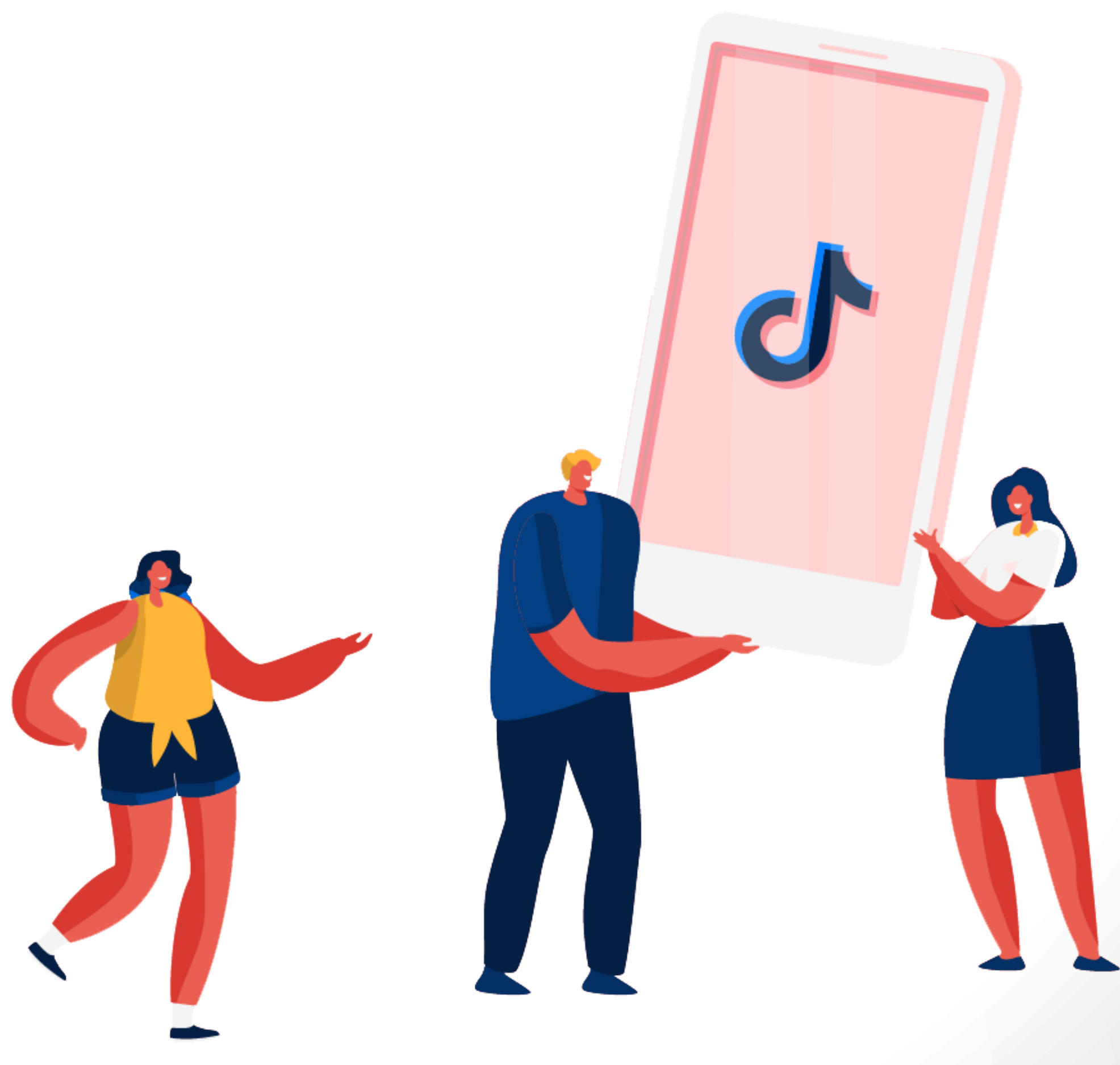




HOW TO GO VIRAL ON TIKTOK

Let's admit it, TikTok is now the It app. This app has made its way to millions of people's smartphones. The app's popularity further skyrocketed during the peak of the lockdown period. It became the second most downloaded app on the Apple Store in 2020 [\[1\]](#). Although TikTok is significantly popular among the younger millennials and generation z members, other generations are picking up on it.

This social media platform houses a variety of content. You can find almost anything you're looking for from the vast number of communities. There are goofy dance videos, medical advice from professionals, wellness tips and everything in-between.

In this day where content creation is becoming increasingly popular, many people are wondering how to go viral. Whether you're looking to go viral on your personal account or for a client, we're sharing helpful tips.

Hook Your Viewers in the First 3 Seconds

This is an important point that many digital creators miss. If the first couple of seconds of your video isn't engaging, people will click off. In today's information age, people are competing for consumers' attention. There's so much information out there that users are spoilt for choice.

With TikTok's page format, people can quickly swipe to the next video. No matter what your niche and content type is, always remember to have a hook. Give the people what they want in the first few seconds and avoid beating around the bush. The key takeaway is to start your video with a bang.

Use Popular Sounds or Music

Trends are a big thing on TikTok. You've probably seen multiple videos with the same sound while scrolling through the app. In fact, many songs have blown up as a result of TikTok. Some of these songs include Megan Thee Stallion's 'Savage' and Doja Cat's 'Say So'. People love popular songs and are likely to click on a song to watch videos that contain these songs.

Using a popular song gives you an edge to be in more people's faces. This increases your chances of gaining more views, engagement and followers. Although dance videos are known to go viral, you don't have to dance along to these songs. Get creative with the sounds while creating your unique content.

Share Tips and Hacks

People love consuming information that provides them with new information. From simple makeup tips to life hacks, there are many ideas you can share. If you have expertise in a field, why not share your knowledge with your audience? TikTok is now pushing educational content and professionally produced learning videos [\[2\]](#).

Even if you're not necessarily an expert, you can share video tutorials and how-to videos based on your experience. Gone are the days where TikTok is viewed as that "cringe dance video app".

Keep Up with the Trends

As much as it's great to create your content from scratch, TikTok also thrives on trends. This is not to copy what other people are doing, but utilize trends in your content. For instance, there's a trend called the

“That Girl Routine” that’s going viral on TikTok. Various digital creators have hopped on the wagon as a way to get their videos in front of more eyes.

The trend went viral around April 2021 and the hashtag has garnered almost 800 million views [\[3\]](#). Although some people go viral accidentally, maintaining eyes on your page requires intentional practices. One of such practices is having a nose for news - in this case, TikTok trends.

Create Content that Encourages Comments

You should include a form of call-to-action in your videos to encourage viewers to write comments. You can ask relatable questions or questions that’ll get people to share their views on something. Creating buzz in your comment section will give the algorithm a nudge to boost your content. In turn, this gives you more views and more comments.

Finally, Be Consistent

It’s not enough to go viral with one video and then drop the momentum in which you started. If you want to consistently grow your viewing and following, you need to keep pushing content. Apply the tips mentioned above and create content in a niche you enjoy.

References

- [1] Geyser, W. [TikTok Statistics – Revenue, Users & Engagement Stats \(2021\)](#)
- [2] Iqbal, O. [TikTok makes moves into education market.](#) BBC
- [3] Arshad, S. [What Does It Mean To Be “That Girl”?](#)