

Updated April 2019

Best Practices



TikTok



**What makes
us different**



Real people.

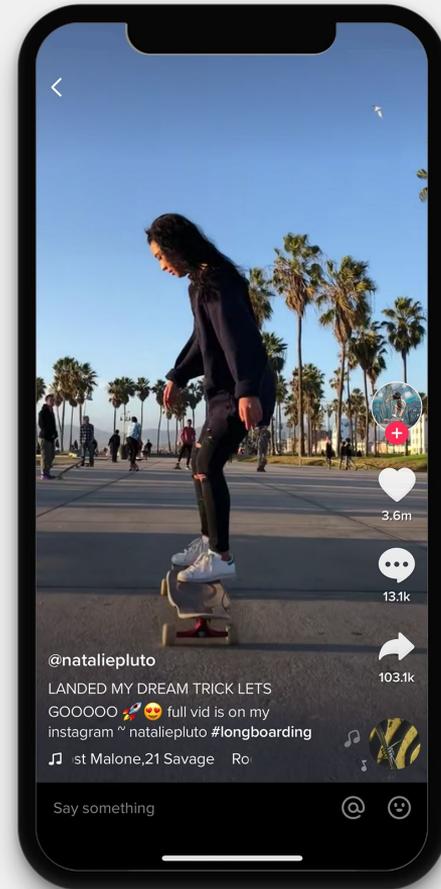
Real videos.

TikTok opens directly to the For You feed - an immersive, full-screen endless stream of videos that will make your day.

No extra clicks required:

We learn what our users like and drop it straight into their feed.

What makes us different

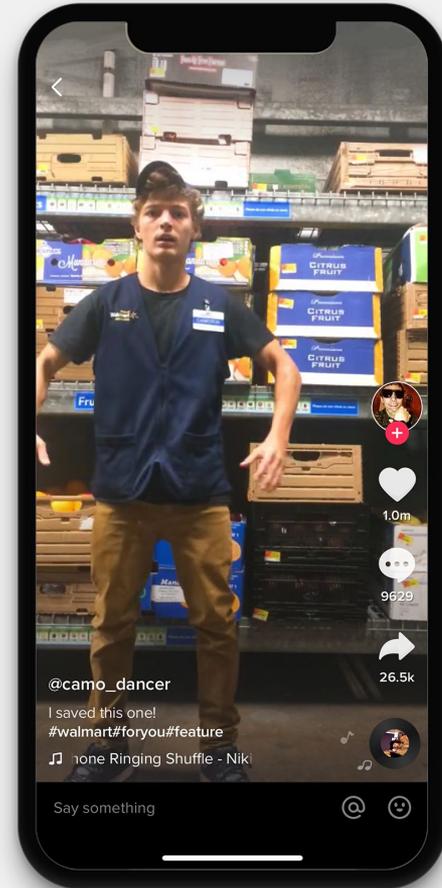


A place For everyone

TikTok is THE safe place on the Internet for people to show their purest form of individuality regardless of gender, ethnicity, body type, and sexual orientation.

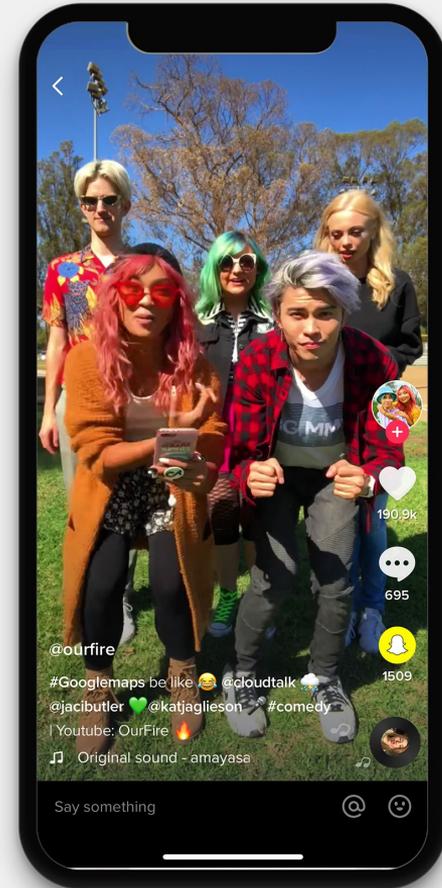
Inclusivity is synonymous with the TikTok brand.

What makes us different



Little Moments that Make Your Day

TikTok embraces real content, whether it's created by popular artists or first-time users. Every video has the same opportunity to go viral, so you can focus on the content and creation without worrying about the details.





The basics

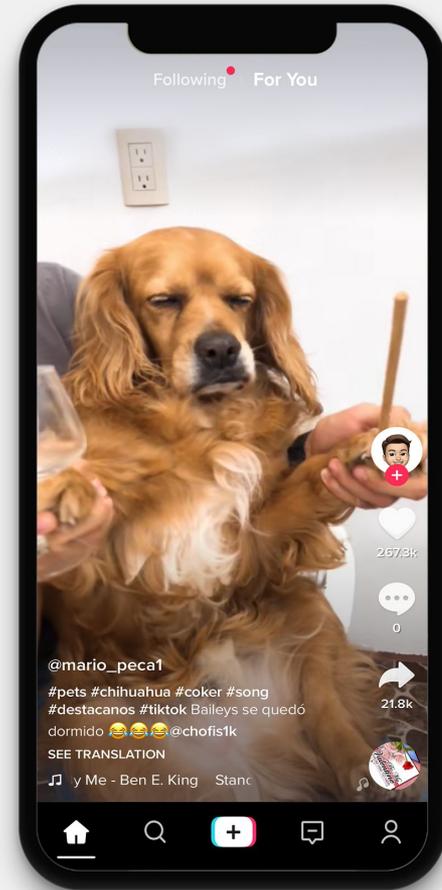


For

You

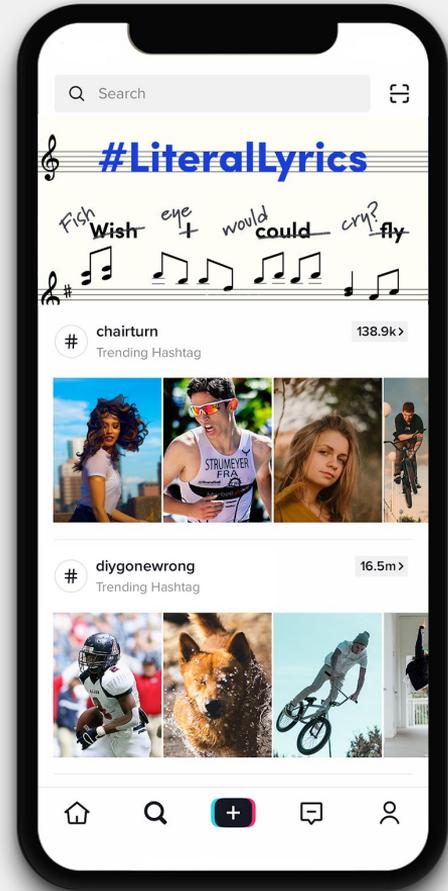
TikTok's homepage:
an algorithmically-developed,
infinite scroll of autoplay videos
developed around the interests and
behaviors of each user.

No matter what our users are
interested in, we've got them covered.



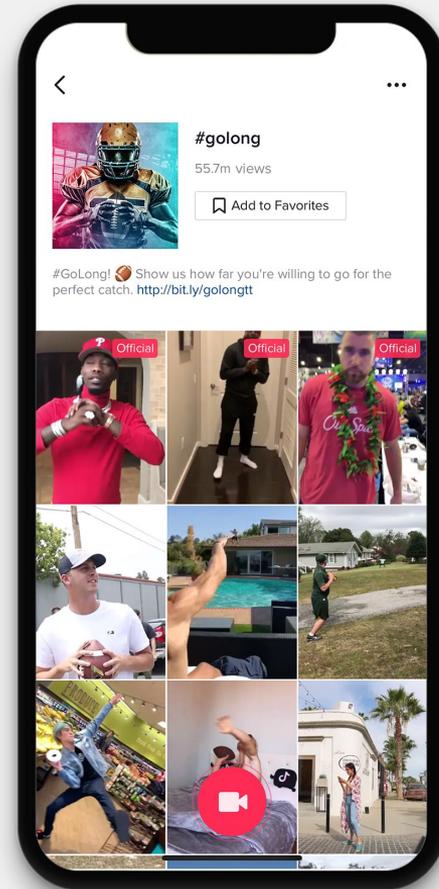
Discover

The central location for all things trending on TikTok. From creators on the rise, hashtag trends, and suggested sounds, this is the place to keep track of what's popular on TikTok.



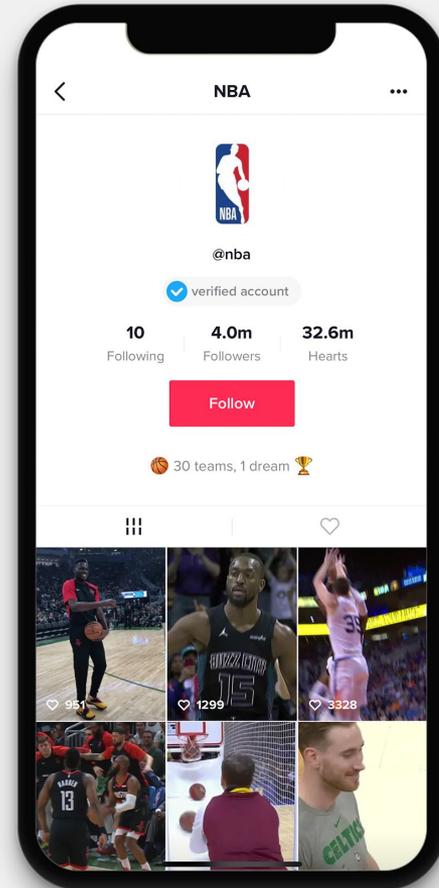
Hashtags

Hashtags help users find content and trends on the rise. On TikTok, the Hashtag page also includes a brief description of the topic and a nearly endless feed of related videos.



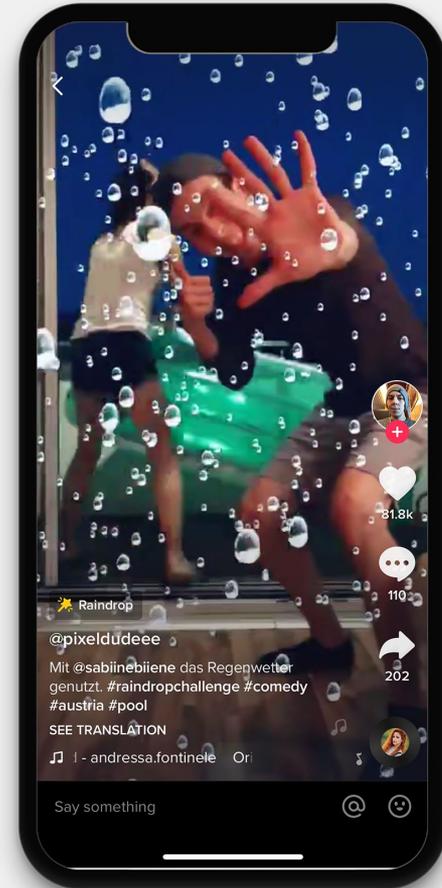
Profile

Put your best foot forward with a perfect first impression. The profile page includes a profile image, a brief biography, linked social handles, and of course, your videos, organized by publish date.



Creative Tools

This is where the magic happens. TikTok offers a variety of Creative Tools to users, ranging from advanced editing features to effects, filters, stickers and sounds to accompany your content. If you have a creative idea, you can make it happen.





Insights for success



The look

Vertical

All videos should be shot (or edited) for vertical viewing - embrace the full-screen experience.

Mobile first

Shoot with your phone! Don't worry about massive productions - our audience craves authenticity.

Attention grabbing

Start with a strong opening shot and build towards a big finish - give users a reason to stick around.

Concentrated

The ideal runtime for a TikTok video is 10-17 seconds; just enough time for perfect storytelling.

Never disappoints

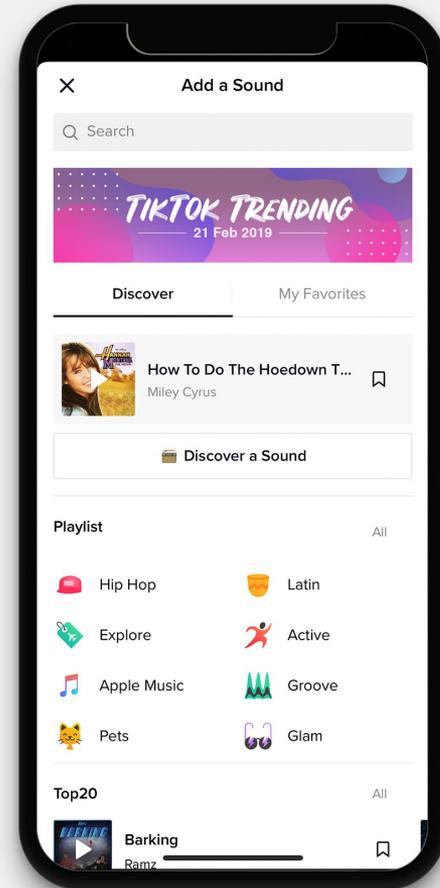
Deliver on the reveal and give your audience a reason to come back for more.

The sound

TikTok opens directly to a full-screen viewing experience - the For You feed - and we do it with the sound on. Sound is just as important as the visual when it comes to a good TikTok video, which is why we have a library of over 20 million songs and sounds, pre-licensed to accompany your content.

Want to start a trend?

Check out the For You feed for inspiration. This is where users consume the majority of their video content, and also where most trends go viral. Users see videos created to the same sound, and are encouraged to put their own unique spin on popular in-app trends.

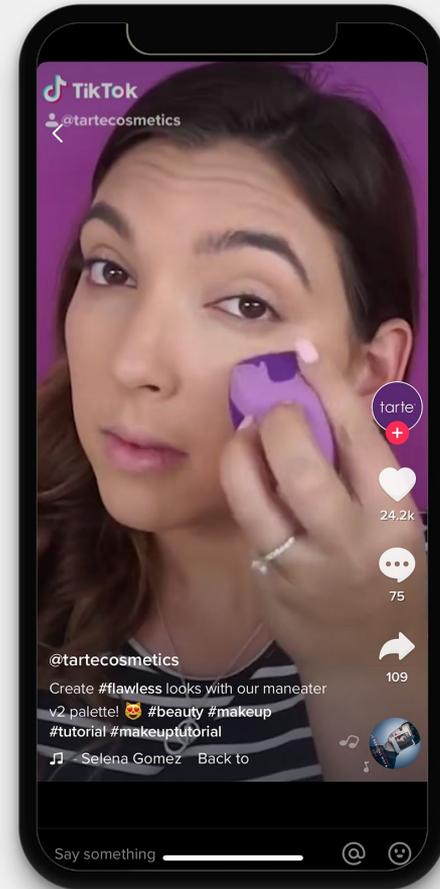


The details

We all know about #hashtags, so here's a quick tip: hashtags act as a central location for content types and trends, and help users discover content that appeals to their interests. Don't go overboard using either too many or irrelevant hashtags. Be selective, deliberate and participate in app-wide challenges.

Curious about captions?

They occupy the bottom third of the screen and are often just as important as visuals or sounds. Effective captions on TikTok communicate key, authentic messages as succinctly as possible.



The strategy

Quality over quantity

Each video has an equal opportunity to go viral on TikTok, free from concerns about posting schedules or cadences. One amazing video per day beats multiple average attempts.

Experiment regularly

You never know which types of content will resonate with your audience, so be sure to experiment. We encourage a mix of original concepts, trends, challenges and using popular sounds.

Celebrate diversity

We have an incredible community of diverse segments that reinterpret and embrace trends and challenges, regardless of their origin. Give users the flexibility to repackage your content through their own unique lens.

Embrace the platform

True success comes from actively using the platform and understanding the community. Be sure to use the app as an individual, and build from there.

Case studies

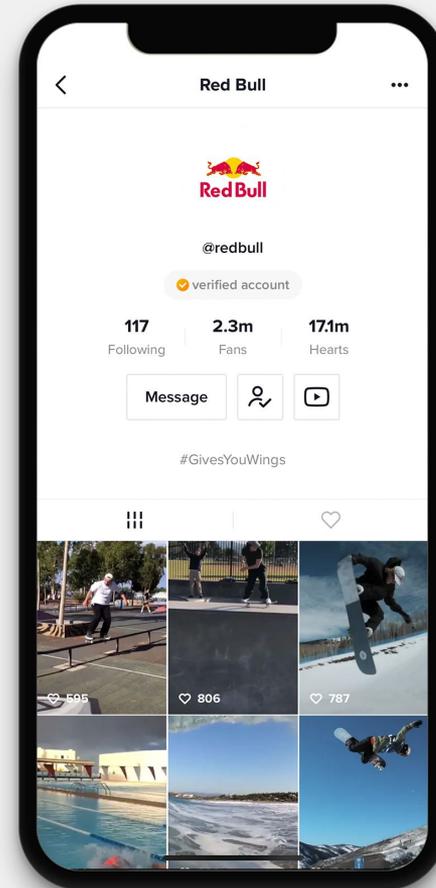


@Redbull

Content: Red Bull reinforces its brand on TikTok by focusing on visually captivating action sports content. Each video is customized for the platform, immediately grabs a user's attention and tells a story within 10-17 seconds.

Sounds: Using a mixture of original sounds and audio from the TikTok library, Red Bull balances unique sounds that can be reused by fans with trending audio in-app.

Hashtags: Red Bull uses two forms of hashtags: #GivesYouWings, which reinforces corporate messaging, and any relevant trending hashtags, which ensure that Red Bull positions itself as part of the larger TikTok community.

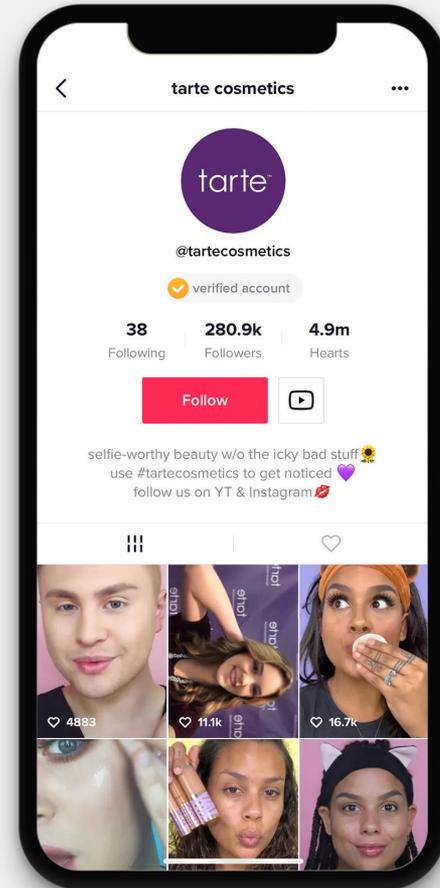


@TarteCosmetics

Content: Tarte Cosmetics relies on product demonstrations filmed with cell phones that feature influencers and regular users to provide content that has a utility while also being aspirational.

Sounds: Relying primarily on trending sounds, Tarte Cosmetics ensure that its content always seems natural to users browsing their For You feed.

Hashtags: Similar to Red Bull, Tarte Cosmetics uses both corporate hashtags to highlight upcoming product releases, as well as trending hashtags to take part in community challenges.



#Tumbleweedchallenge

The Tonight Show with Jimmy Fallon

Sound: The Tonight Show team designed a unique sound for the “Tumbleweed Challenge,” a trend launched on-air that went viral in-app. Having a unique sound and clear format provided users with a formula they could replicate in their own creative way.

Hashtag: Using a hashtag and description with a clear CTA that was not overly-branded led to users perceiving the challenge as true to the platform, and not an attempt at advertising.

Format: The hashtag challenge had a clear creative visual format with no barrier to entry, ensuring max appeal and potential participation.



#HitOrMiss

The TikTok Anthem

Sound: TikTok user Nyannyancosplay uploaded a video of herself singing along to a specific portion of Mia Khalifa, a song by group iLOVEFRiDAY. The comedic lyrics prompted other users to take part, uploading their own unique versions of the song.

Format: Nyannyancosplay also performed a choreographed dance throughout her video, providing other users with a clear format to replicate in their own videos.

Adaptability: While Nyannyancosplay provided a clear format, the parameters were wide enough to allow diverse segments of users on TikTok to reinterpret the trend in their own way.





Next steps



Get started

Establish your brand

Create your TikTok profile with a recognizable handle and profile image, and link your account to Twitter and YouTube. If you need help with verification, don't hesitate to reach out.

Define your strategy

Engage with TikTok as a user and embed yourself within the community. Discover what content users consume, and use that information to find your main creative focus.

Experiment with content

Never feel confined to specific content types. Experiment with different formats and production levels to see what resonates with your audience.

Engage your audience

The best way to engage audiences on TikTok is to embrace the community and create a two-way conversation. Participate in trending hashtags, collaborate with popular creators and create with users using the duet or live features.

Thank you.



TikTok