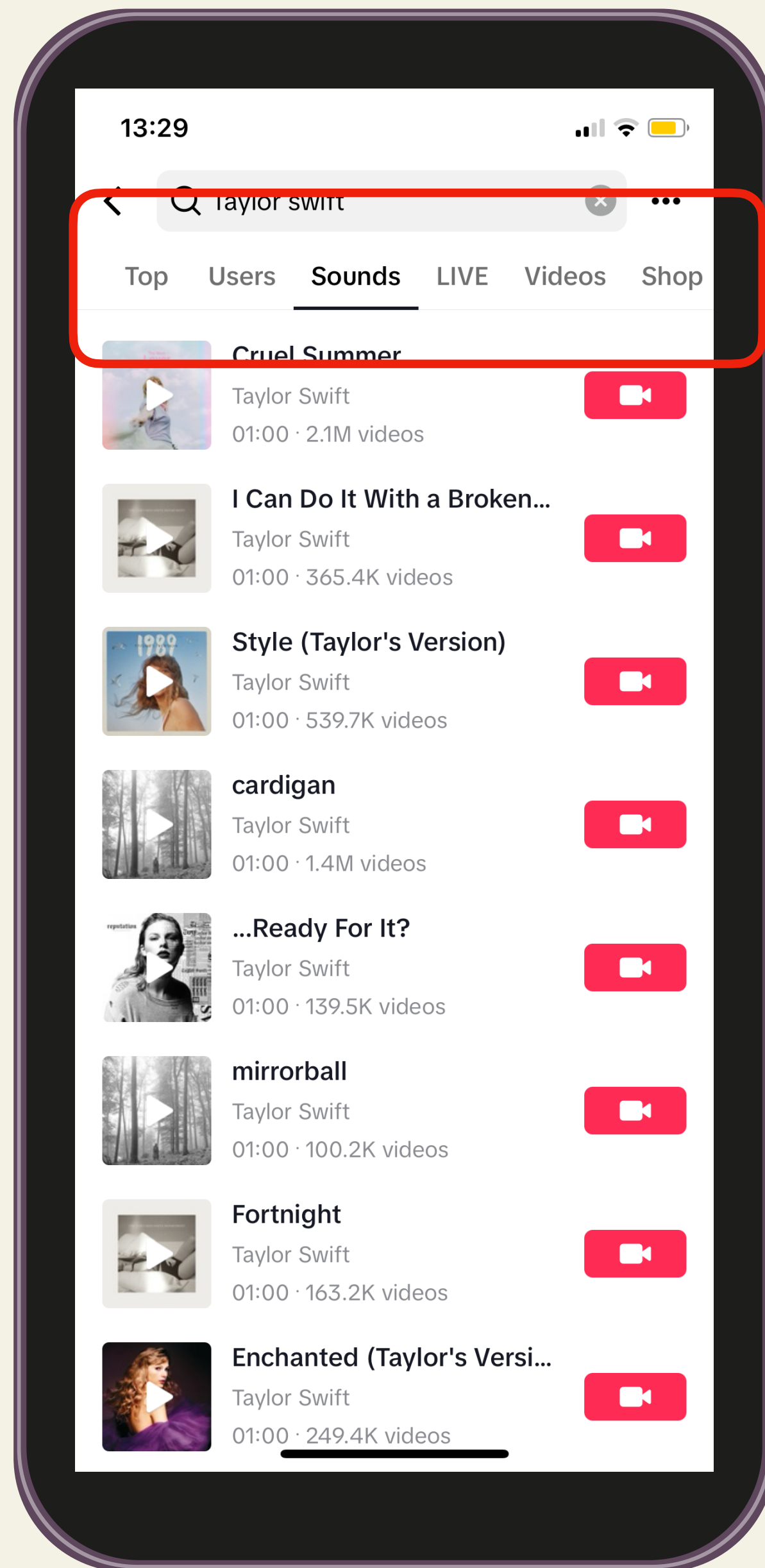
DISCOVER PAGE



Search for specific content,
users or hashtags

Also explore trending sounds

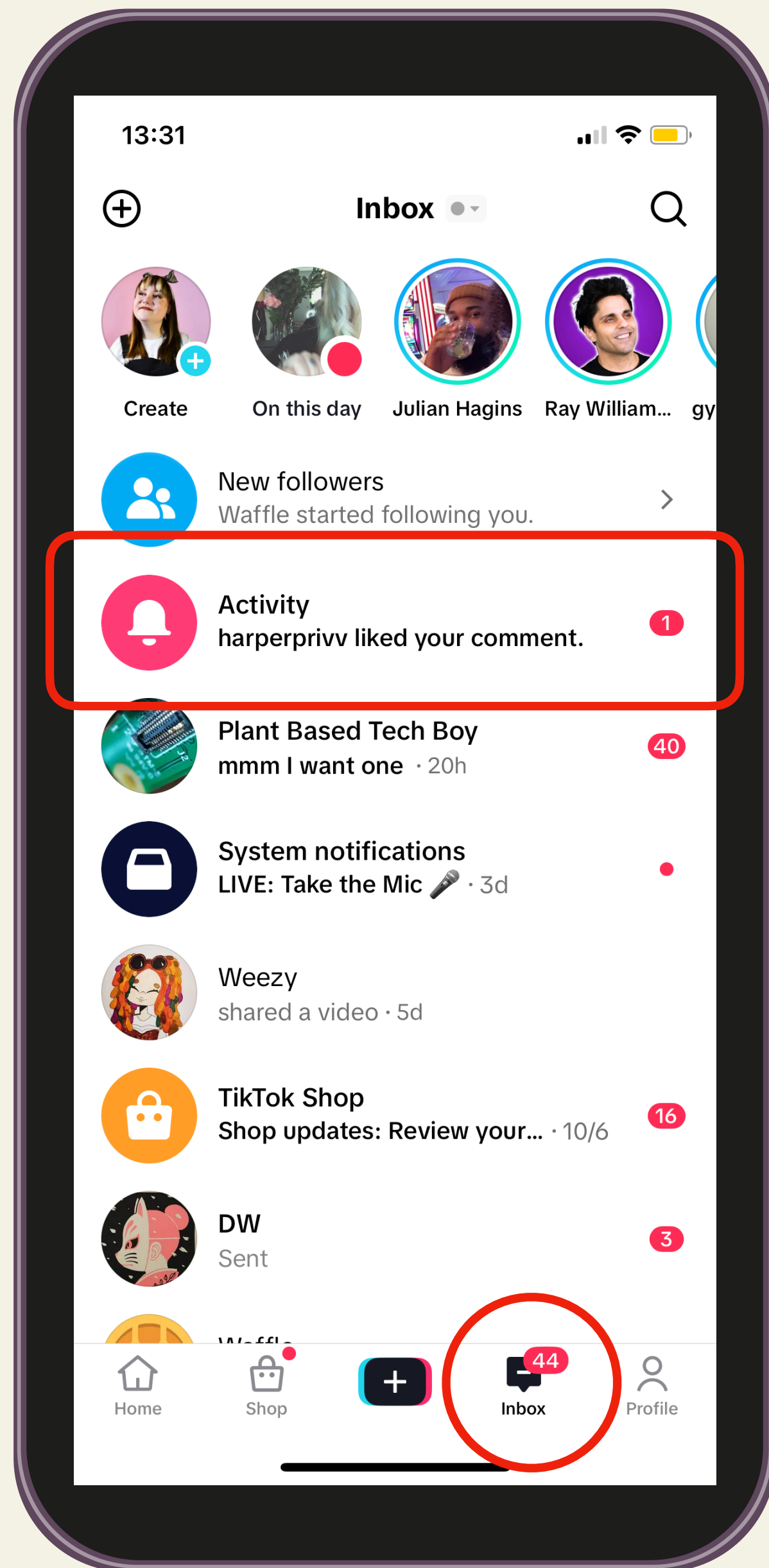
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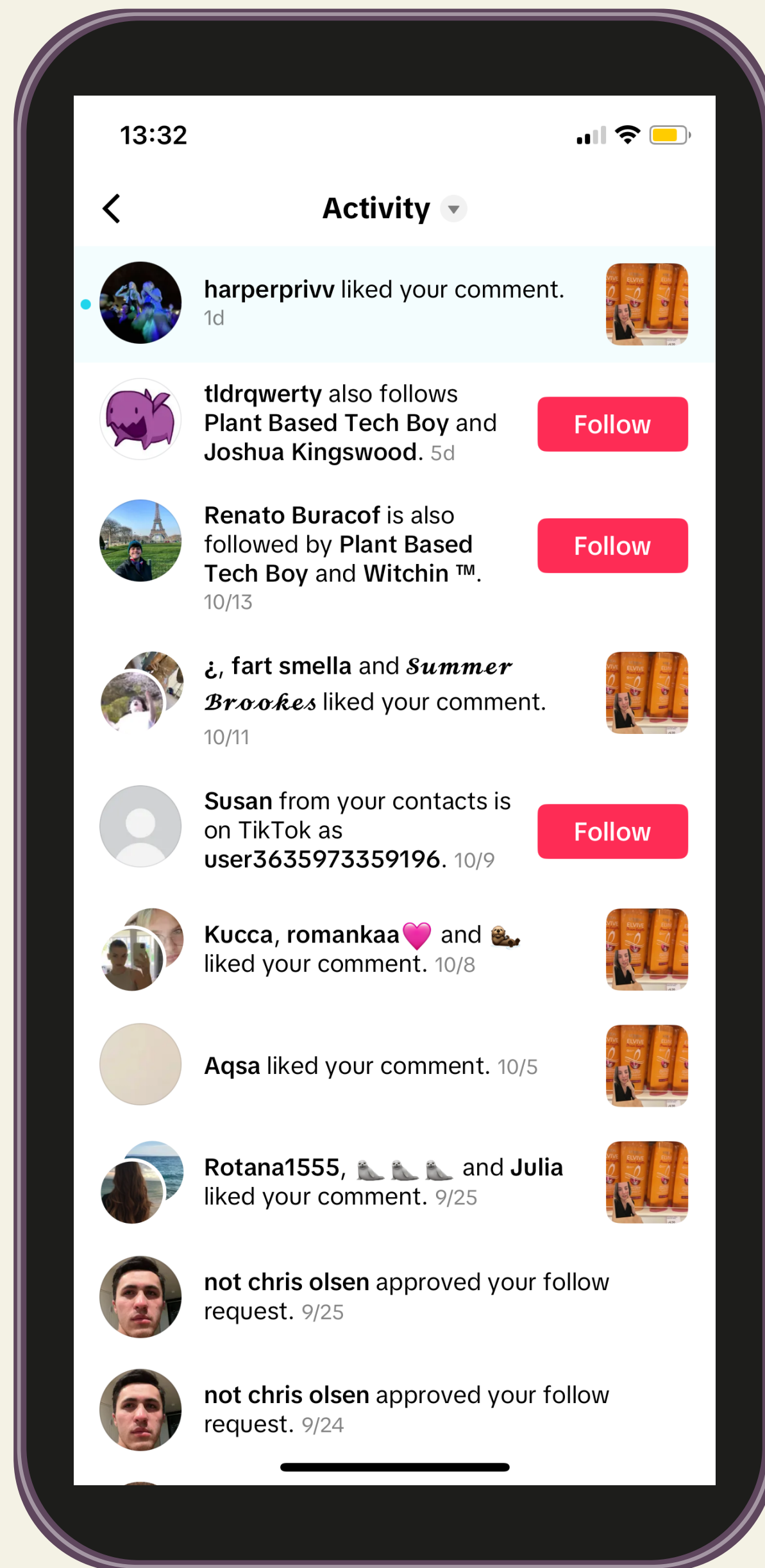
Also explore trending sounds

NOTIFICATION PAGE



When you click inbox you can see
Your messages, notifications,
other people's stories

NOTIFICATION PAGE



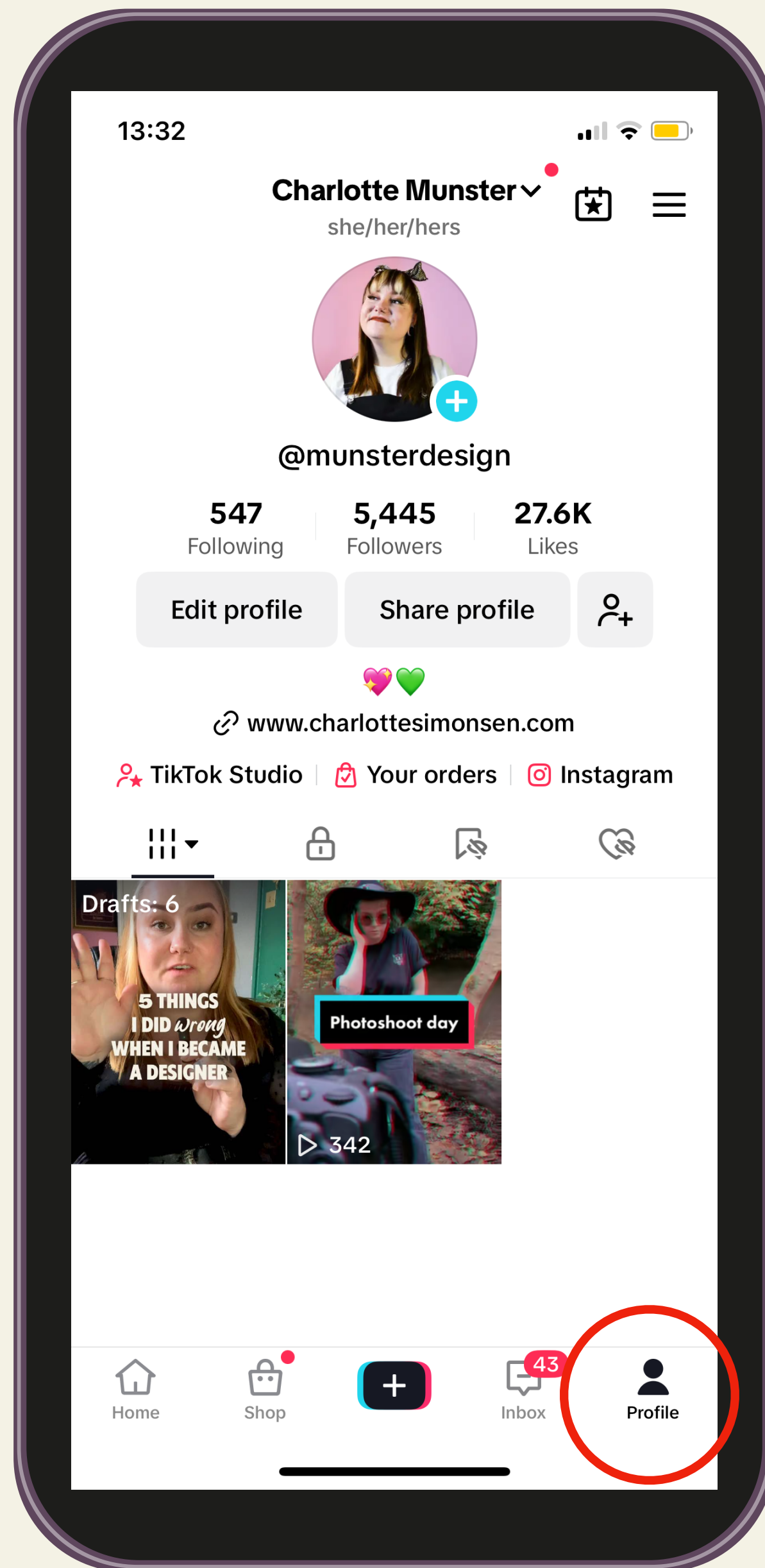
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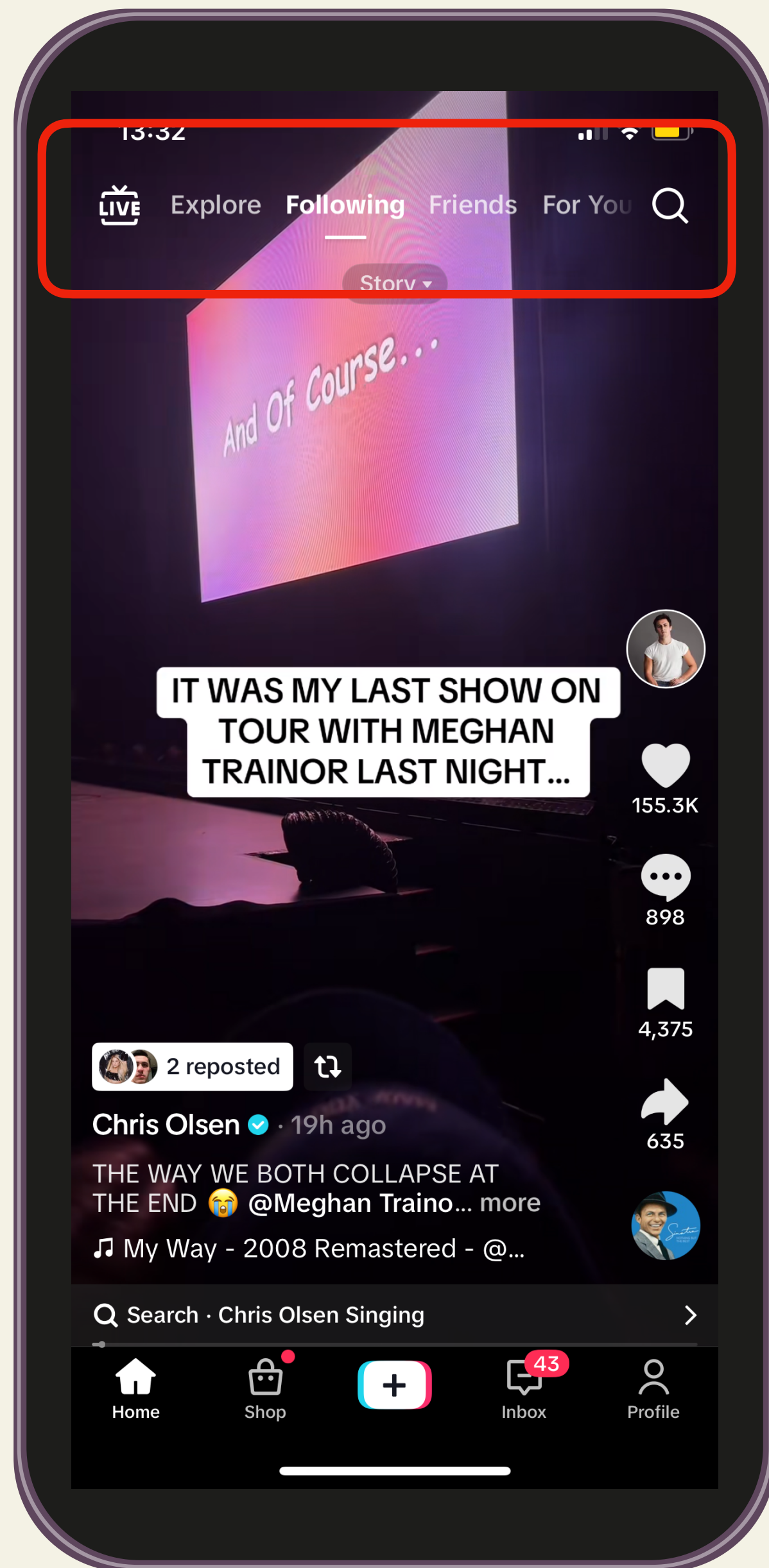
To see follows, comments and other notifications, click activity

PROFILE PAGE

This is what your personal page looks like

Here you can edit profile information, including your bio, username and profile picture



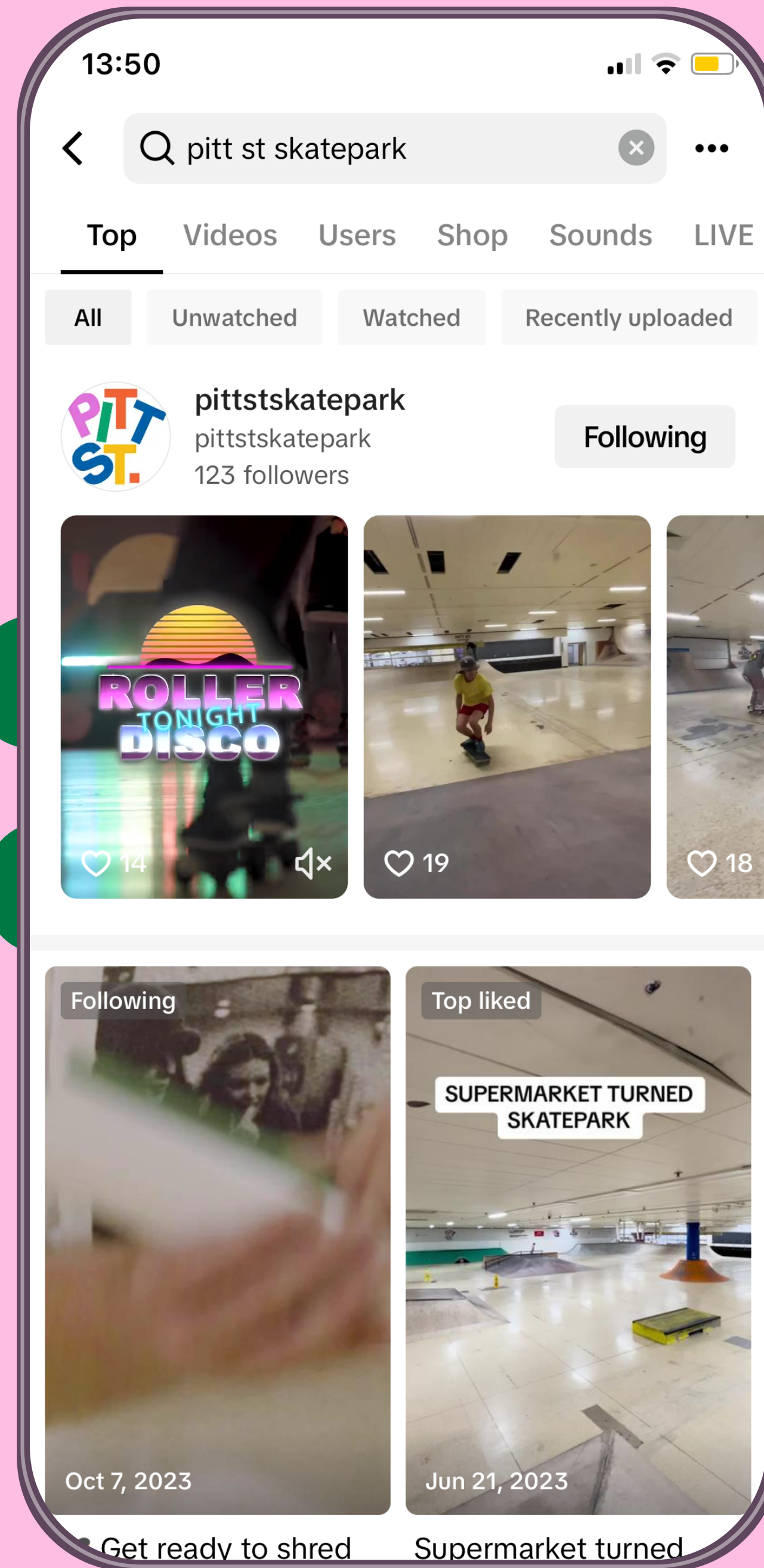


ADDITIONALLY

Swipe on the top menu to find content from people you follow, friends and visit the explore page

**HOW WOULD YOU FIND
A SPECIFIC VIDEO?**

HOW WE
A SPEC



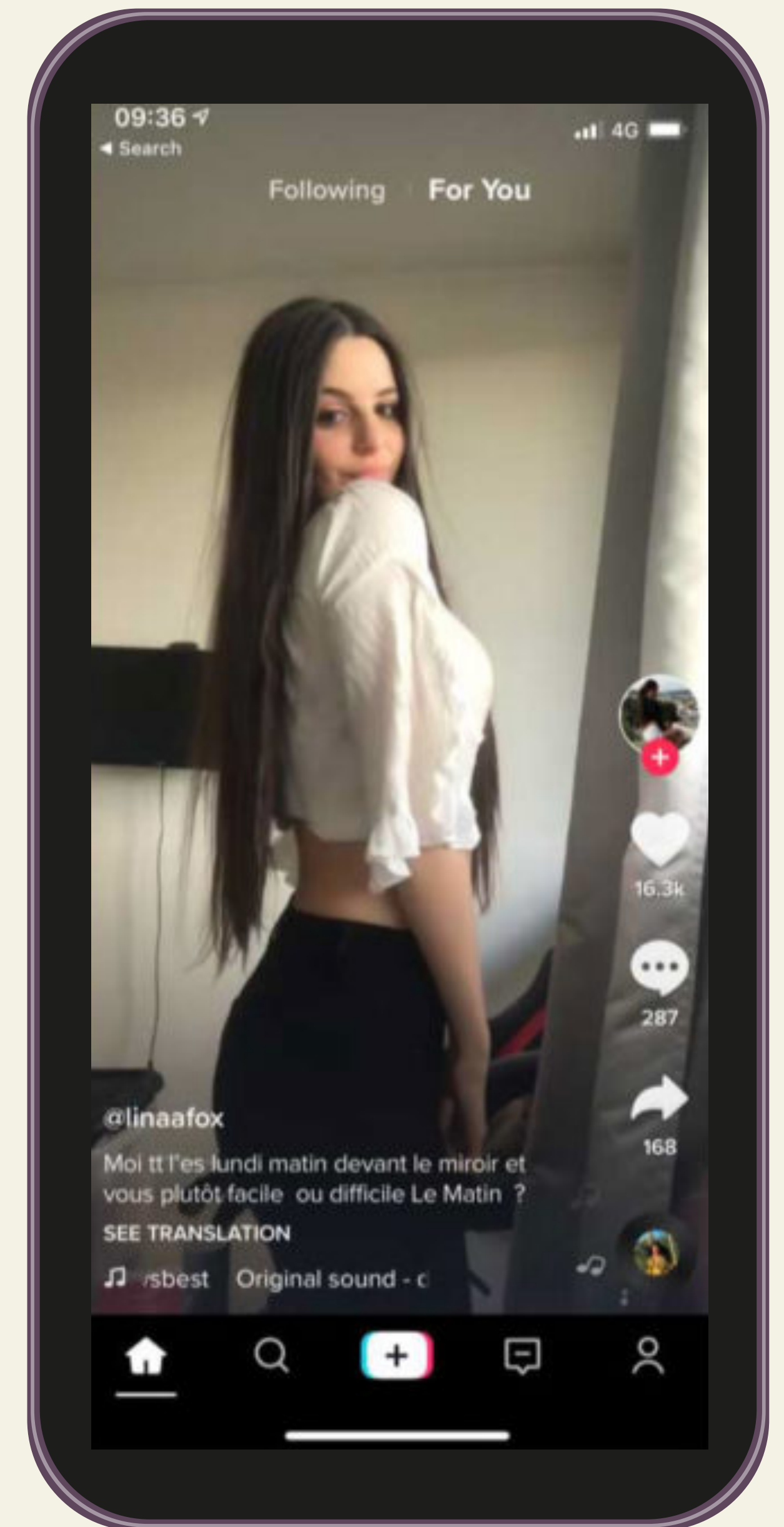
YOU FIND
VIDEO?

CREATING CONTENT

Time to film your video!

Choose your the video style you want:

A sketch, ASMR, unboxing, vlog, day in the life
update video, using a trend or popular sound

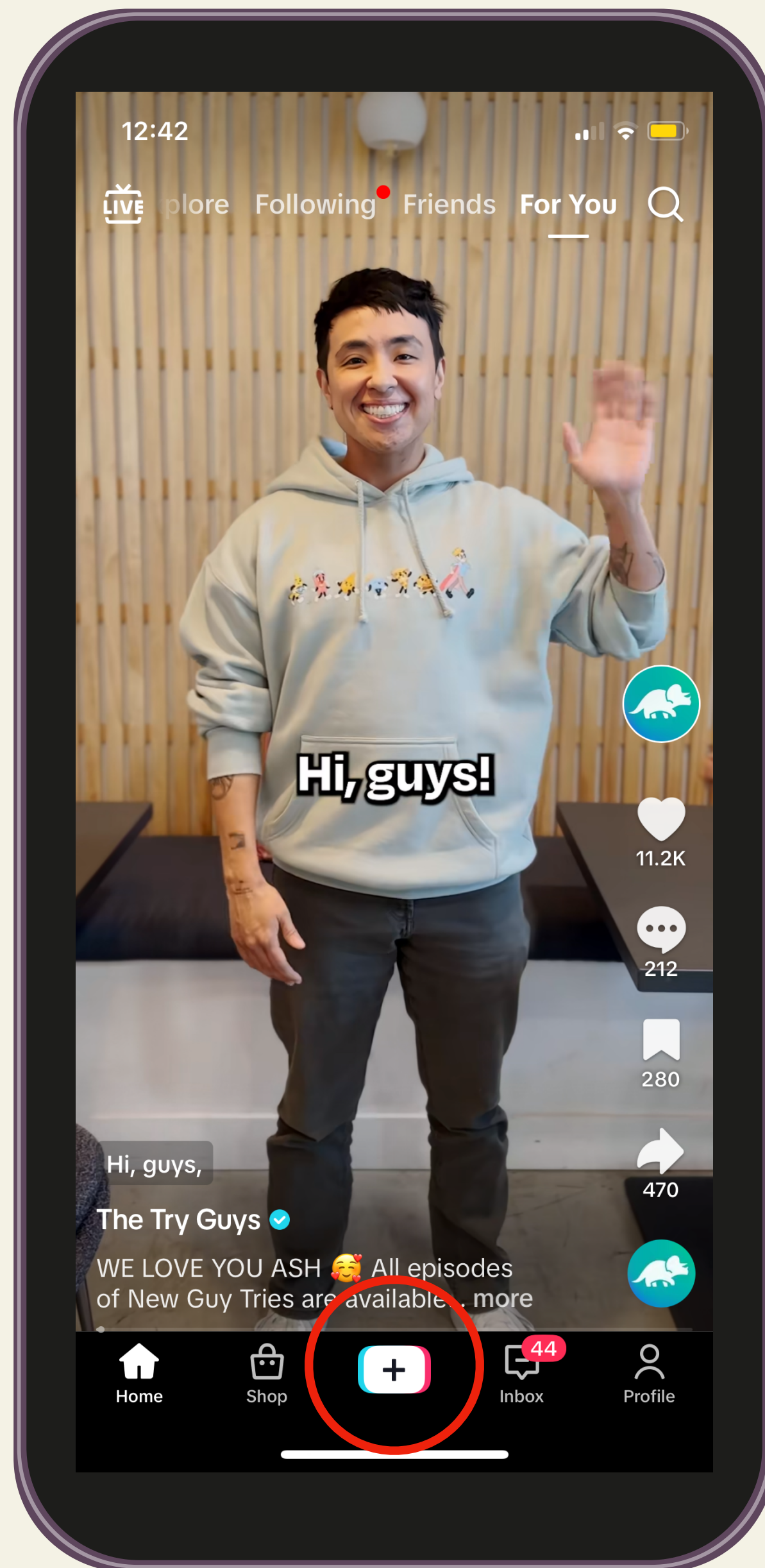


RECORD

YOUR VIDEO

This is where you make your video

Click the + start recording



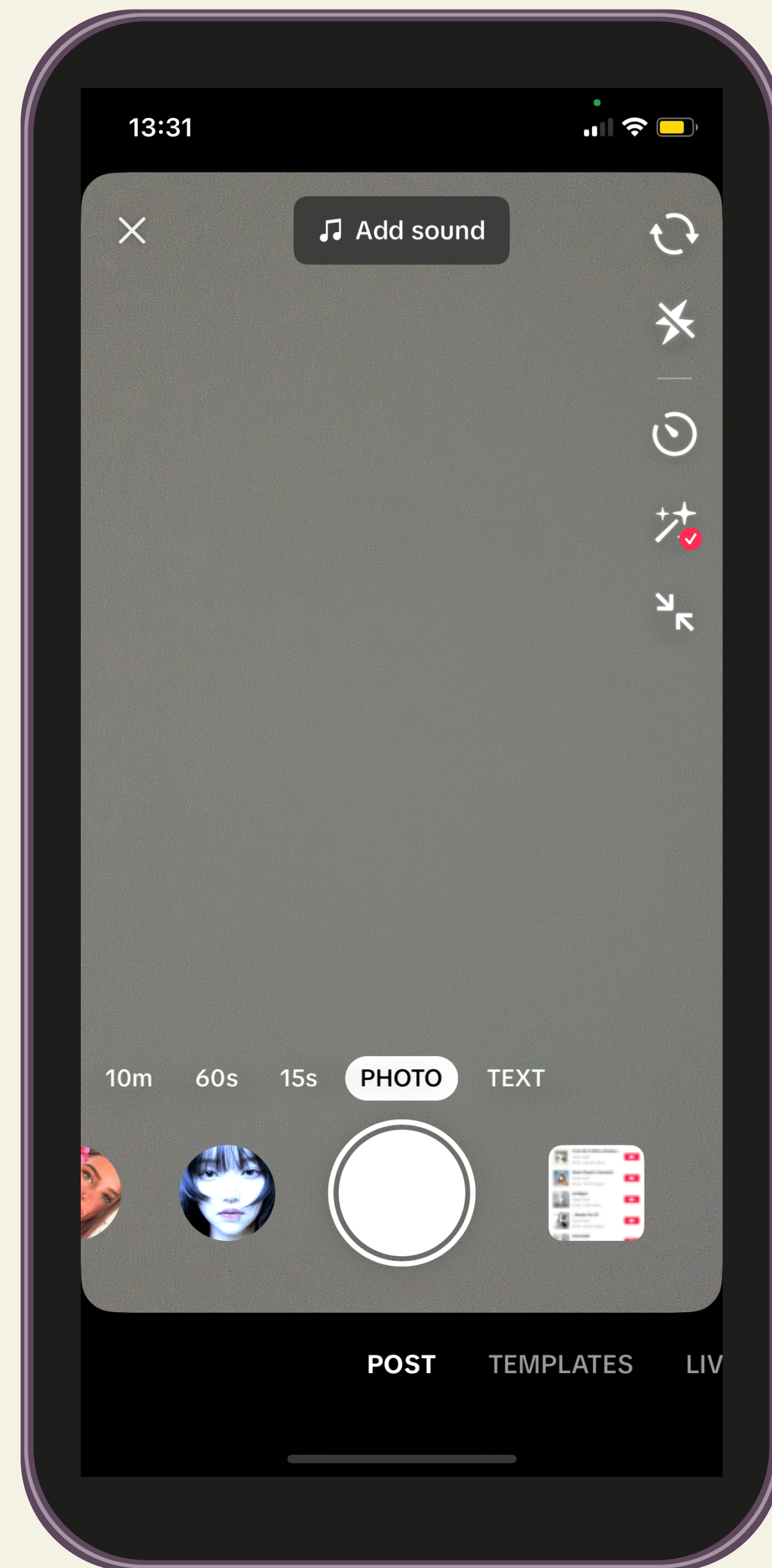
RECORD

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Choose between recording or uploading a clip



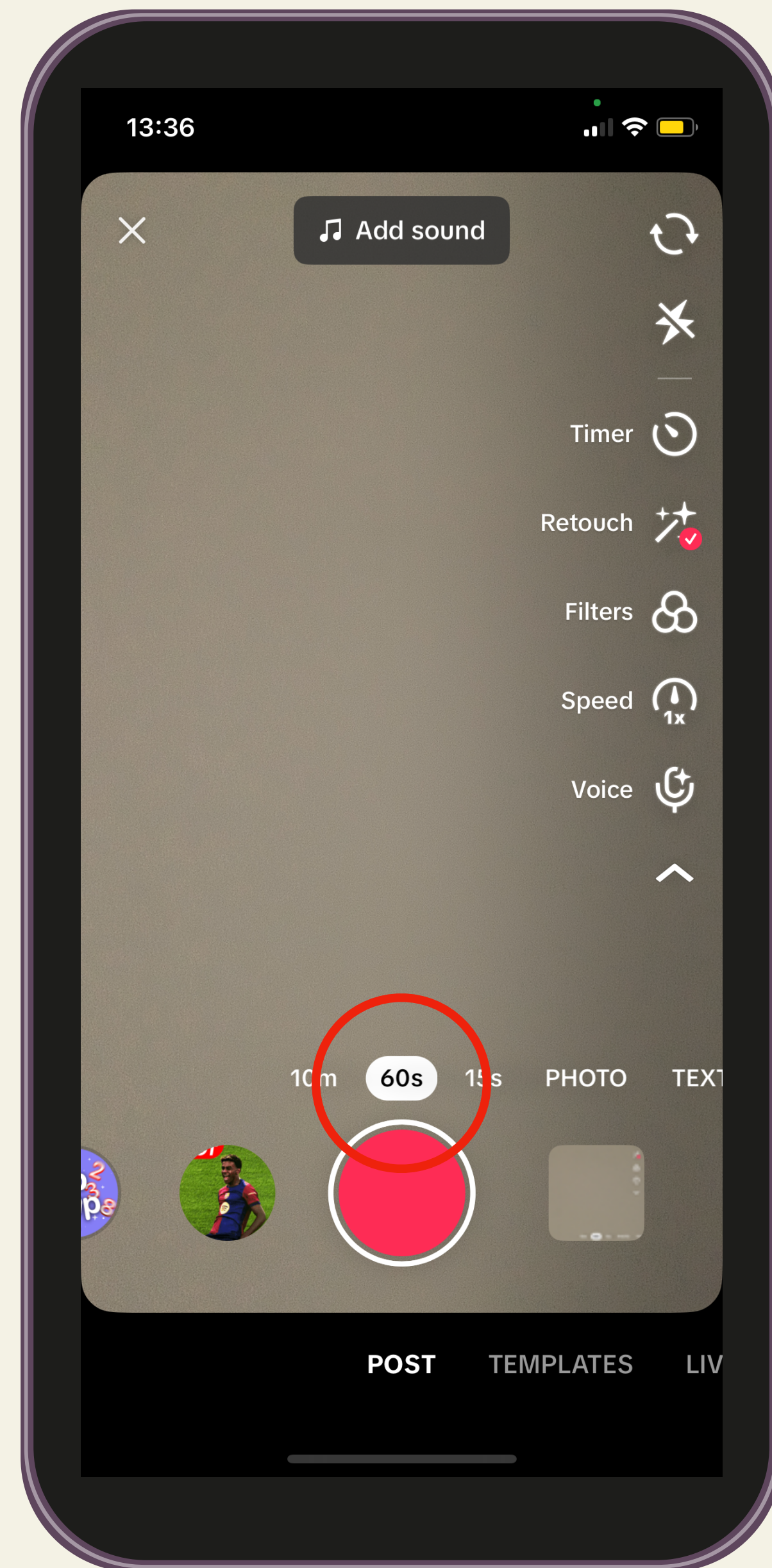
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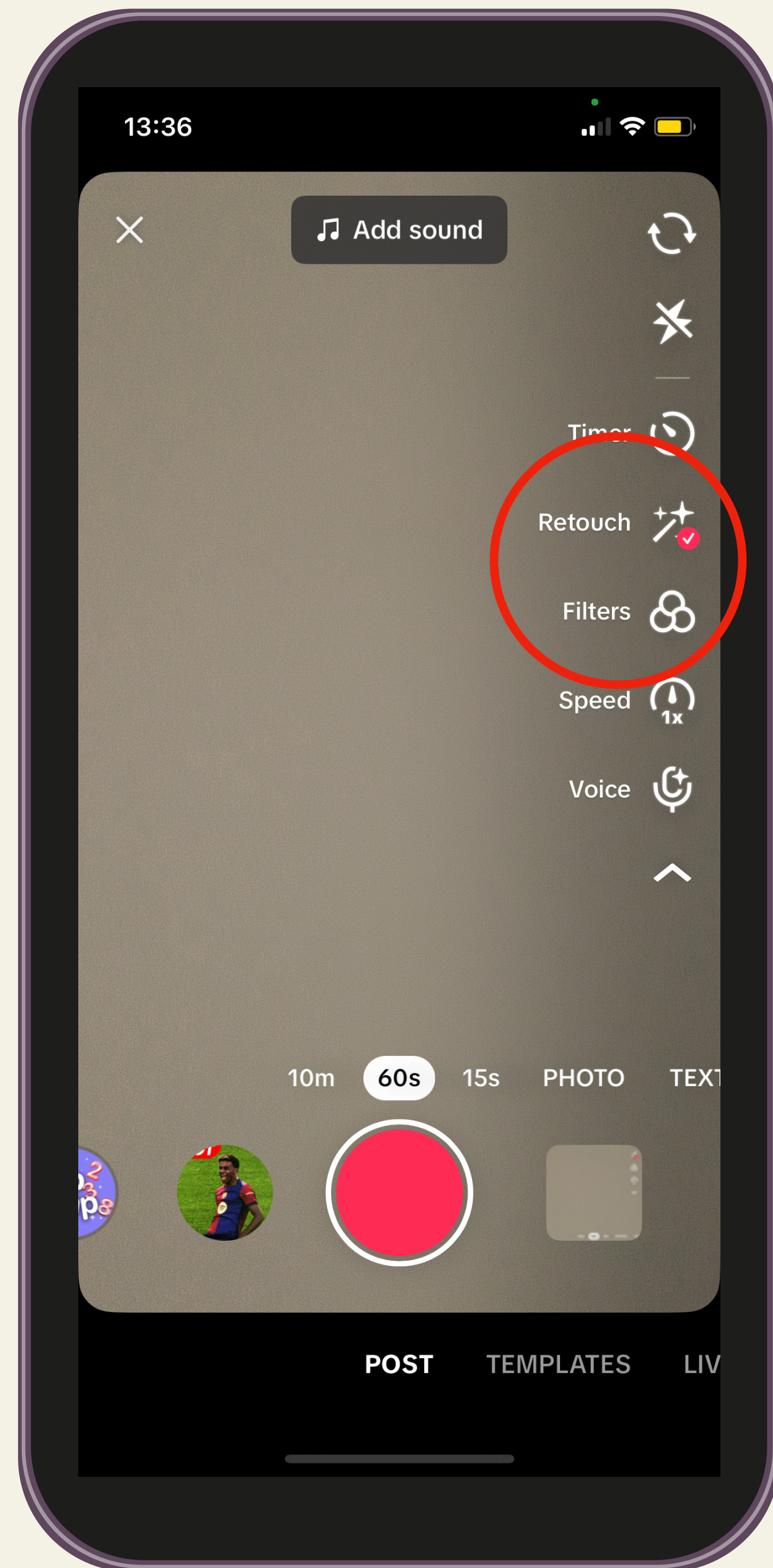
Choose between recording or uploading a clip

Choose how long the video is



ADD EFFECTS AND FILTERS

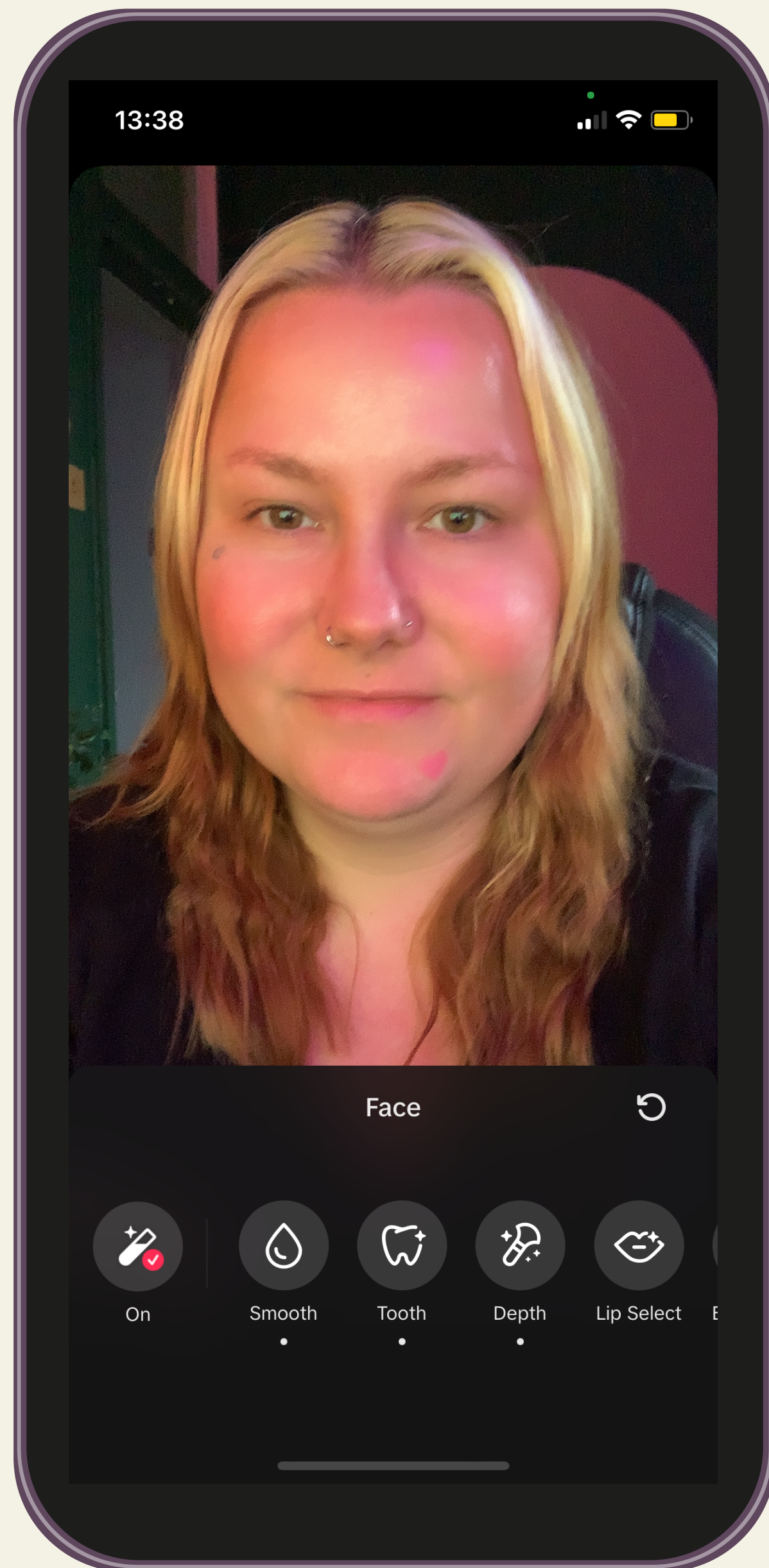
Tap the retouch or filters icon to explore options



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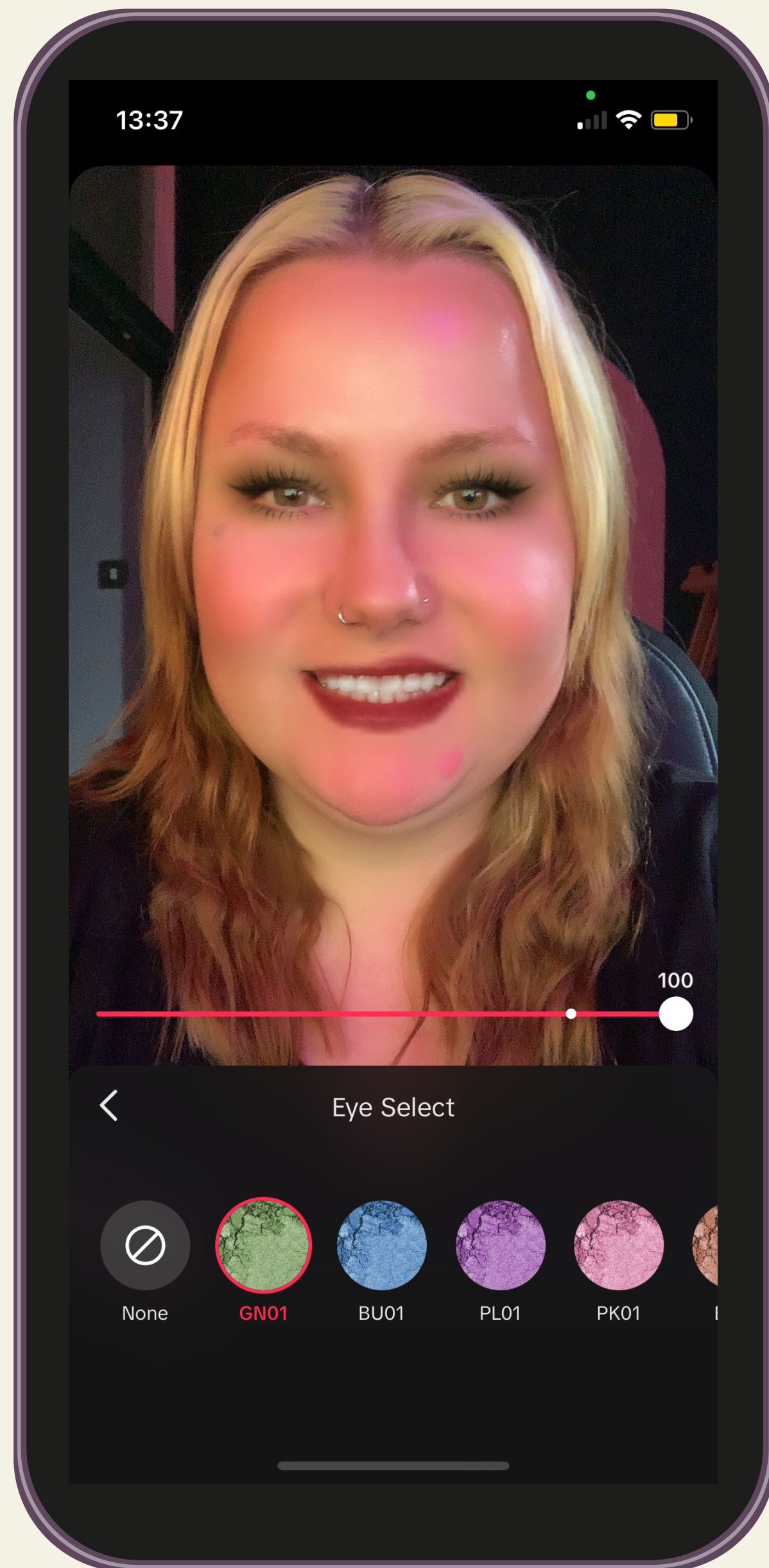
You can smooth your skin, get whiter teeth and look like a new person!



ADD EFFECTS AND FILTERS

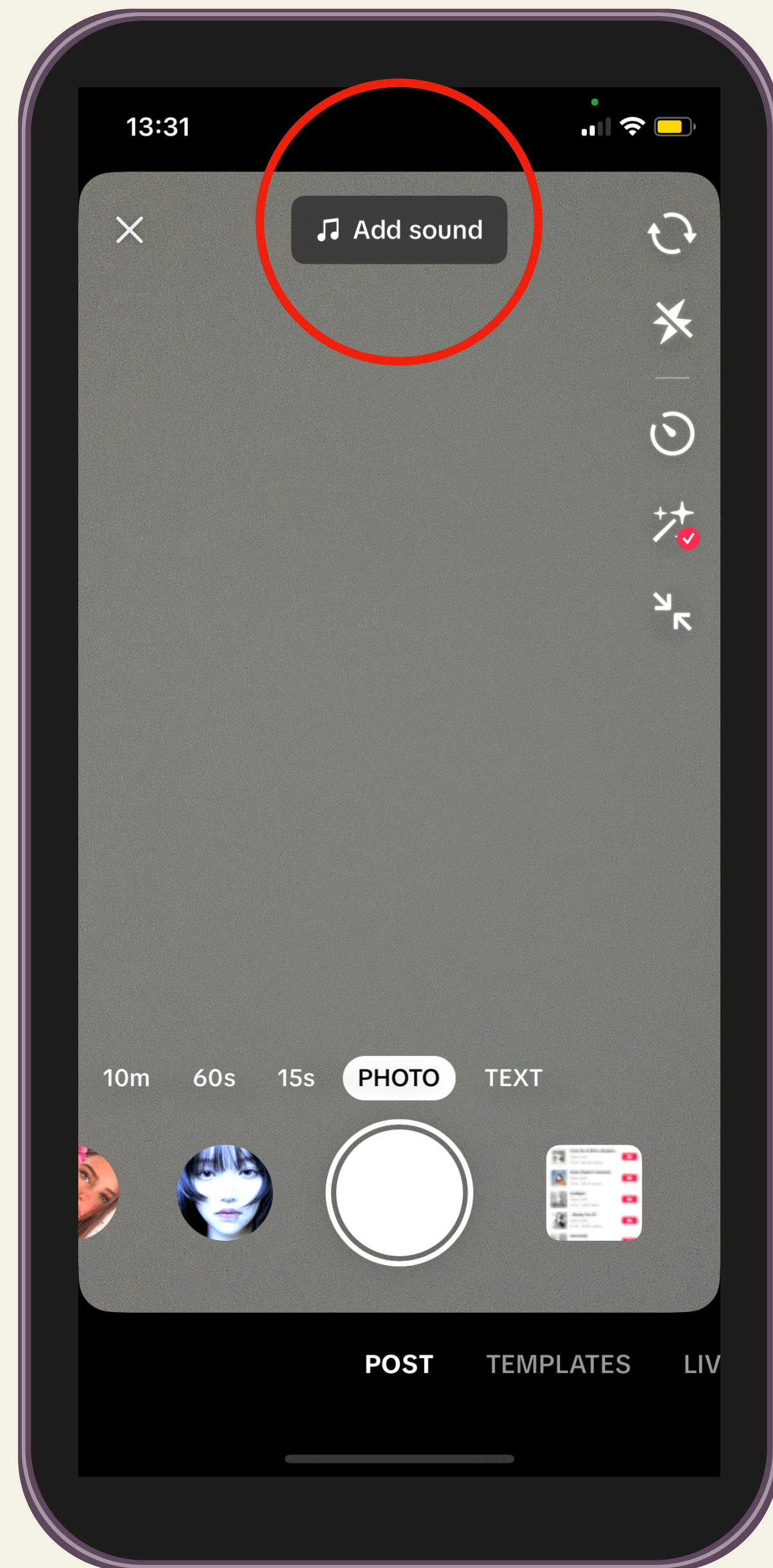
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ADD SOUND AND MUSIC

There's a huge sound and music library!
Click the top of the screen to add yours



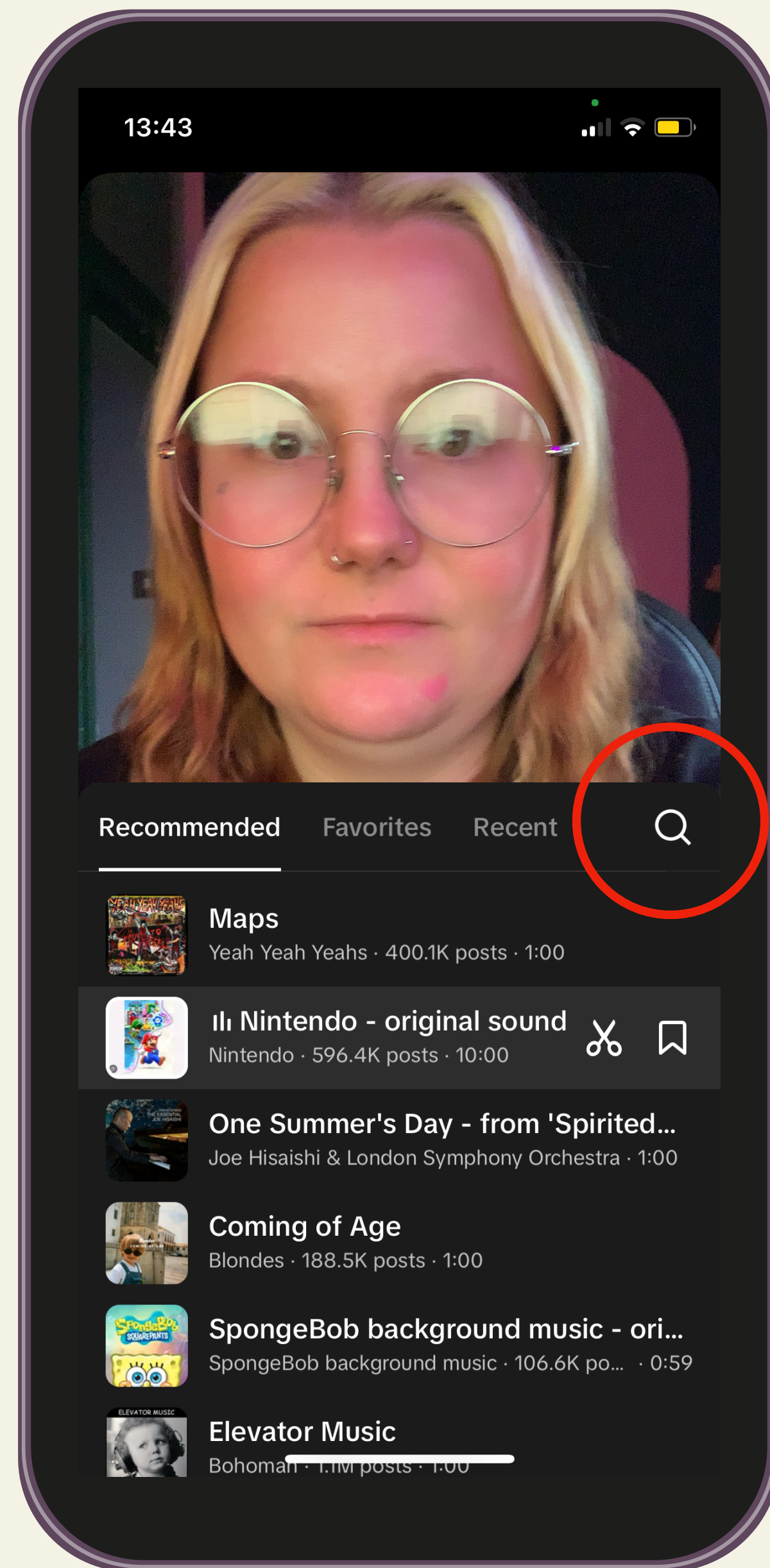
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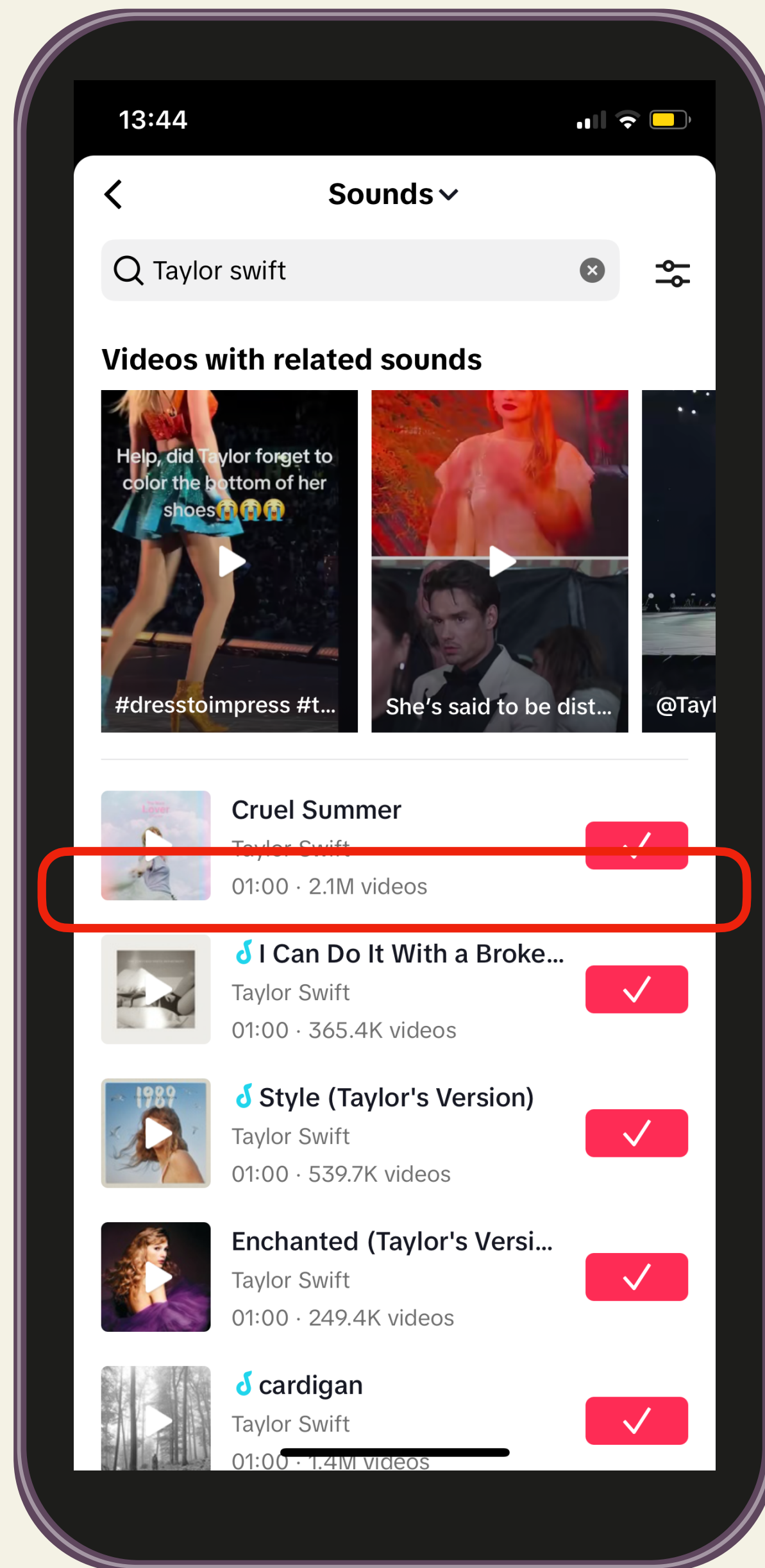
Click the top of the screen to add yours

Some recommendations will pop up

BUT you can search for more...



ADD SOUND AND MUSIC



There's a huge sound and music library!

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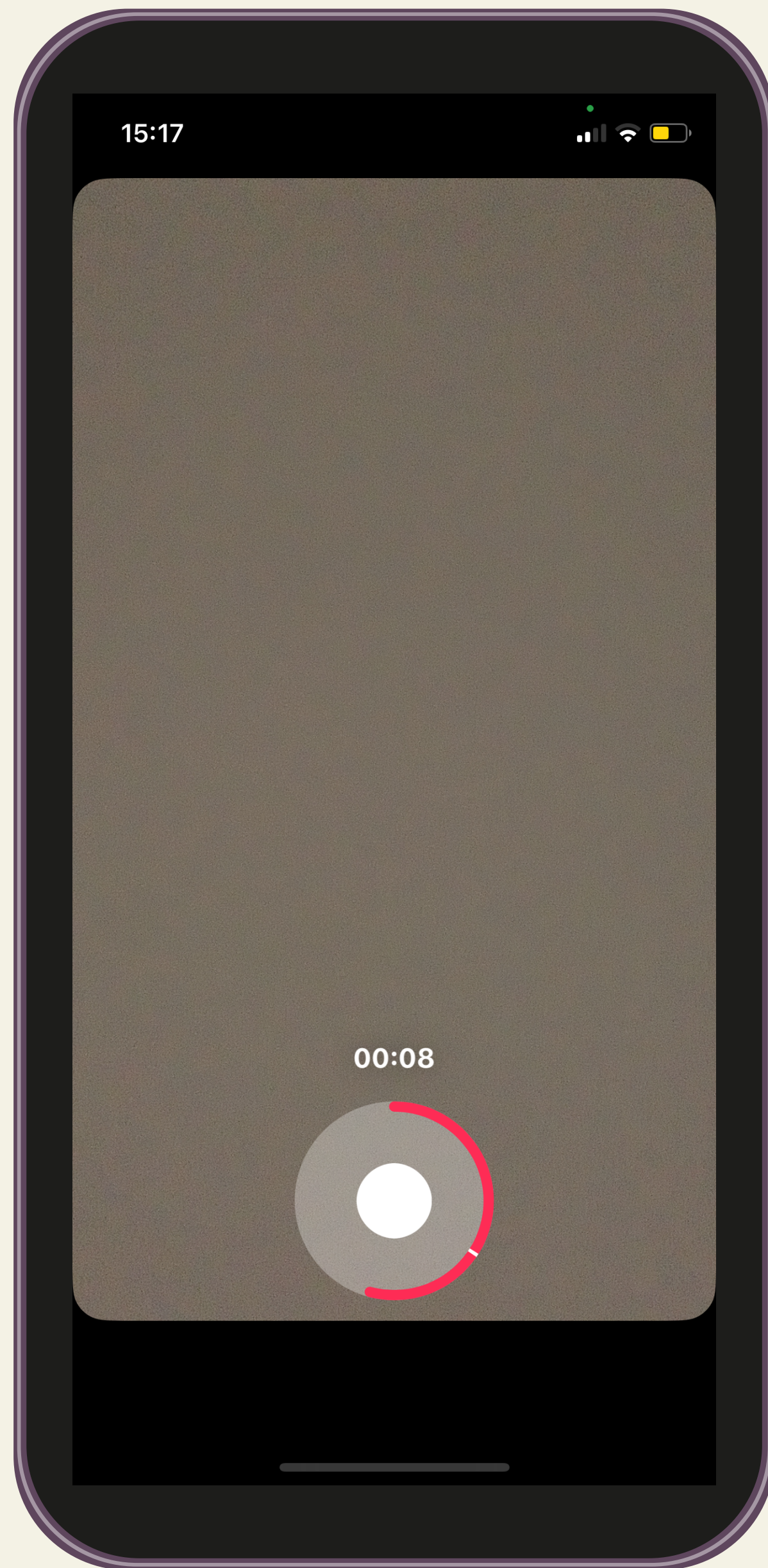
Some recommendations will pop up

BUT you can search for more...

This will also show some examples
of where the sound or music has
been used

EDIT YOUR VIDEO

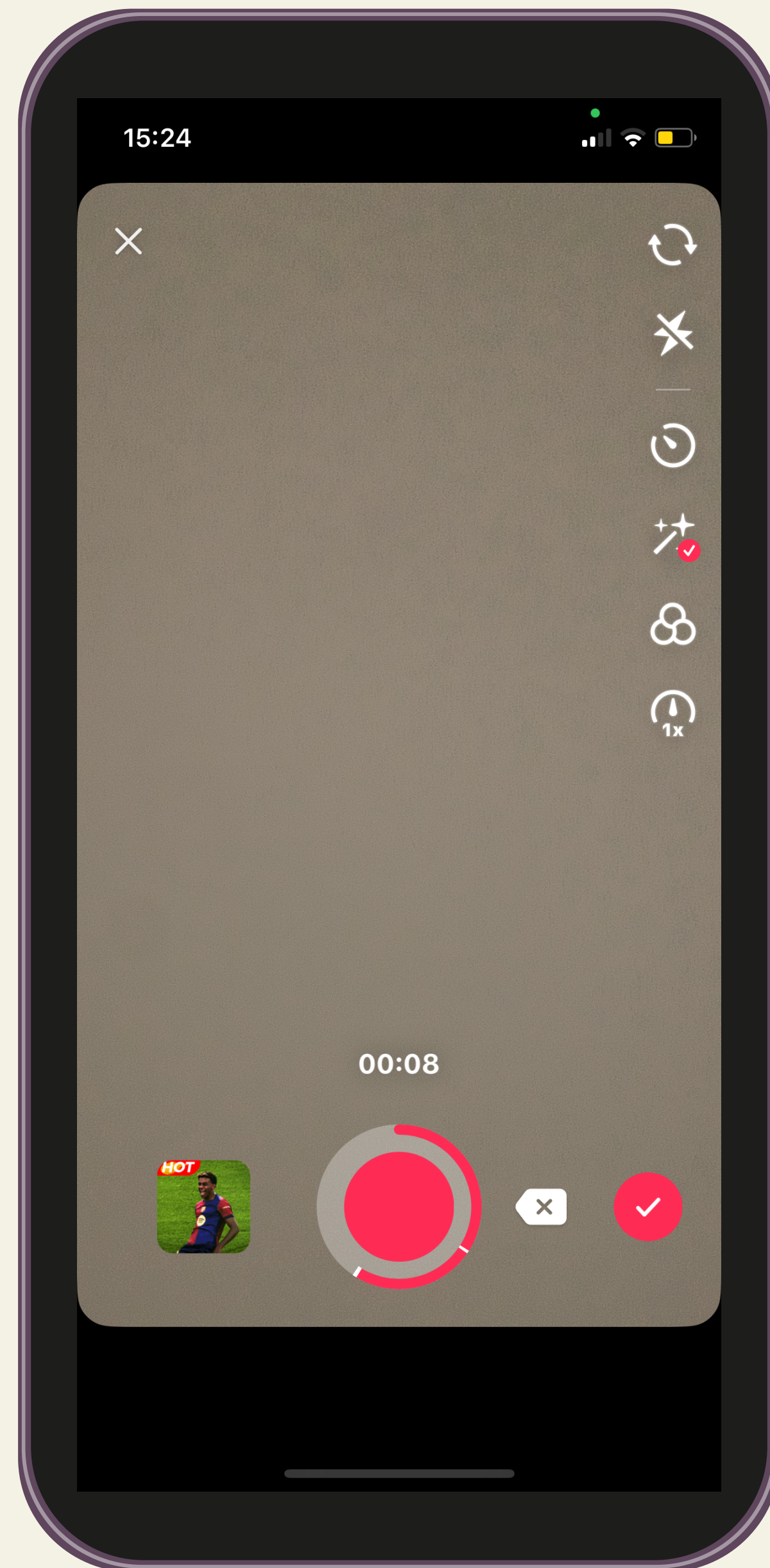
Once you have recorded a few clips
you can trim the video as well



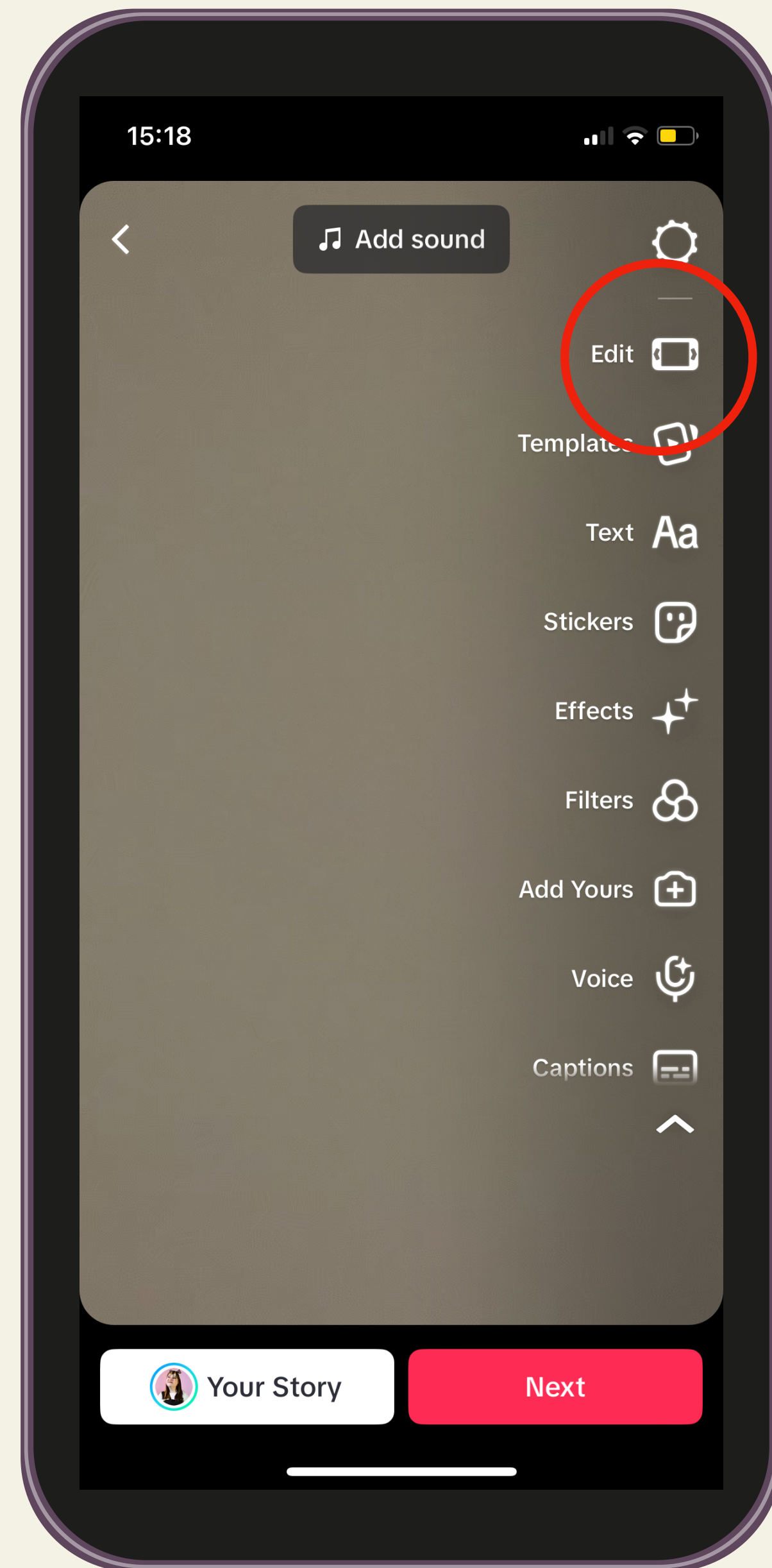
EDIT YOUR VIDEO

Once you have recorded a few clips you can trim the video as well

When you let go of the recording button you can click next



EDIT YOUR VIDEO



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This is where you edit additional effects

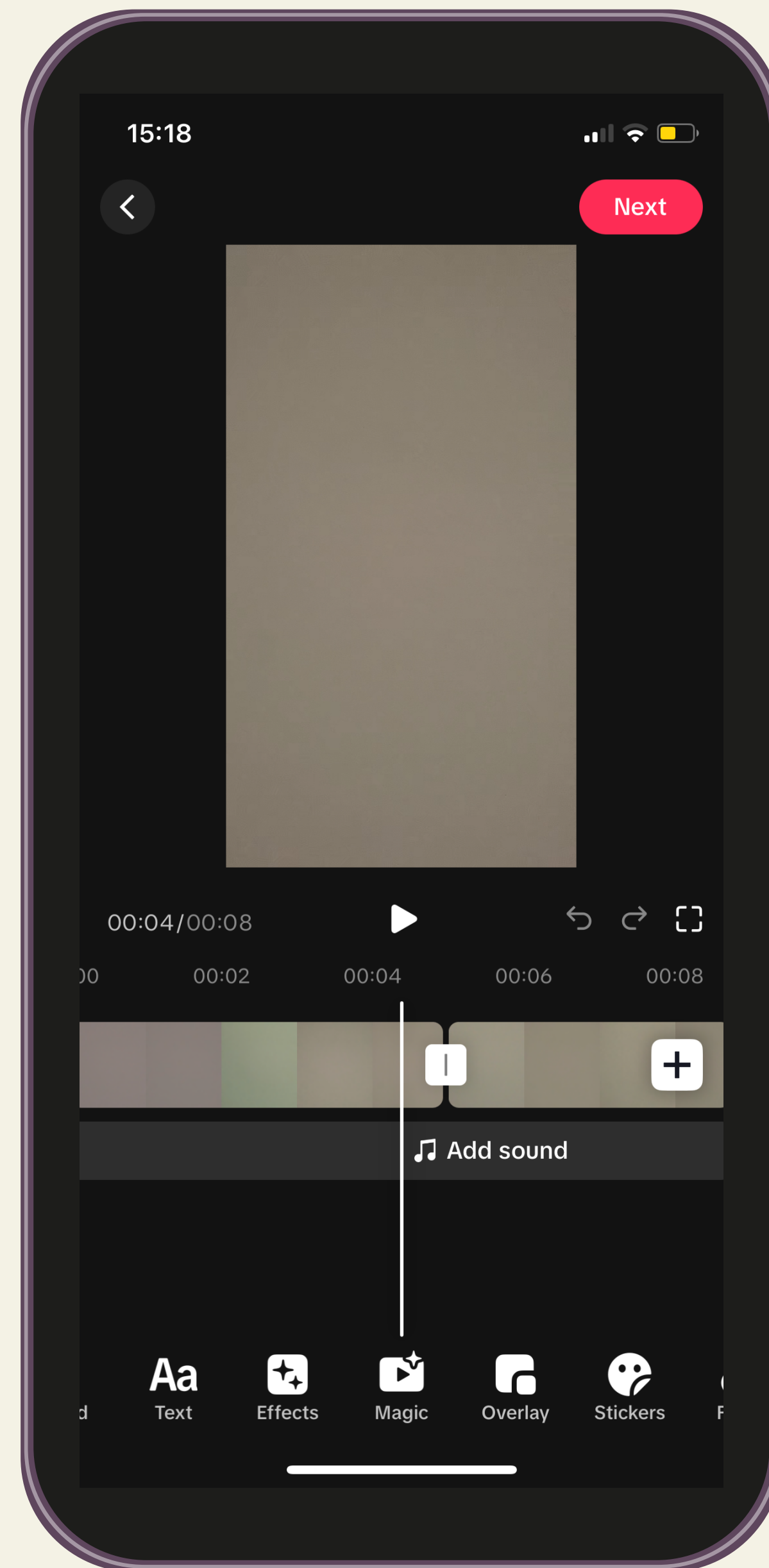
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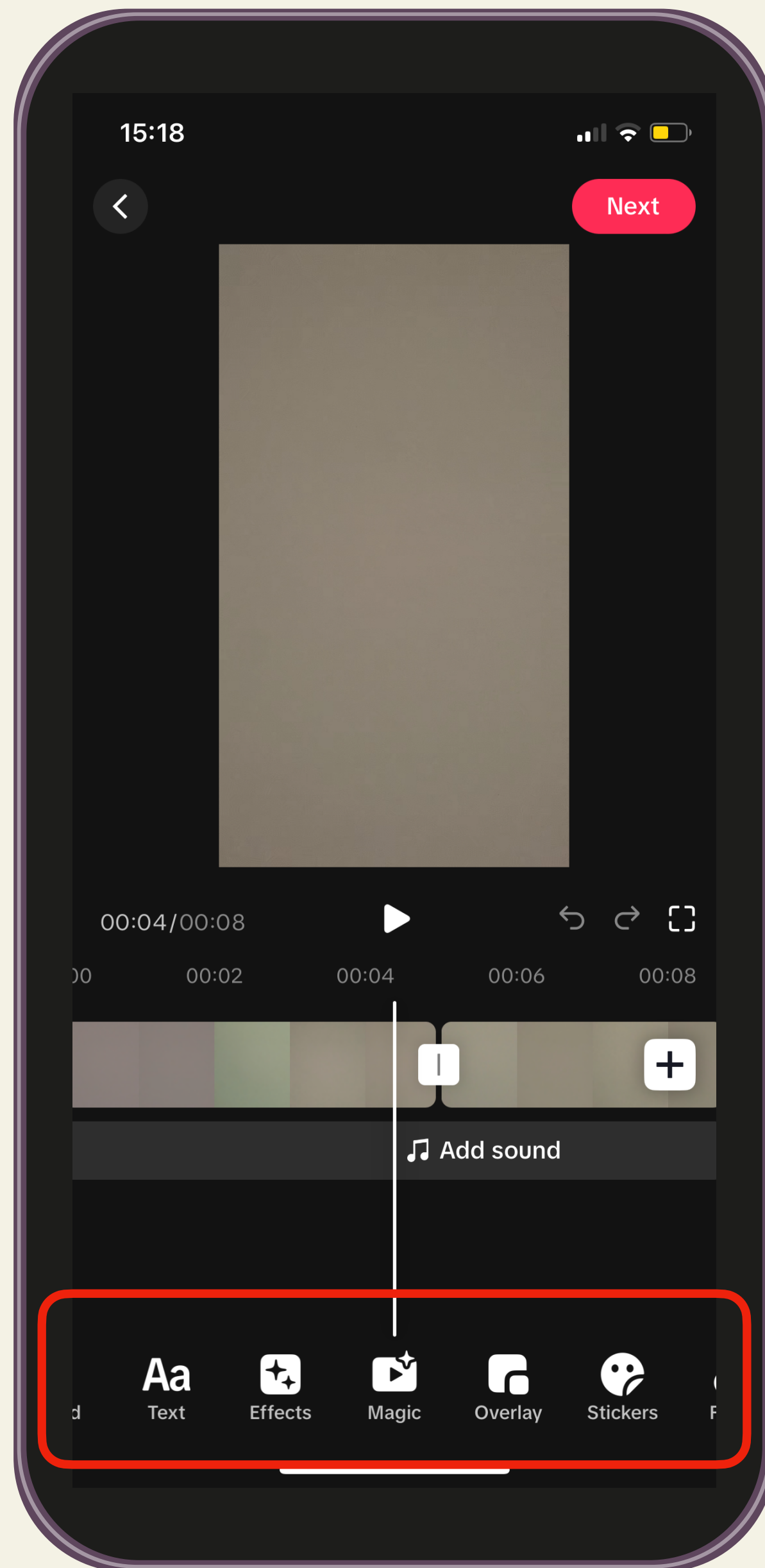
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And now you can trim your video



EDIT YOUR VIDEO



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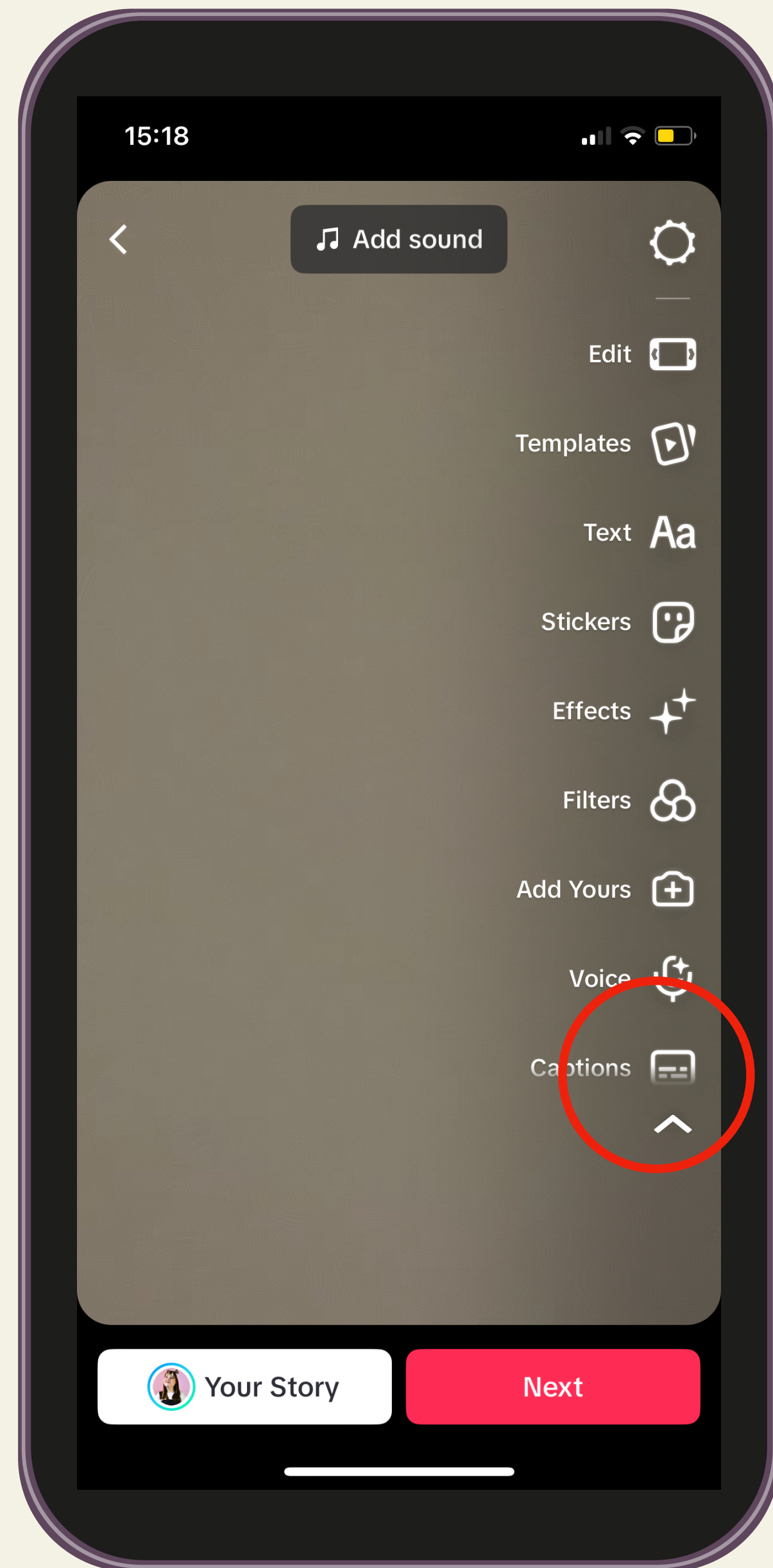
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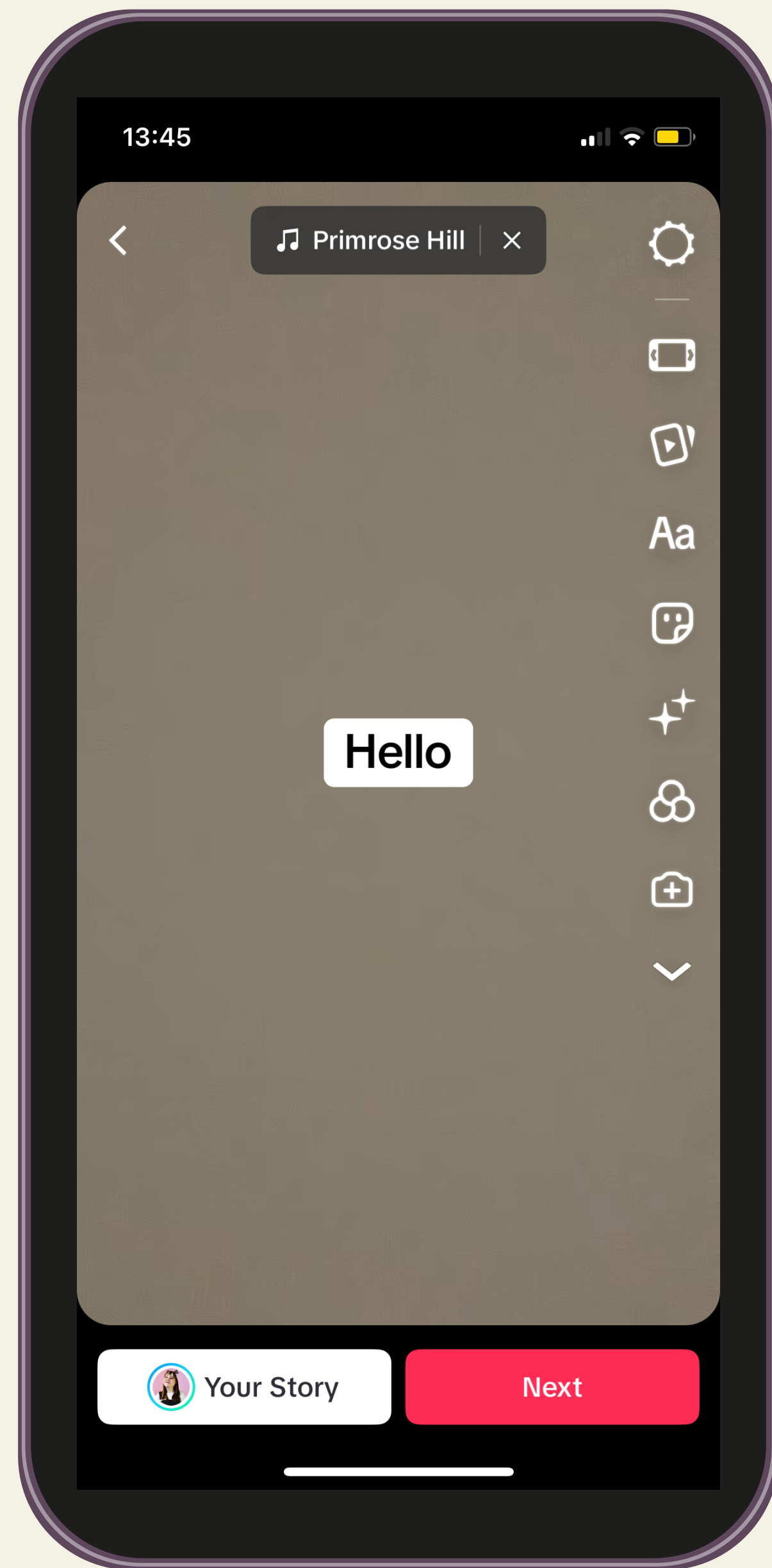
And now you can trim your video

You'll always have options to add more effects

ADD CAPTIONS

Adding captions help engage with
your audience



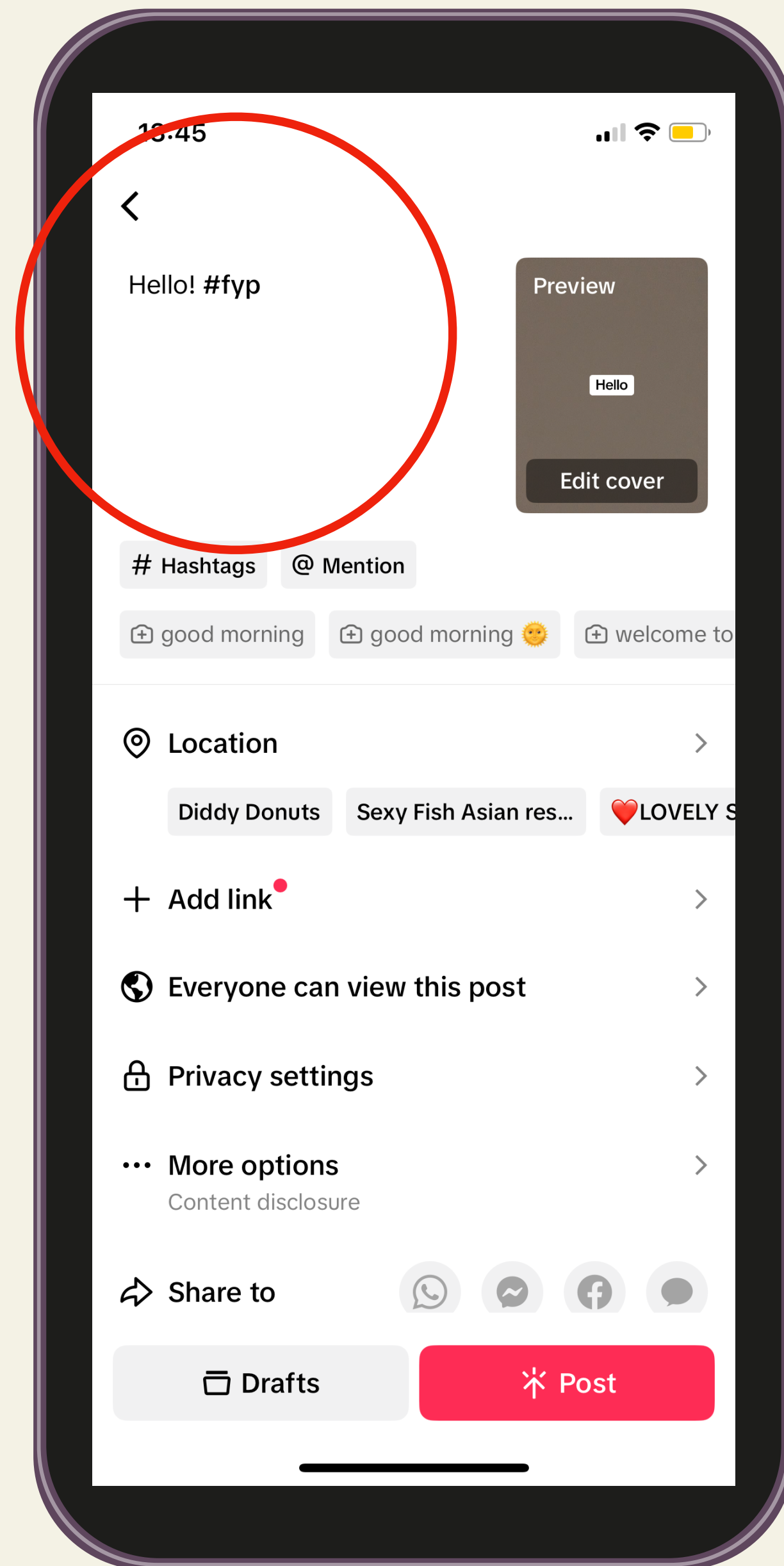


ADD CAPTIONS

Adding captions help engage with your audience

You can also add subtitles which AI will Automatically transcribe for you

POST YOUR VIDEO



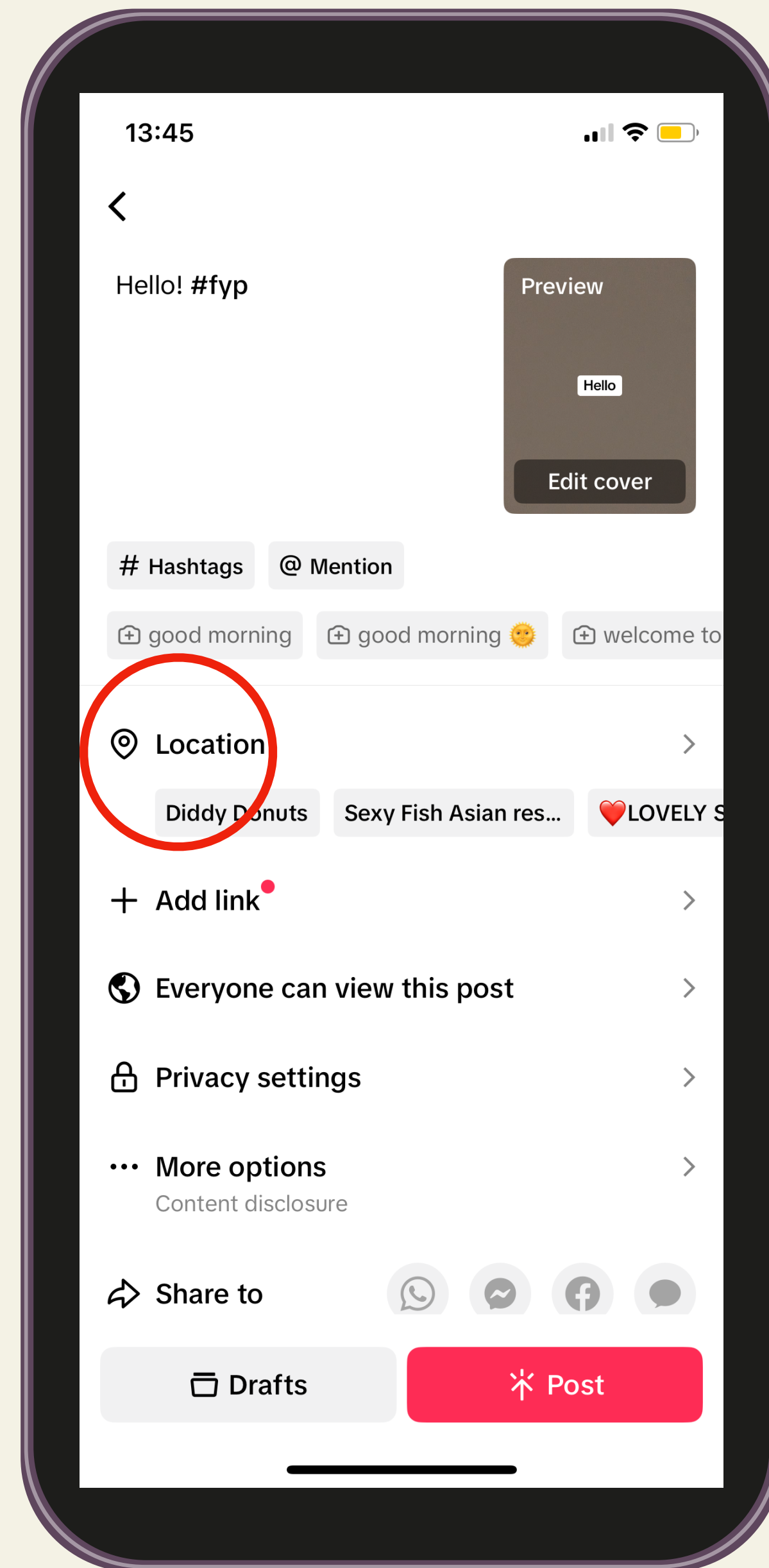
Now that you're happy make sure to add some text to go with your video

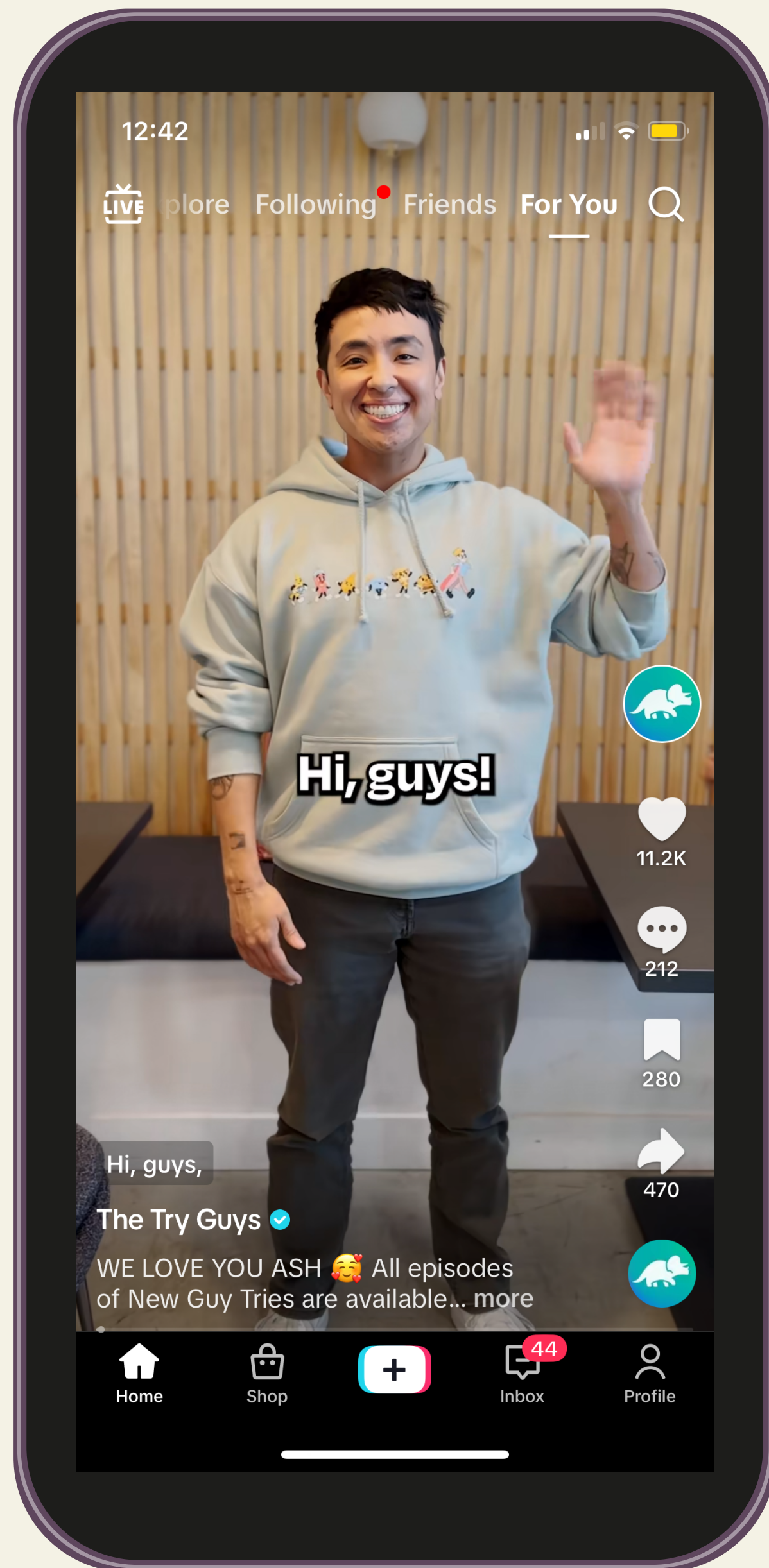
Don't forget about the hashtags!

POST YOUR VIDEO

Now that you're happy make sure to add some text to go with your video

Don't forget about the hashtags!





ADDITIONALLY

- Hashtags help others find your video
- Engage with other videos to build a community
- Remember to analyse your performance

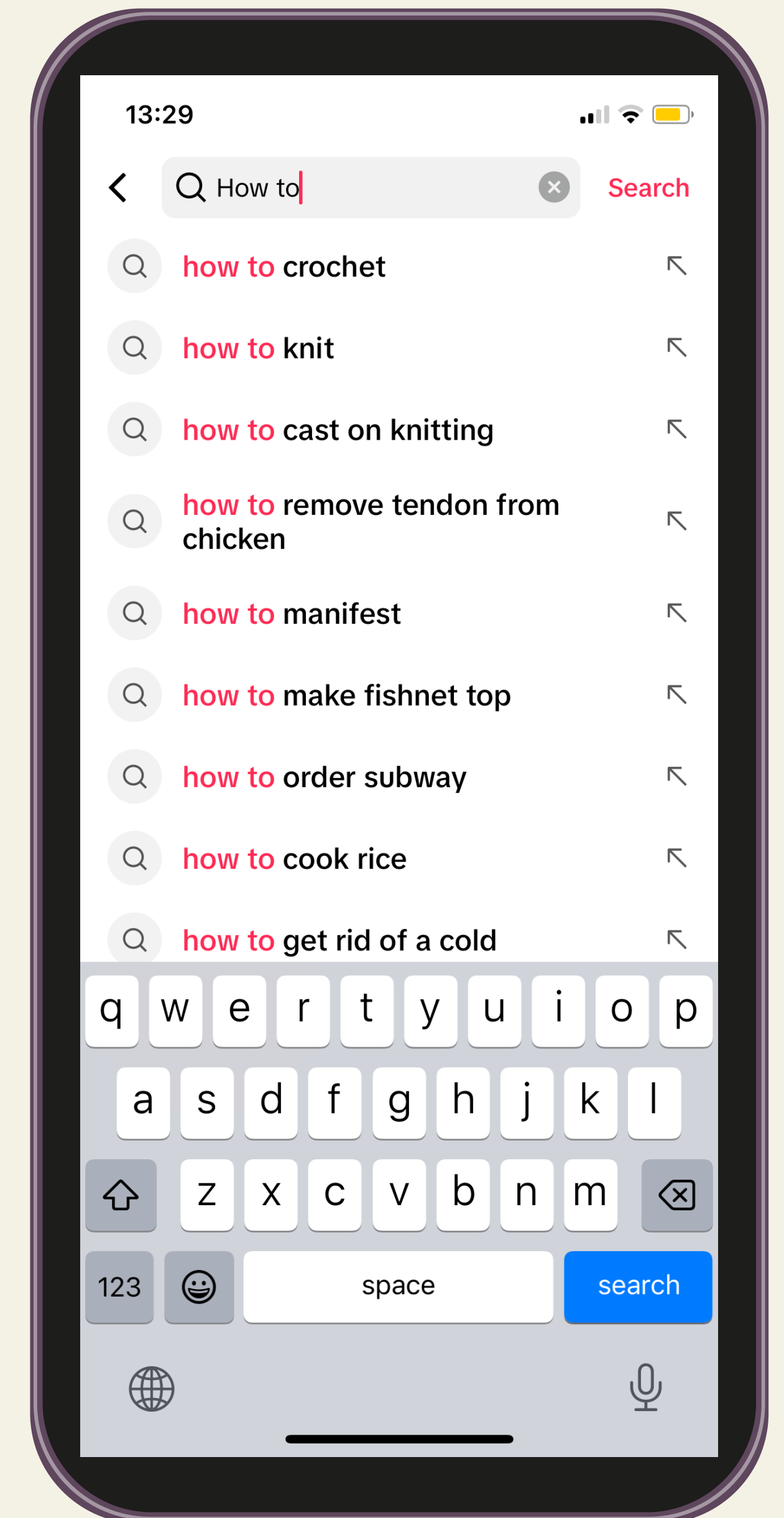
WHAT'S POPULAR?

Follow popular TikTok creators

Look at the explore page

Type in the search bar to see what others are searching on a topic or niche

Develop content that use trending sounds, effects or challenges



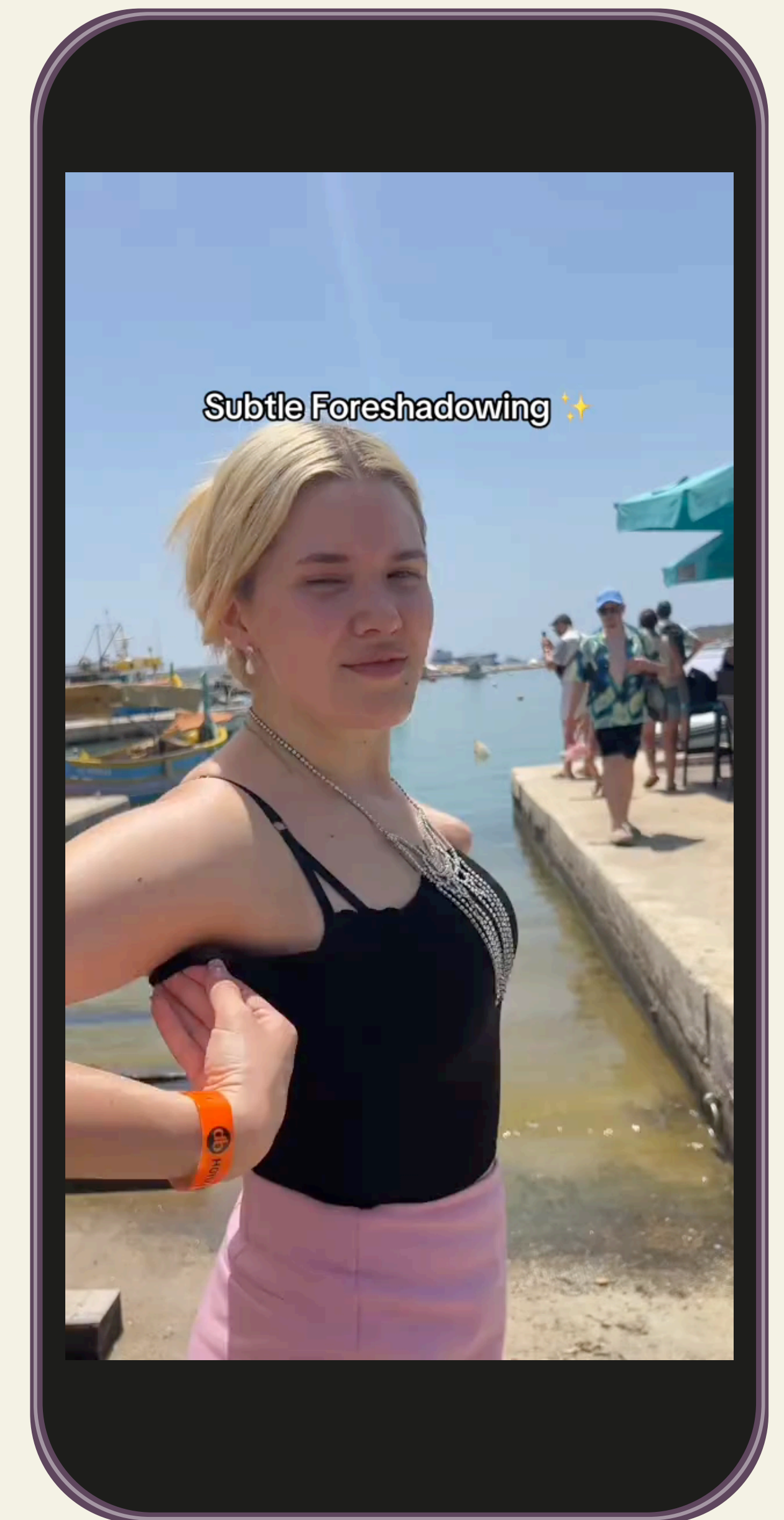
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HOW DOES THE ALGORITHM WORK?

Aims to deliver videos that users will engage with

Constantly evolving but some factors stay the same

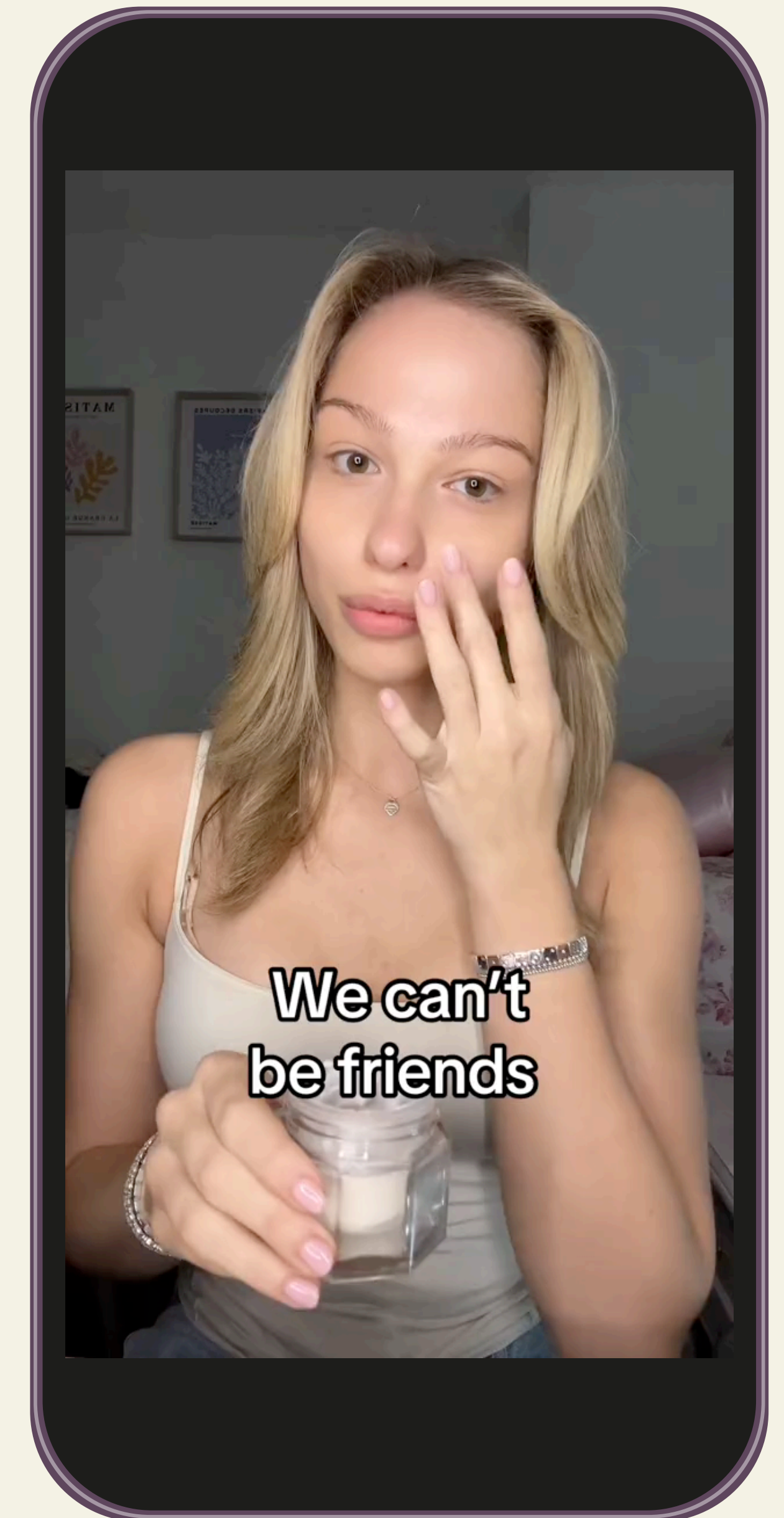
Likes

Hashtags and sound

Location

Account activity

Video quality



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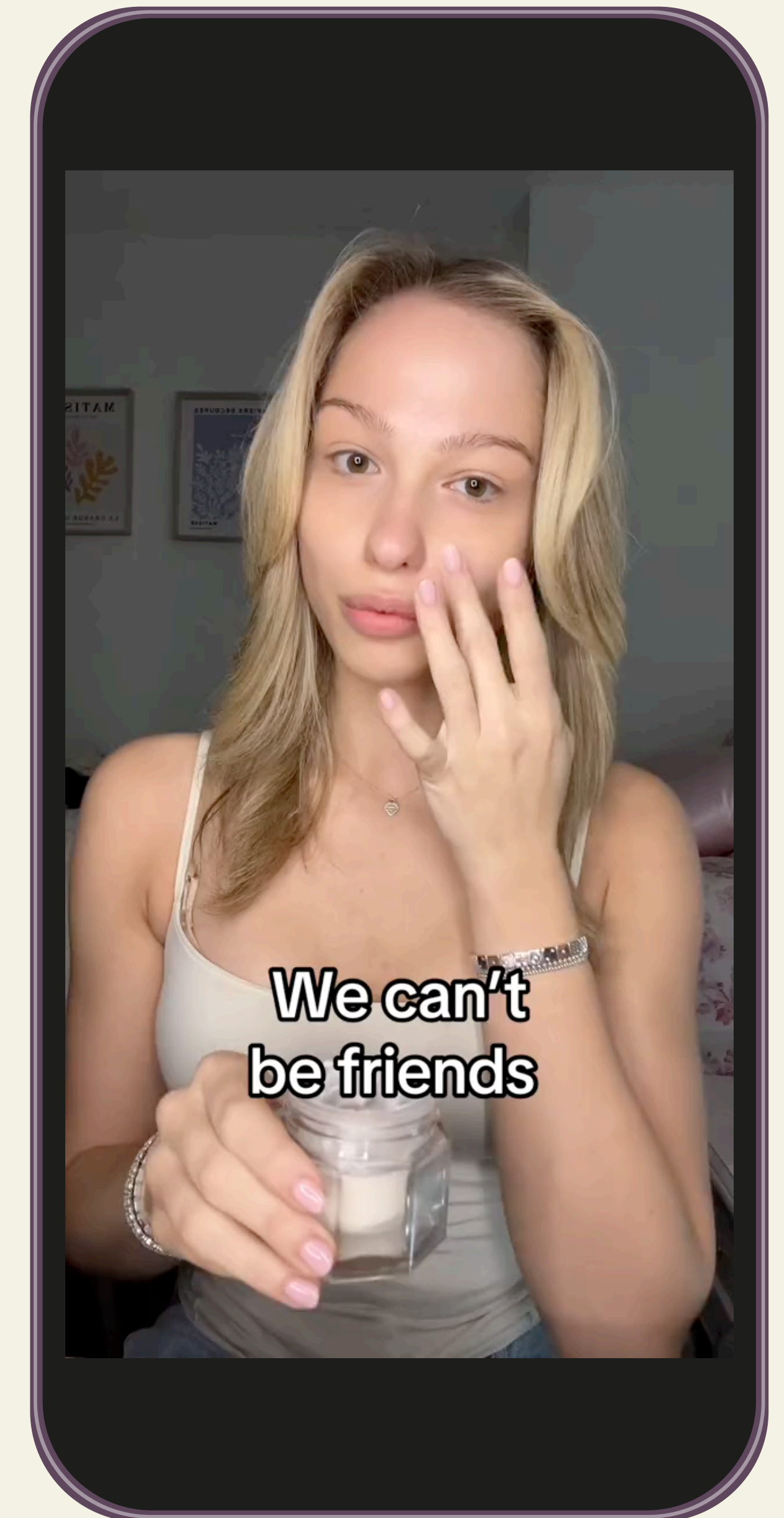
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SO WHAT IS THE TAKEAWAY?

Use trending sounds
and topics

Play along with
the algorithm

Make your video high
quality and creative

Engage with your audience

Stay on relevant topics



**LET'S GET TO
YOUR QUESTIONS**