



# TIKTOK

## Tips for Getting Started



### SHORT VIDEOS

The algorithm wants to see that people are watching your full video, and it especially likes when people watch your video multiple times.

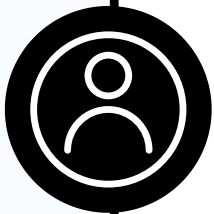
So when you're getting started, keep your videos short to help ensure that people are watching your full TikTok.



### POPULAR SOUNDS

Always use music/sounds as a background to your TikToks.

These help new people discover you, and people will watch your video longer when there is a catchy or familiar sound behind it.



### STICK TO A THEME

When people like one of your videos, they will go to your profile. And if there is similar content there, they will likely follow you! It is important to find a theme/trend/niche for your account to build a following.

### ADD TEXT

There is now a closed captioning feature on some TikTok accounts, but if you don't have that be sure to add the text yourself.

It is standard for creators to add text to their videos.



### INTERACT

Reply to your comments! And when applicable, make a new TikTok by using the reply with video feature.

TikTok has an amazing community of people, and half the fun is interacting!



### WATCH A LOT OF TIKTOKS

Just like any platform, there is a certain style that is expected on TikTok. The edits should be quick and snappy, the video should feel casual, and there are certain trends to follow.

By watching a lot of TikToks yourself, you will start to see what works well.



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