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A GUIDE TO USING TIKTOK

A quick PDF on using TikTok to grow your audience and platform!

Community Education Group

Introduction

According to Google, TikTok is "**a short-form video hosting service** owned by the Chinese company ByteDance. It hosts user-submitted videos, which can range in duration from 3 seconds to 10 minutes."

CEG created this quick and easy guide on using the platform to increase your following and social media presence. As of December 2021, TikTok has an average of **30.8 million active users a day**! As you can see, the platform is a great additional outreach tool that you can use to further gain attention towards your organization and its cause.

This guide is meant to offer suggestions to boost your content to reach your social media goals. Think about your target audience and what your goal is. Is it to attract your followers to your website? To your other platforms? Or simply to create another way to spread your message? Think of these as you read through our guide on how to use the platform.

How to use?

For more details and information on creating content, editing, scheduling, etc. **click on the image or visit the link below!**

https://www.youtube.com/watch?v=rjjjlJw2cgM

Video credit: @Howfinity on Youtube

Tips & Suggestions

This is is just a simple guide to cover the basics.
For advanced techniques, be sure to search through Youtube on how to use more complex editing through TikTok!

- **Post 2-3x a day**
  - If possible, you should aim to **post multiple times a day**. The more content you put out, the more likely it will be picked up by the algorithm (a way of sorting content to a user's feed based on relevancy). **Shoot for at least one post a day**!
  - Posting 3xs a day can be very time-consuming, especially when creating content. An alternative may be to dedicate one day a week to filming your content ahead of time, then use another day to edit. **Schedule a time in the future to post** your videos using Tiktok or other platforms such as Hootsuite or Later.

- **Posting time**
  - While there is no "universal" posting time, you can schedule your posts according to your target audience's most active time. To determine the ideal timing for your posts, check your follower activity by going to your **profile > the three lines > creator tools > analytics > followers**, then scroll to the bottom for results.

- **Hashtags**
  - **Hashtags tell Tiktok which audiences to whom to push your videos to**. If you don't add hashtags, Tiktok will show your video to everyone. While this may seem like a good thing, it is not ideal because most people who see your videos may not find them useful and thus will not interact with them by liking, watching, and/or commenting. Including hashtags commonly used by similar organizations (like #sexualhealth, #HIVawareness, #publichealth) increases the likelihood that your target audience will view your post.
  - It's best to **use 3-5 hashtags** that are not too complicated. When searching through hashtags, TikTok will tell you how many people viewed it. Try to aim for tags that have a lot of viewers.

- **Captions**
  - Captions can be a great place to engage viewers. Include a caption that would persuade the viewer to watch the video longer, **encourage them to engage with your video, and/or check out your other socials**.

- **Shadow banning**
  - A *shadow ban* is when a platform "**blocks (a user) from a social media site** or online forum without their knowledge, typically by making their posts and comments no longer visible to other users."
  - An indicator that a shadow ban has been placed on your account is **a dramatic decrease in views on your videos**. For example, if you usually average around 300 views per video, and now you only get around 90. While there is a chance the video itself did not perform well, you should track the next few videos you post. If future videos also receive a low number of views and your content has not changed, it is likely you have been shadow banned.
  - Do not worry! Shadow banning is common, but unfortunately, there are no quick nor easy solutions. While no one really knows why it happens, the only way to get back out into the algorithm is to **keep posting multiple times a day**. Eventually, TikTok will pick up your videos again, but there is no guarantee when that will happen.
  - **Do not delete videos** that did not seemingly do well. Months down the line, you may find the video suddenly blows up in viewership.