

TikTok Playbook

**Set yourself up for success
on TikTok**



**Everyone
can
create on
TikTok.**

We enable everyone to create entertaining videos and discover the creativity of the world. TikTok is the first mobile-native, global video platform built around your interests.

**Success
on TikTok
comes via
creativity.**

Discovery on TikTok is powered by personalization and quality; our platform rewards content that is created by both popular tastemakers as well as emerging talent.

**This Playbook
is for users
ready to
take the next
step.**

Maybe you're a TikTok power user looking to engage your community, or maybe you've found success elsewhere and want to introduce your content to an entirely new audience.

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01: Start

Establishing Your Identity

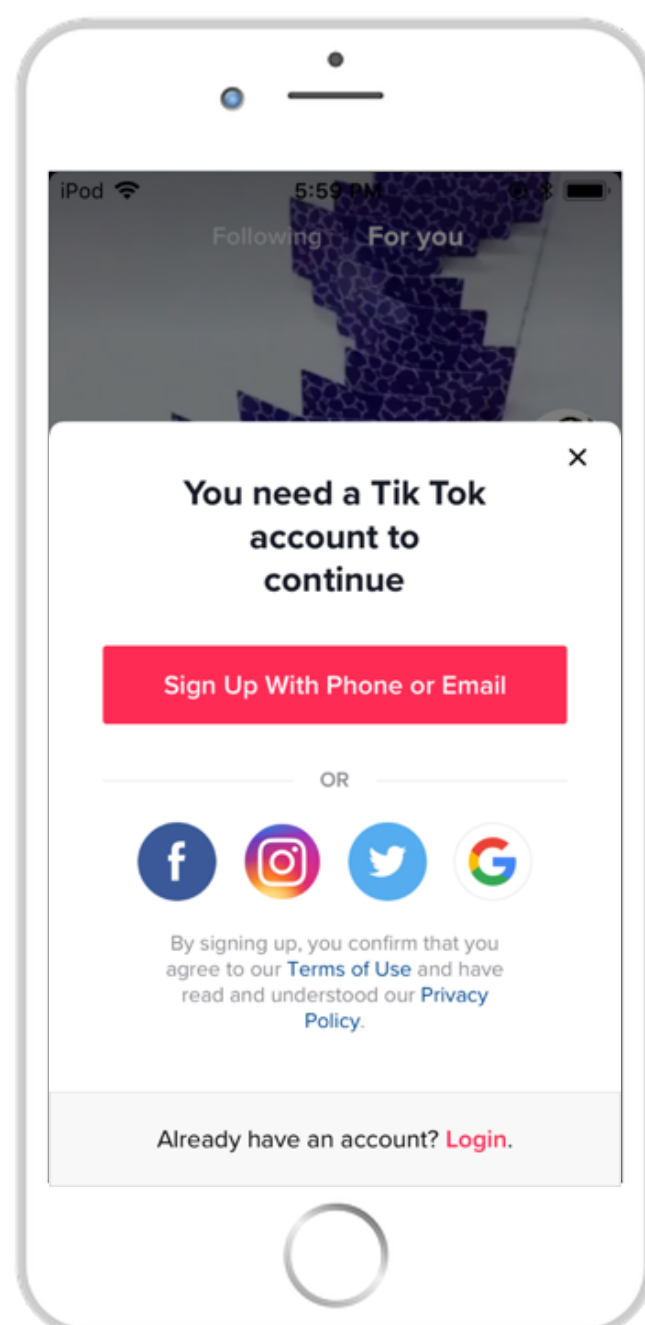
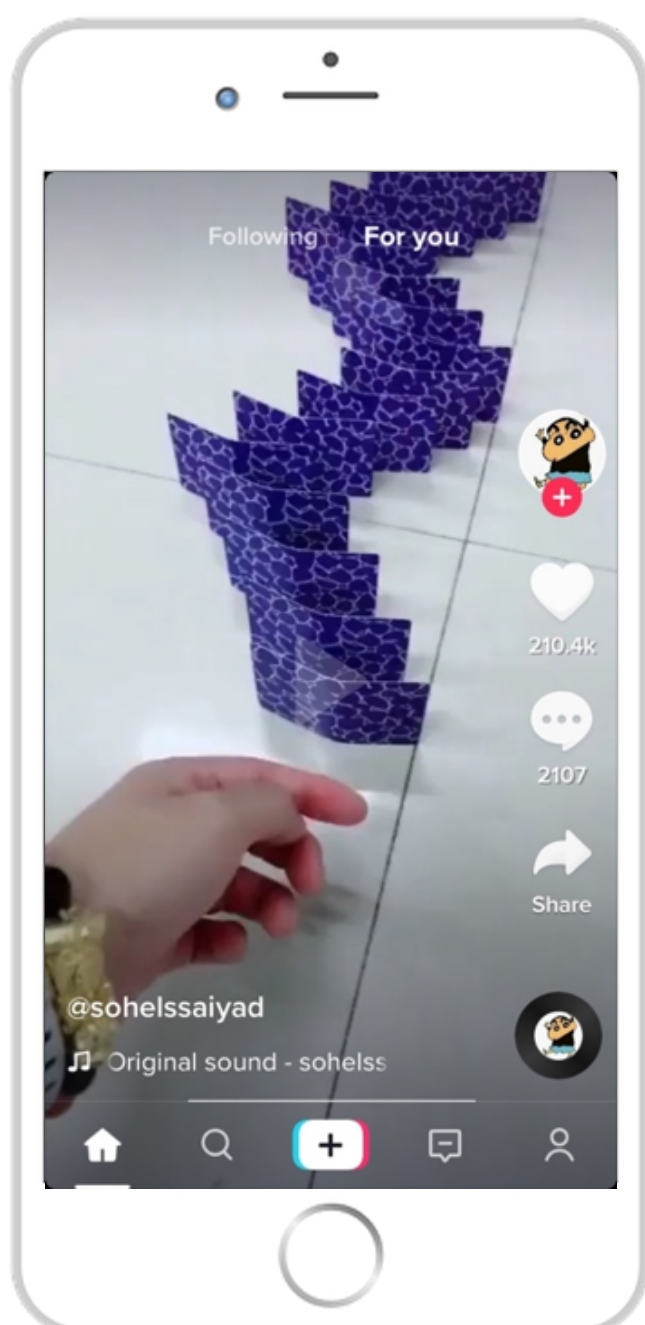
Your profile should clearly communicate your identity as a creator while also attracting first-time visitors.

Create your account

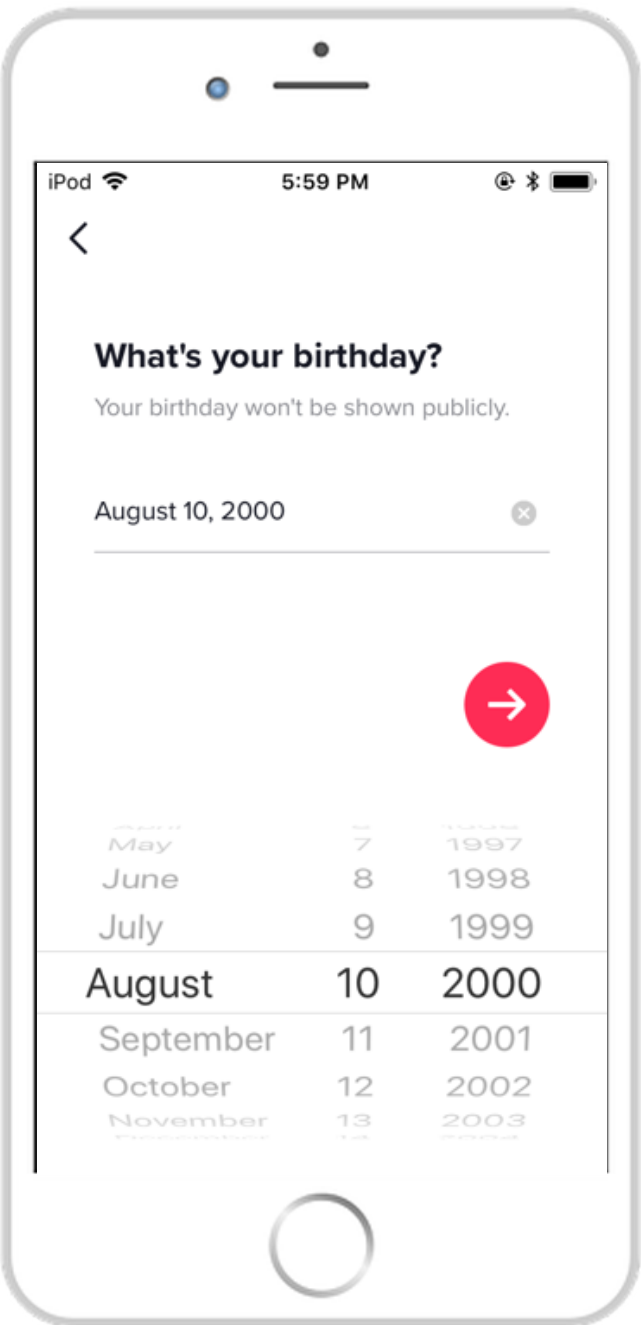
After you download TikTok and install the app on your phone, you can easily create an account.

How to do?

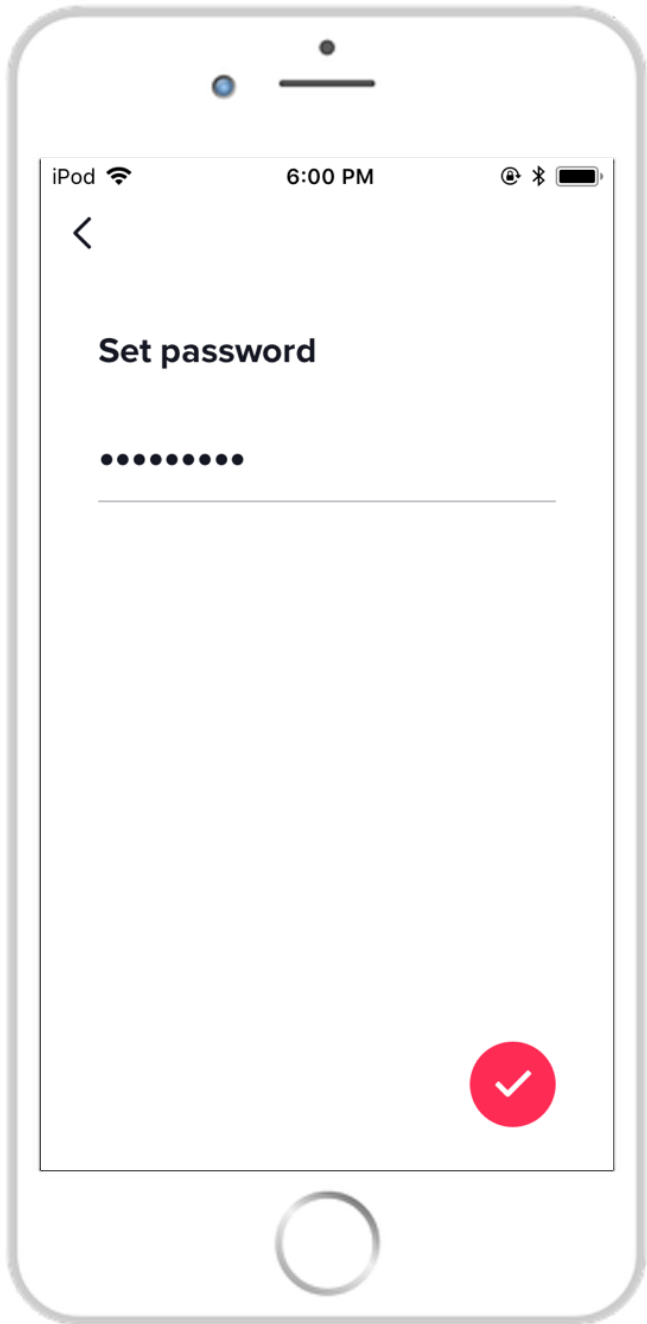
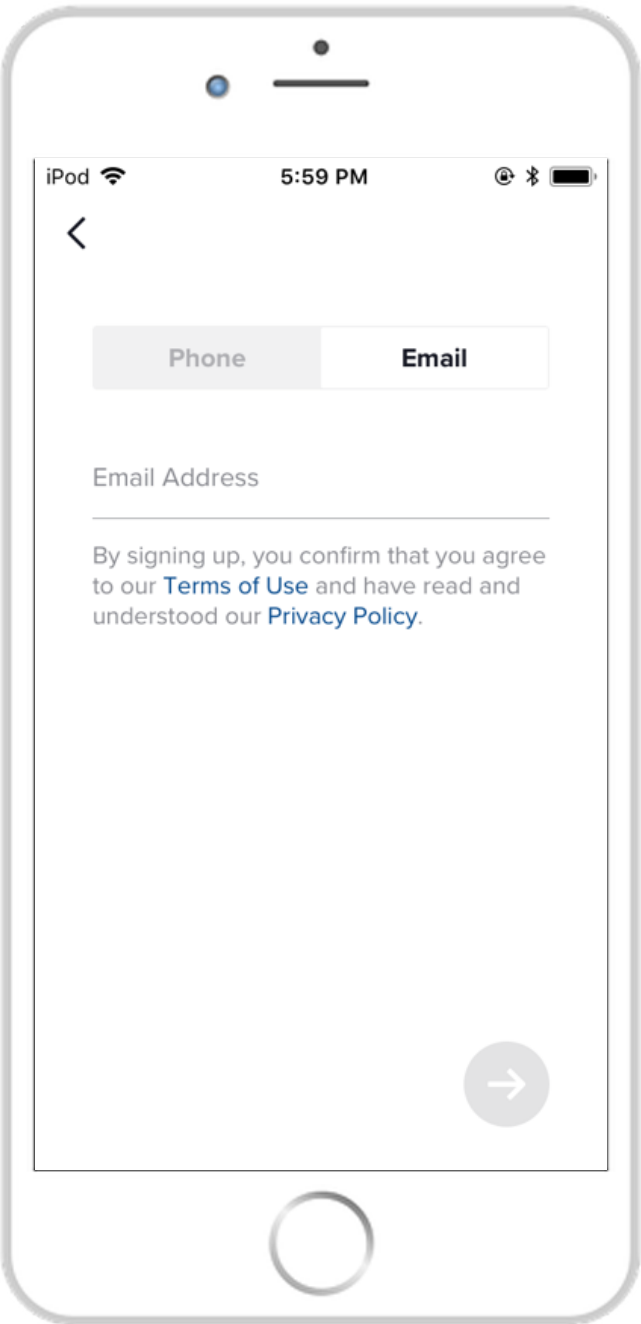
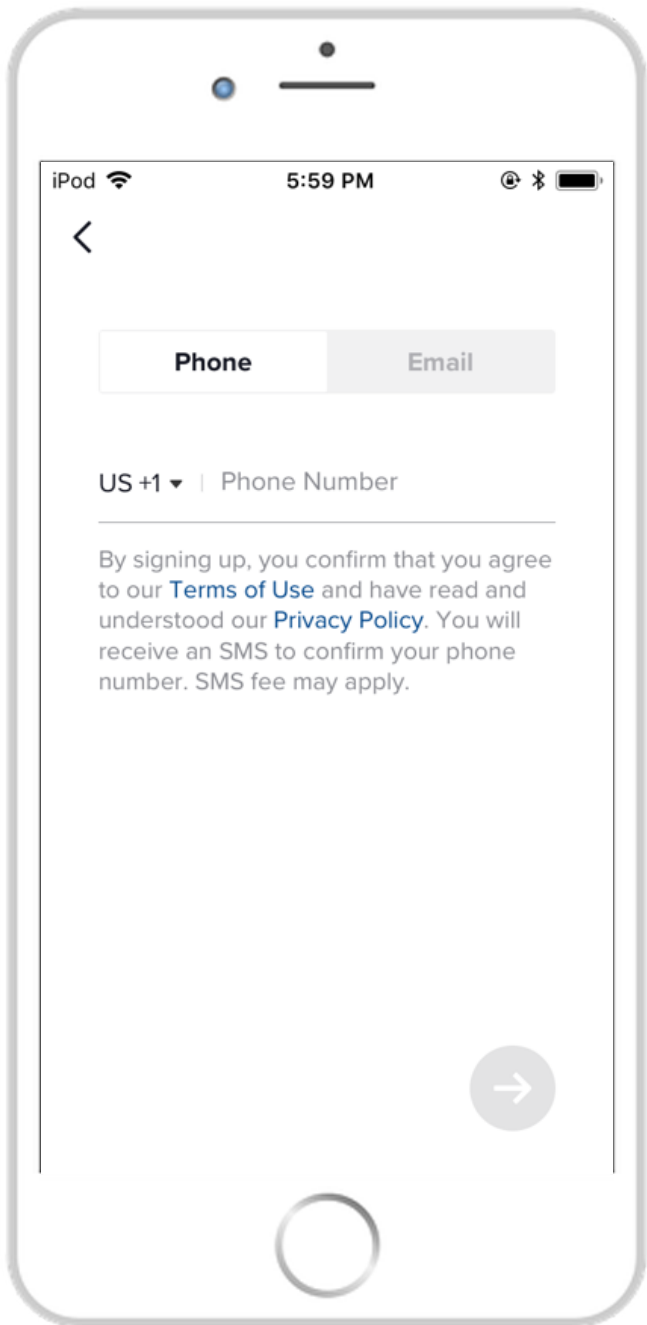
1. Click the icon in the bottom right corner of the home page.
2. There are two ways to sign up: create a new account or use third-party sign-on systems.



3. If you choose to create a new account, then you should select your birthday.



4. You can choose to sign up with your phone number or email address.



5. Then set your password
6. Now you have successfully created your new account.
7. You can also use third-party sign-on system, including Facebook, Instagram, Twitter and Google.

Set up your account

What to do?

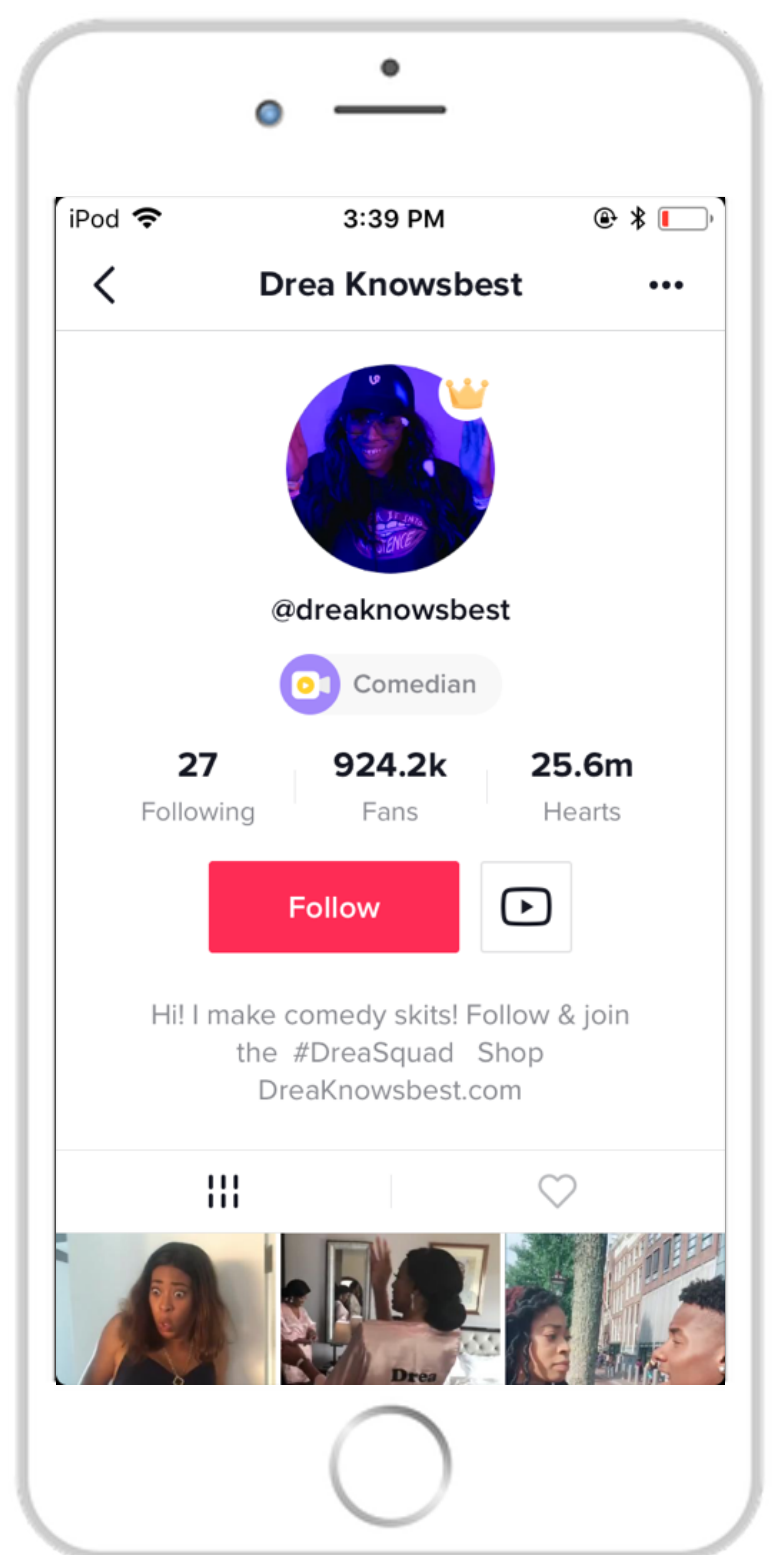
1. Profile Name

Pick a name that is short, memorable, and where possible, gives visitors an idea of the videos you make or who you are.

When you set up your profile, keep your username consistent with your other social platforms.

Consistency across platforms is important so your fans can easily find you.

Consistency helps create your brand.



2. Update Description

Have a clear description that tells visitors what kind of videos you make. Be sure to include a call to action.

EXAMPLES

“ Hi guys, I do extreme sports! Check out my videos and leave a comment.”

“ Live, love...but mostly LAUGH at my skits! Comment which of my videos you think is the funniest!”

3. Upload profile picture

To better showcase your personality and content, use an existing photo from your camera roll!

4.Link Instagram and/or YouTube accounts

You will be required to sign in to your Instagram & YouTube accounts to do this. This ensures that your fans know that the TikTok account is actually yours.

Linking to Instagram allows you to share your videos more easily, which will in turn fuel your growth.

**Now
it's time
to post!**

Create a Video

1. Click the “+” button:

Tap the “+” button at the bottom and then you can choose a video from your album to upload.



2. Shoot:

Tap to shoot

Long press the red button to shoot a video. You can make the video into multiple sections. 15s short videos are strongly recommended!

Countdown

If you want to prepare yourself better, you can tap the “Count-down” button on the right and then the shooting will start after three-second count-down.

Speed

You can set the speed of your video by tapping this button.

Beauty

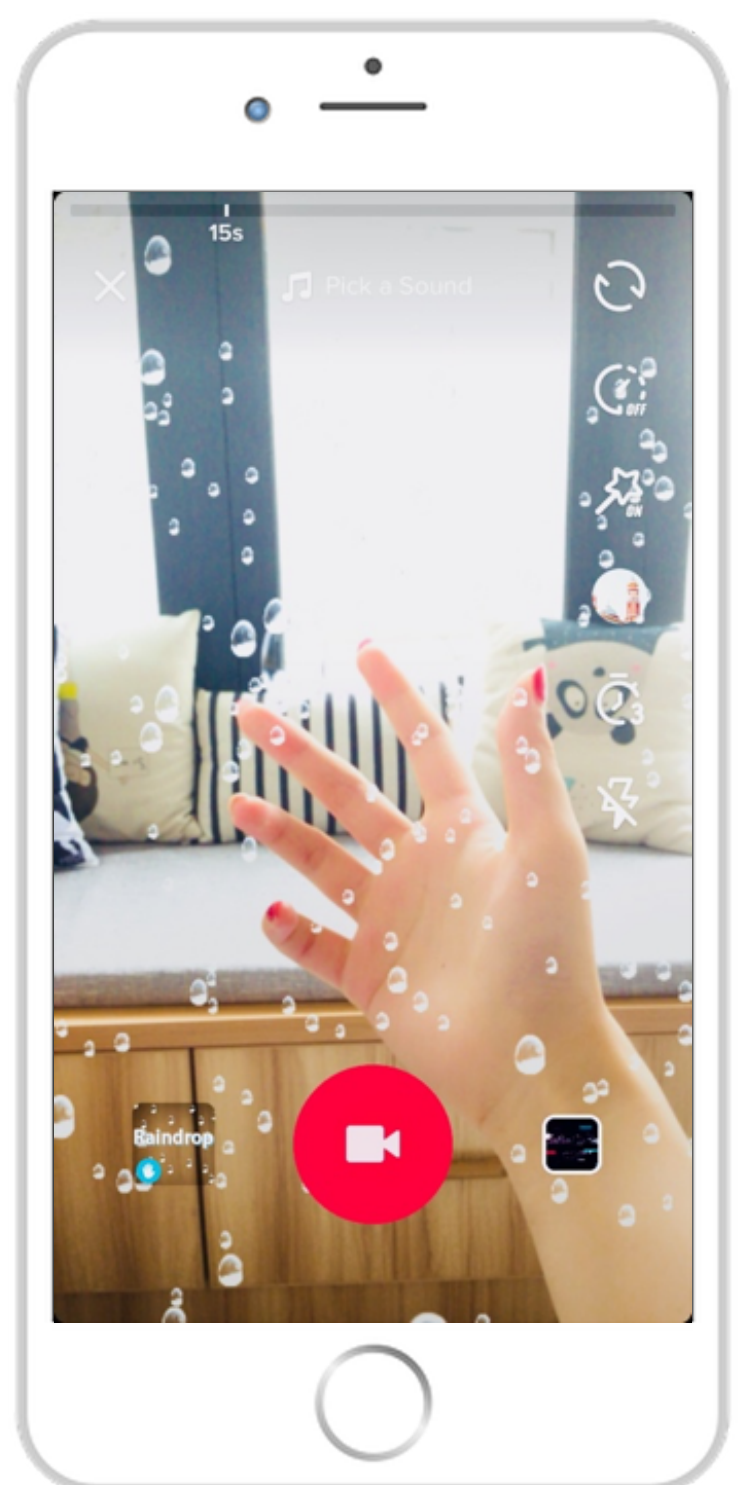
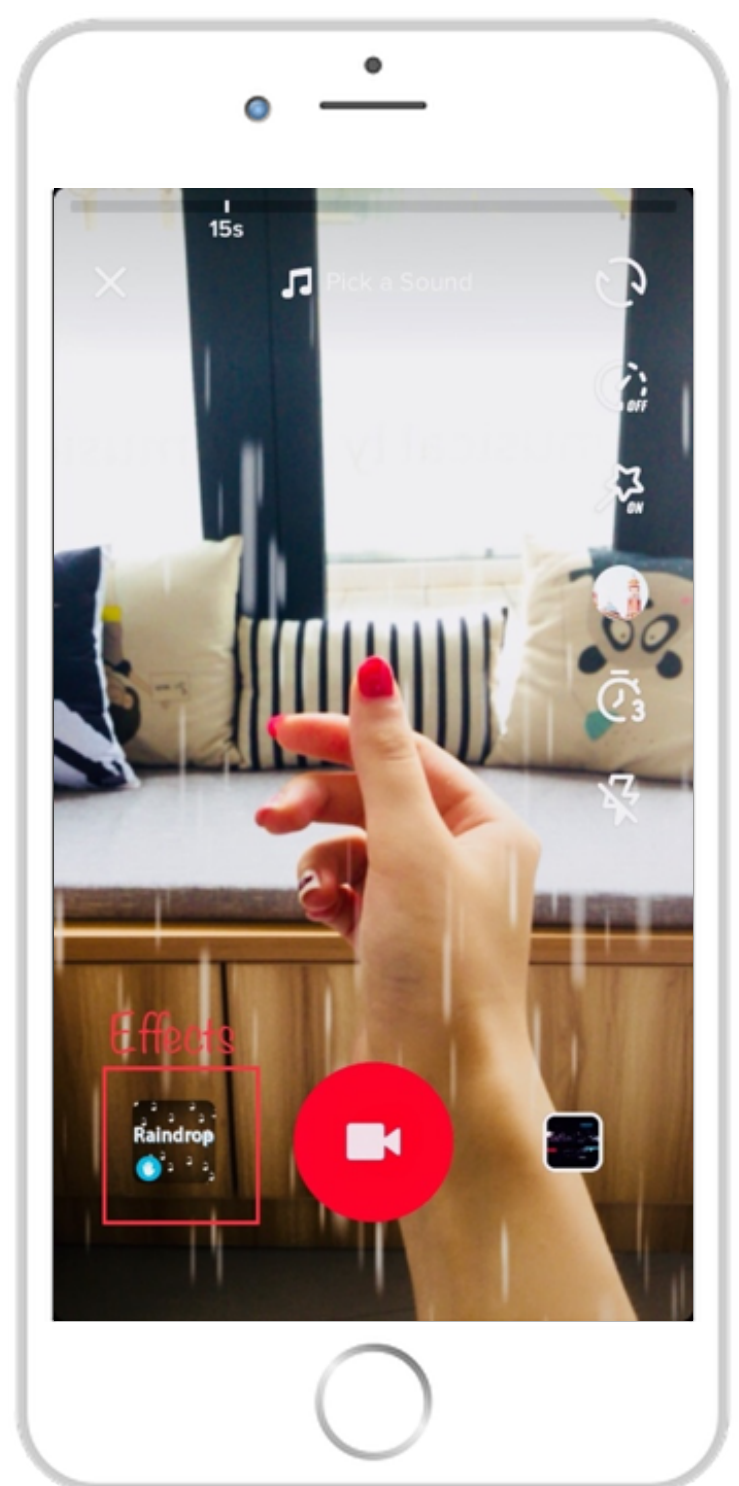
You can even smooth your skin!

Filters

Choose a filter to make a cool video.

Effects

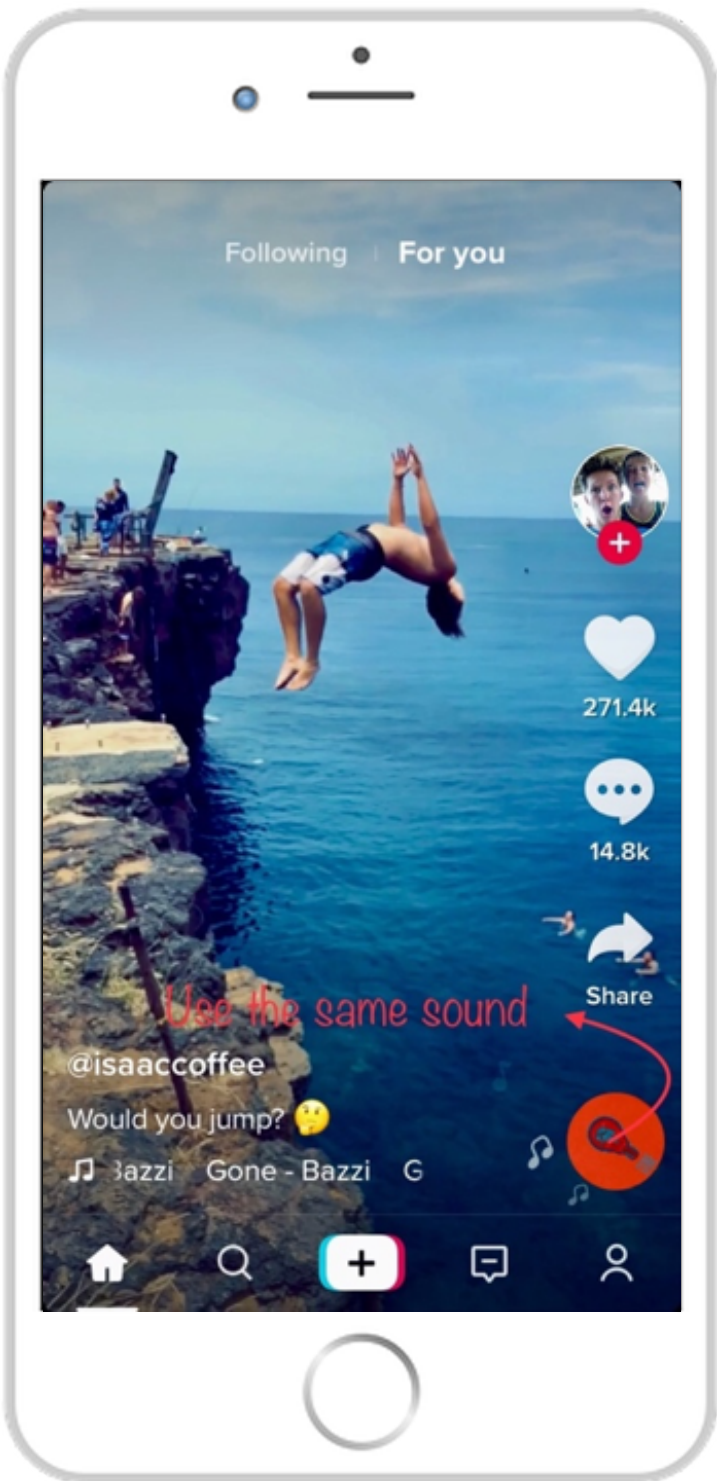
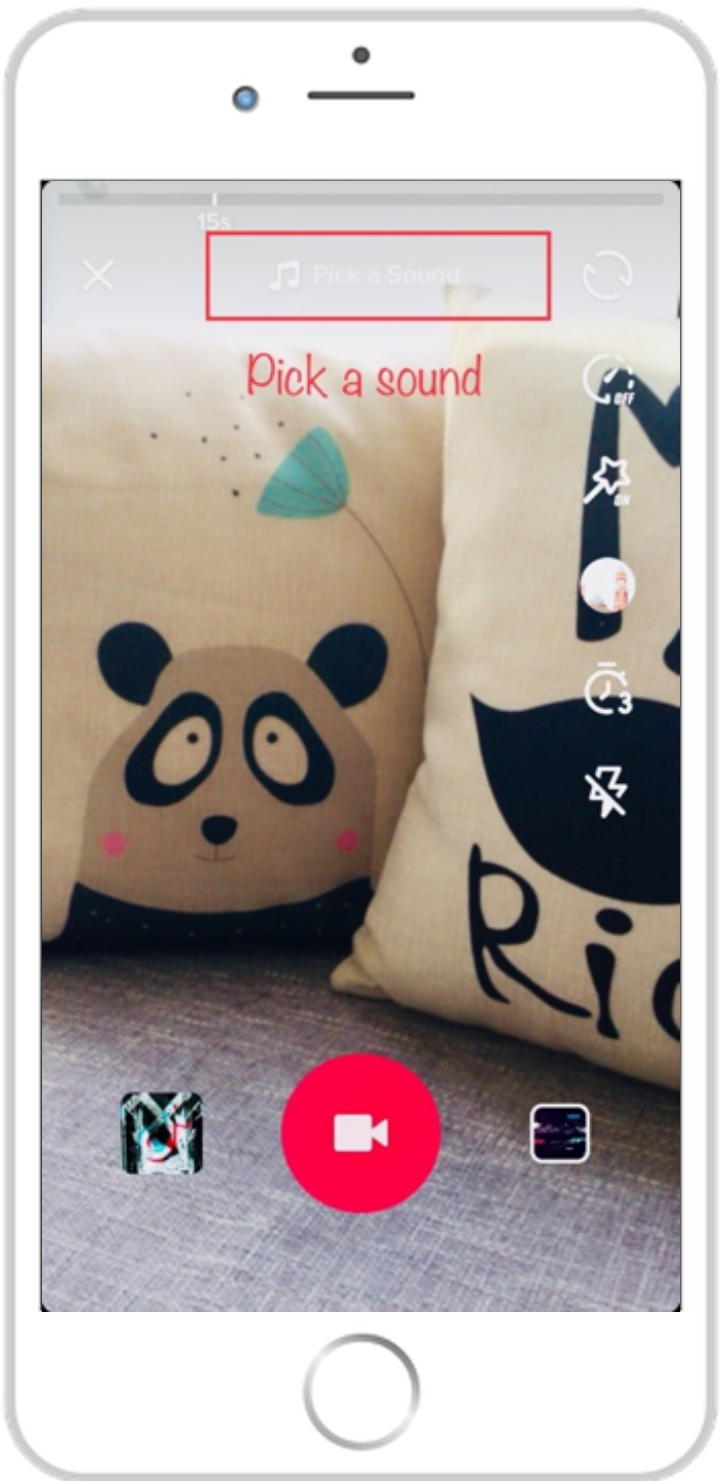
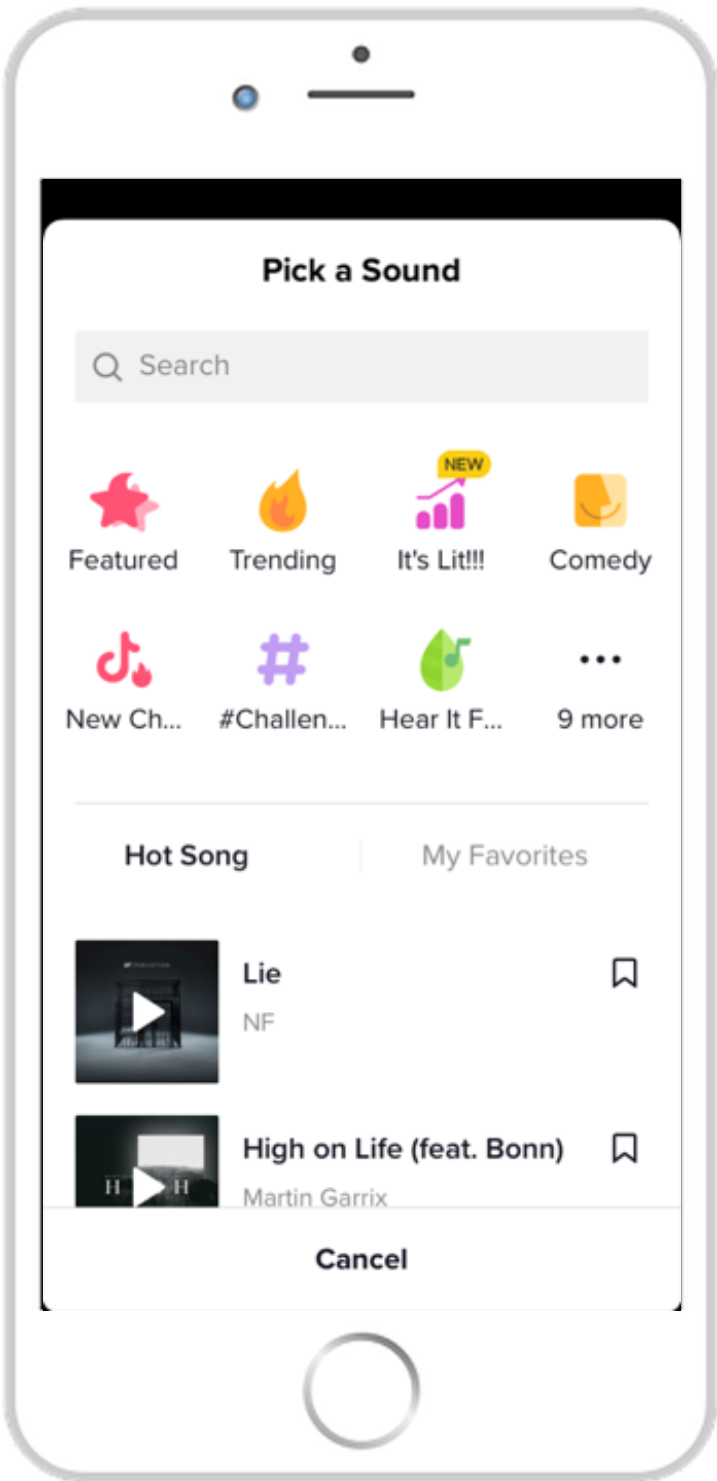
There will be hundreds of stickers waiting for you if you tap the effects button on the bottom. Enjoy these face filters!



Pick a sound

Option 1: Tap “pick a sound” at the top, then you can pick one or search more sounds. Start shooting videos by tapping the “Shoot with this sound” button!

Option 2: If you want to use the same sound with a video on for you page, you can tap the music circle icon button at the bottom right corner, then tap the shoot button so that you can use the same sound with this user.



3.Edit your video

You can cut sound, change the volume, pick a new sound or change a filter on this page.

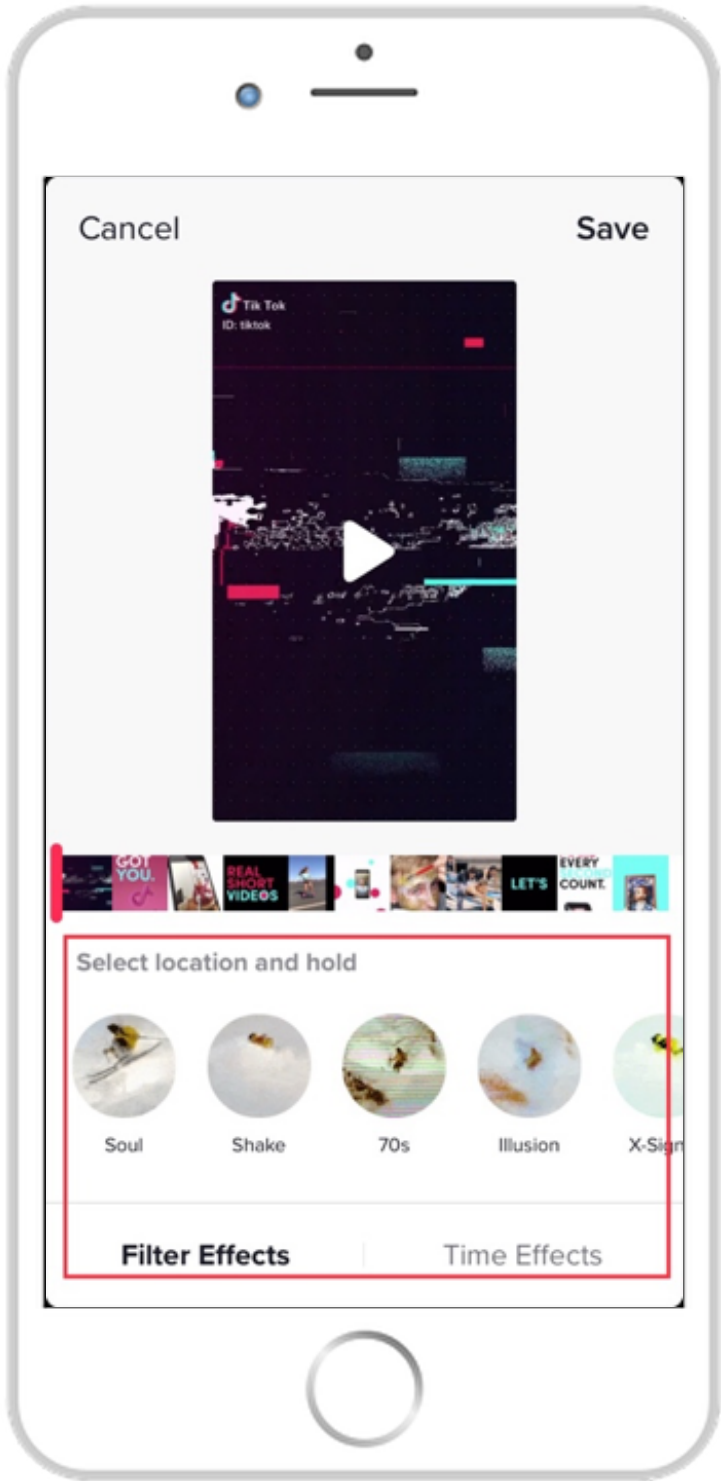


Special Effects

You can select filter effects or time effects and add them to any frame of your video.

Select cover

Select an attractive cover to get more likes!



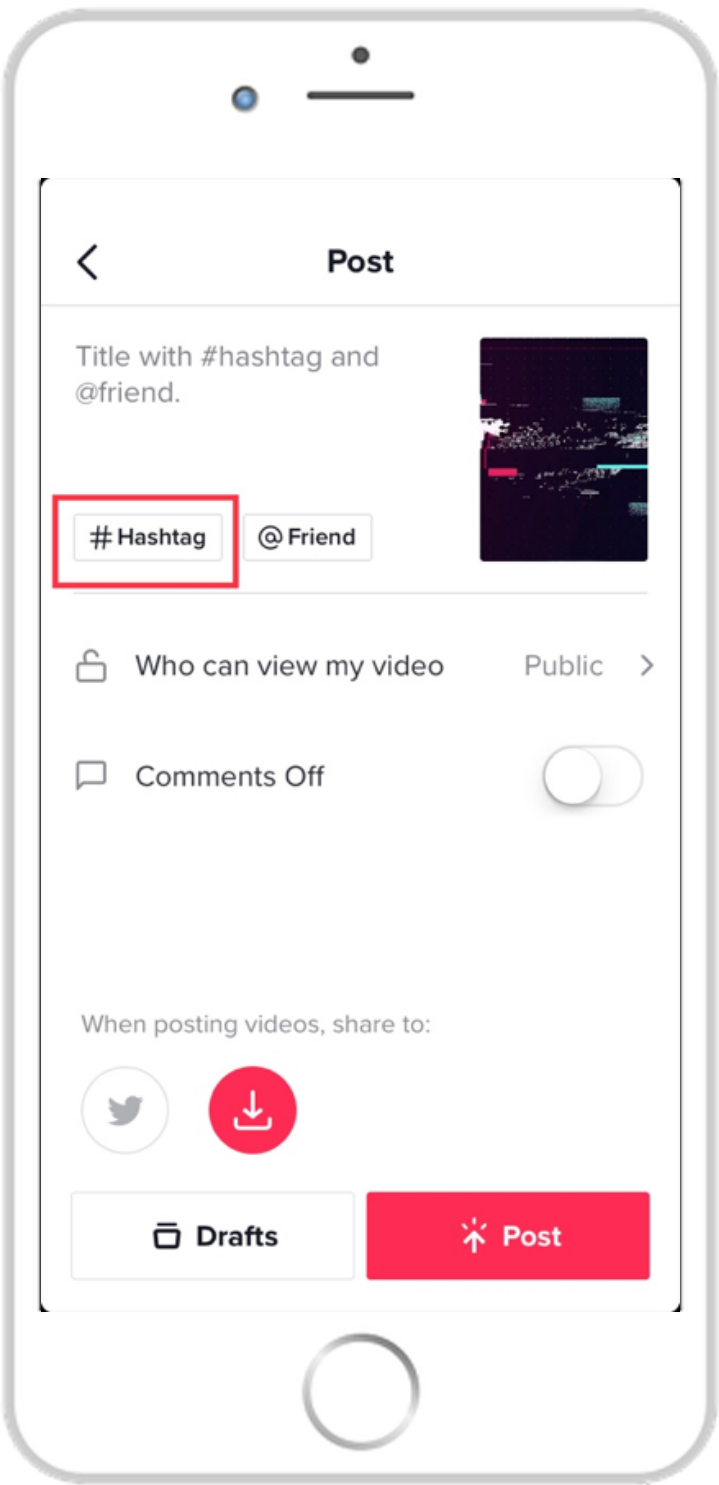
Add Hashtags

Why is this important?

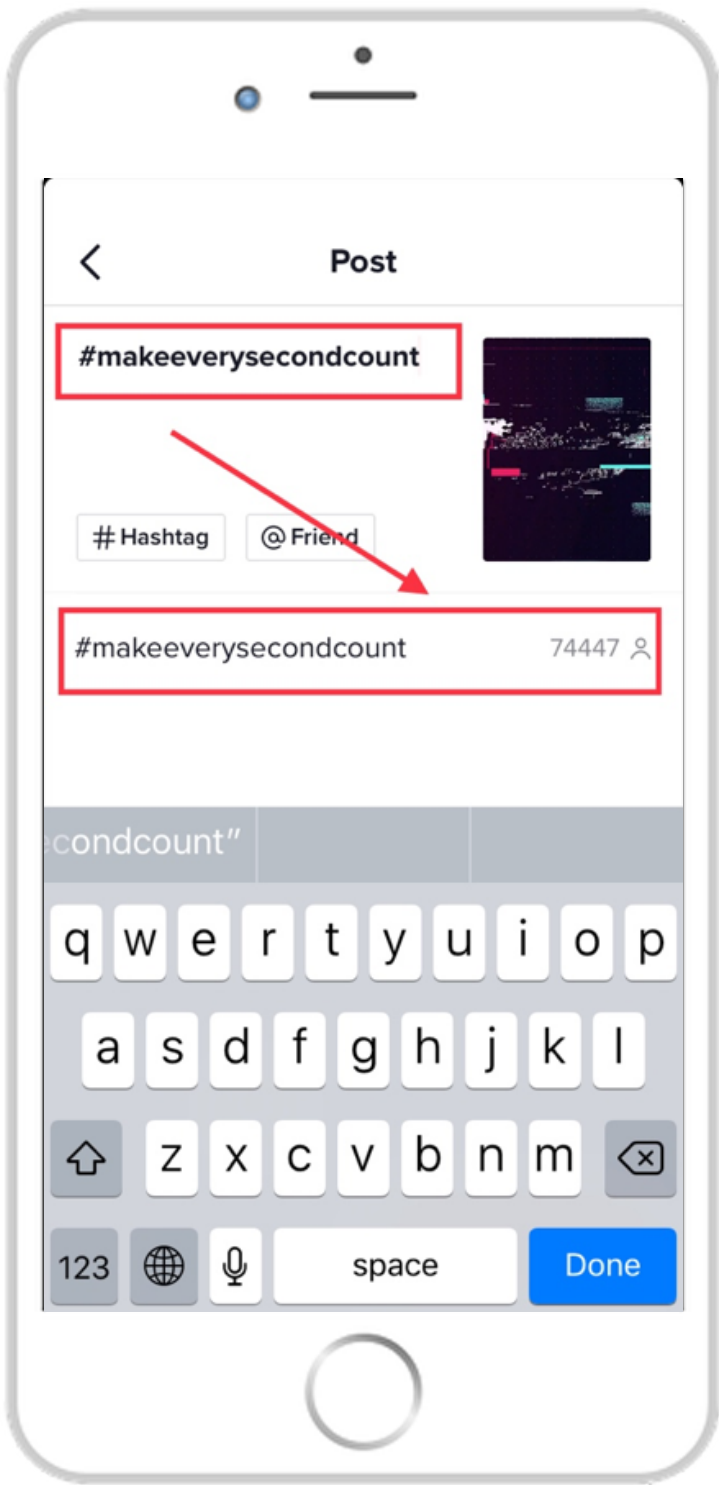
Adding hashtags let viewers understand the content of your video. Also, people for hashtags to find the content they are interested in. Hashtags can help your videos be discovered by more people. Be sure to join TikTok's global challenges by add the challenges' hashtag – this will increase your discoverability and potential for more exposure to a bigger audience.

2 steps to add hashtags

Click #hashtag to start



Type in the hashtag's name and choose the hashtag.



Checklist: The Basics of Posting

Vertical Video

The best videos are full vertical videos shot in the TikTok app. You can convert your videos in your library to vertical videos using editing apps or software.

Hashtags & Descriptions

Including relevant hashtags and descriptions (metadata) allows TikTok to better surface your content to the right audience.

Thumbnail

After you have shot or uploaded your video, give the TikTok community a reason to watch your video by selecting the most captivating and intriguing thumbnail.

Sharing

After you post your video, be sure to share it to your accounts on other social networks and encourage your audience to follow you on TikTok.

Define a Content Strategy

Why is this important?

Your content plan will guide you in deciding what content to post and when to post it. These are some good steps to take to build out your content strategy and pipeline on TikTok:

3 steps to create your TikTok content strategy:

Step 1: Find your main creative focus	Step 2: Upload unique “slice of life” content	Step 3: Use native TikTok formats to engage with fans
SUGGESTED FREQUENCY: At least 3 per week	SUGGESTED FREQUENCY: At least once a week	SUGGESTED FREQUENCY: No set schedule

Step

Find your main creative focus

Interest:

Define your “interest area”: pick a content topic or area that is unique, meaningful to you, has a group of people who would be interested in it, and where you can add your own flavor.

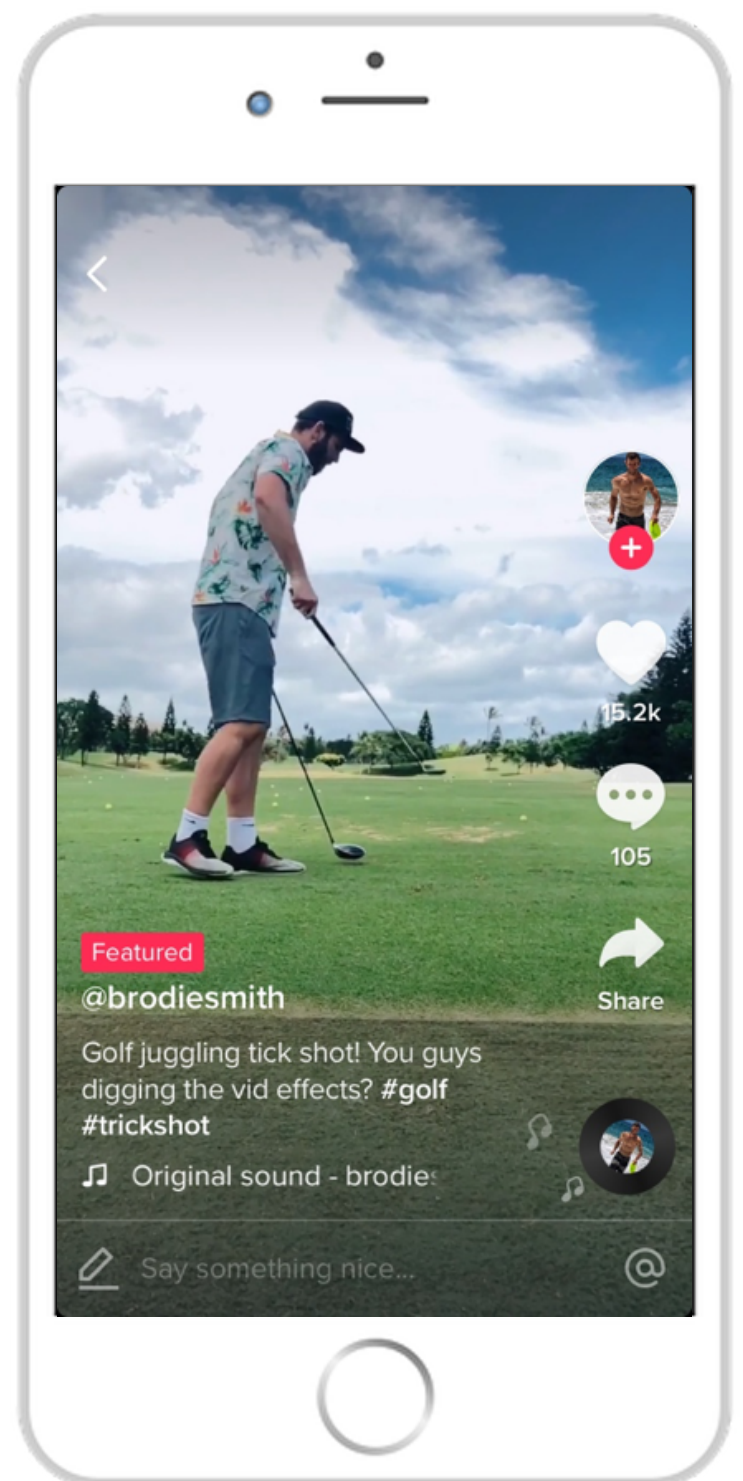
Stay away from “general” interest areas. The more you focus, the more likely you are to find a community of enthusiastic and passionate fans.

Weak interest area: sports

Strong interest area: trick shots / extreme biking / fitness training

Weak interest area: beauty

Strong interest area: recreating famous looks / 15-second makeup tips / hair styling tricks



TIP:
Having an interest area is critical for standing out.

Entertain:

Give people a reason to follow your page and watch more of your videos. Create content that makes people feel something and want to share with their friends. You might incorporate one of the below elements to your videos:

AWE

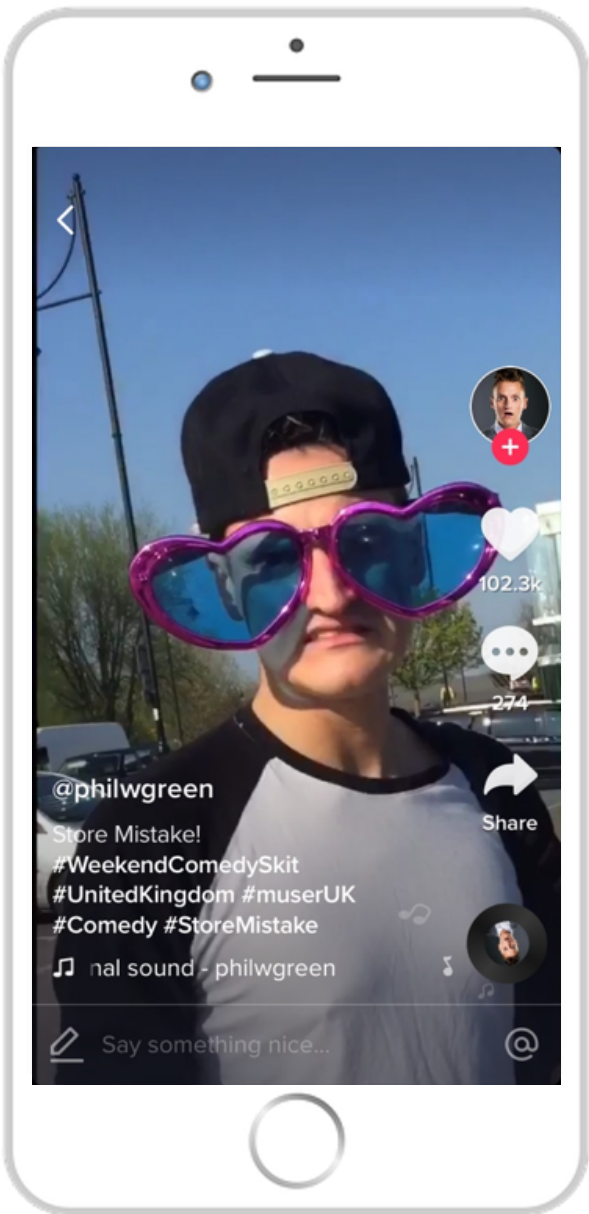
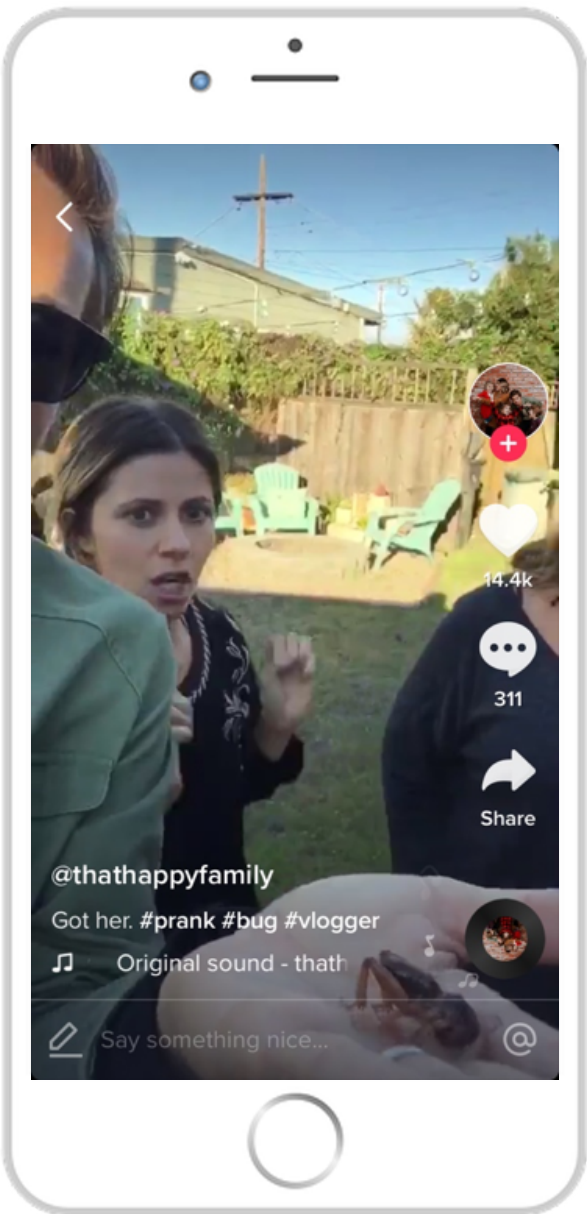
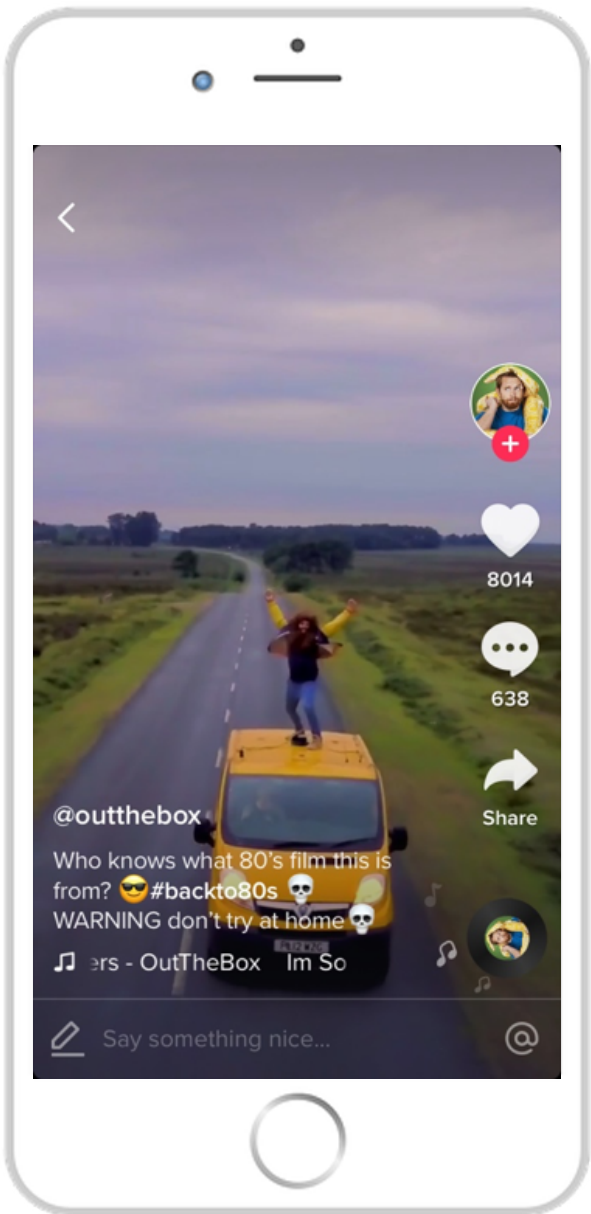
Show viewers something they haven't seen before and would want to share with friends.

SURPRISE

Surprises and delights throughout your videos will keep viewers engaged and increase watch time.

HUMOR

The age-old phrase is true— people “come for your content but stay for your personality”.



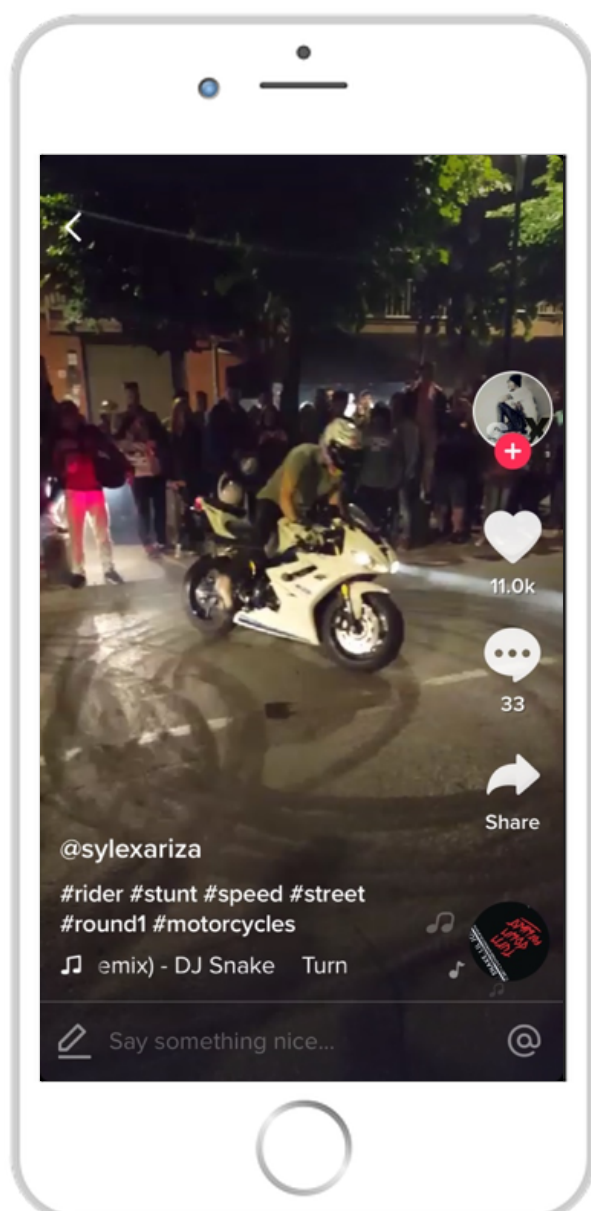
Step 2

Upload unique “slice of life” content

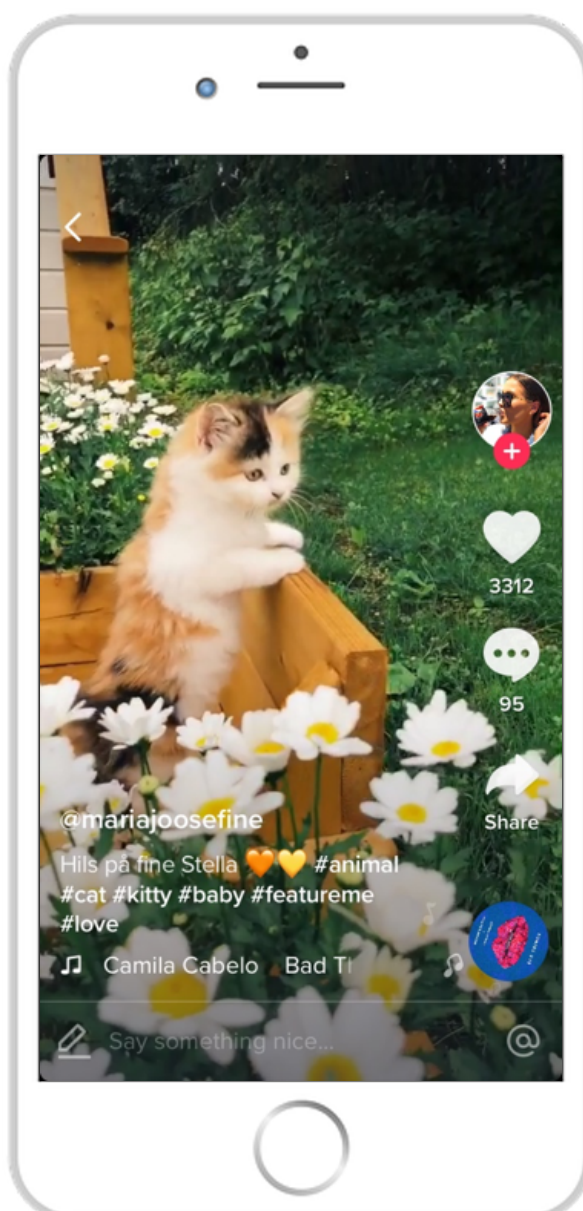
These are not the everyday, “video diary” moments, but rather the select, funny, organic moments you capture - and these can get real attention on TikTok. This type of content, with the right description and hashtags, can help drive discovery of your profile, and engage and entertain your fans.

EXAMPLES

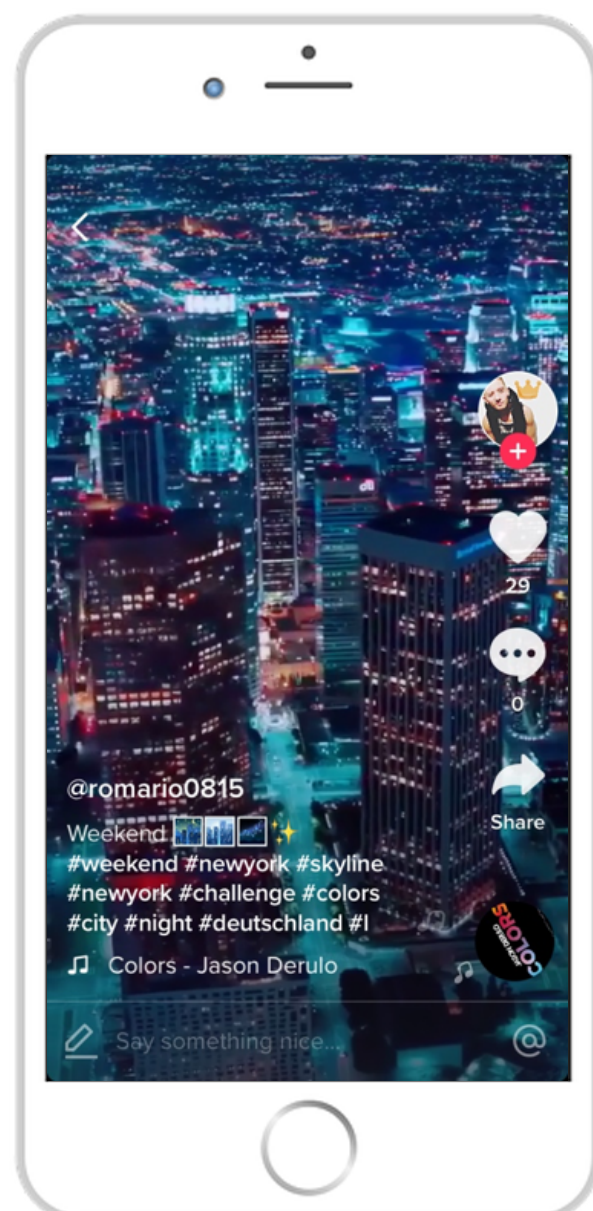
Epic street performers



Unique cute animals



Jaw-dropping scenery



Step

Use native TikTok formats to engage with fans

Your fans love to see your personality, and TikTok's fun native formats allow you to connect and engage with your fans even deeper.

These formats are great for engaging with your existing fans and friends. While they do not receive as much distribution for reaching new fans (although if it's really special sometimes it can!), it is always important to focus on both Growth and Engagement. These formats fall more in the engagement bucket and can be used now and then to keep your fans engaged.

Use some of the tools / formats described below whenever you're inspired to do so:

- Duet: You can pick a lucky fan and duet to one of their videos. They'll feel special and become a part of your fandom. More on building your fandom in the next section.

Another way to engage with your fans is to post fun lip sync videos. For example, you can pick a funny comedy sound, lip sync to it, choose a filter, and post to your profile.

TIP

We do recommend, however, that you post this type of content no more frequently than creative focus point #1 above. So, for example, if you are posting 2 videos per week based on your creative focus, then we would recommend no more than 2 videos per week for these fan engagement formats as well. (Of course, if dancing is your creative focus and talent, then of course, you would do those more often).

02: Grow

Building Your Fandom

Promoting your videos on social media and collaborating with other creatives are two tools to growing your community.

Engage Your Audience

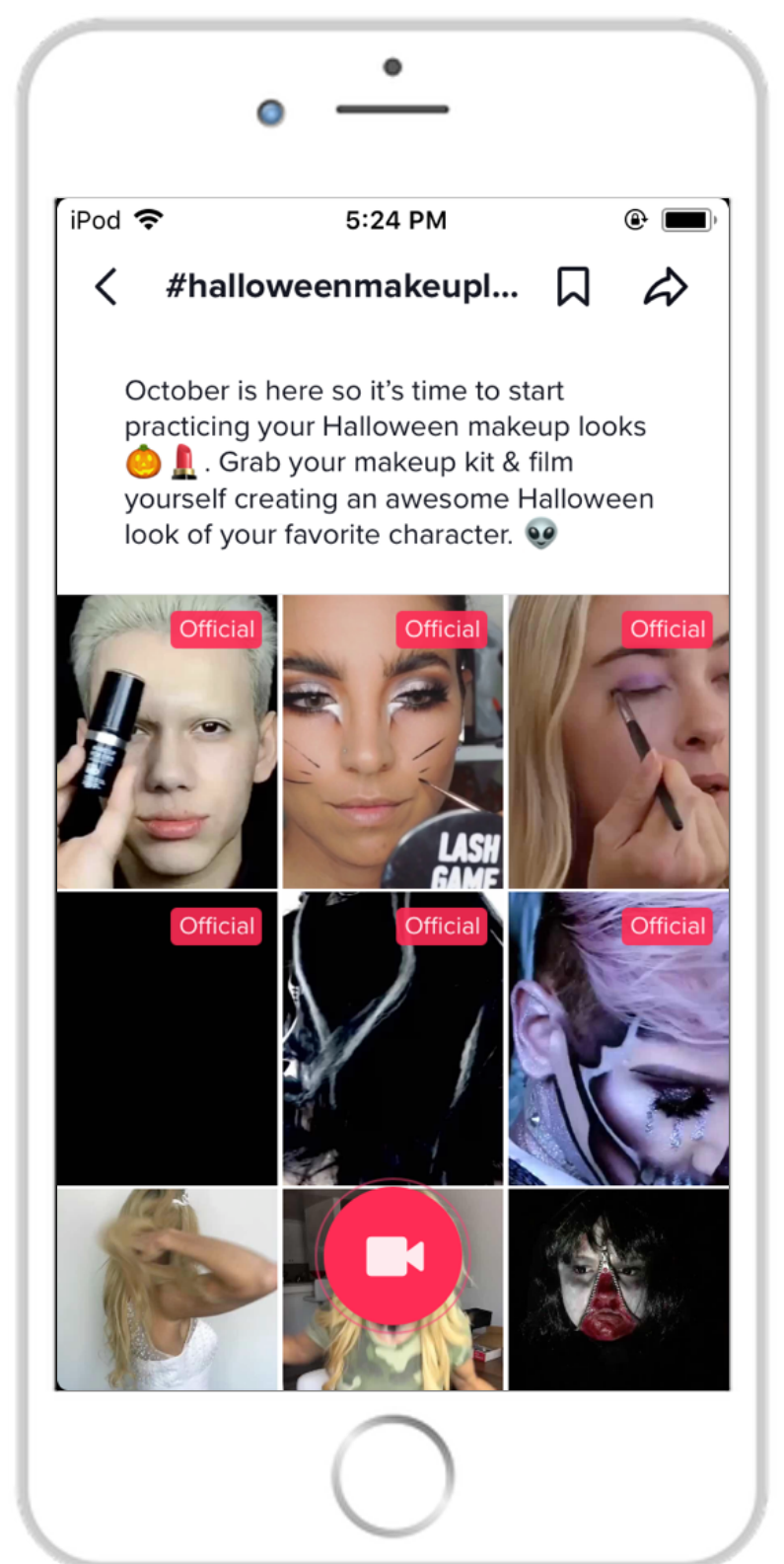
Why is this important?

While you continue to work on producing great videos on TikTok, it's equally important to focus on how to grow your audience.

Having a solid audience development strategy allows you to benefit from the power of our social network.

TIP

The most important way to grow your audience is to keep the quality high and make your video fun as well as shareable. High quality content leads to better engagement, which in turn leads to wider distribution of those videos.



* Participate in Trending Hashtags

What to do?

There are a few easy steps to grow your audience.

1.Understand your Audience Base

Questions You Should Be Asking:

Who are my followers?
Who are my most faithful fans?
Who are my top commenters?
What do they want to see from me?

Where You Can Find These Answers:

Looking at the fans through your profile page
Reading through your fans' comments
Replying and liking comments that speak to you

2.Collaborate with Other Creators

Identify them

There are tons of creators on TikTok. Many creators collaborate with others in order to reach current and new fanbases. It's important to take a look and see who you are similar to. Some factors to keep your eye on when looking for good collaborators:

Similar categories or genres
Similar video formats
Similar audience sizes

Create with them

Once you've had a chance to connect with other creators, get talking about what you want to create! Many creators use the following tools or tricks on our platform already:

Duet functionality
Appearances or cameos in each other's content
Tagging each other in the caption

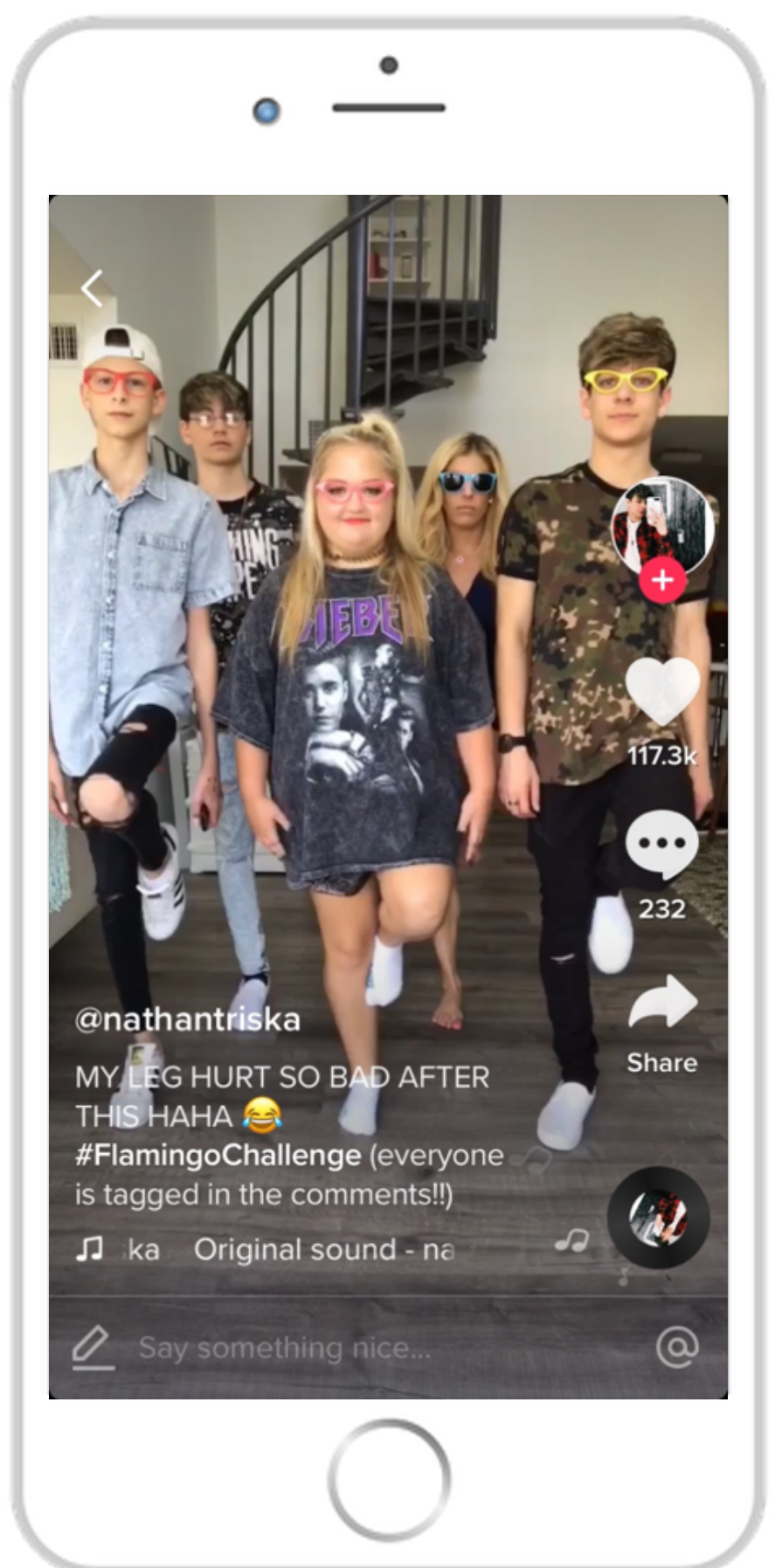
Connect with them

There are many different ways you can reach out to other creators in the community:

Following each other / Commenting and engaging on their content / In-person at conferences or other creator-focused events

TIP

The duet feature stitches together two distinct videos into a single video, either as a montage (which flips between the two videos every 2 seconds) or as a side-by-side (in which each video plays simultaneously). Duet functionality is not dependent on using music. In fact, we've seen many duet videos that have not used music as their audio.



3.Participate in Trending Hashtag Challenges

If you need some inspiration, trending hashtags are a creative way to find new topics that will get your content exposed to a new viewer base. Participating in challenges helps you as a creator join— and lead— the community.

4.Encourage Viewers to Watch More

Many of the top creators encourage viewership through a variety of ways, including:

- Posting on other social media accounts mentioning that you're on TikTok.
- Linking out your TikTok videos to your other social media.
- Reacting to comments from fans

5. Build a Sense of Community

- Call your fan club a specific name (for example, @fifthharmony fan club's name is "Harmonizers" and @NextTownDown fan club's name is "Townies")
- Encourage mutual following

TIP

Do not abuse hashtags (for example, don't place captions on videos with specific hashtags that aren't relevant to the content). The most relevant tagged videos will be favored for discovery.

TIP

Use many different engagement features such as live streaming and Q&A in order to reach your fanbase.

Measure Success

Why is this important?

It is important to look at your key metrics in order to see what is performing best. Engagement metrics are the most important (hearts and comments) in terms of the content itself. Follower growth of course is key to growing your overall audience. We will continue to update this section as more metrics get released!

TIP

Track your metrics daily to best understand what works for you. Each creator is different!

What to do?

1. Metrics to Monitor

TikTok.:
Hearts / Comments / Fans

TIP

Follows across TikTok and other platforms, especially when you link your Instagram or YouTube handles to your profile

2. Being Patient

Do not get discouraged if your Hearts or Fans are not as high as others.

Some people may have been on the platform for much longer or may be connected to other people they are using for cross-promotion. There are many factors at play here.

It can take some people a while to get distribution beyond their initial friends and fans, as much as a year or more. Their key is to keep producing high quality content you love and that you would love to watch yourself. Over time, new people start to get more distribution in our recommendation algorithm the more high-quality content they create - which includes many data points beyond just Hearts and Comments that we collect behind the scenes. So be patient, keep at it, and keep checking this Playbook as we will always update it with new versions as the platform updates



TikTok