

# Getting Started with TikTok

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Wednesday 19 July 2023



**Digital Culture  
Network**






# Welcome

## Before we get going

1. Today's webinar is scheduled to last 1 hour including the Q&A
2. Closed Captions are available on the desktop and mobile Zoom app (click the CC button)
3. This webinar is being recorded and will be available on the website alongside additional resources within 7 days
4. Say hello and introduce yourselves in the chat (select "Everyone" from the dropdown). Ask questions using the Q+A button and we'll cover them during the Q&A at the end. You can also use the reaction buttons! 🤔🎉😊



# digitalculturenetwork.org.uk

  [Ask a Tech Champion](#) [Events](#) [External Support](#) [News](#) [About](#) [Knowledge Hub](#) 

We've created resources and advice for you to use during the COVID-19 lockdown. [Read More](#)

## Digital skills for the arts

### Welcome to your Digital Culture Network

We are here to develop your organisation's digital skills. Working across the arts and culture sector, the Network is led by nine specialist Tech Champions. We want you to be a part of it.

[Browse our Knowledge Hub](#)




Knowledge Hub



Beginner Read  
Video and Digital Content

#### Podcasting and how to get started

This resource provides information and advice on making podcasts. As well as considerations for generating content, it contains guidance on hardware, software, and distribution methods.

 Marc Burns · 2 months ago



Beginner Read  
Social Media

#### Engaging Audiences with Social Media

Whilst your audiences, participants or stakeholders may not be able to engage with you physically at the moment, you can still reach people through social media.

 Haydn Corrodus · 2 months ago



Beginner Read  
Social Media

#### Introduction to Social Media

Social media is a unique and powerful way to help your organisation thrive and engage with your audience. Read on to find out more.

 Haydn Corrodus · 4 months ago



# What we'll cover today

- The rise of TikTok
- Considerations before getting set up
- Practical tips for using the platform
- Using TikTok for storytelling
- Best practices for your videos
- Q&A





**Poll: Are you using TikTok  
for work?**



# UK Social Network Users, by Platform, 2021-2025

millions

## Facebook

	2021	2022	2023	2024	2025
	33.8	34.1	34.4	34.8	35.2

## Instagram

	2021	2022	2023	2024	2025
	26.0	27.1	27.9	28.7	29.5

## TikTok

	2021	2022	2023	2024	2025
	14.6	16.5	17.9	18.8	19.5

## Snapchat

	2021	2022	2023	2024	2025
	16.8	17.2	17.6	17.8	18.1

## Twitter

	2021	2022	2023	2024	2025
	13.9	14.2	14.3	14.5	14.7

## Total

\*Image shows forecast standing in 2025.

Notes: internet users of any age who use social networks via any device at least once per month; Snapchat forecast includes mobile phone users who access their Snapchat account via mobile phone app at least once per month

Methodology: Estimates are based on the analysis of survey and traffic data from research firms and regulatory agencies; company releases; historical trends; internet and mobile adoption trends; and country-specific demographic and socioeconomic factors.

Source: eMarketer, Nov 2021







APR  
2023

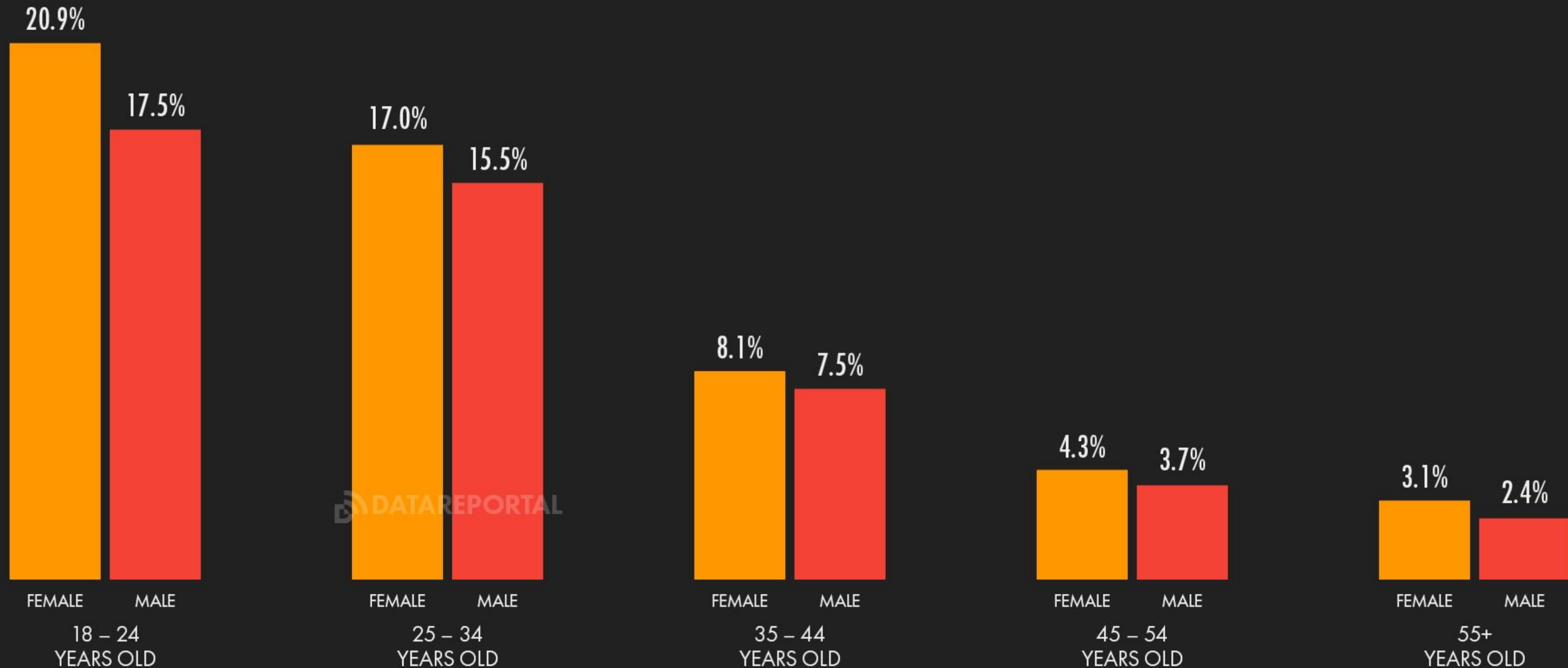
# TIKTOK: ADVERTISING AUDIENCE PROFILE

SHARE OF TIKTOK'S ADVERTISING AUDIENCE AGED 18+ BY AGE GROUP AND GENDER

**NOTE:** PLEASE READ THE IMPORTANT NOTES ON COMPARING DATA AT THE START OF THIS REPORT BEFORE COMPARING DATA ON THIS CHART WITH PREVIOUS REPORTS



GLOBAL OVERVIEW



8

**SOURCES:** TIKTOK'S ADVERTISING RESOURCES; KEPIOS ANALYSIS. **NOTES:** DOES NOT INCLUDE DOUYIN. REACH DATA ARE ONLY AVAILABLE FOR "FEMALE" AND "MALE" USERS AGED 18+. DATA ARE NOT AVAILABLE FOR ALL LOCATIONS. VALUES BASED ON MIDPOINTS OF AVAILABLE DATA ONLY. **ADVISORY:** VALUES MAY NOT MATCH SHARE OF TOTAL ACTIVE USER BASE. USER AGE MISSTATEMENTS MAY DISTORT SOURCE DATA. **COMPARABILITY:** SOURCE DATA INCONSISTENCIES MAY MEAN THAT VALUES SHOWN HERE DO NOT CORRELATE WITH VALUES SHOWN ELSEWHERE IN THIS REPORT. SOURCE DATA REVISIONS. SEE [NOTES ON DATA](#) FOR FURTHER DETAILS.

**KEPIOS**

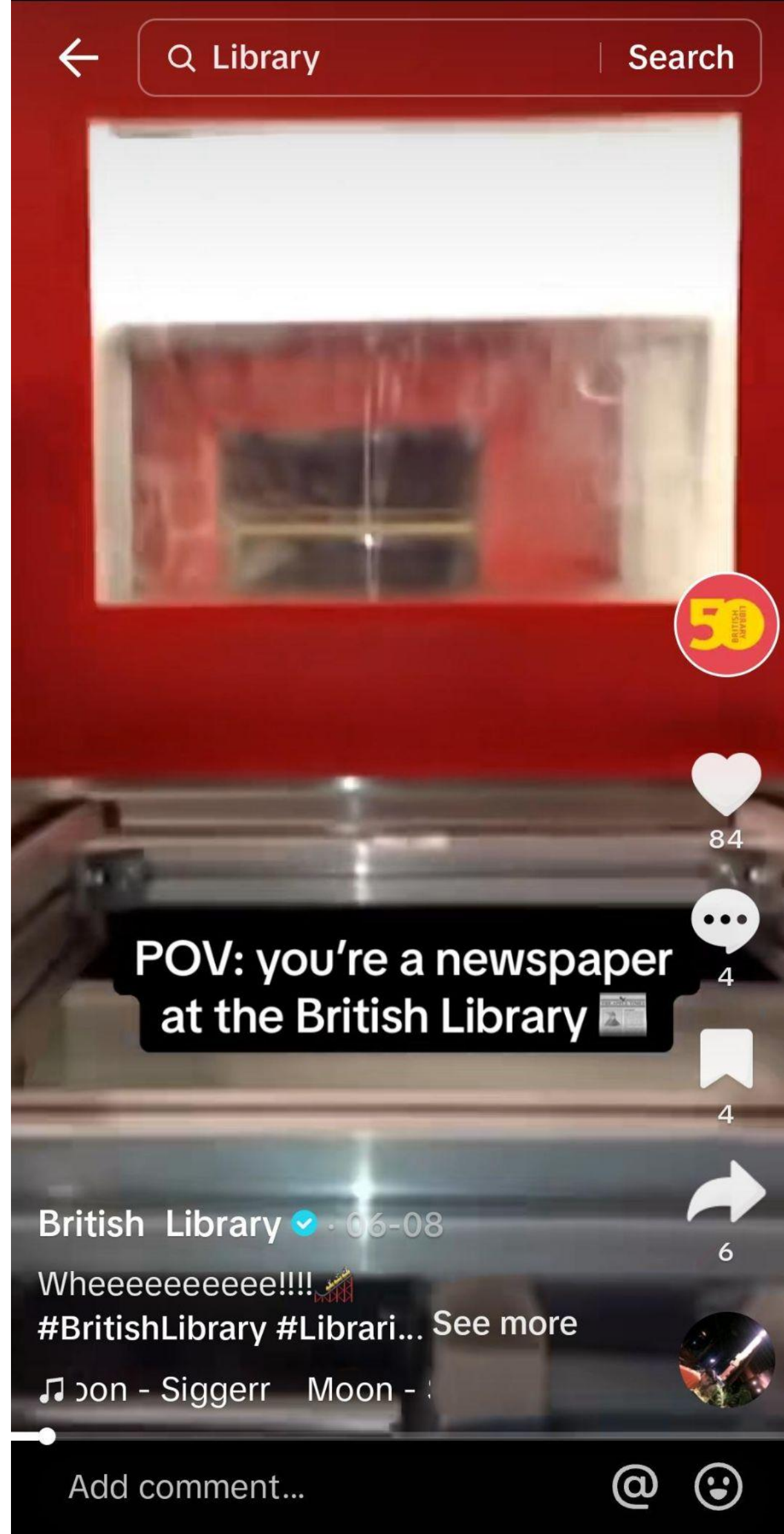
Source: <https://datareportal.com/essential-tiktok-stats>



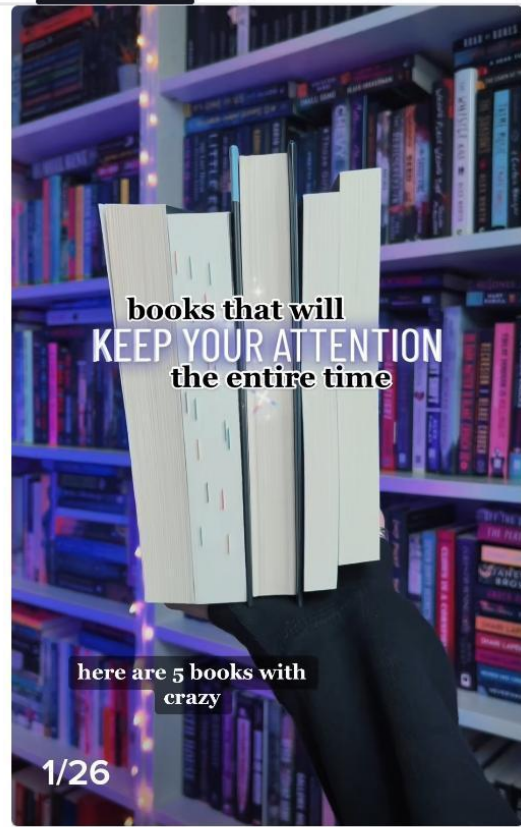
# INSTAGRAM



# TIKTOK



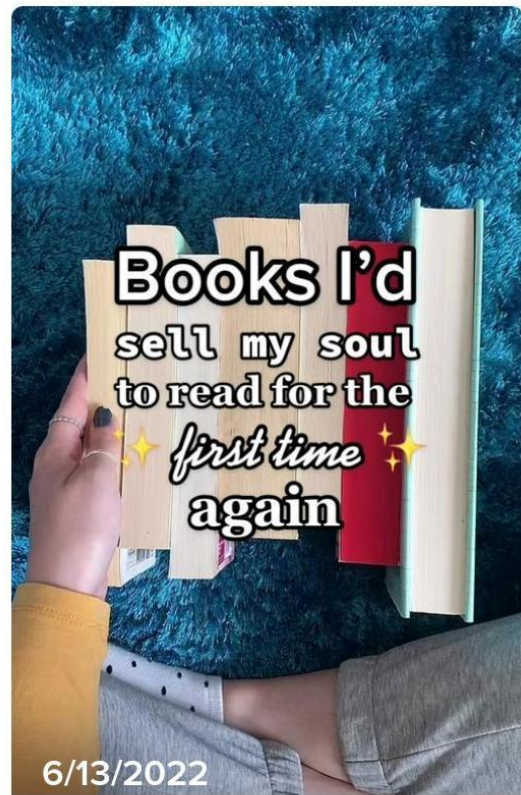




...#booktok #bookrecs #books #bookstoread...  
sydneyyy... ♡ 254.0K



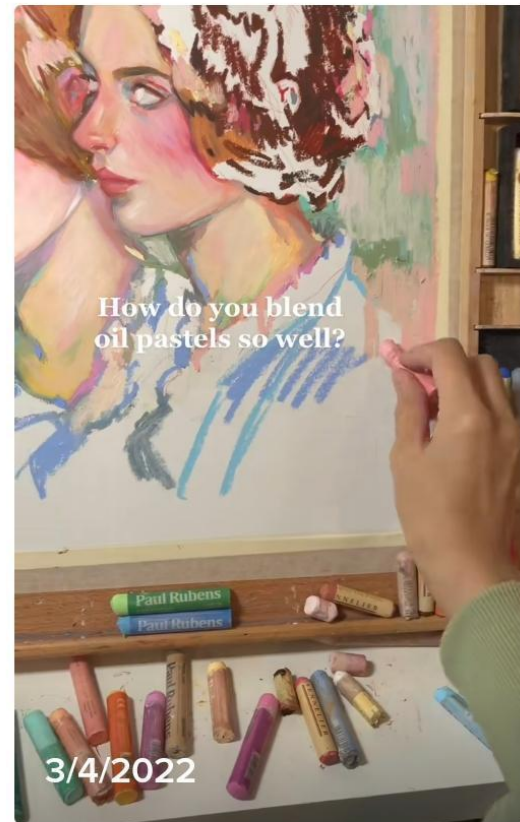
...#booktok #bookrecs #readinglist #reread #...  
schulerbooks ♡ 4.1M



6/13/2022



1/1



...a lot #oilpastel#arttips #arttok#  
misakoflodin ♡ 215.0K



...#arttok #painting #art #artprocess  
daixykaren ♡ 142.6K



5/31/2022



12/20/2022



...#TheatreTok #Actor #MusicalTheatre #Bac...  
stagescho... ♡ 628.6K



...#theatretok #setdesigb  
meredith... ♡ 390.2K

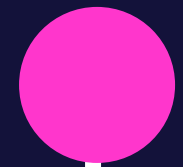


TW: ♡  
12/13/2021

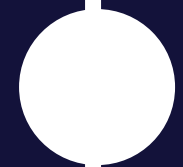


7/27/2022

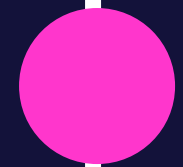




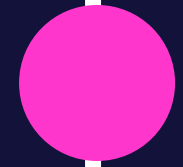
The rise of TikTok



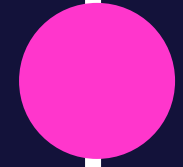
Considerations before getting set up



Practical tips for using the platform



Using TikTok for storytelling



Best practices for your videos



Q&A



# **The 3 Big Questions:**

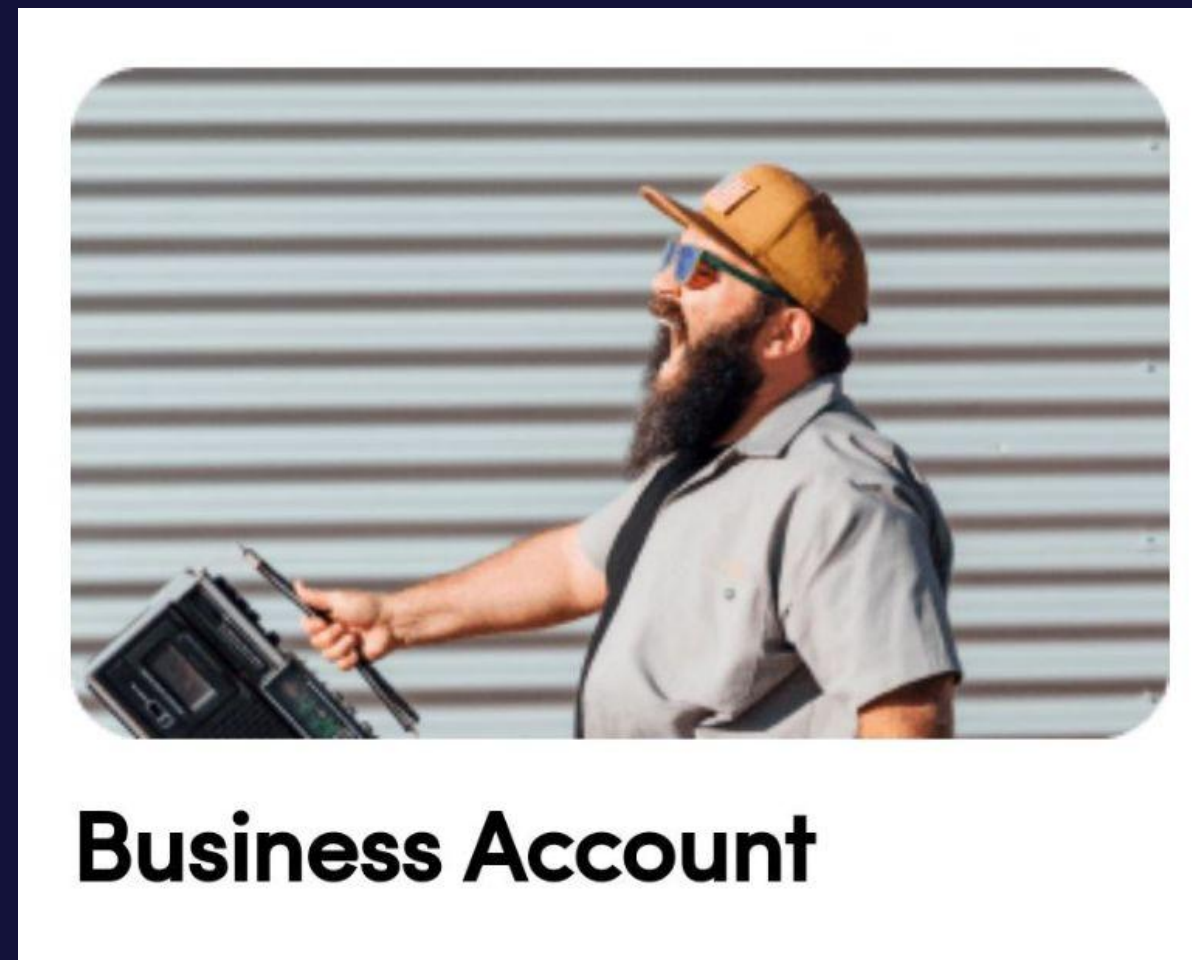
- **What's your objective?**
- **What's your brand?**
- **Who are your audience?**



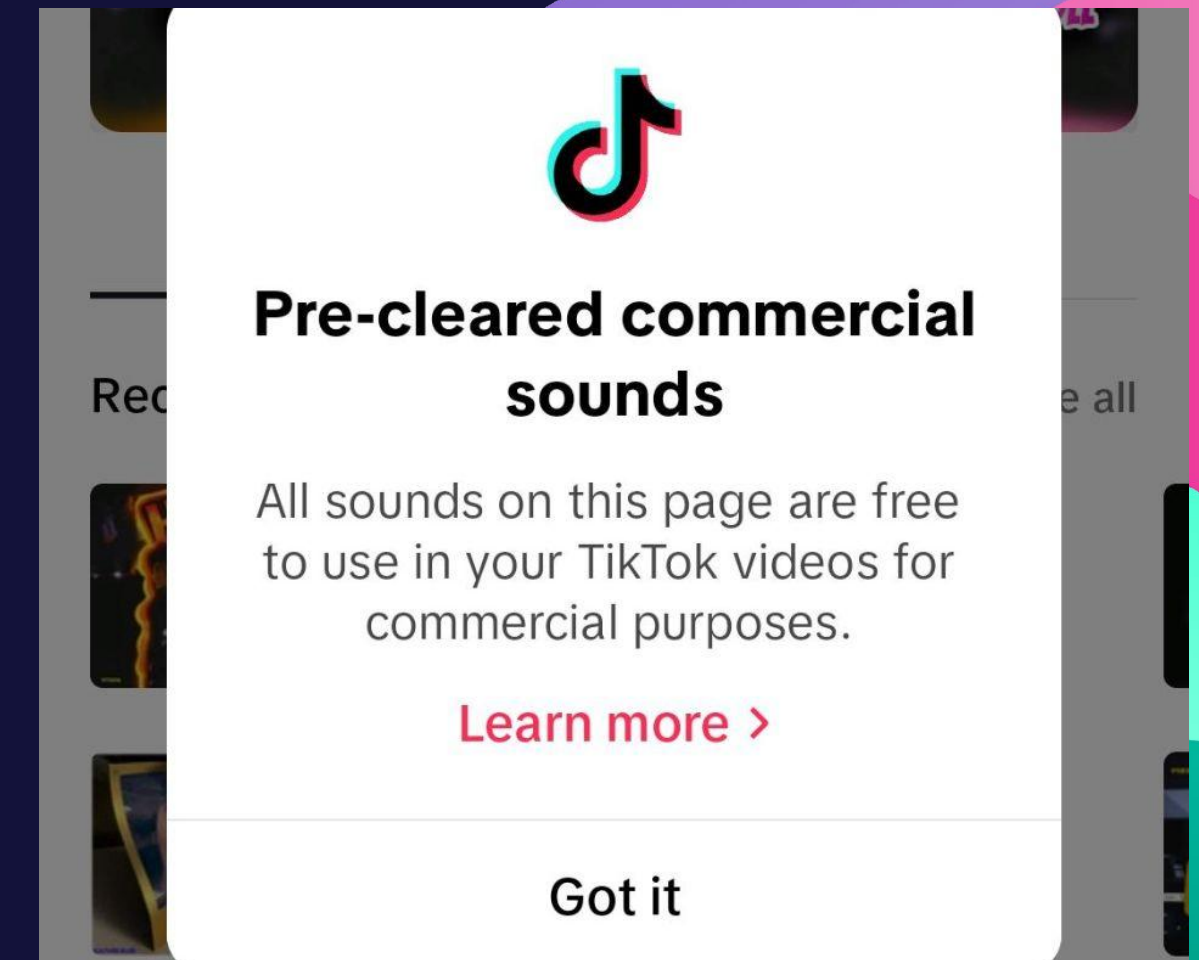
- **Do you have capacity?**
- **Do you have the resources?**
- **Who will be posting?**
- **How often will you post?**
- **What's your sign off process?**



# Things to do now



**Business Account**

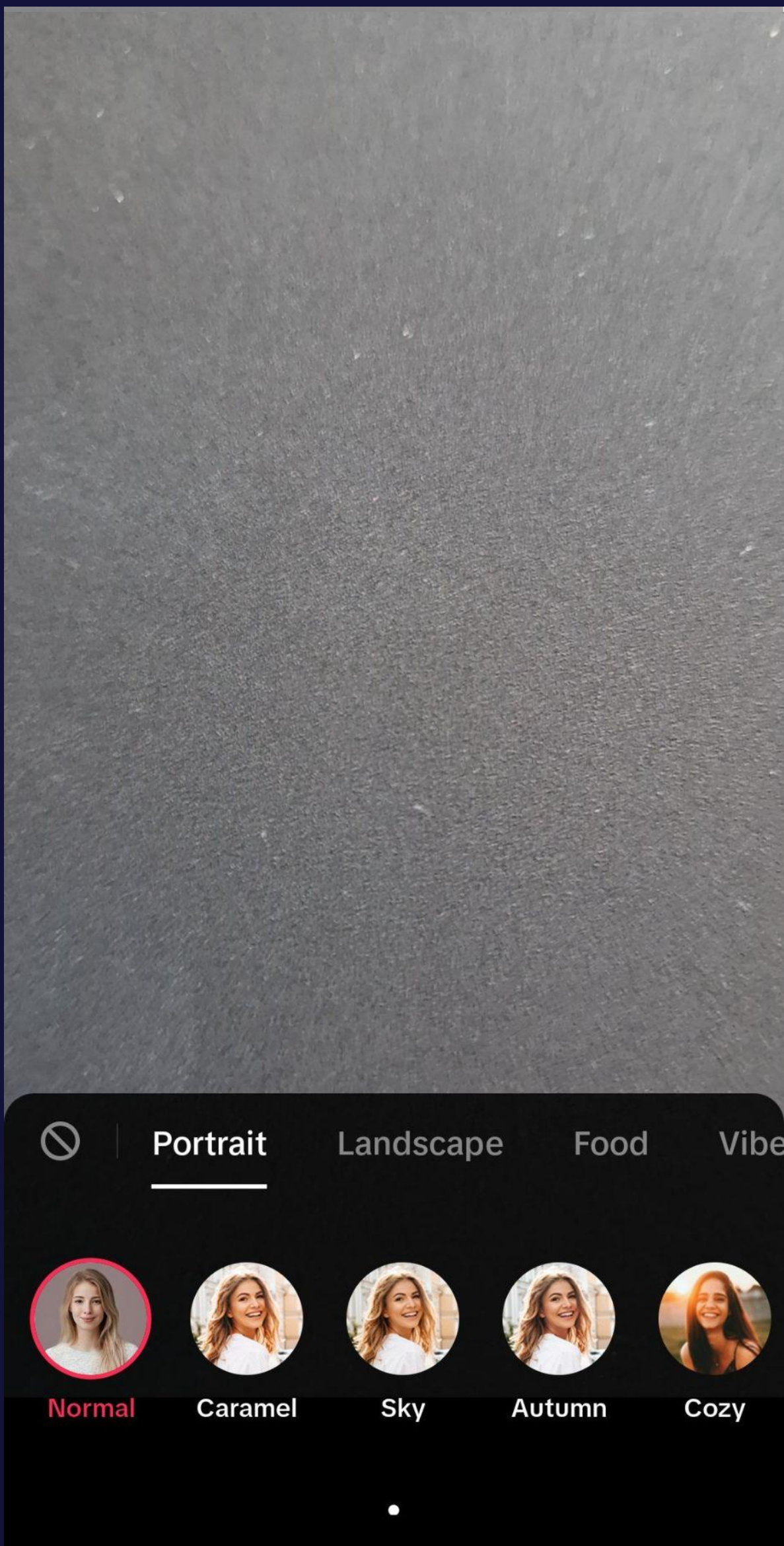


- The rise of TikTok
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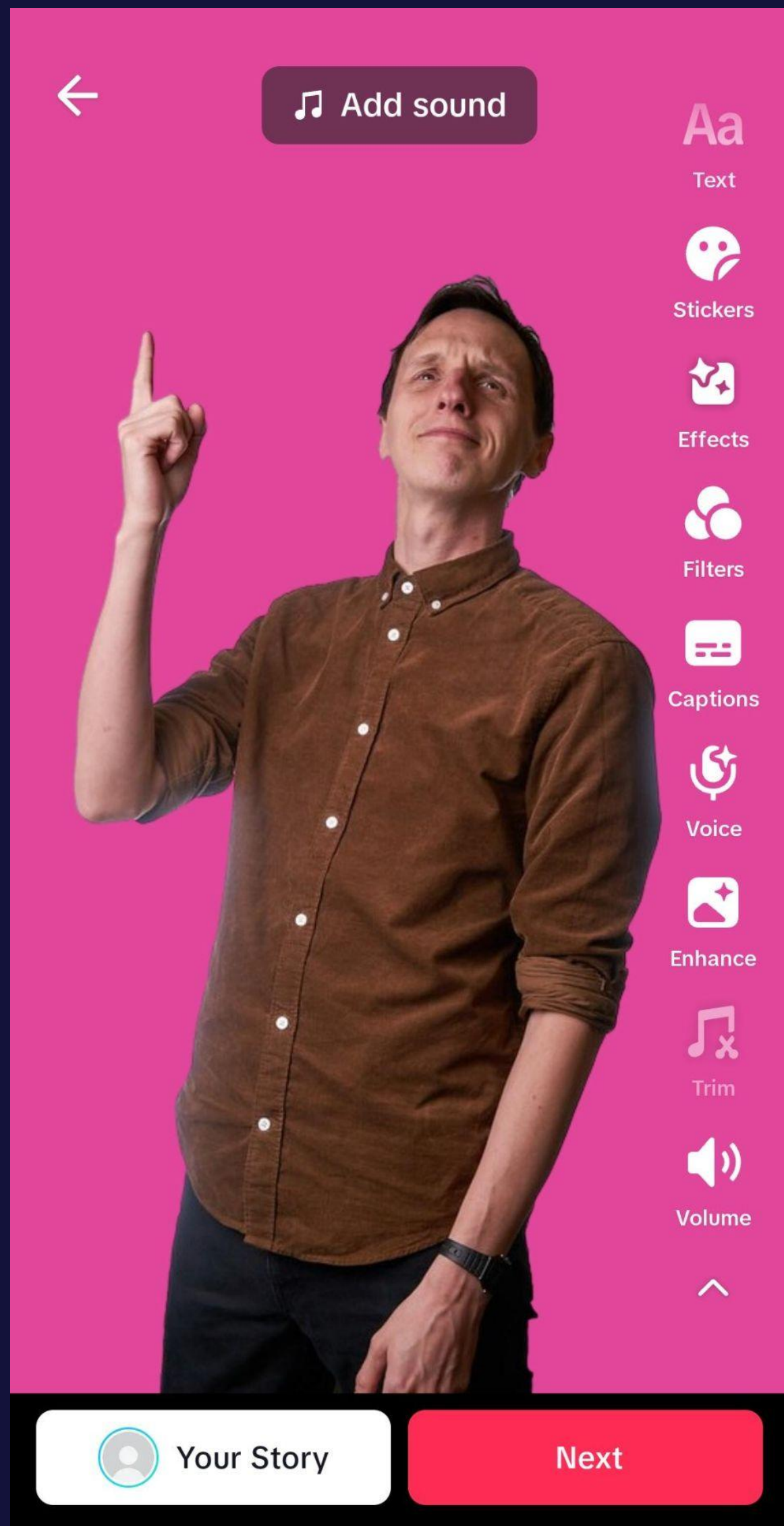




# Components of a TikTok video

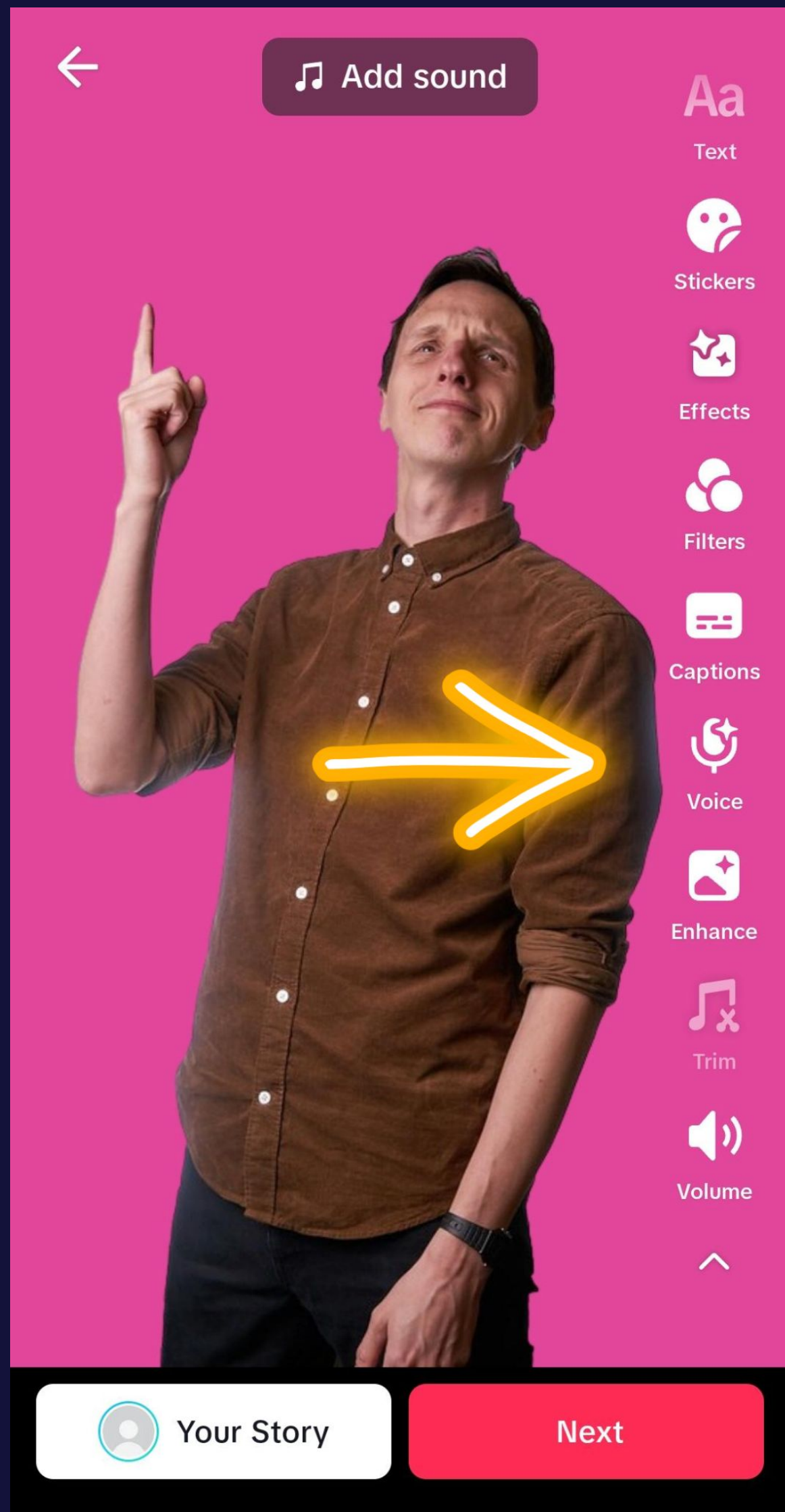






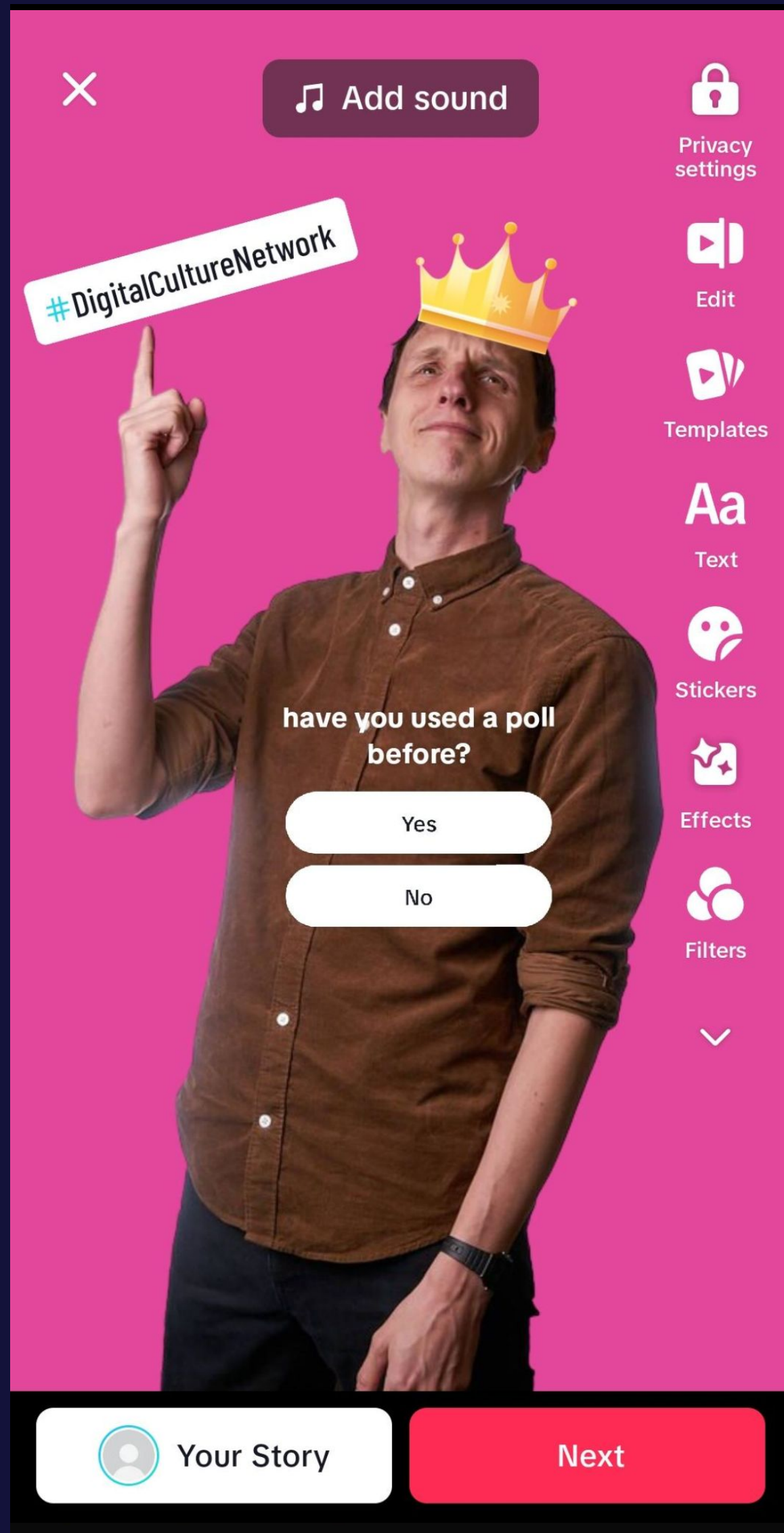
# Components of a TikTok video





# Components of a TikTok video





# Components of a TikTok video





Post

Add in your post copy here



- #Hashtags
- @Mention
- Videos

Tag people >

Location ⓘ >

- Totally Go Viral
- I love you
- Here On Earth
- Big Ben

Add link +

Everyone can view this post >

Automatically share to:



I accept the Music Usage Confirmation

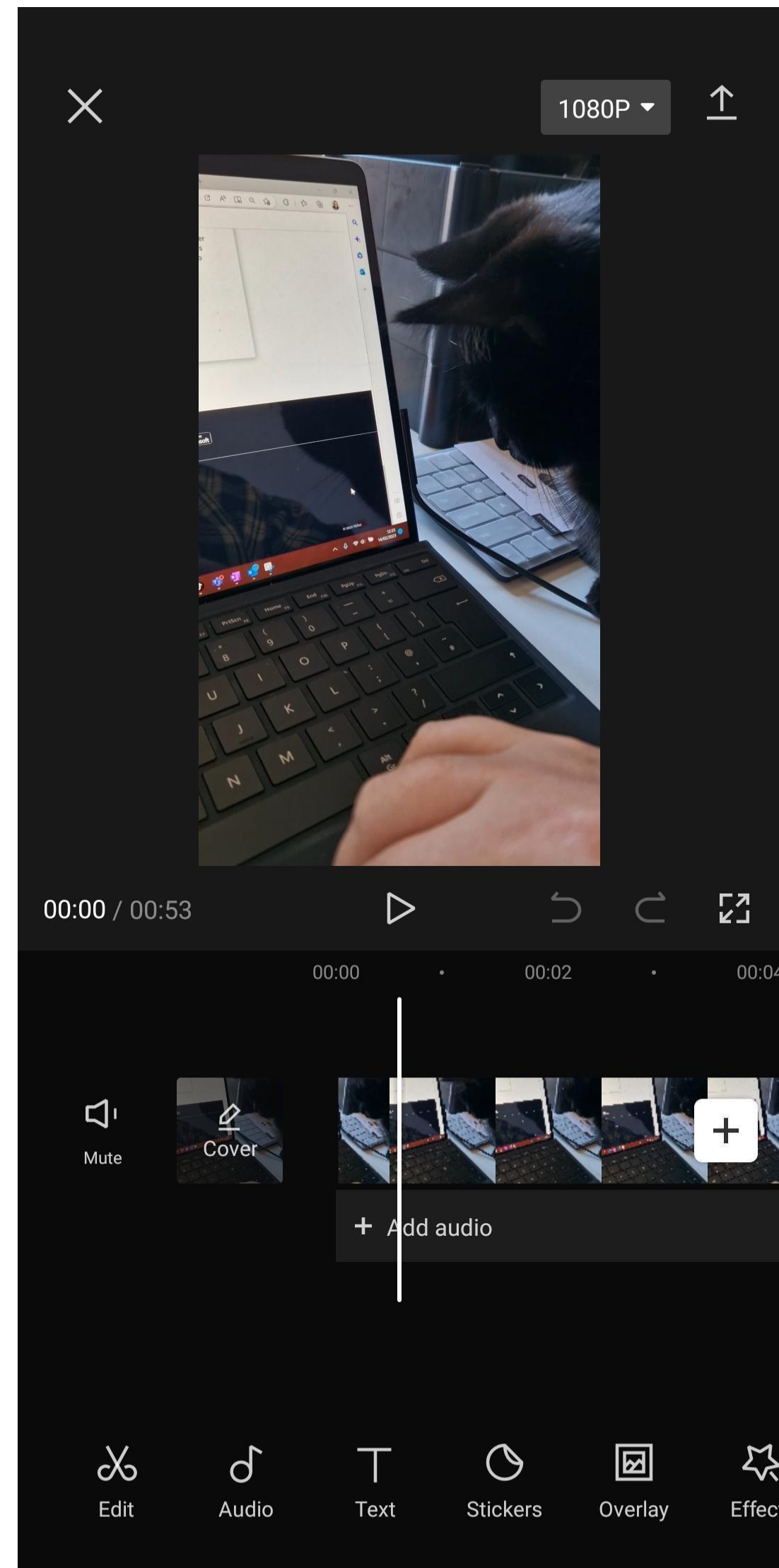
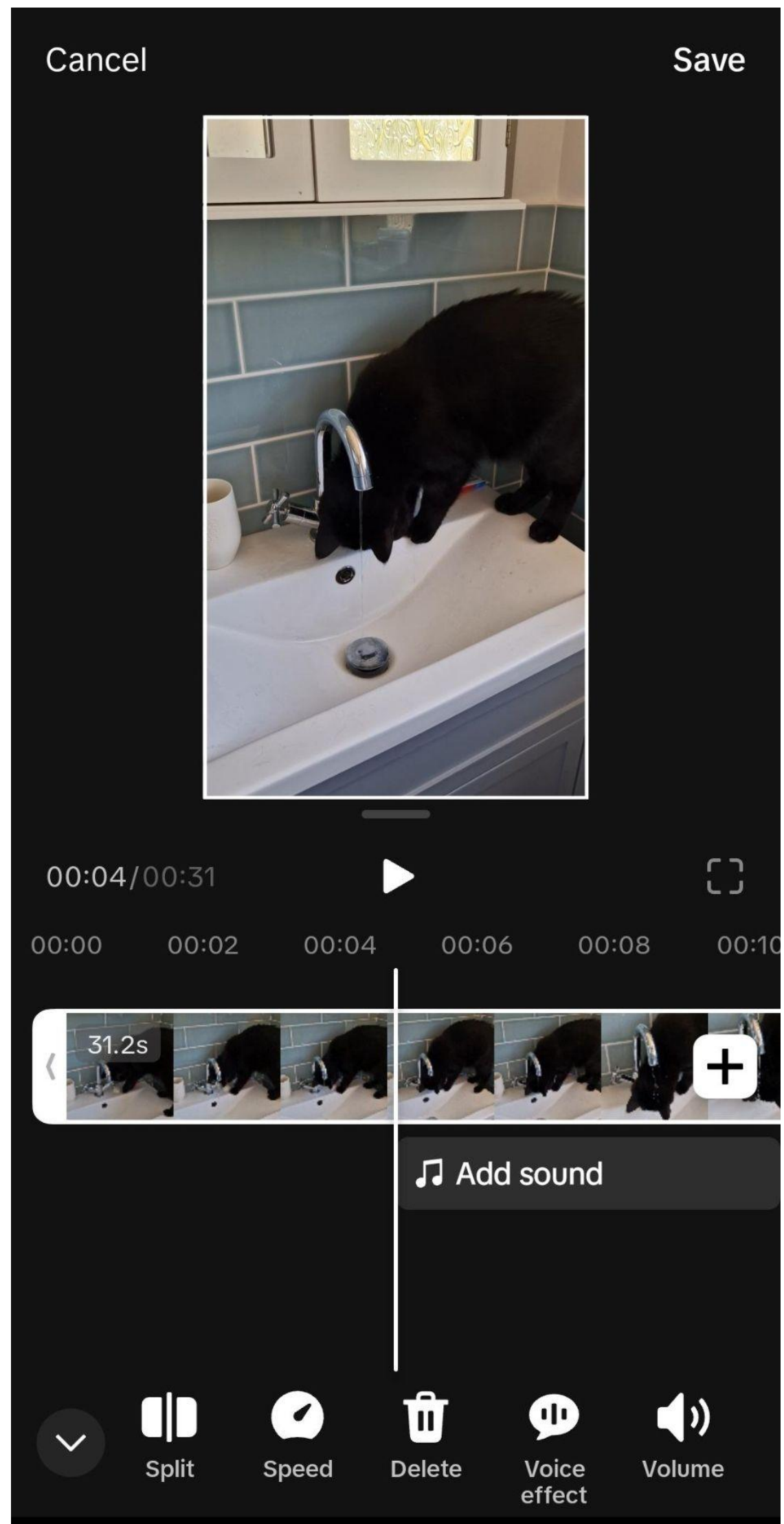
- Drafts
- Post

# Components of a TikTok video





# TikTok

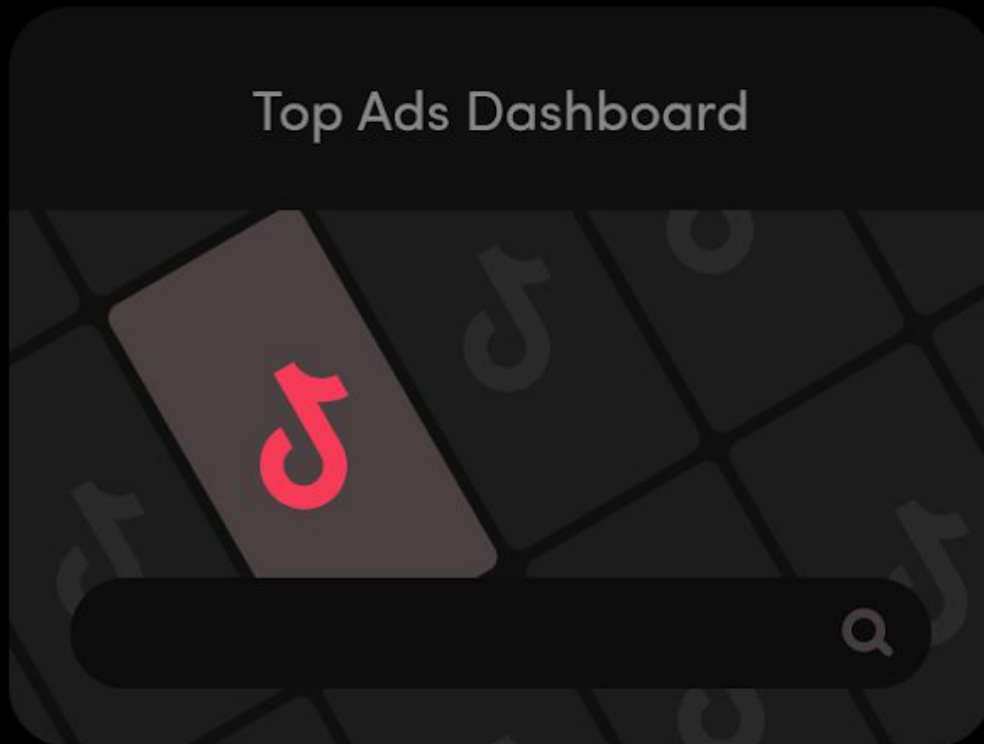


# CapCut

# Let's elevate your whole creative game

Looking for examples of  
top ads?

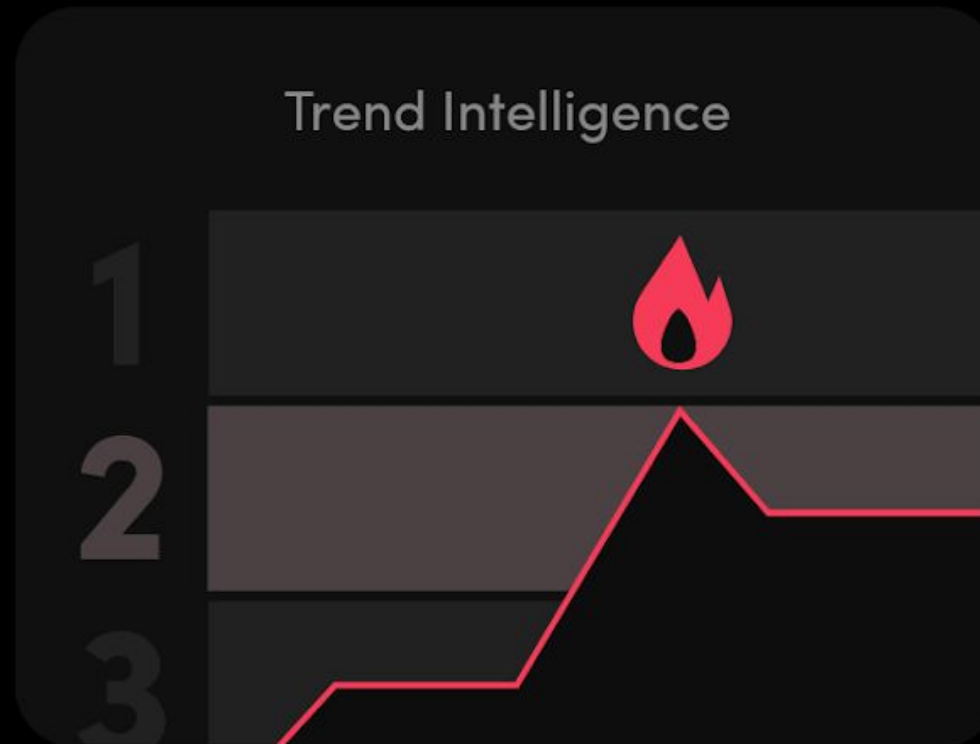
Top Ads Dashboard



Get started →

Wondering what's hot on  
TikTok?

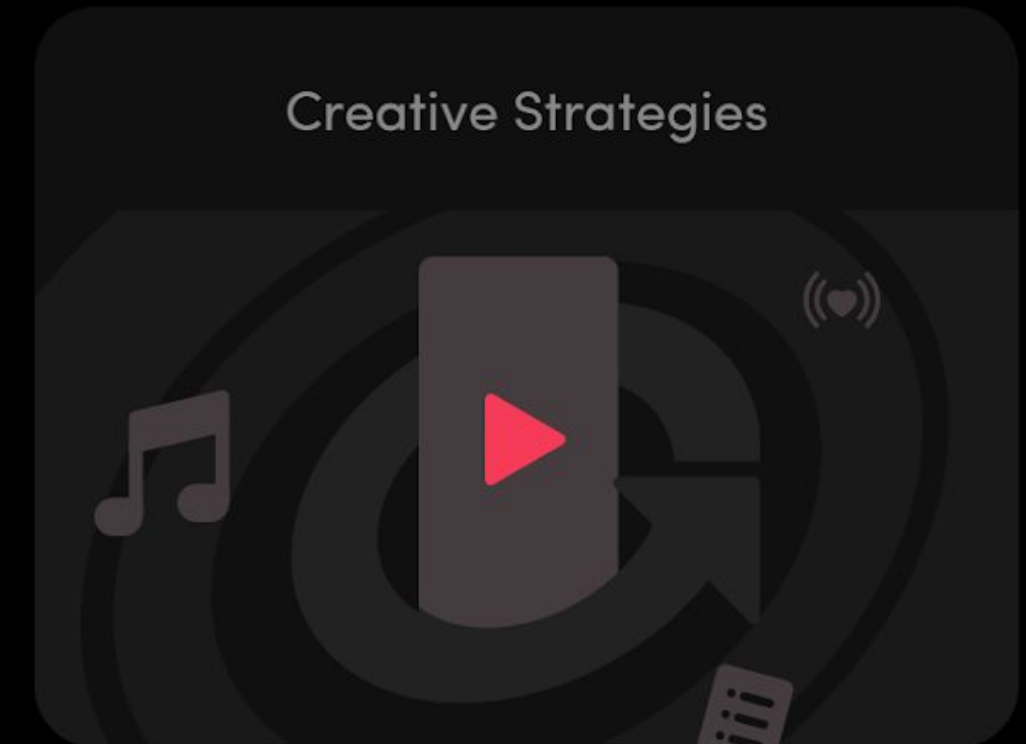
Trend Intelligence



Get started →

Seeking creative  
guidance?

Creative Strategies



Get started →



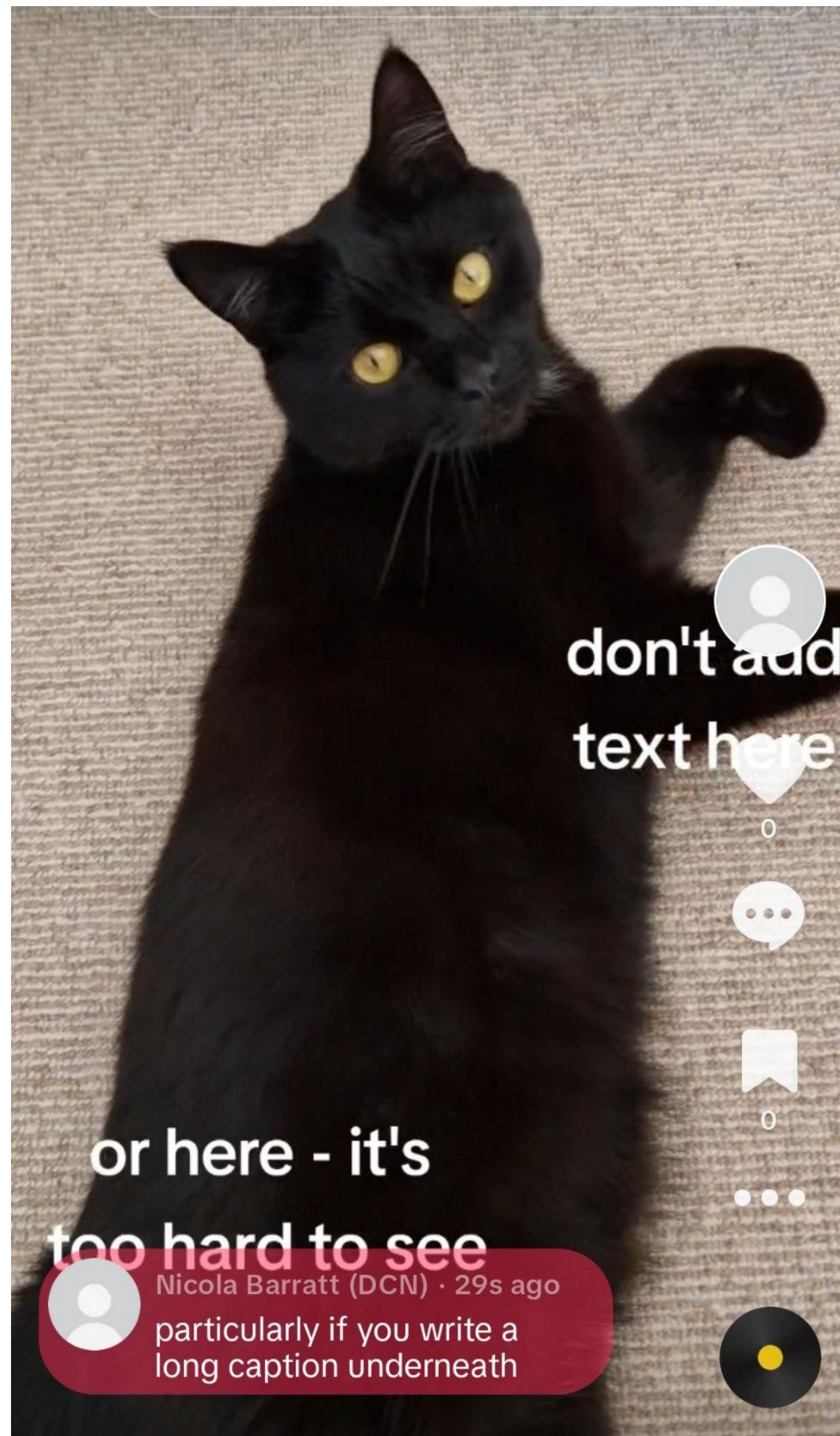
# **TOP 10 TIKTOK TIPS**



**1. 9:16  
aspect ratio**







## 2. Text layout





**3. Add sound**



Cancel

**Edit captions**

Save

it's important that you add captions  
onto your videos



not just for accessibility

but also because a lot of users will  
watch with the sound off

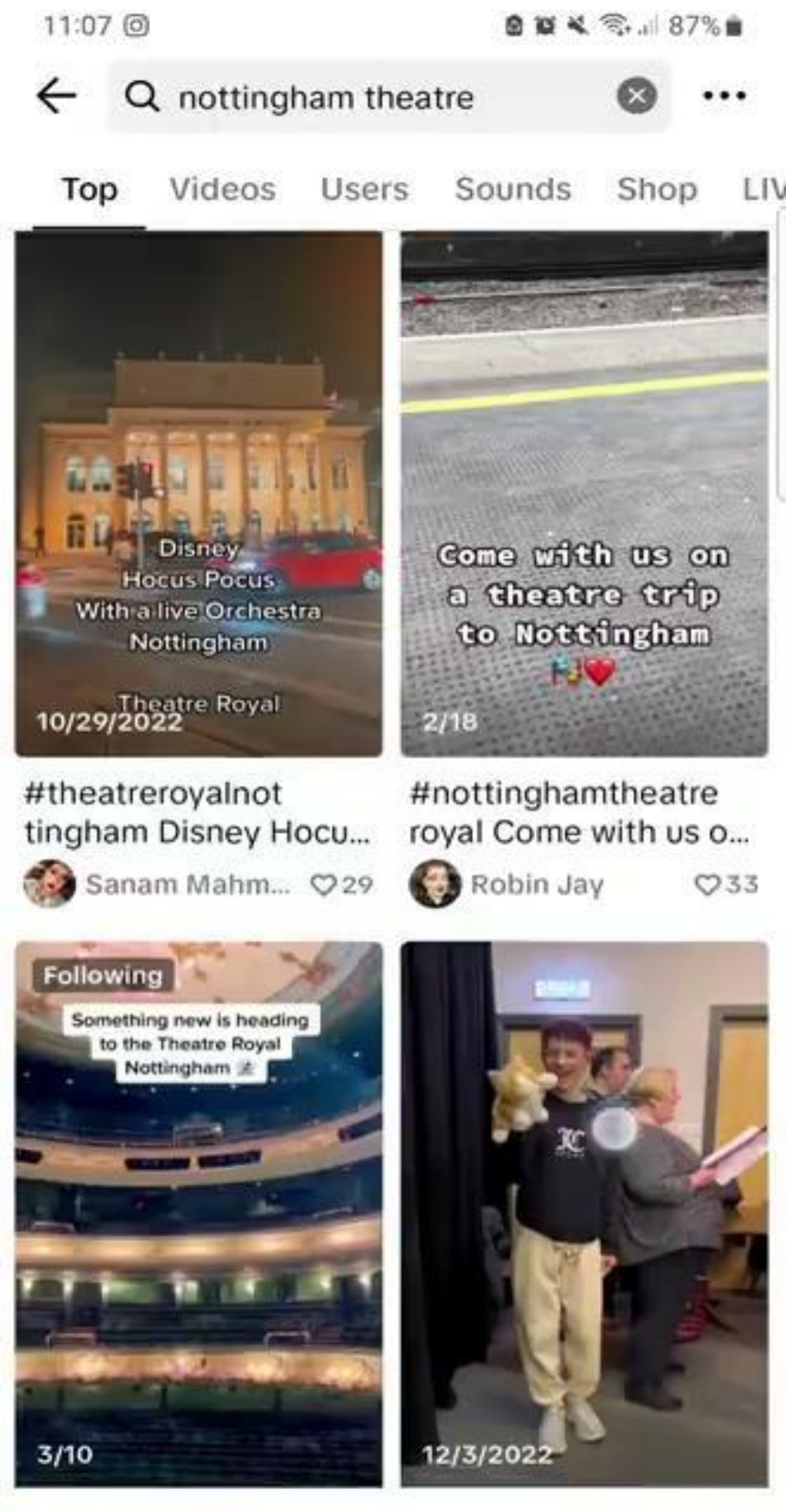
and because it's just generally a  
better experience, watching your  
videos

## 4. Add subtitles

# 5. Add hashtags







# 6. SEO optimisation

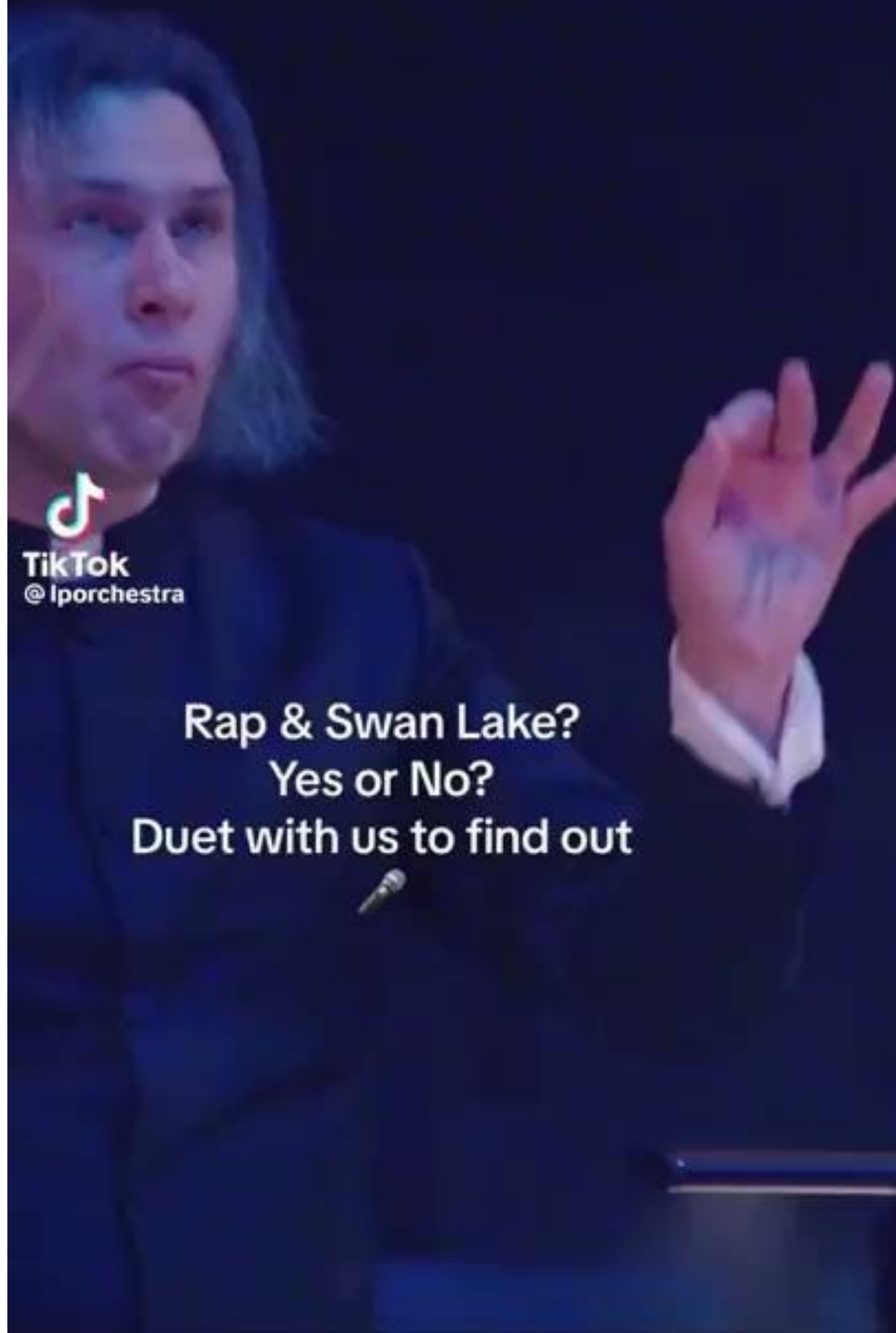
# 7. Collaborative features

## Stitch





# Duet



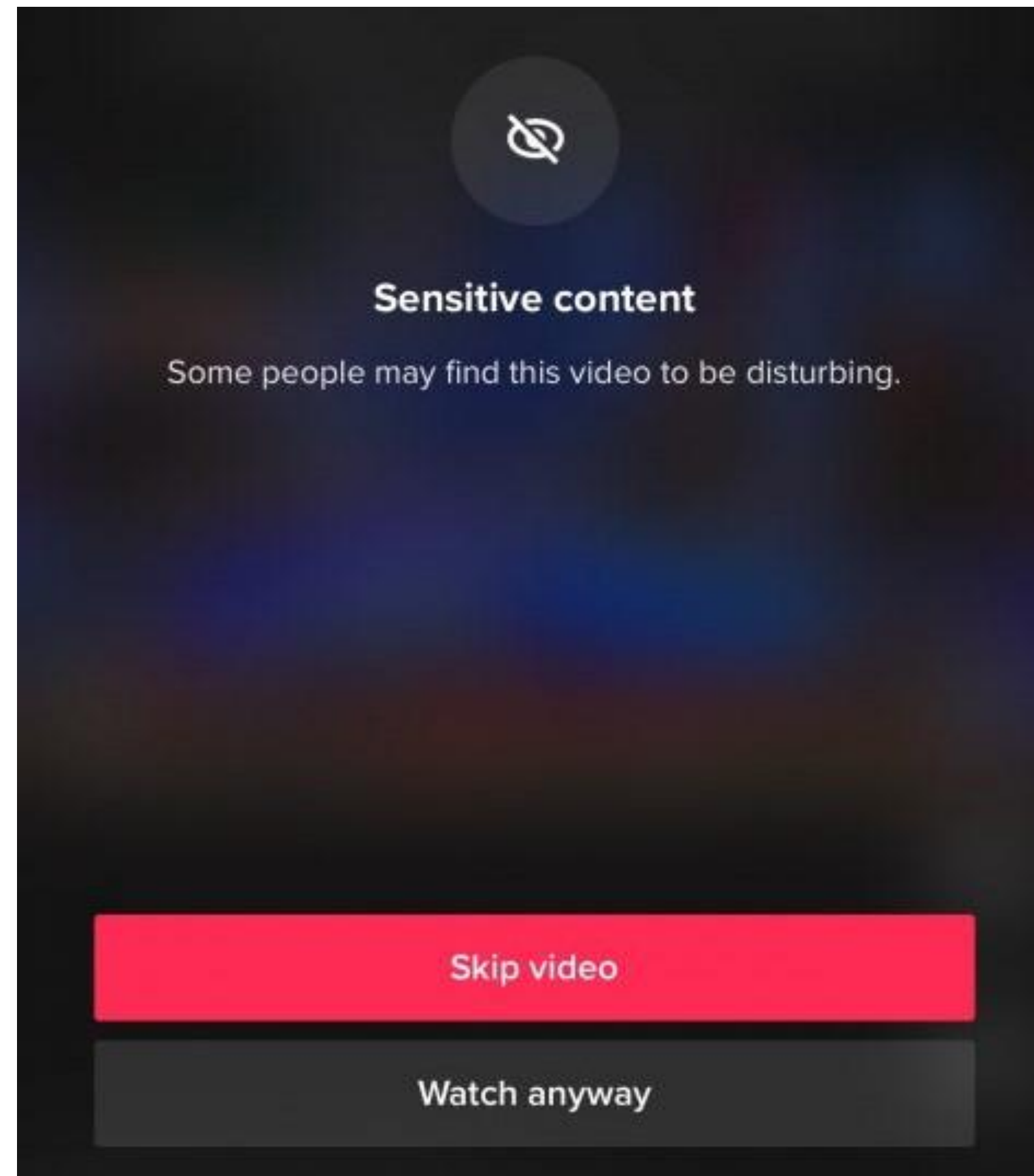
Rap & Swan Lake?  
Yes or No?  
Duet with us to find out



Rap & Swan Lake?  
Yes or No?  
Duet with us to find out

LPO OPEN VERSE  
CHALLENGE

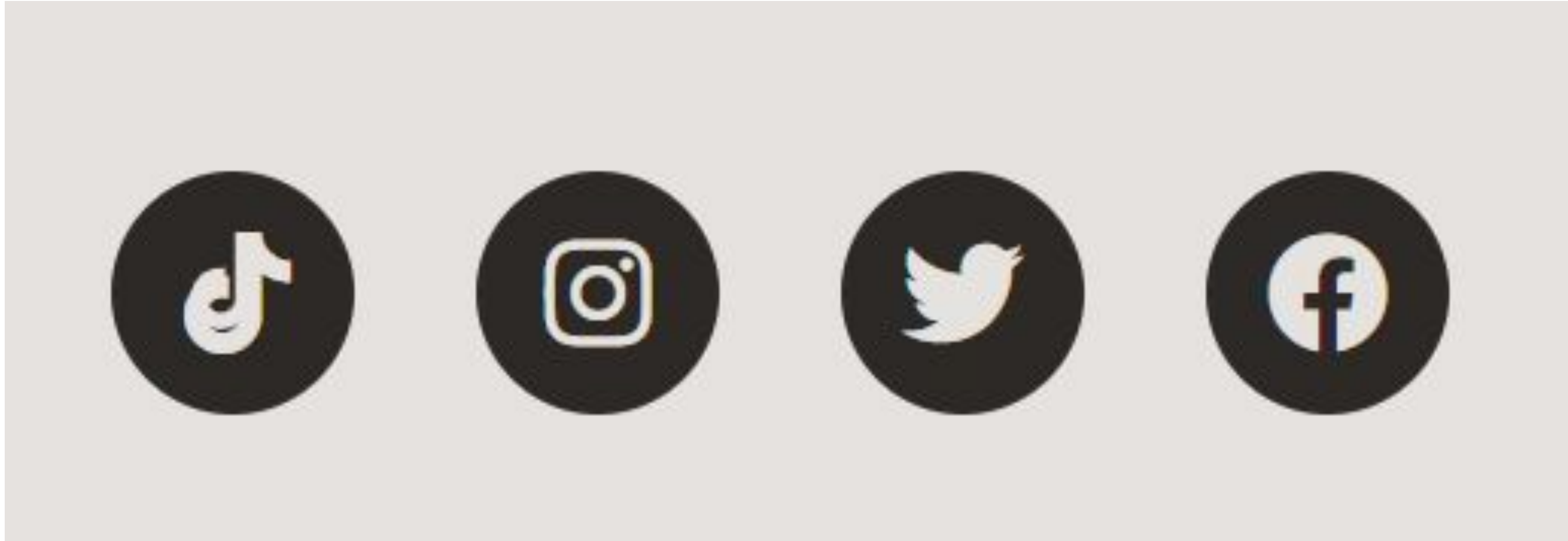
# 8. Sensitive content





# 9. Reuse elsewhere





**10. Put on your homepage**



- The rise of TikTok
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# A changing paradigm on TikTok



TikTok Creators step easily into the protagonist role because TikTok's **storytelling values** are inherently different from what you'll find on competitor platforms.



# Accessible





# Trends vs. Evergreen



## Fluid (trends)



# Fluid (trends)





**Niche**



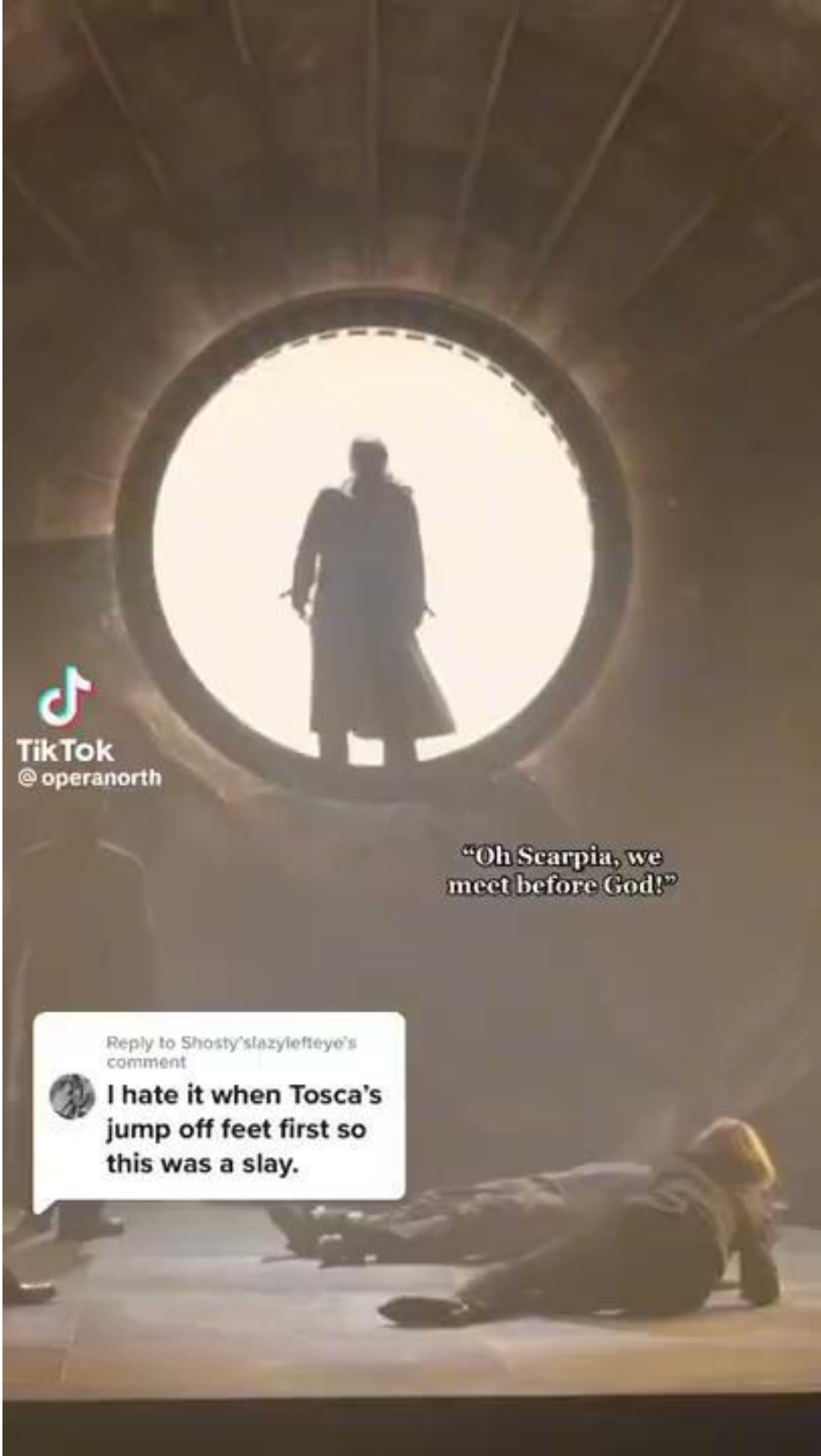


# Niche





# Collaborative



**Intimate**



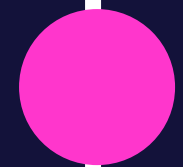


**Intimate**

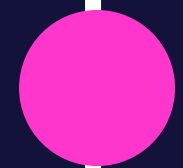




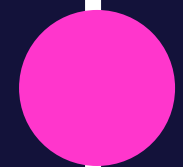
The rise of TikTok



Considerations before getting set up



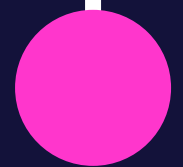
Practical tips for using the platform



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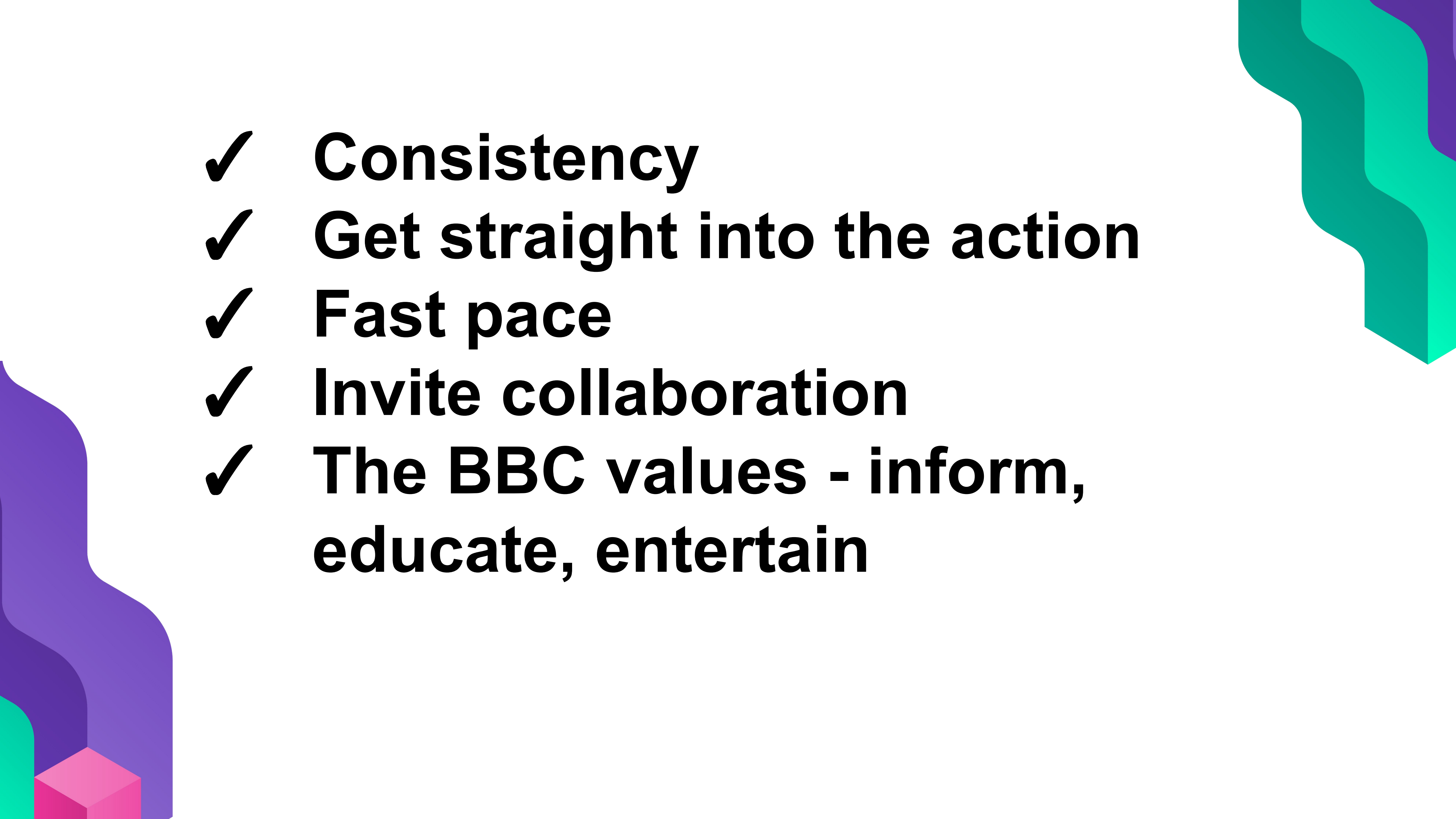
Best practices for your videos



Q&A





- 
- ✓ **Consistency**
  - ✓ **Get straight into the action**
  - ✓ **Fast pace**
  - ✓ **Invite collaboration**
  - ✓ **The BBC values - inform, educate, entertain**

# Q&A



**Digital Culture  
Network**





# Upcoming webinar

**Limited resources? Do less and achieve more with your marketing!**

Ollie Couling - Tech Champion for Digital Marketing and Strategy

Wednesday 6 September 2023 at 2pm

# Get in touch

## Send us an email

[digitalnetwork@arts council.org.uk](mailto:digitalnetwork@arts council.org.uk)

## Join the mailing list

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