

TikTok Training

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@LiveWell_SD



Enable Screen Recording

- Go to Settings > Control Center > Customize Controls, then tap the plus sign next to Screen Recording.
- Now it should appear in your Control Center.
- If you already have this enabled, it should appear in your Control Center.
> Swipe down



Introduction to TikTok



Search



Trends

Sounds

SUPPORTING
ACT TO
CHANGE

5/14
9PM ET
6PM PT

TikTok LIVE
KNOW US



StanleyCup

Trending hashtag

2.0B >



PonderWithZion

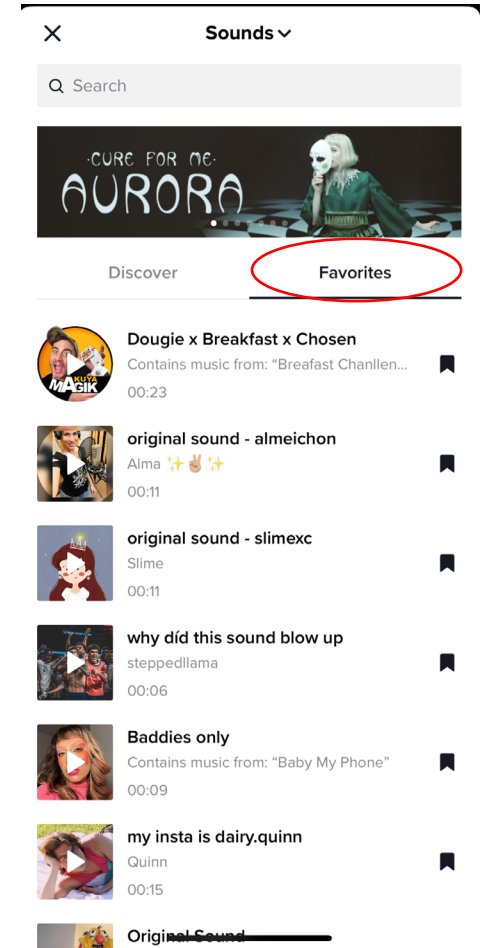
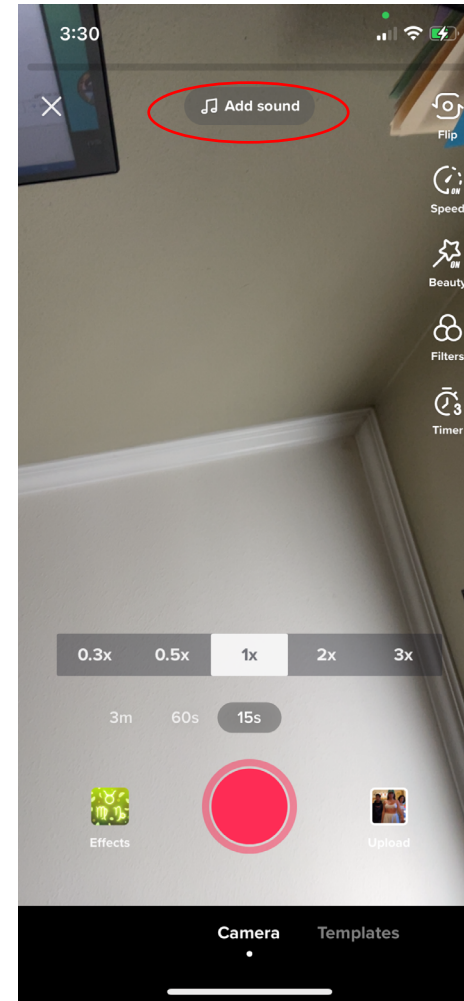
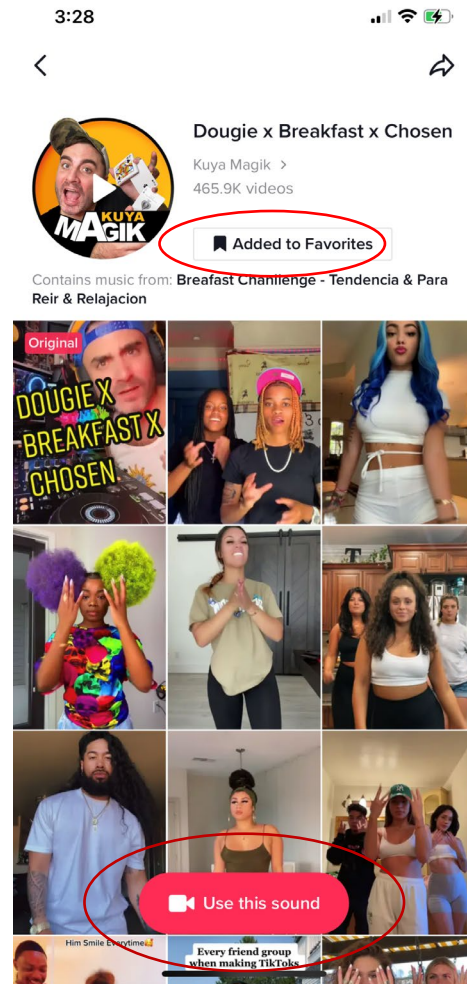
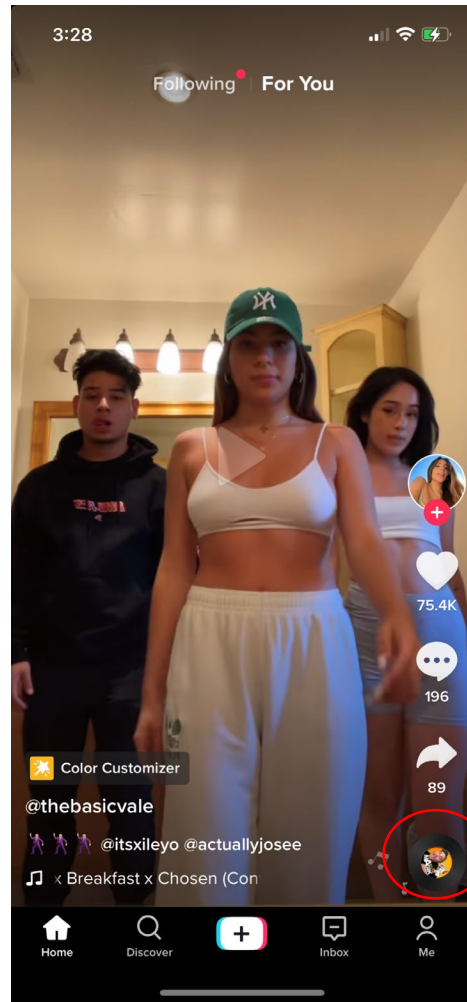
Trending hashtag

237.7M >

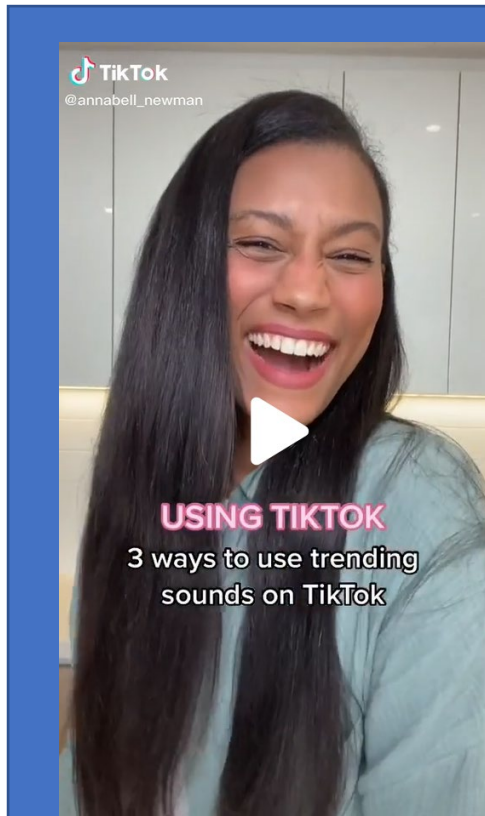
Discover Trends and Sounds

- Very important to stay on-trend with audience demographics.
- Comedic audios tend to do better than dance trends.
- Save any and all trending audios we think can be used.
- Some audios are always popular (usually instrumentals).
- Would be advantageous to have these underscore informational videos to maximize algorithm.

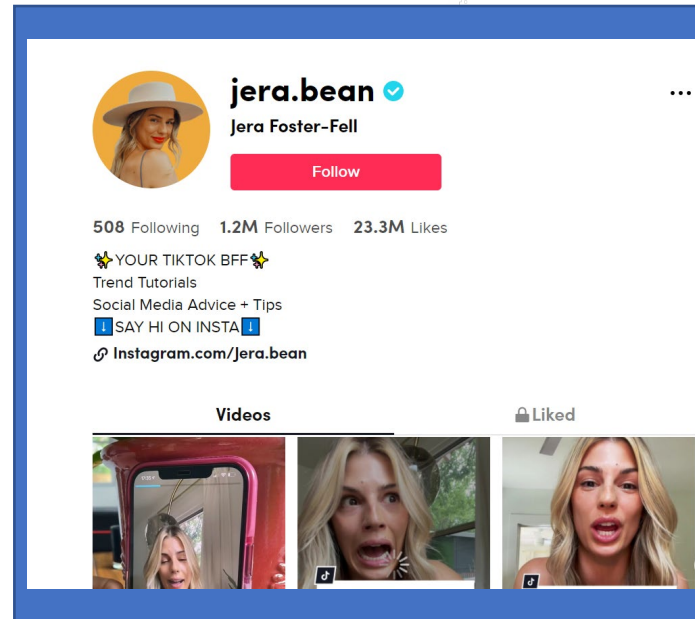
Sounds



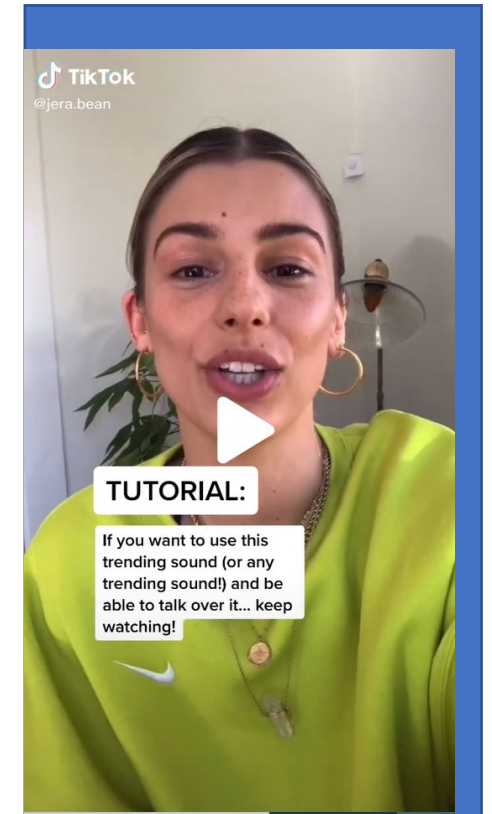
Sounds



[TikTok Sounds Tutorial](#)



[TikTok Tips and Tutorial Page.](#)



[How to save songs to your "favorites".](#)

TikTok Transitions

- End first clip the same way you will begin the second clip.
- Hand swipe tutorial.
- Pop-In transition tutorial.
- Shoe transition tutorial.



Captions

- Captions need to be placed where they can be visible for hard of hearing viewers.
- Do NOT need to be created on Instagram, can be created on TIKTOK itself or other captioning apps.



How to screen record without TikTok logo appearing

- Select a gif or text box and press “set duration”.
- On the bottom you will see a duration time, I rewind and let video play from this point of view to screen record it without logos.
- I save screen recording to my camera roll then crop it.



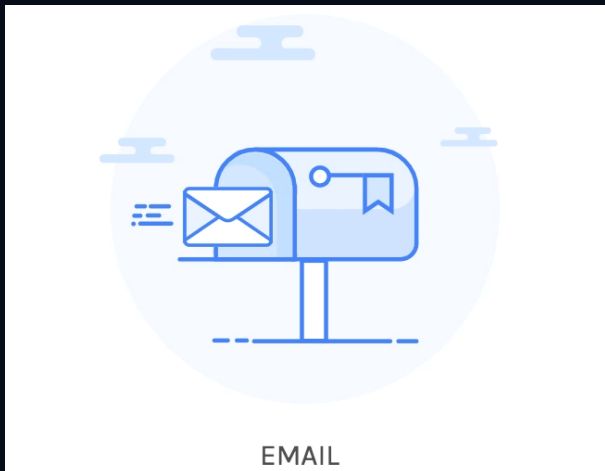
iMovie Edits

How I inserted the Live Well San Diego Logo.



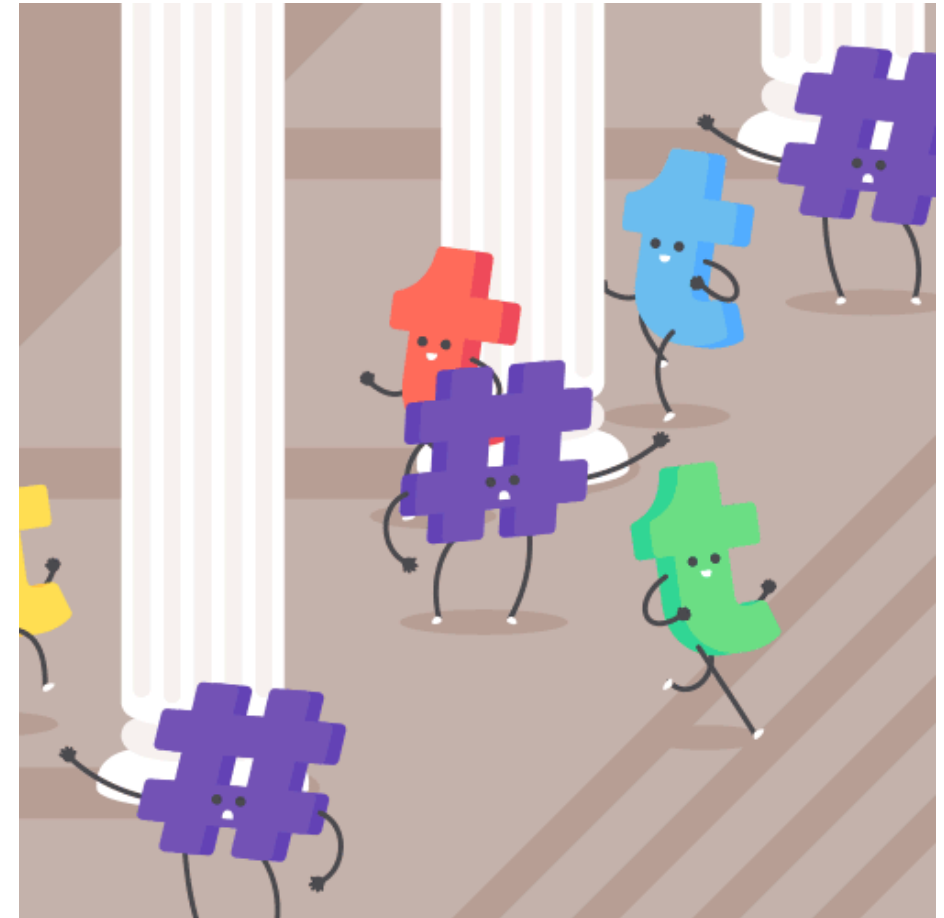
Save and Send!

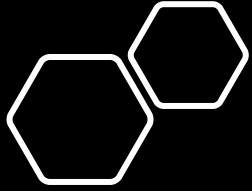
- Email video to yourself from personal email to county email.
- Save to county desktop and upload into the Teams Youth Sector Channel for approval.



Hashtags

- Use trending hashtags.
- #COVID19 and #COVID19vaccine.
- #fy #fyp #foryoupage and any variation of these tags that has billions (number should pop up when searching for tags) of views.
- Make use of promoted tags even if they have nothing to do with the video itself.
 - Brands push these tags and so we can use that to our advantage.





Target Population

- 41% of TikTok users are aged between 16 and 24.
 - 56% of TikTok users are male and 44% are female.
 - Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24.
-
- Help us get to 100 followers so we can gain more insight on analytics!

“Sides of TikTok”

- Groups content and users into consistent streams. Depending on who interacts with, views, shares, follows, and engages with the content, that will influence who else that content gets directed towards.
- This pushes the content toward the trend of other users with similar interests, helping us get placed in a "side". For this account, so far, it would most likely fit into Education TikTok and Healthcare TikTok, broadly.
 - If we're currently on a side where people are not the kindest or receptive, we need people like us, family, and friends to interact with our content.

Uploading Video to TikTok



- Copy and Share link.
- The algorithm boosts videos with comments.
 - Long comments, CAPITAL LETTERS, and !? are good.
 - Ones that contain words like 'Boost' or a spam of emojis are bad.
- All videos should be full screen and not be cropped, no landscape.
- Select Cover.
- Save as draft or upload after approval has been given.
- Like within 2 hours of posting.

Video Links

- Slide 3 - [Introduction to Tik Toks](#)
- Slide 7 - [TikTok Transitions](#)
- Slide 8 - [Captions](#)
- Slide 10 - [iMovie Overlay](#)

