



HOW TIKTOK WORKS AND HOW THE USERS INTERACT WITH EACH OTHER

Going viral on TikTok is no magic. You need to know how TikTok works and how its algorithm can help you improve your odds of success. The average TikTok user spends 46 minutes [\[1\]](#) on the platform daily. This means that whatever content you are putting out should be able to find your audience easily, and catch their attention quickly. In this article, we'll be exploring how TikTok works and how users interact with each other. Let's get to it.

How TikTok Works

Until recently, we did not know how TikTok ranked its content. Influencers who succeeded on the platform and got featured on the For You page had no working strategy. They guess worked themselves to fame on the platform. Tiktok recently described how their platform works [\[2\]](#) and the ranking factors they follow. Each of these factors is explained below:

User interaction

Users are served the type of posts they engage with. So, if you consistently engage on a particular account, you're more likely to see similar content from other accounts like that. Another ranking indicator in this factor is the video completion rate. If users watch your videos to the end, it's more likely to be suggested to other people. As a content creator or business owner with an account on TikTok, you should make videos that will hold the user's attention so as to make it to the For You page.

Video information

When users explore a particular content or hashtag, they are more likely to keep seeing more content with the same sound or hashtag. This explains why you keep seeing different content from the same challenge on your For You page.

Device or account setting

A user's language preference, location, and device type also play a role in the type of content TikTok serves them. However, it doesn't determine the ranking of a video as much as other factors. TikTok is a global market, so it's not going to restrict your video to just users in your vicinity.

How Users Interact With Each Other

Users can interact with each other on TikTok by commenting or chatting over a video or by setting up separate chat channels between themselves. Until recently, all users could send direct messages, but as of April 2020, you have to be more than 16 years to use private messaging on TikTok. The platform restricted those under the age of 16 from communicating privately, but they can post publicly in the comments sections of videos [\[3\]](#). Either way, you can make new friends or chat with your friends on the platform.

Direct messaging

You have to be following a user or be friends before you can send them a message on TikTok. This depends on the recipient's privacy setting, which can be friends only or public for messages. You also need to set up a valid phone number to be able to send messages. This is to avoid spam.

Comment on videos

If you're restricted from sending direct messages due to age or phone number, you can still comment on the user's videos. You can also respond to the comments made on other users on your favorite influencers' videos. This is another way to interact with your friends or a user.

As much as you can comment on a video and send private messages, you can also be blocked from doing any of the above. TikTok doesn't support harassment and spamming, so they have a feature that allows users to restrict who can send them messages.

Being restricted from sending a message or commenting on TikTok is different from being unable to send a message. If you occasionally see a message that says, "unable to send," it may be a temporary issue with TikTok messaging. Wait a bit, and if nothing changes, update your app.

References

- [1] Hootsuite. [Tiktok-stats](#)
- [2] Newsroom. [How-TikTok-recommends-videos-for-you](#)
- [3] BBC. [TikTok bans under-16s from private messaging](#)