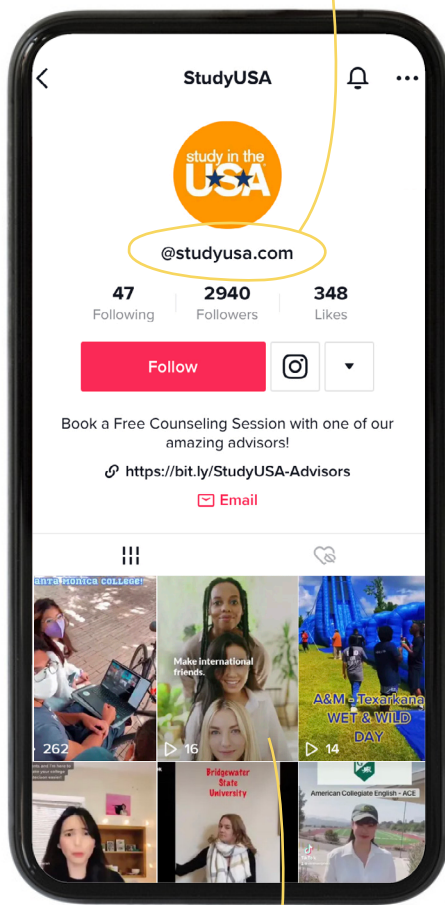


TIKTOK HOW TO

Getting started on TikTok

With TikTok's 689 million monthly active users — 62% of those in the 10-29 age group — more and more universities, colleges, and high schools are using the platform to create funny videos, plus share tips, tricks, ideas, and resources with students. Here's how to get started!

Our username



Lots of student faces

1. Download the app to your phone

Then sign up, set up your profile, and claim your username (i.e., your school name — @schoolname).

2. Use your students

Students want to see other students' faces. They trust their peers or friends much more than a school communications professional. Find students who have a following on TikTok. Ask them to be in your first video. And always ask them to tag themselves or share the video with their followers.

3. Discover what's trending and use it

Participating in challenges is part of the fun with TikTok. Keep up with what content and challenges are trending on TikTok. Make the most of viral sounds, memes, challenges, and hashtags. TikTok makes it simple because they rank the top trending videos, hashtags, and sounds on the app.

4. Be consistent

Like any social media platform, you will not go viral with your first video, second video, or probably not even your 100th. You need to produce consistent content over a period of time before your videos catch on. At first, your students are going to shy away from your posts. The more you develop content, and the more you utilize your students' help, the more popular your posts will become.



5. Tell a story

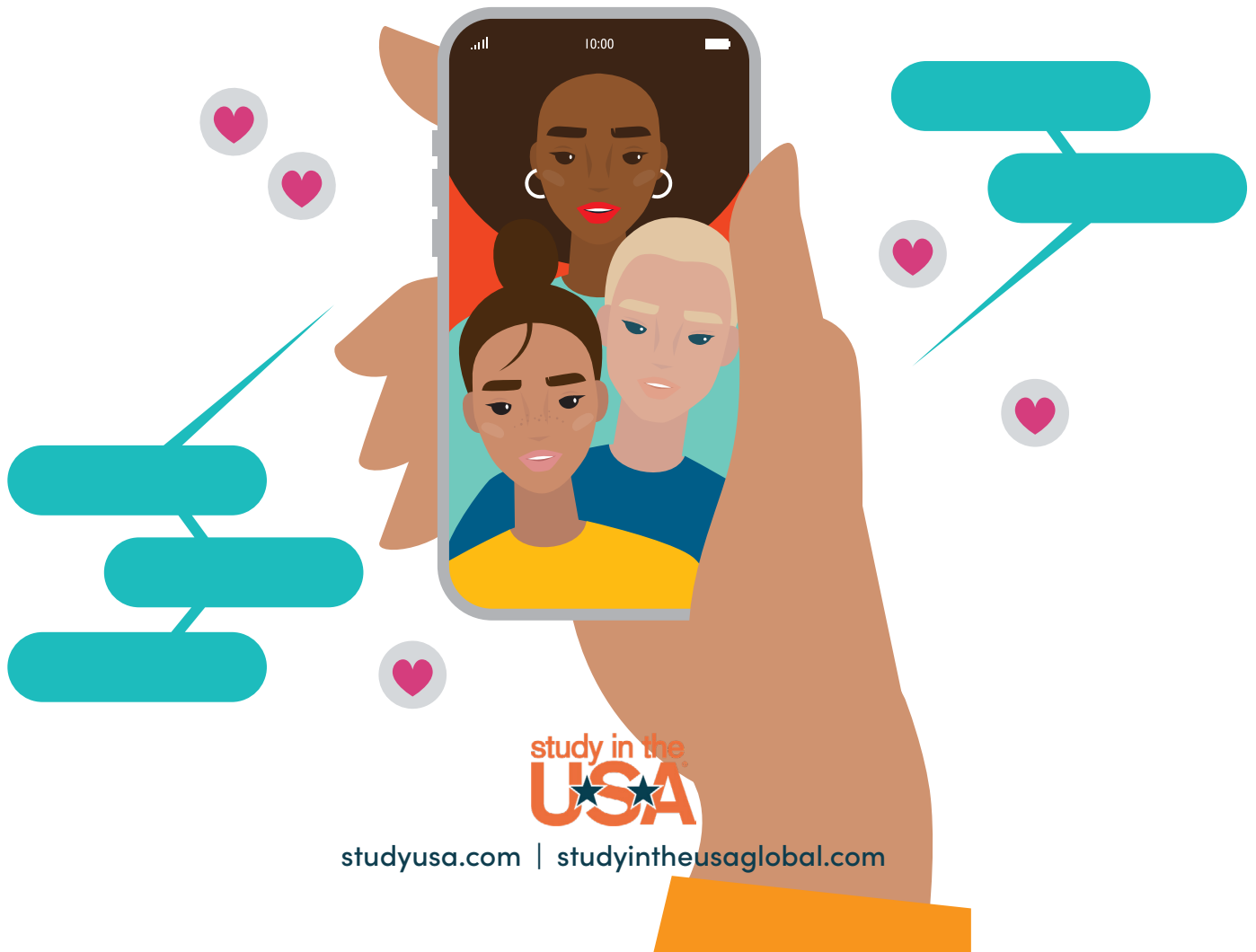
Marketing is more successful when you tell a story. The same is true on TikTok. What are you trying to achieve on the platform? Who is your audience? What stories resonate with your viewers? You only have 15 to 60 seconds to tell your story on TikTok. How will you create short stories that will resonate?

6. Use sound... music can make a video

The beauty of TikTok is that the platform has an extensive licensing deal with top music artists. Pick the right trending song, and you can amass views for your content. Sometimes the sounds are more important than your video. And you are not violating copyright if you use a song on your video on TikTok. Pick an awesome song that will help tell your story.

7. Hashtags

TikTok is all about the hashtags. Hashtags will not only help you understand what is trending, but they can also increase growth, engagement, and exposure if you're looking to become TikTok famous. If you want more views, use a couple of hashtags that coincide with your content and a couple that are trending.



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