

# TikTok for beginners.

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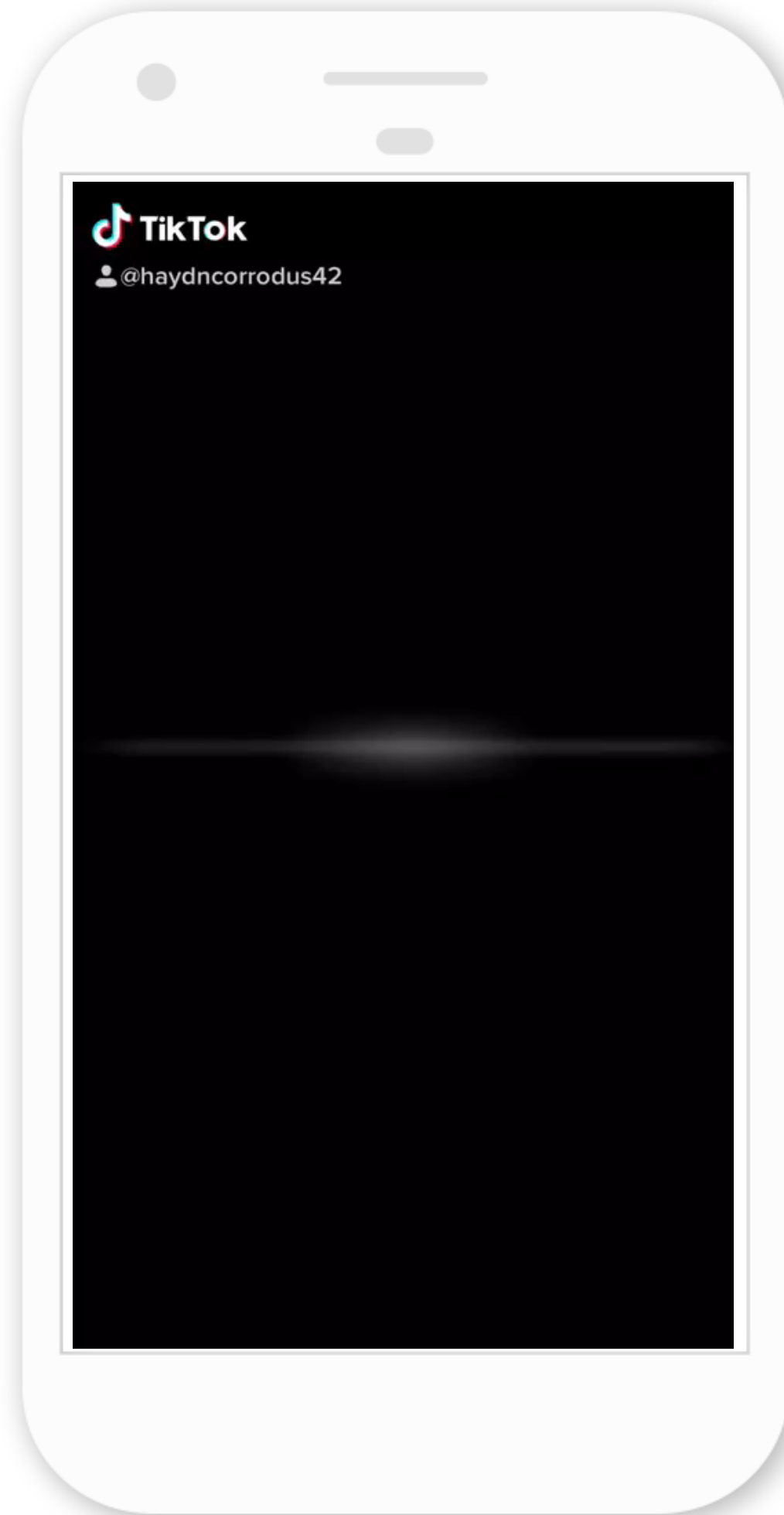
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**Digital Culture  
Network**





# Introduction

Housekeeping

What is TikTok

TikTok myths

How to use TikTok

Arts and Culture x TikTok

Joe Duggan from National Youth Theatre

Any Questions

Final thoughts



# TikTok and the myths about the platform



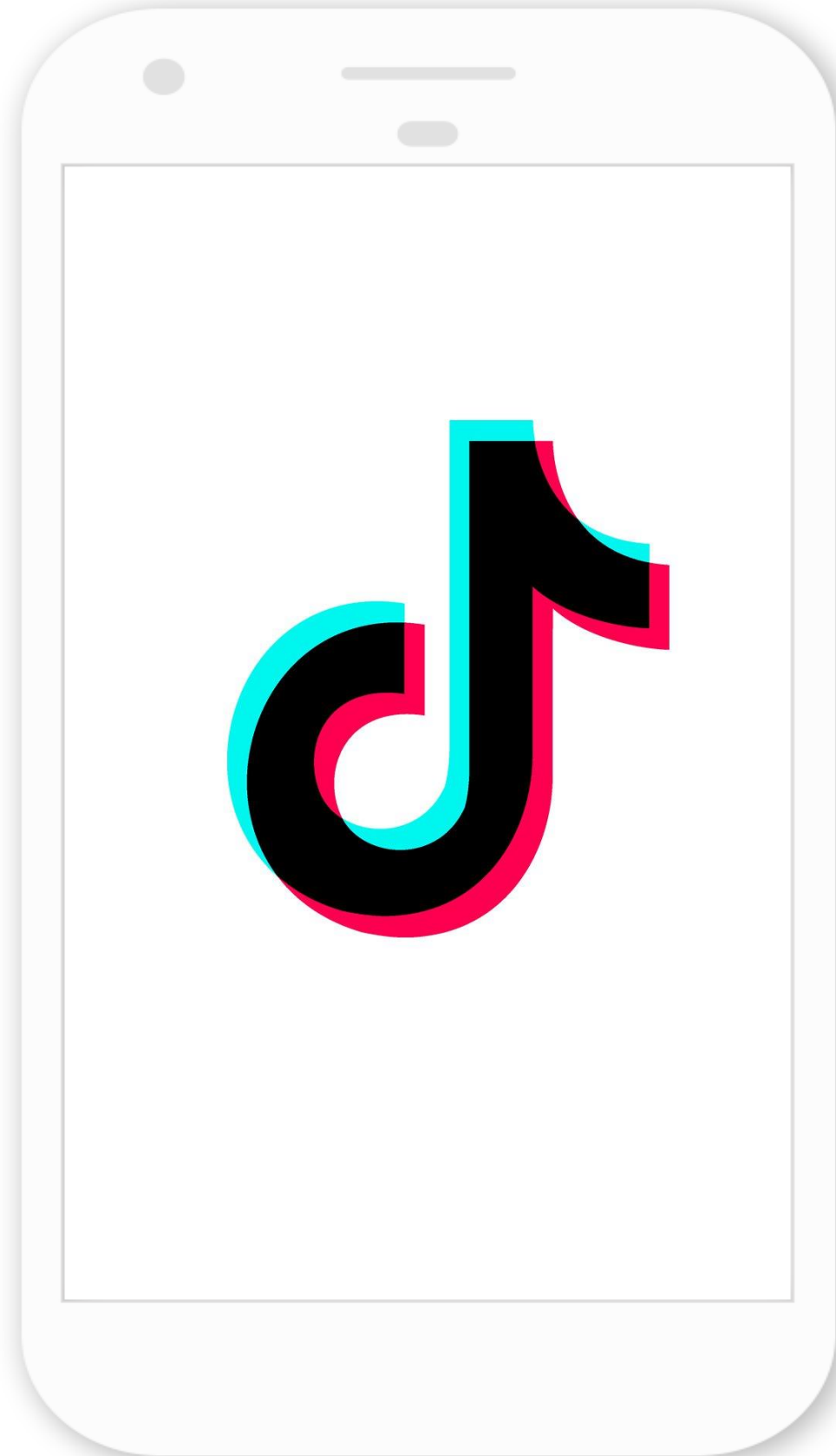
**What is it**

**It's only for Gen Z**

**It's all about dancing**

**Low engagement platform**

# What is it



**A platform for short form video**

**Videos between 3 – 60 seconds long**

**Platform authentic content**

**Sound – Music, soundbites, original audio**

# What is Gen Z



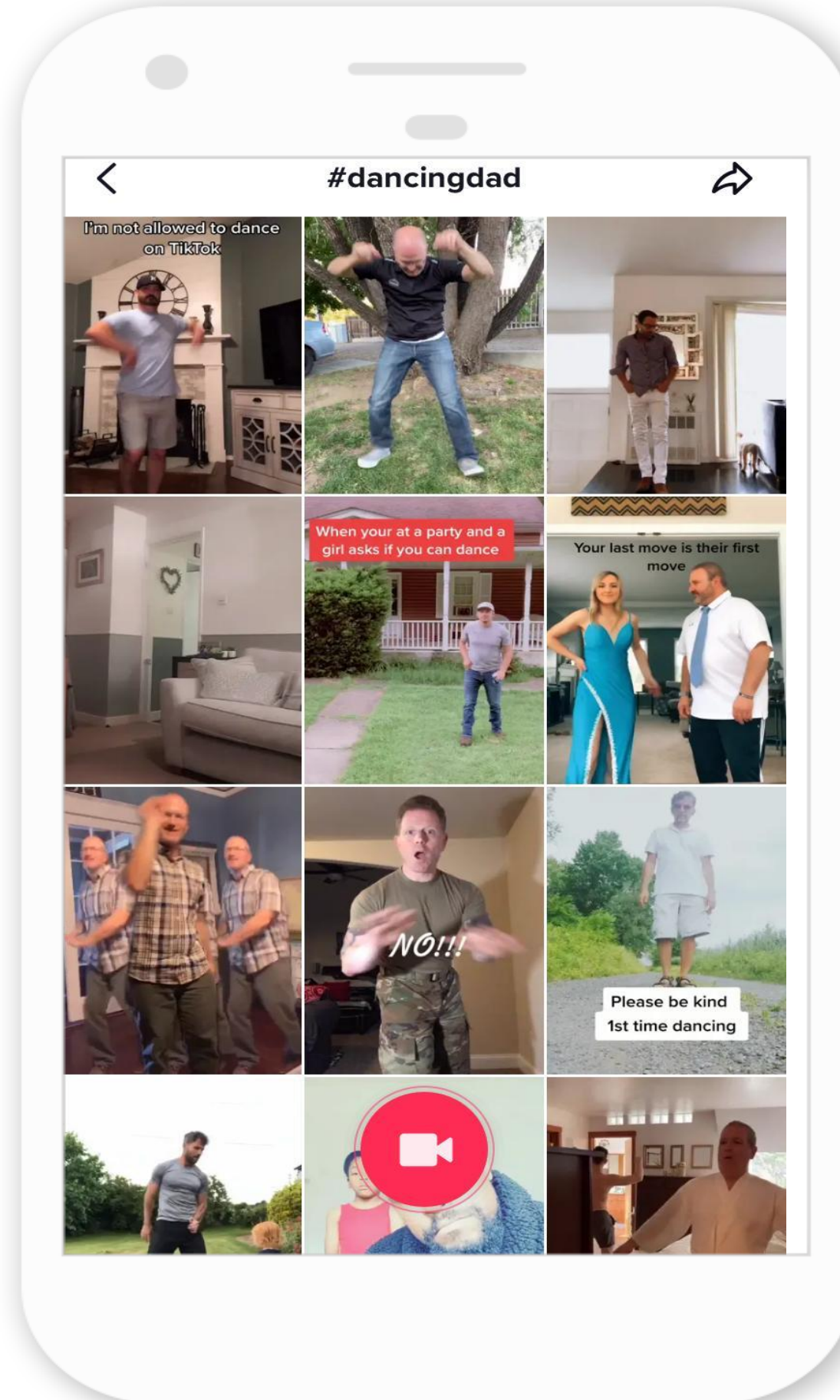
**Gen Z – The generation  
after millennials**

**Born between 1997-2012**

**Current age range 8-23**



# Myth #1 It's only for Gen Z

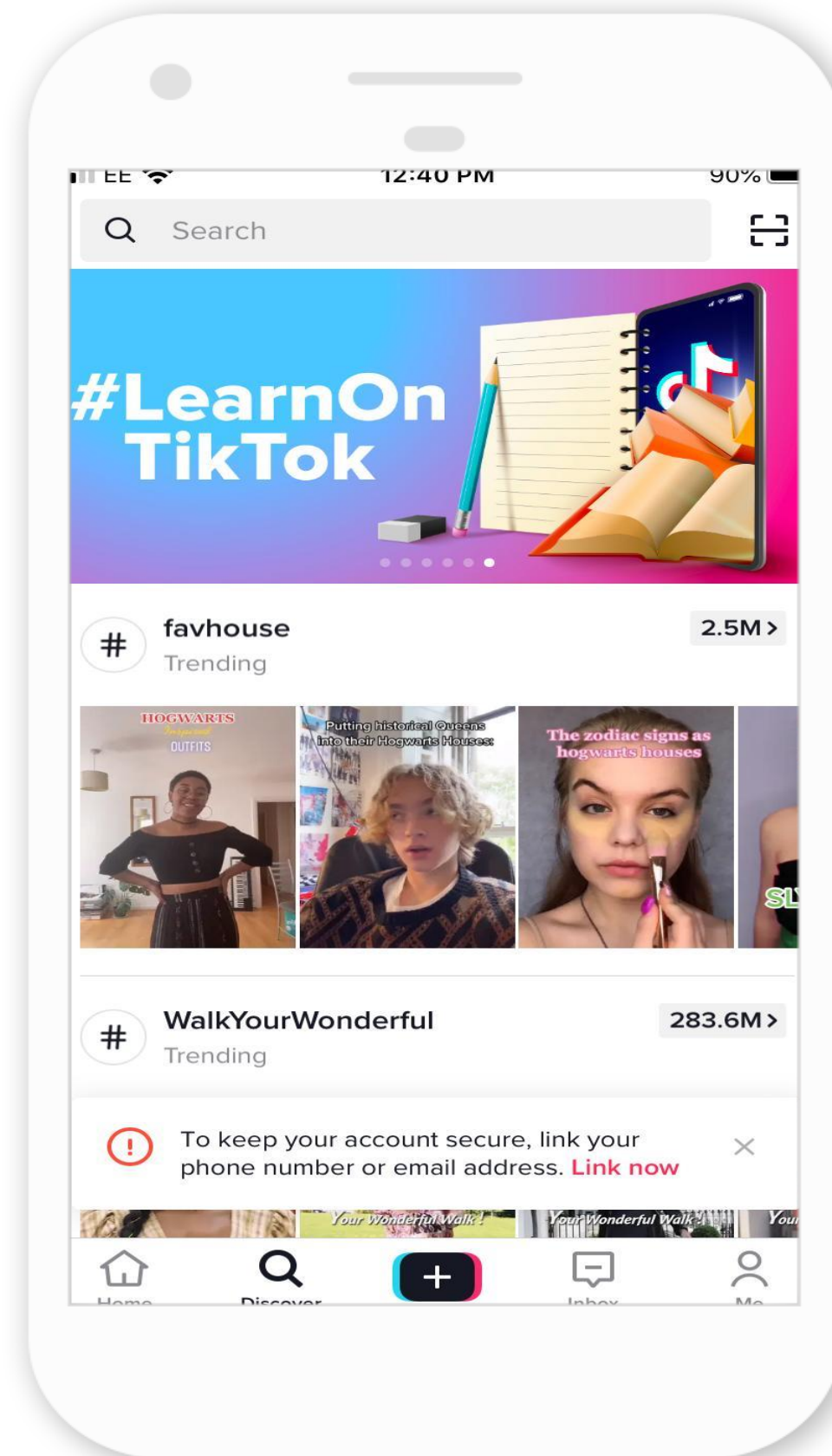


Family entertainment

Parents making videos



# Myth #2 It's only for people who like to dance

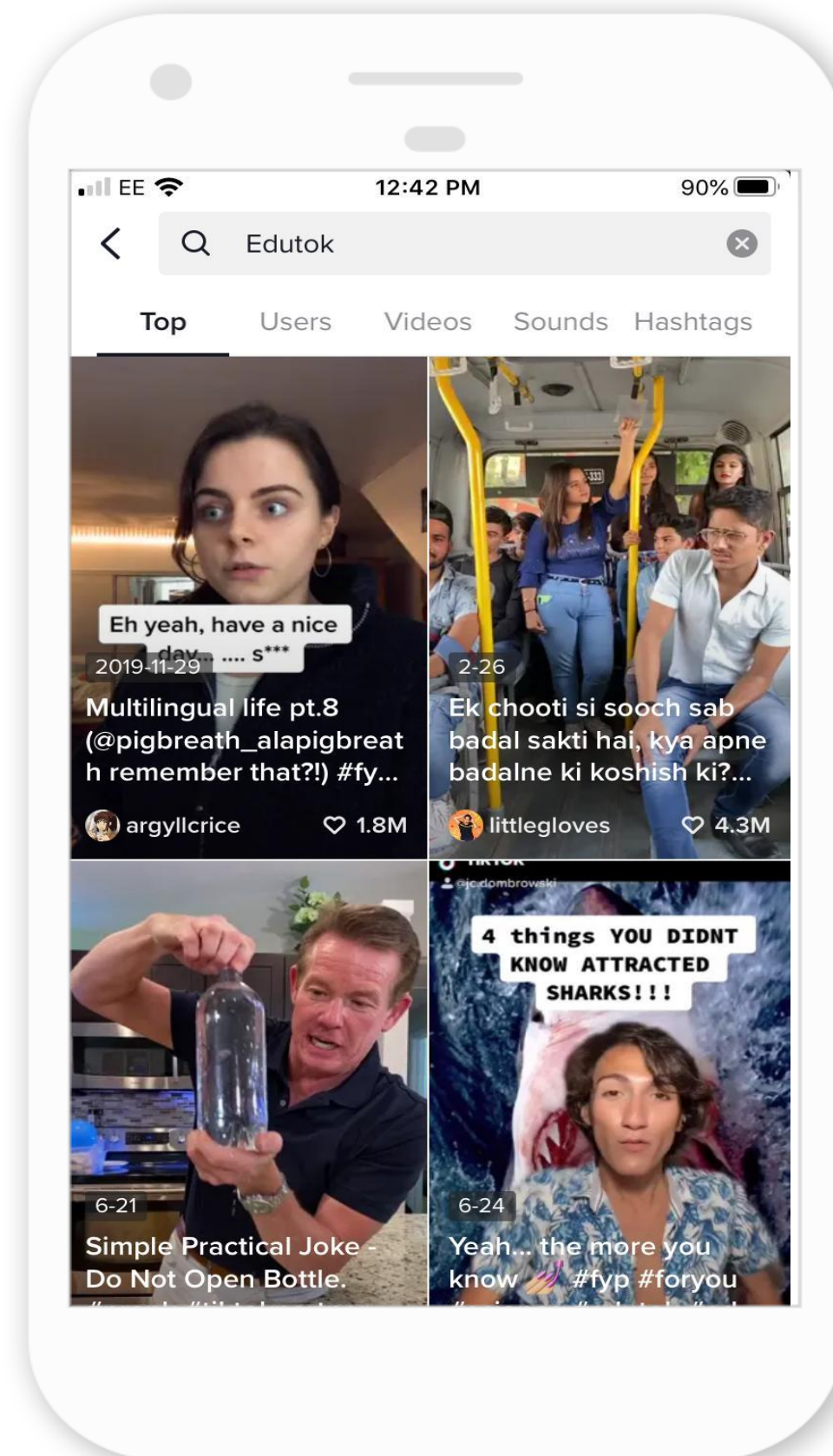


EduTok

Lifehacks/  
Career advice

Bitesize YouTube

# Myth #3 Low content engagement

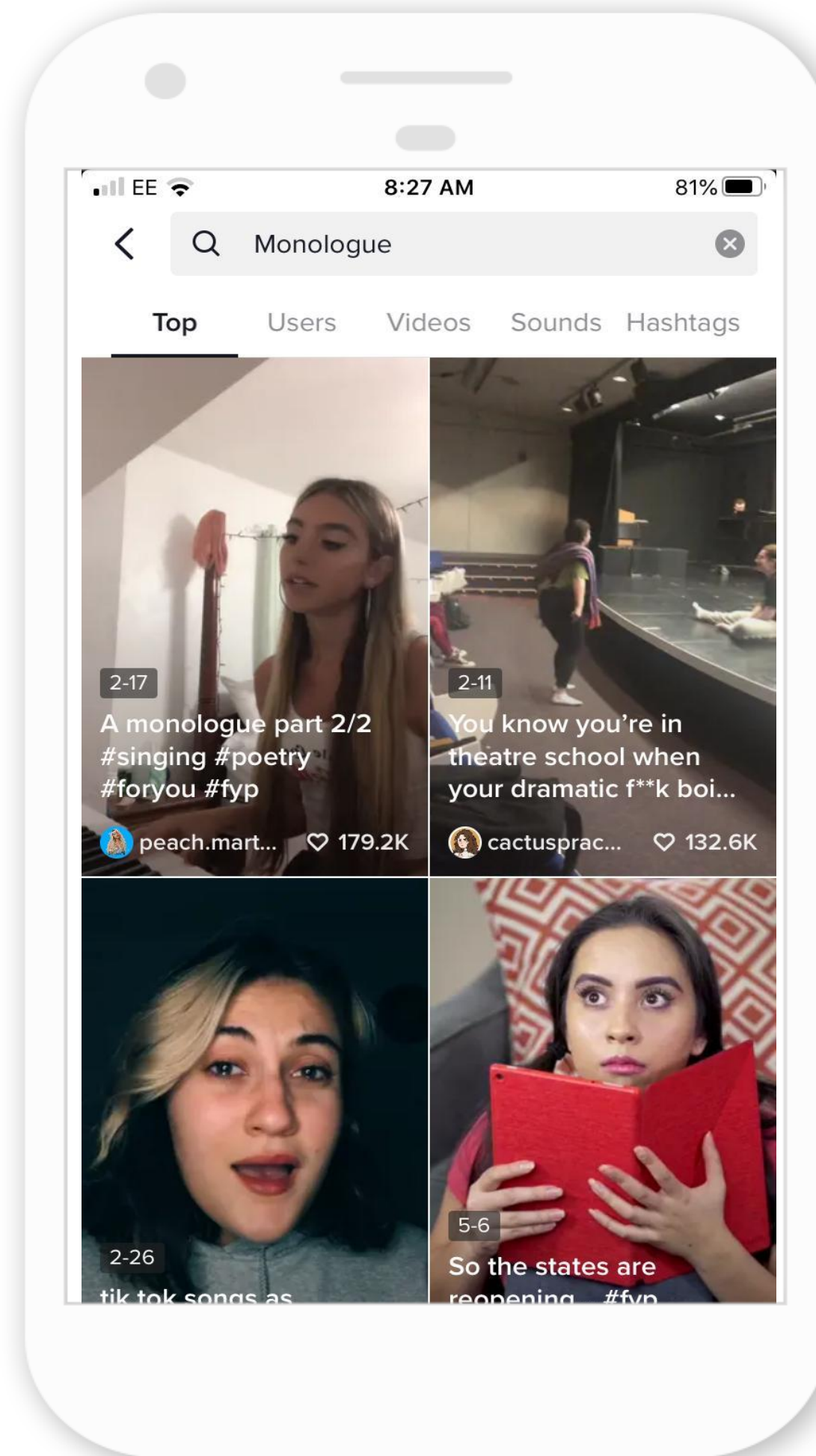
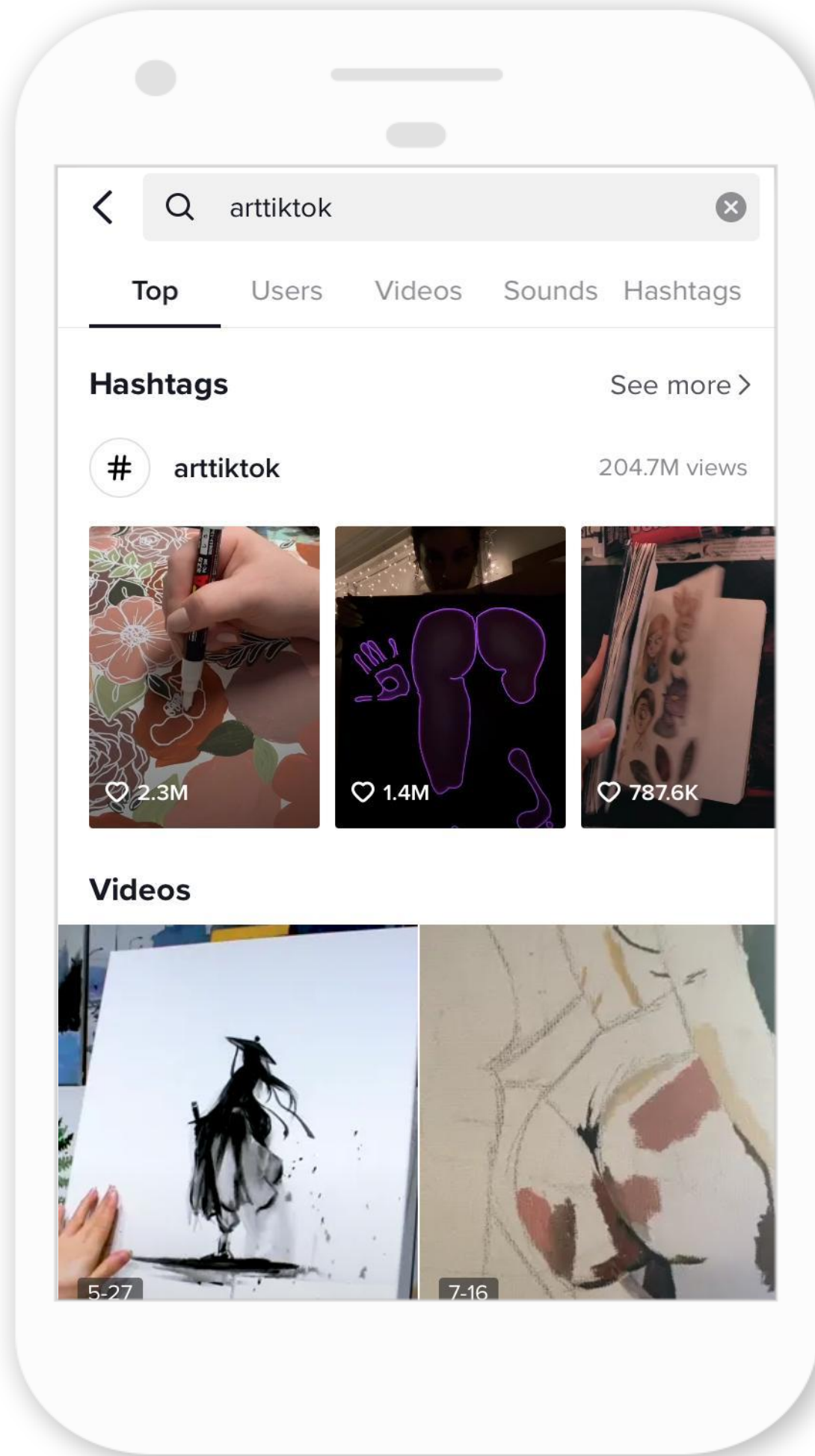


Average time spent 46-52 minutes

Algorithm is powerful serves relevant content

Has lots of thriving communities





# How to use TikTok



**Things to consider when starting out**

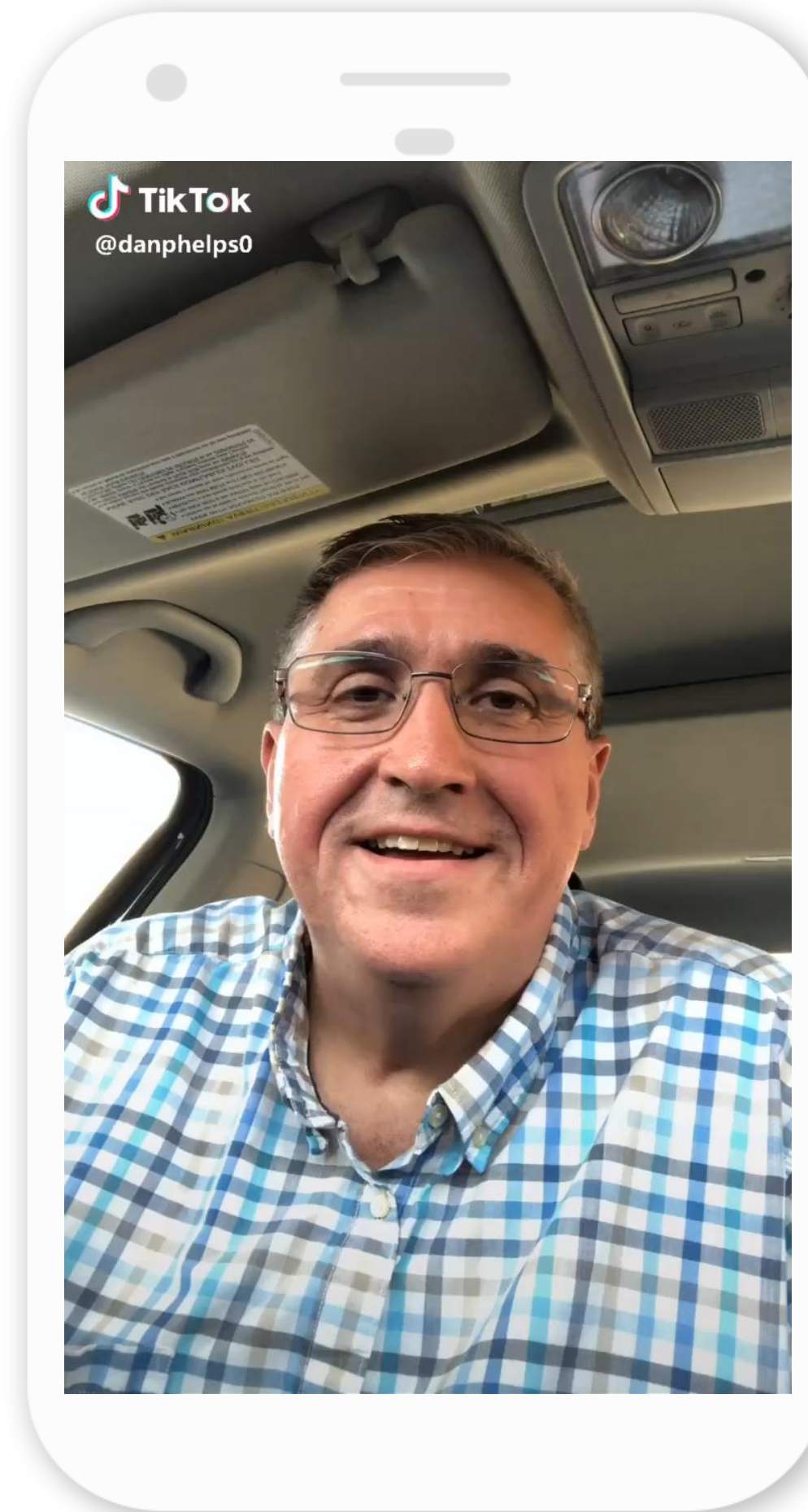
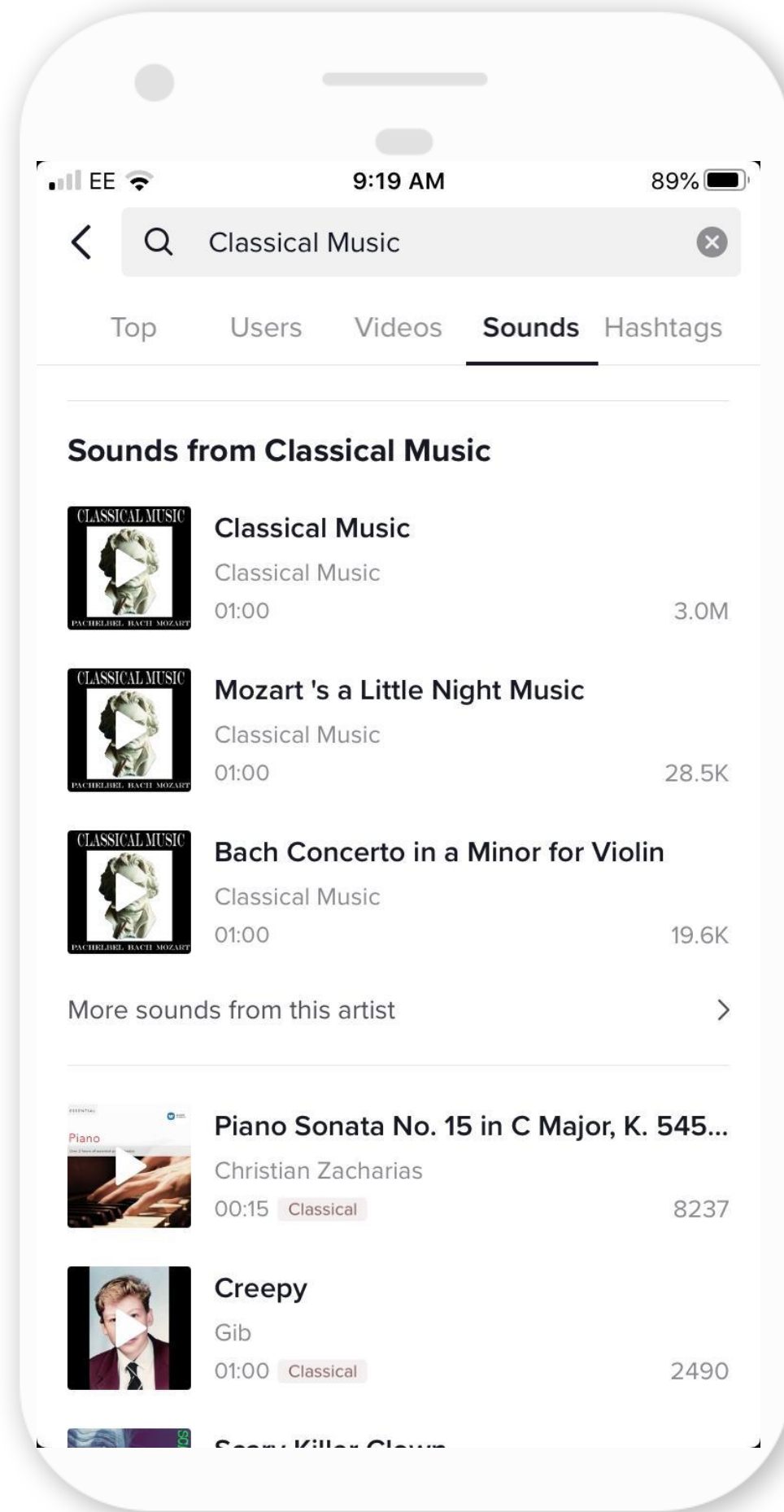
**The platform's key features**

# Things to consider when starting out

## Do you have the personality?

- **Personality is a key driver on TikTok**
- **You can have a small following and grow quickly**
- **You can use visual and audio content**





# Things to consider when starting out

## Can you be reactive?

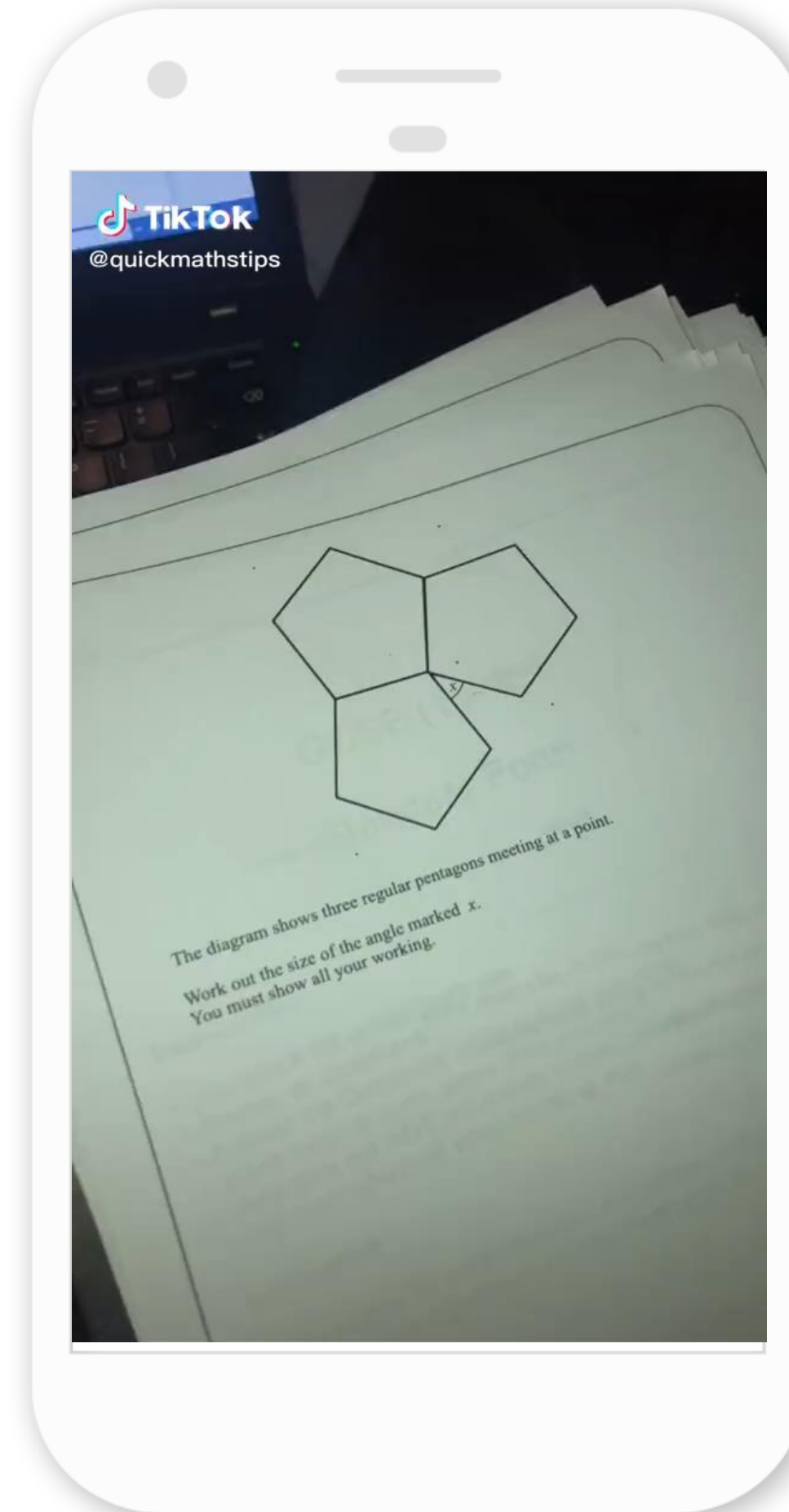
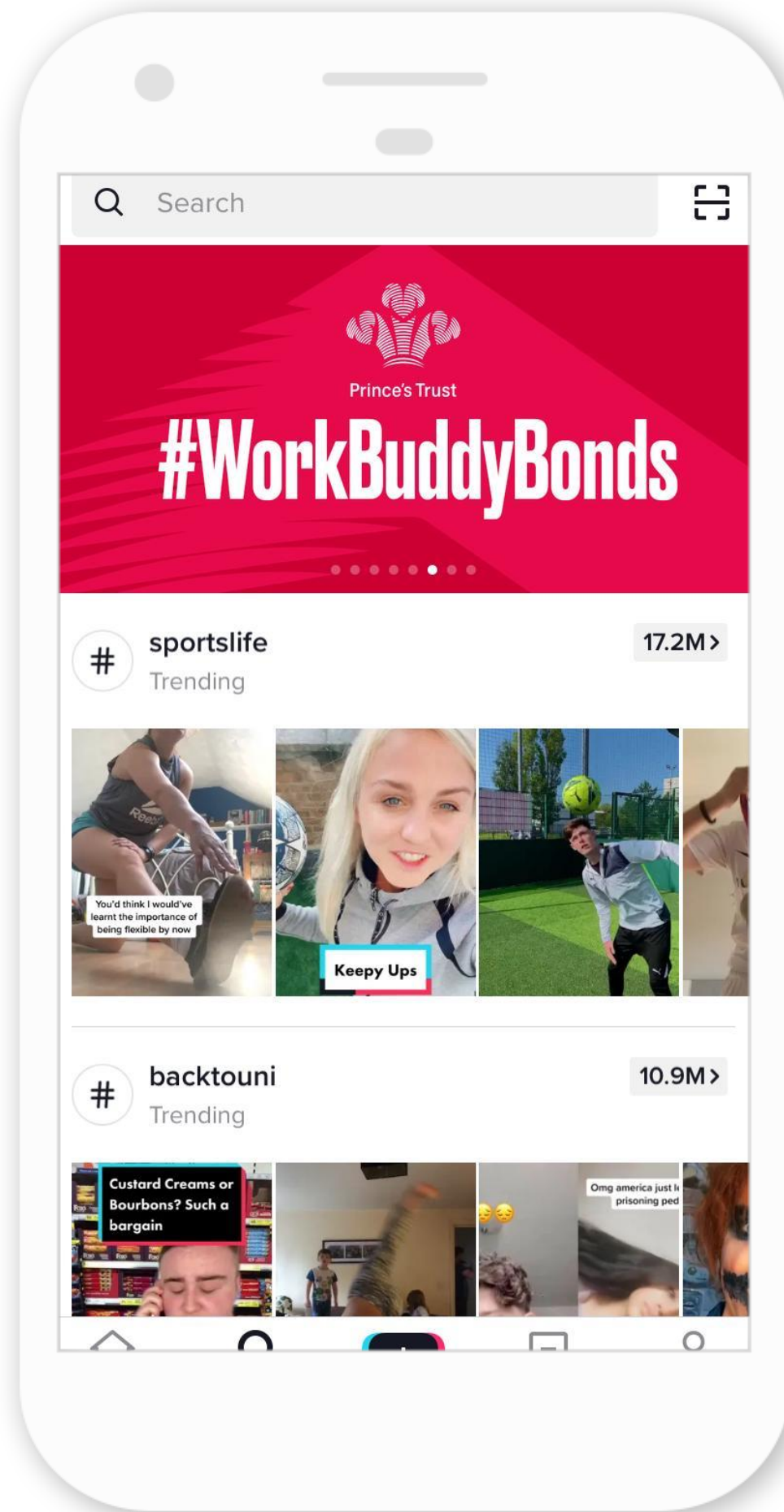
- It's a “reactive” platform
- Can you be flexible and agile as organisation
- What's your internal process, do you need sign off?

# Things to consider when starting out

## Patience can be a virtue

- TikTok algorithm doesn't put a lot of emphasise on when you post
- Trend, trends and more trends
- Content can appear on discover page days/weeks after first posting





# Platform key features

**Discover page**

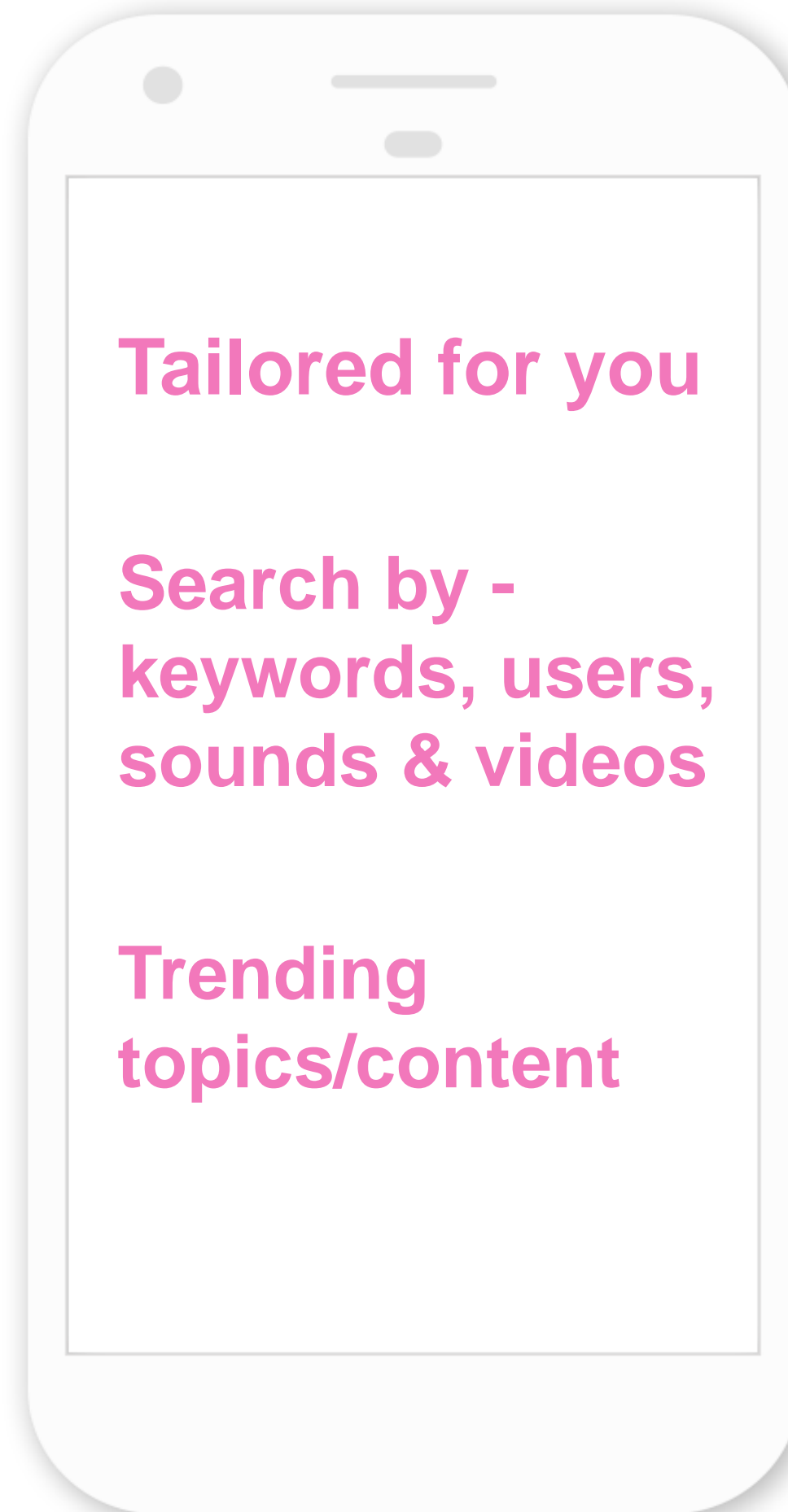
**Challenges**

**Videos**

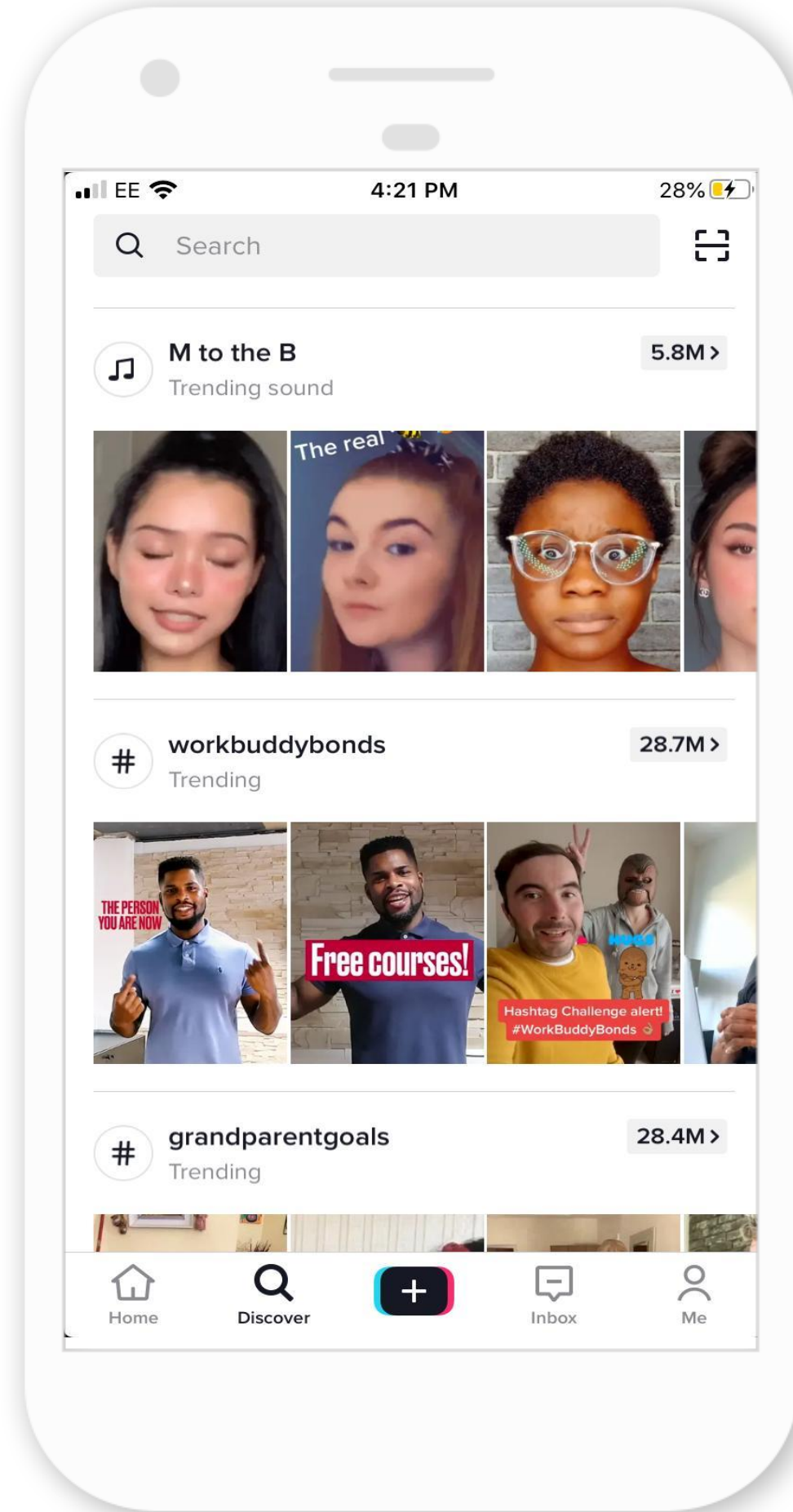
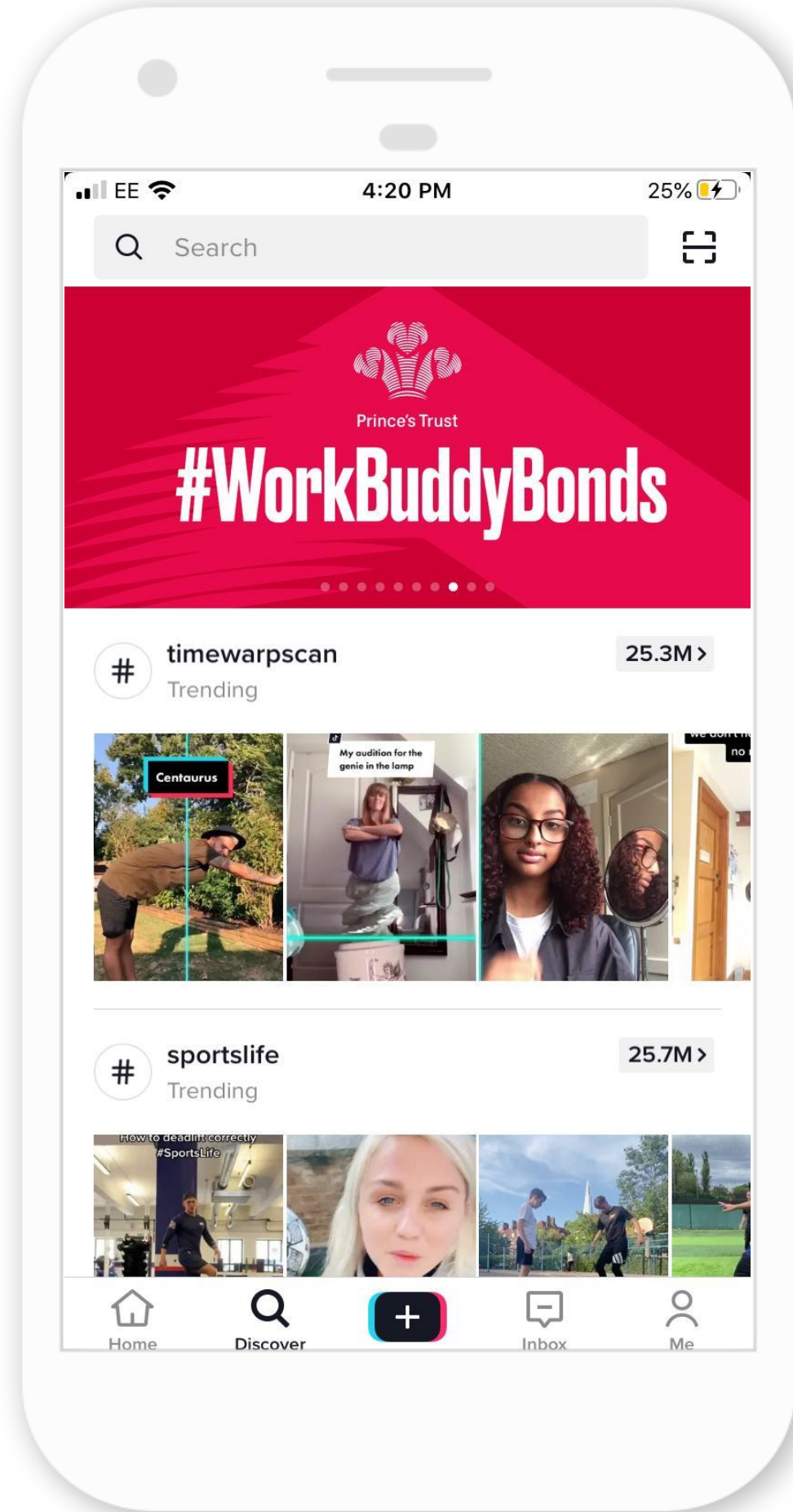
**Music**

**Duets**

# Platform key features – Discover page







Users using the #  
Trending Sounds  
Trending topics

# Platform key features – TikTok Challenges

**# challenges set  
by TikTok**

**Used to inspire  
community &  
creativity**

**Aim is to spread  
global pop-  
culture**

# Platform key features Videos

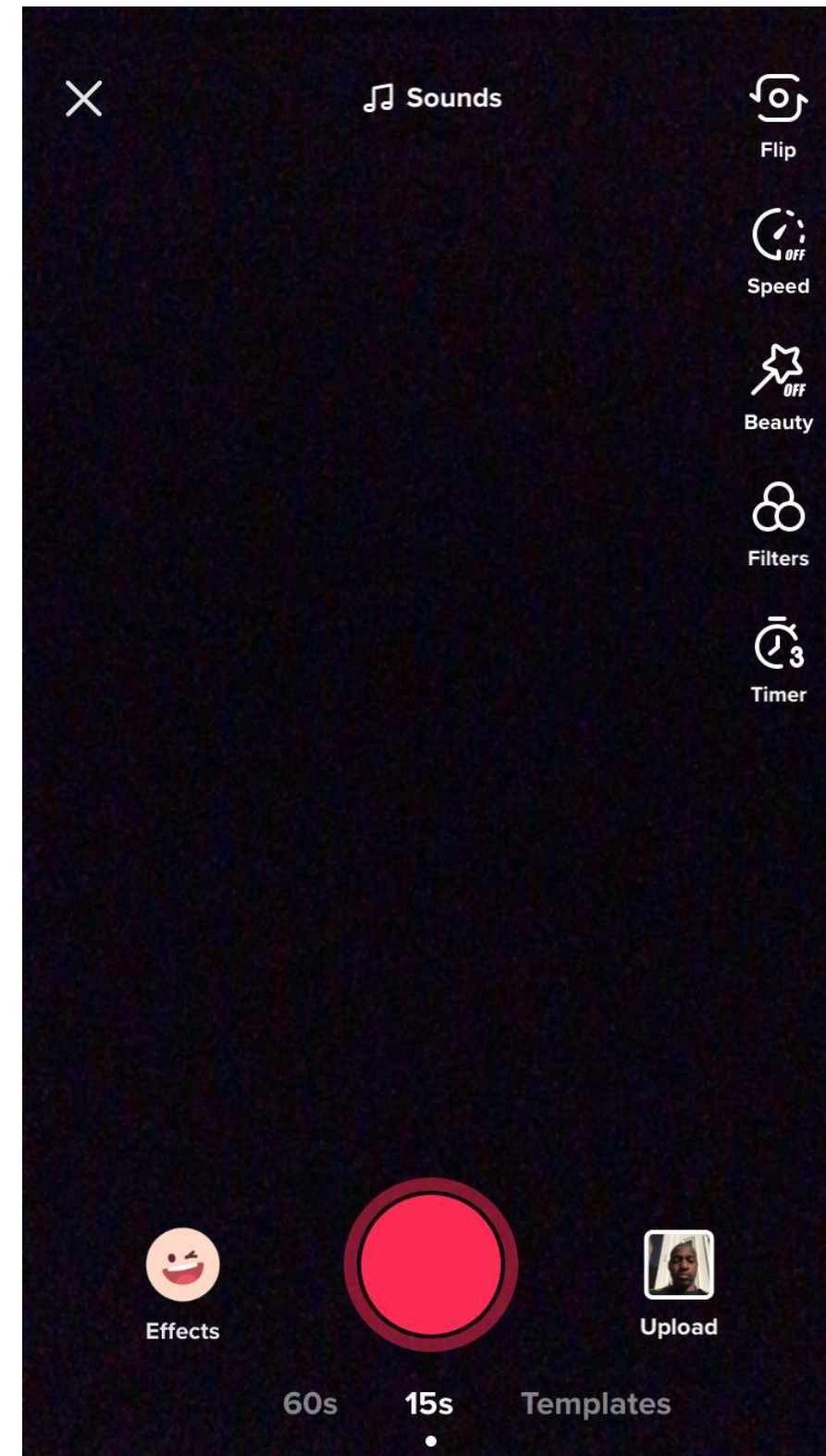
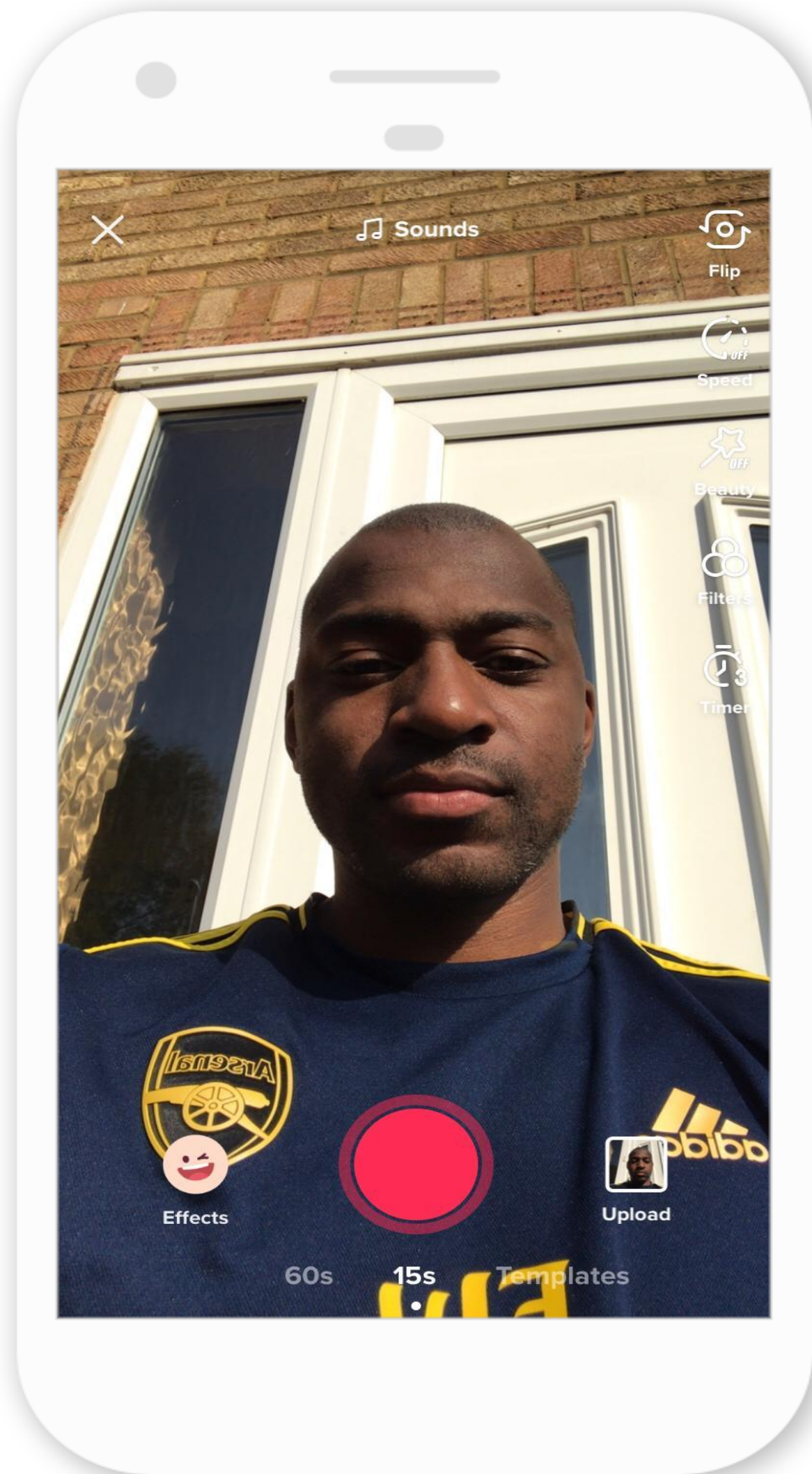


**Upload your  
own or make in  
app**

**Stop and start  
recording**

**\*Live Stream**



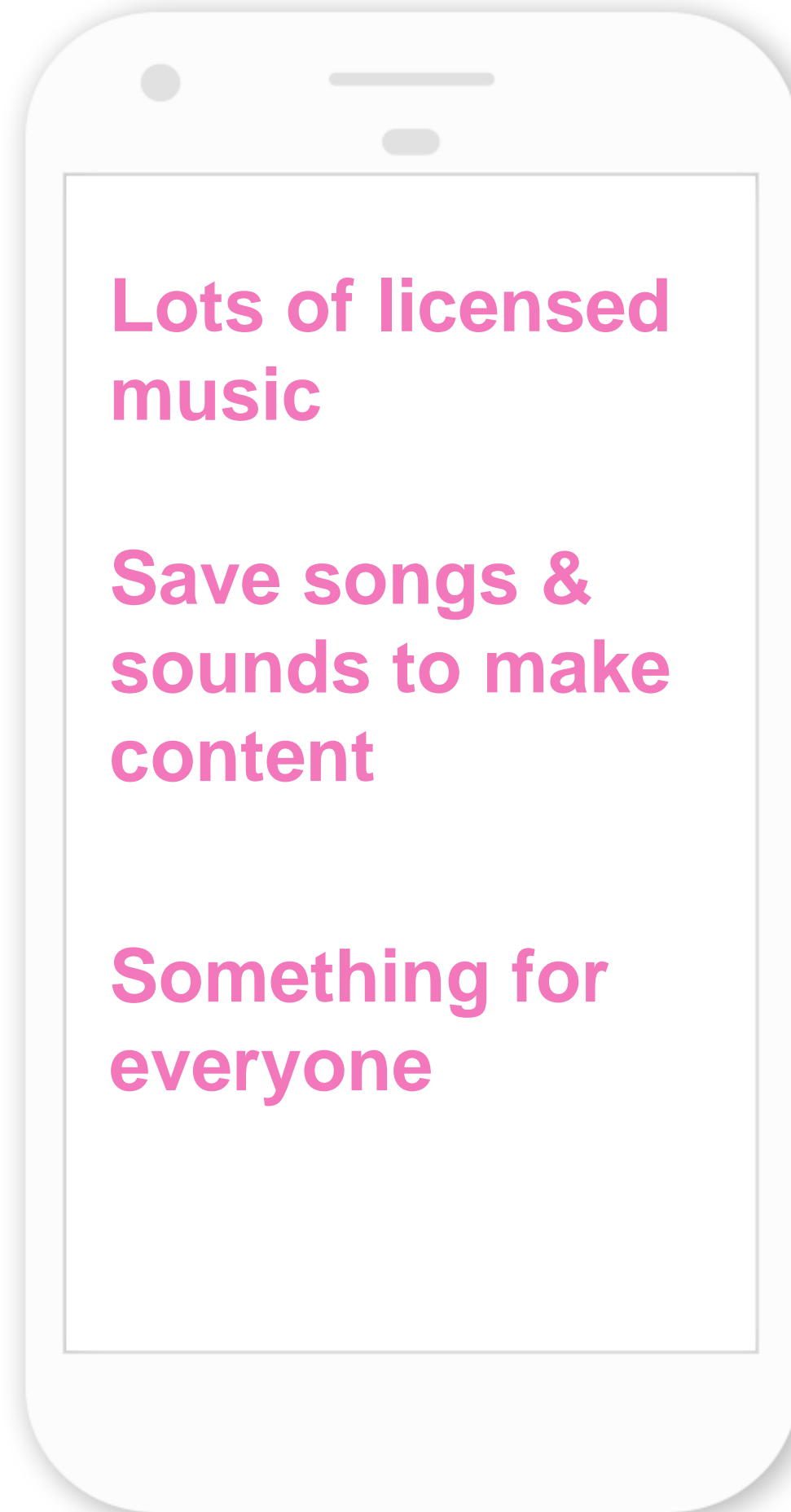


Edit the video

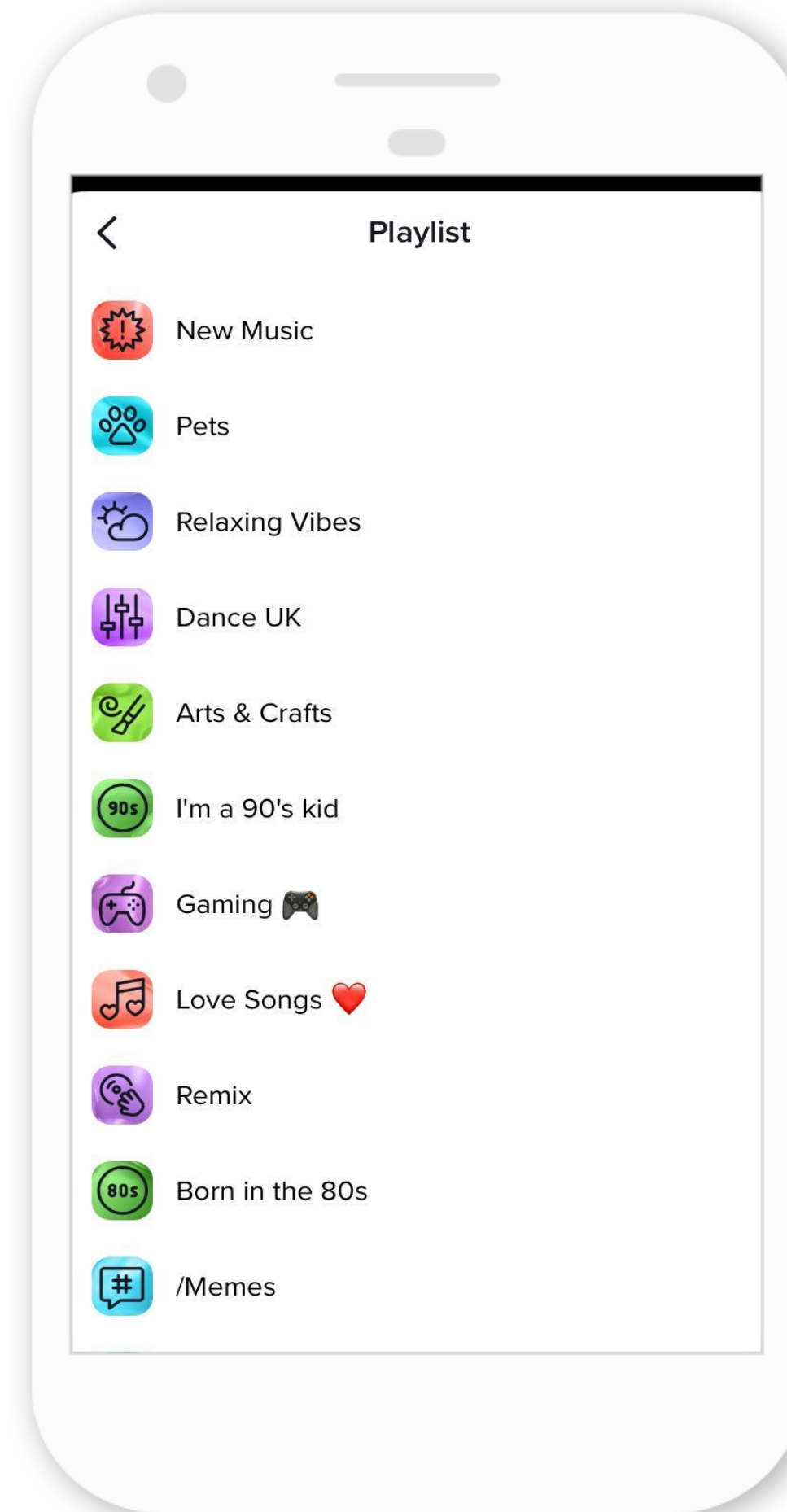
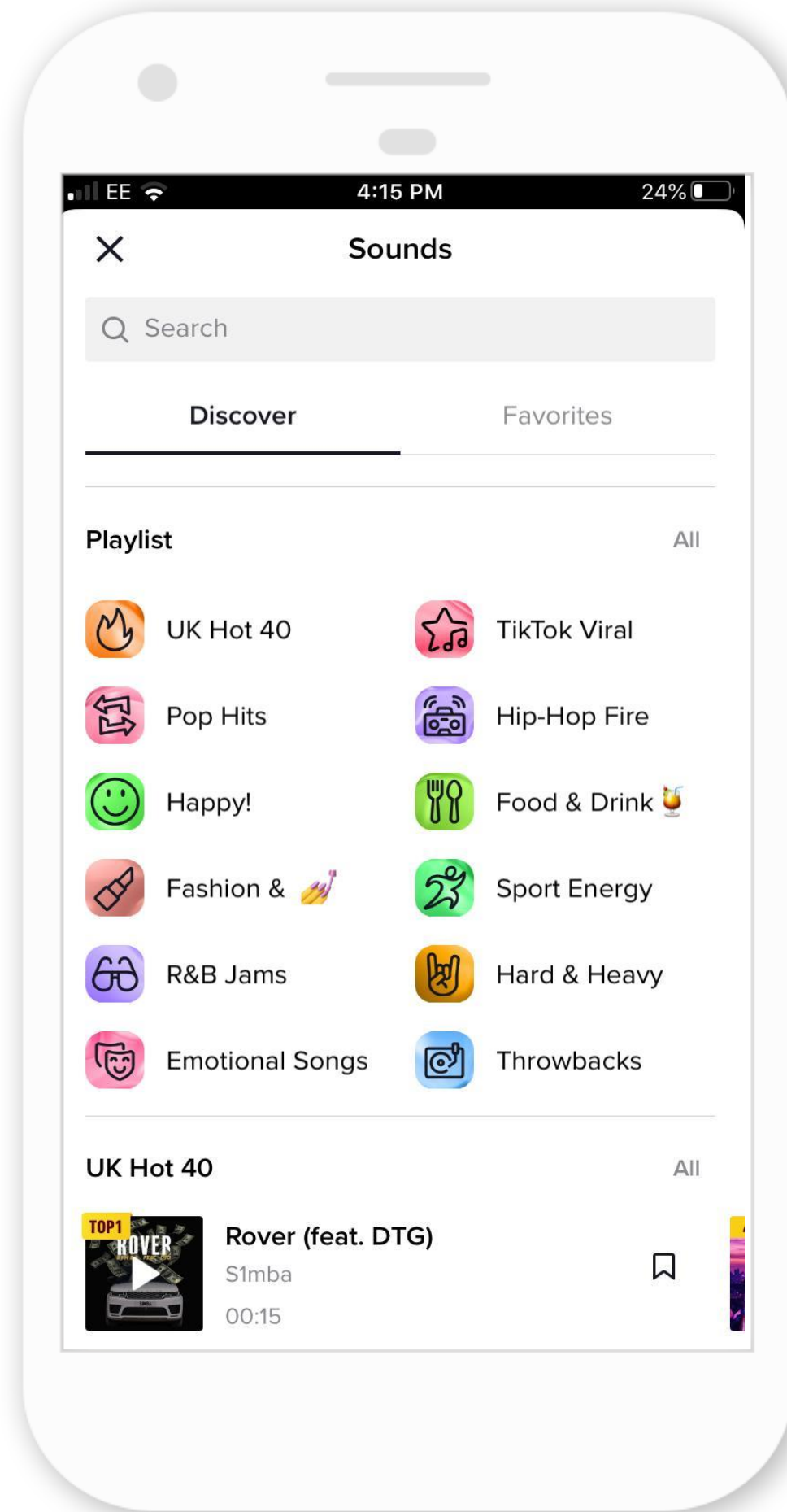
Pin copy

Learning curve

# Platform key features - Music









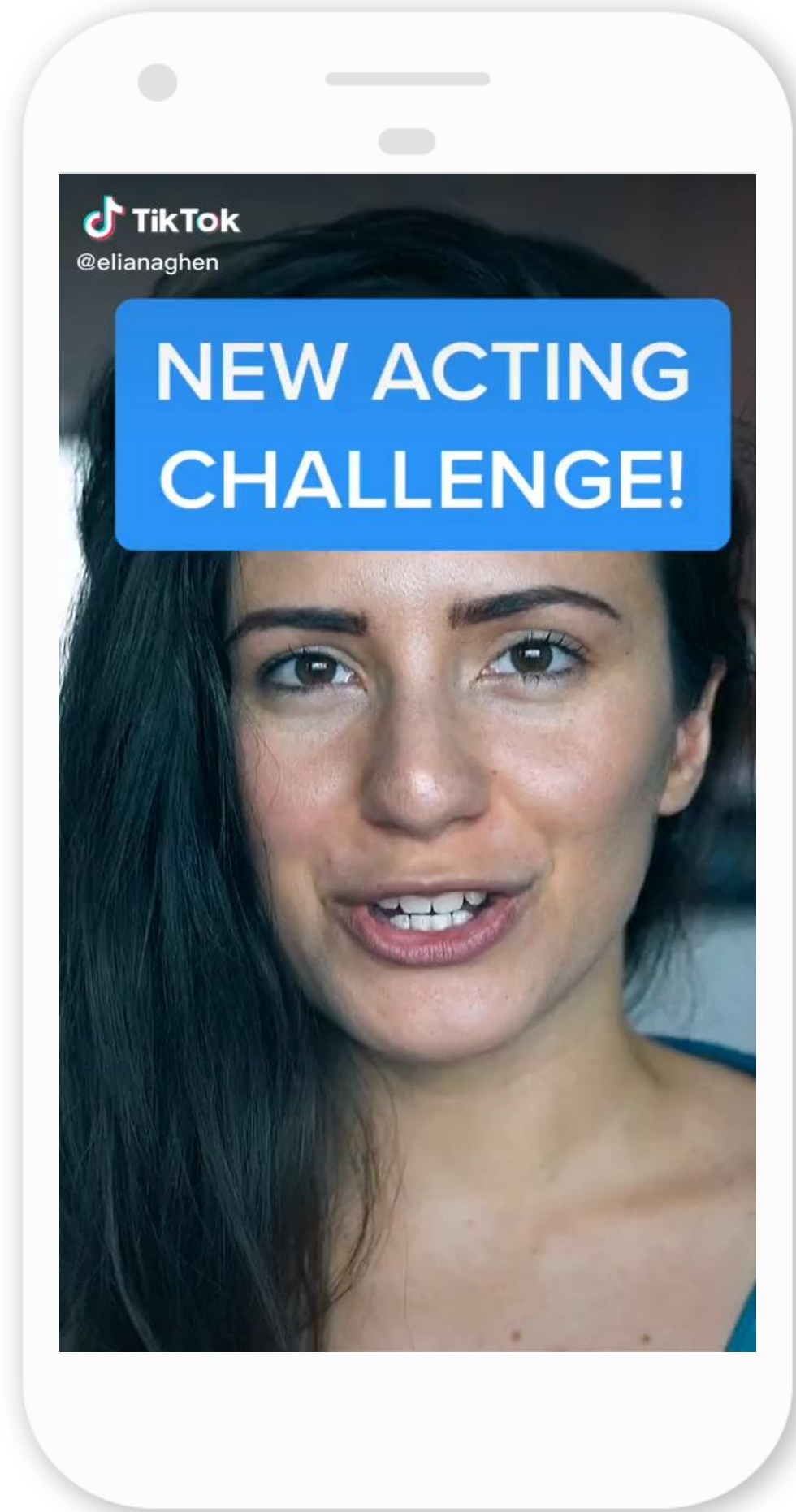
# Platform key features Duets

**Duet's allows users to “sample” another person's video and add themselves to it**

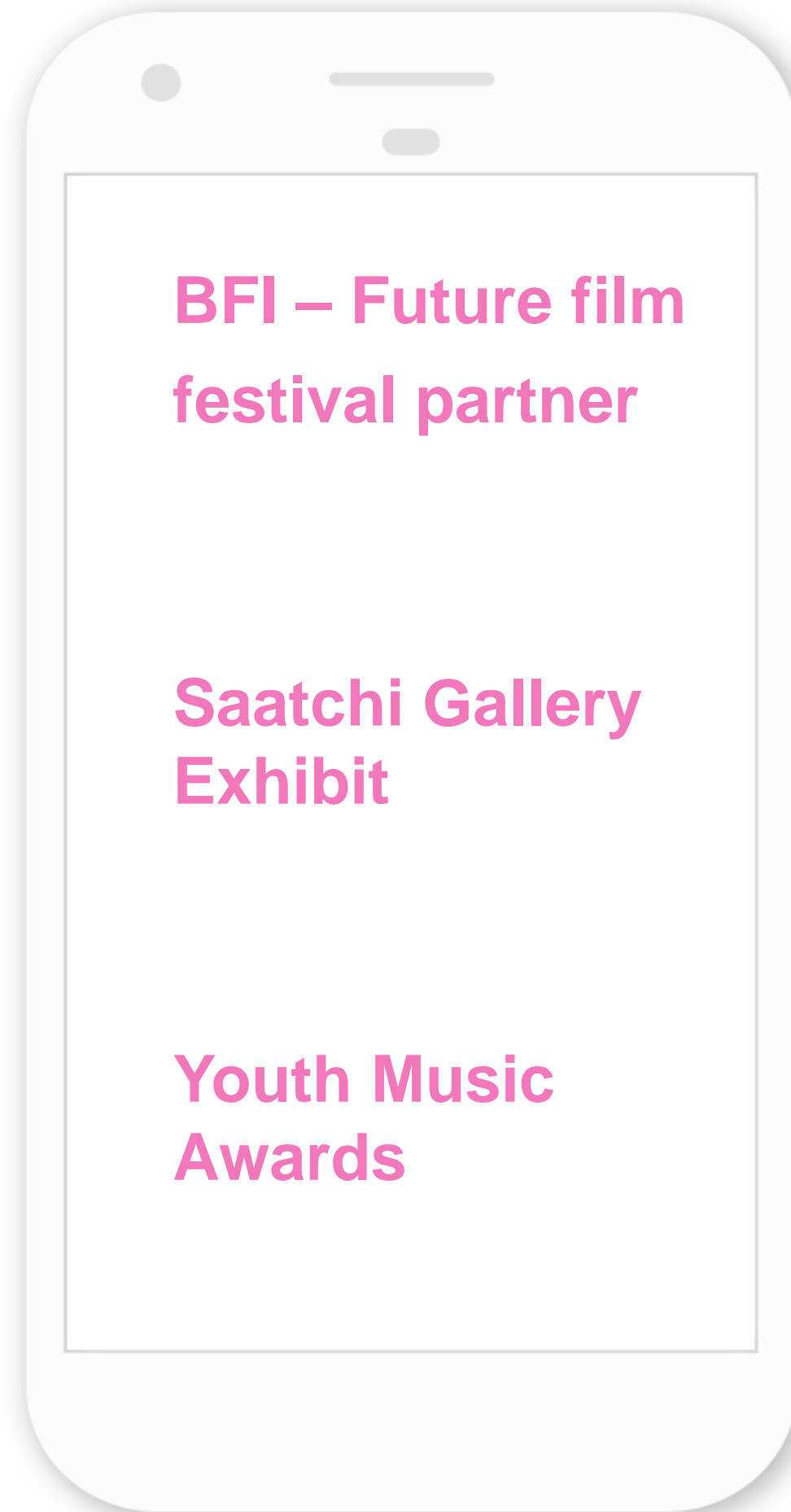
**Used to collaborate**

**Spoof or reaction video**

**Educate & more**



# Arts & Culture x TikTok



TikTok ran a hashtag challenge, a competition and hosted a workshop

Influencer marketing, attended exhibit events and vlogged via TikTok

In the run-up to the awards TikTok promoted the hashtag challenge #MusicShapedMe

**National Youth Theatre  
presentation  
Joe Duggan**



# Question Time





## Final thoughts

To Tik or to Tok? That  
is the  
Question.





# Thank You

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