



A BEGINNERS GUIDE TO TIKTOK

Not too long ago, most people were not interested in having a TikTok app on their smartphones. But right now, not having a TikTok account could mean the same as not keeping up with the trends. It's not just a platform for teens; TikTok also has a large audience between the ages of 13 and 60.

Many businesses and experts are migrating to this platform because it is still easier to grow a following on the platform than on any other platform. If you're looking to explore TikTok, we have put together this quick guide to help you use the platform.

Download TikTok and sign up

TikTok has been downloaded more than 2.6 billion times [\[1\]](#). It has become one of the fastest-growing social media platforms, and you can be part of the active users on this platform by downloading the app on Google Play or App Store. Sign up using a standard username and password or with a Gmail, Facebook, or Twitter account.

Customize your profile

Once you have signed up, tap on the icon at your lower right that looks like a person and edit your profile. You should add a bio, username, profile photo, or video and add your other social media profiles. If you own a business, add your Instagram and YouTube pages, this is a great way to advertise your business.

Engage and follow others

Now that your profile is set, you should engage and follow other creators. Go to the video feed tab, like, comment, or share the videos you enjoy watching. 63% of active TikTok users claim to have liked a video, while 54% claim to have commented on a video [\[1\]](#).

Post on TikTok

After watching so many videos, you should have some inspiration on how to create your first video. TikTok isn't just a platform for dance videos; if you're creative, you can reach thousands or even millions of viewers. When creating your videos, use trending elements to increase your chance of performing well and going viral. However, don't depend on these trending elements; instead, seamlessly incorporate them into your concept.

Recording and editing your videos

The maximum length you can record a TikTok video is 60 seconds which means you have 60 seconds to 'WOW' your viewers. There are unique features and tools you can use to achieve this effect. You can accelerate or decelerate the speed of your video; you can flip between the front and back camera, beautify your video by adapting the light, optimize the tone of your skin, and lots more.

Post continuously

The more you post on any social media platform, the more you reach a wider audience. This also applies to TikTok, especially since you're just starting out. Posting consistently is a sure way of getting more people to watch your videos. You can achieve this by creating your videos in batches so that you can post them in less than a few minutes.

Adapt

When your profile is set up, and you are posting consistently, you have to adapt to the changing trends on the platform. TikTok is a fast-growing platform that changes and adapts to new trends quickly, so you have to keep up with these trends. When you adapt to the trends quickly, your chances of growing and going viral increase.

Always analyze your content, check for those with good engagement, and keep producing more of what your audience enjoys.

References

[1] Influencermarketinghub. [Tiktok-stats](#)