

Tik-Tok Guide

Fontys ICT Group 2

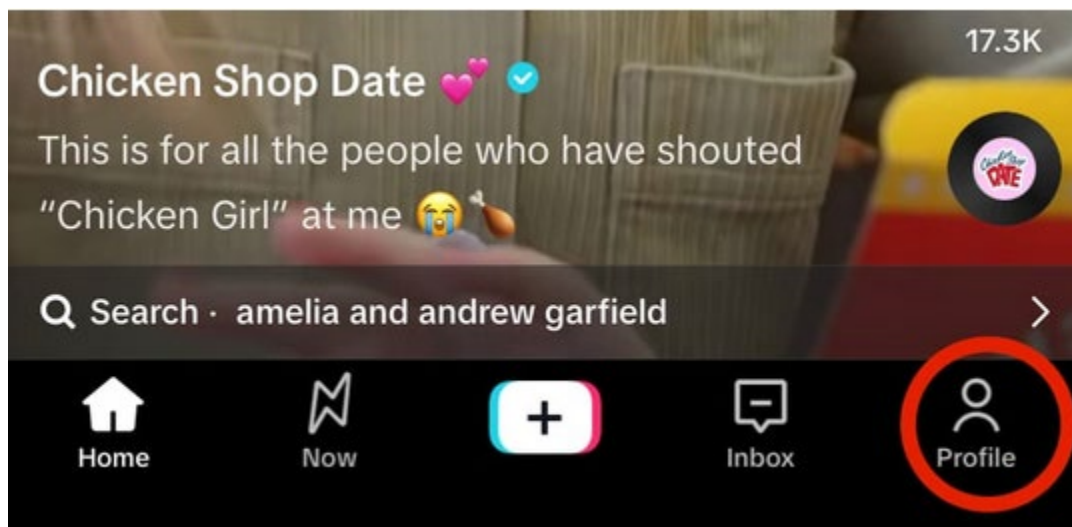
Step 1: Download the app	2
Step 2: Set up your account.....	2
Step 3: Set up your shot and pick effects.....	4
Step 4: Record.....	8
Takeaways	11

Step 1: Download the app

1. Head to the **App Store** or **Google Play** and download TikTok.
2. Once installed, open the app.
3. TikTok offers various sign-up options: You can instantly sign up with Facebook, Gmail, or Twitter. Alternatively, you can create an account using a standard username and password if you prefer not to link any of those accounts.

Step 2: Set up your account

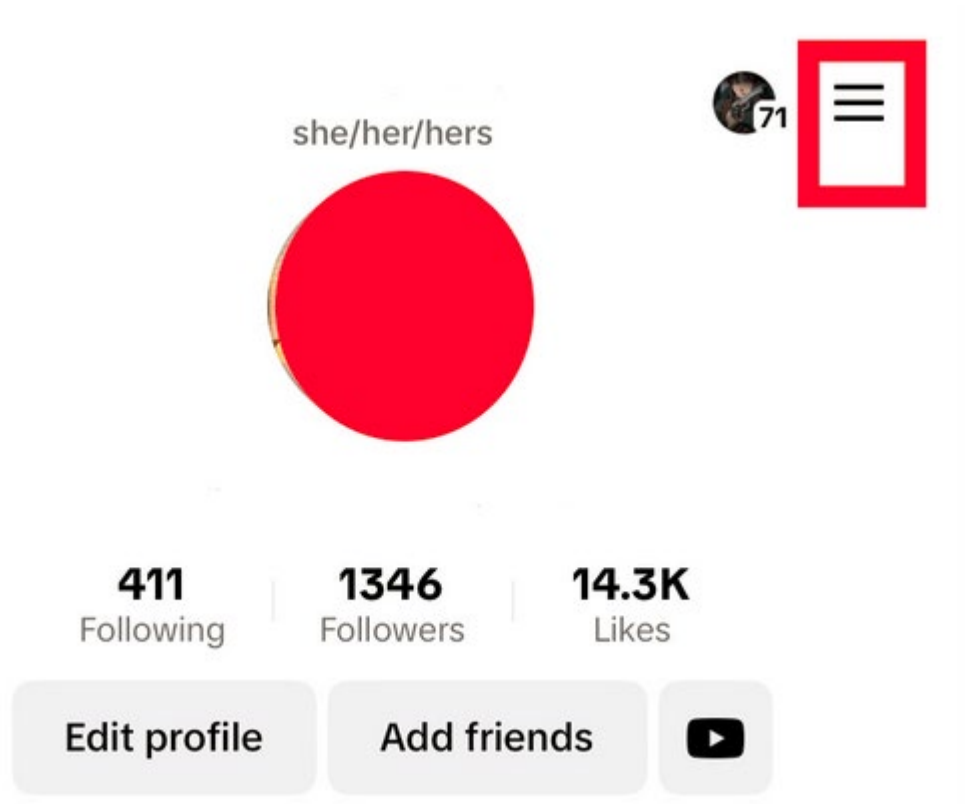
After you've logged in, you'll find yourself on the video feed right away. But before we dive into how everything works, tap on the icon in the lower right corner that resembles a person's outline. That's where you can **view** and **edit** your profile.



Once you're in your profile, tap on the "**Edit Profile**" button. From there, you can choose a profile photo or video, and don't forget to add your username and bio information. If you have other social media accounts like YouTube and Instagram, you can link them to showcase your online presence.

Tip: Linking other media platforms could be a smart way to expand your reach.

If you're looking to market your organization on TikTok, consider upgrading to a business account. Simply go to your profile and tap on the horizontal lines at the top right corner of the screen to access the settings.



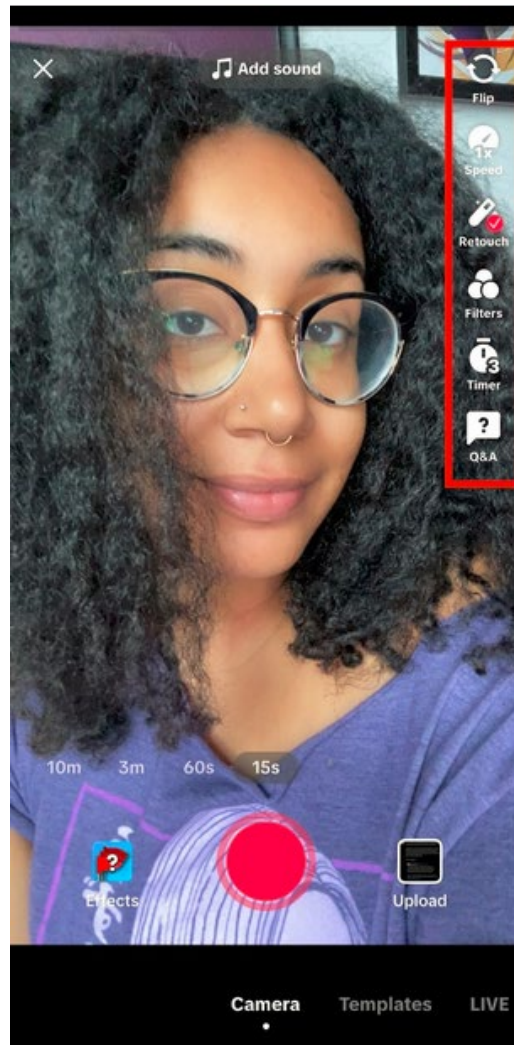
Next, tap on "**Settings and Privacy**," then select "**Account**," and finally, tap on "**Switch to Business Account**." By switching to a business account, you'll unlock TikTok's comprehensive analytics tools, which are not available with a personal profile.

Step 3: Set up your shot and pick effects

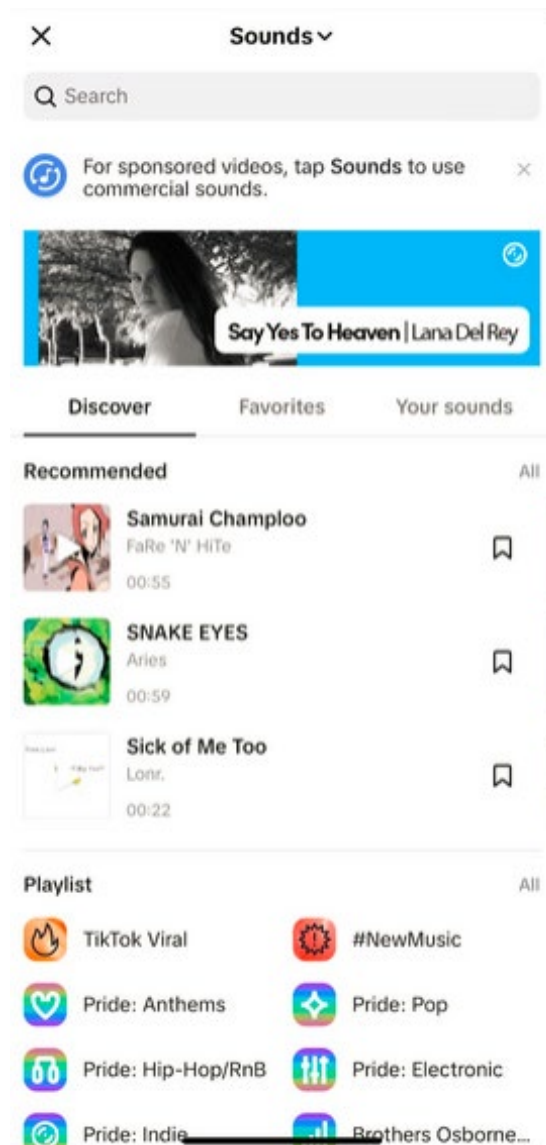
To start recording, tap the **center tab** to enter the camera. If you need to adjust the direction, tap the Flip icon in the top right corner. On the right side of the screen, you'll find handy icons for various features:

- **Speed:** Adjust the recording speed, whether you want slow motion or to speed things up.
- **Retouch:** Use filters to smooth out imperfections and enhance your appearance.
- **Filters:** Experiment with different color filters to add style to your video.
- **Timer:** Set a countdown for hands-free recording.
- **Q&A:** Add an ice-breaker question to spark conversations with your audience.

At the bottom of the screen, you'll notice Camera, Templates, and Live tabs. The Camera tab is where you record your video. Templates offer different combinations of music and effects to enhance your content. And the Live tab enables you to interact with viewers in real-time while recording.



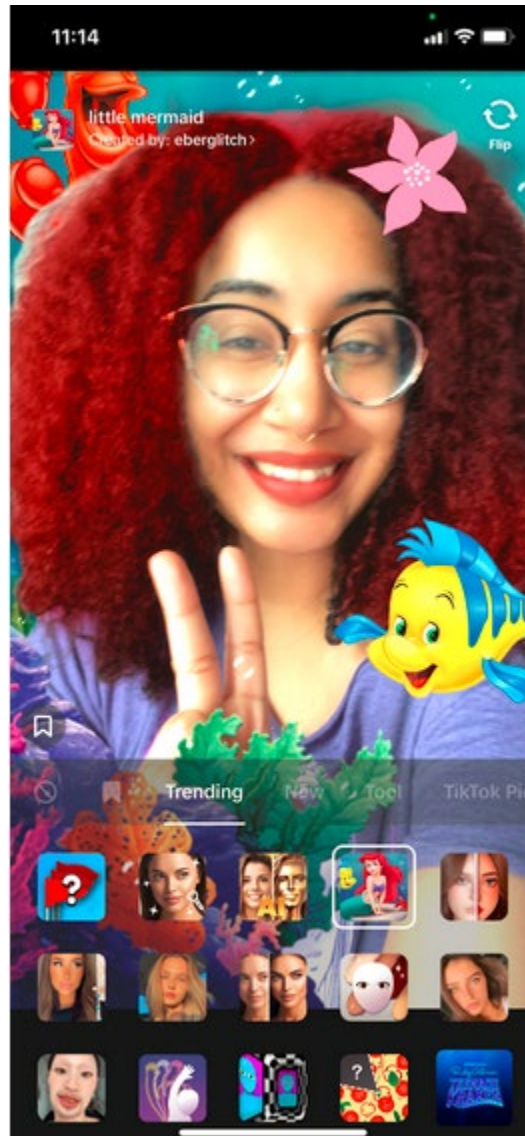
In the top center of the camera screen, you'll find music notes accompanied by **"Add a Sound."** Tap this to select the musical overlay or sound effect you'd like to incorporate into your video.



At the bottom of the camera interface, you'll notice an **Effects** icon on the right and an **upload button** on the left, allowing you to record videos outside the app.

Pro Tip: With a business account, you'll only have access to sounds that are pre-cleared for commercial use.

Tapping the Effects button reveals a wide array of AR filters and special effects that can enhance your face or surroundings. You can also choose a video overlay-style filter from this menu.



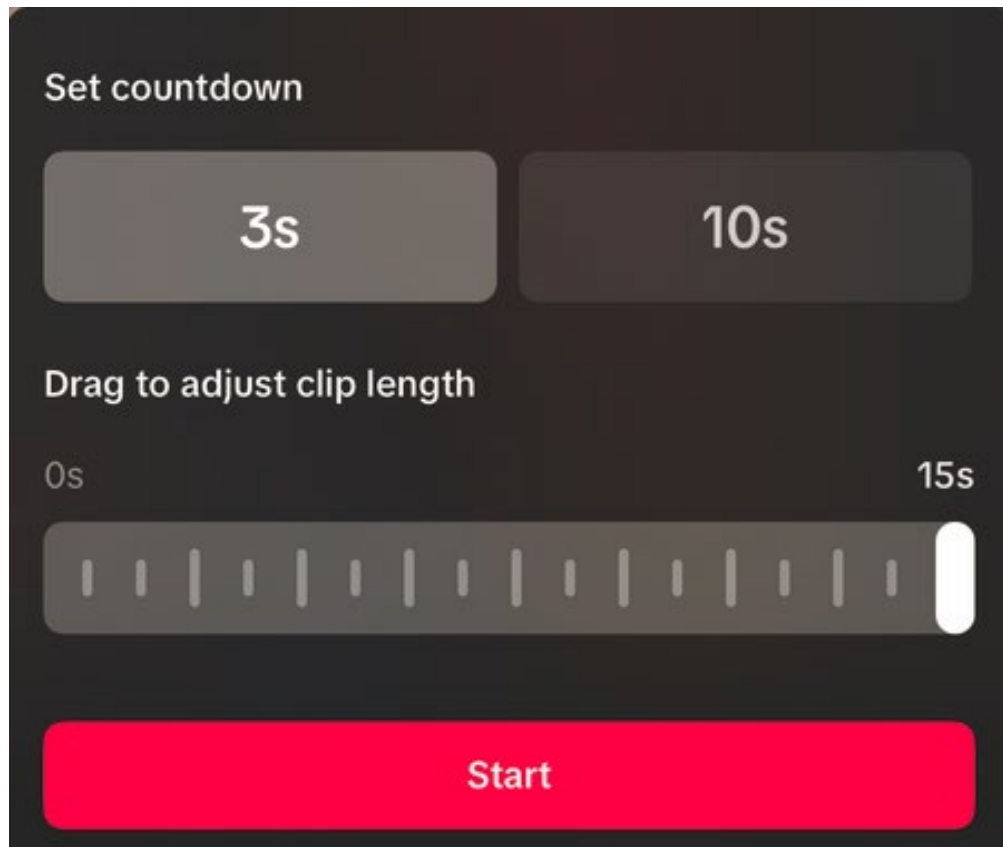
Step 4: Record

Once you're prepared, press and hold the red record button. You have the option to record your video continuously or in segments.



If you prefer to capture different shots or record your video in segments, just **hold the record button for each segment, release it, then press and hold it again** when you're ready for the next shot.

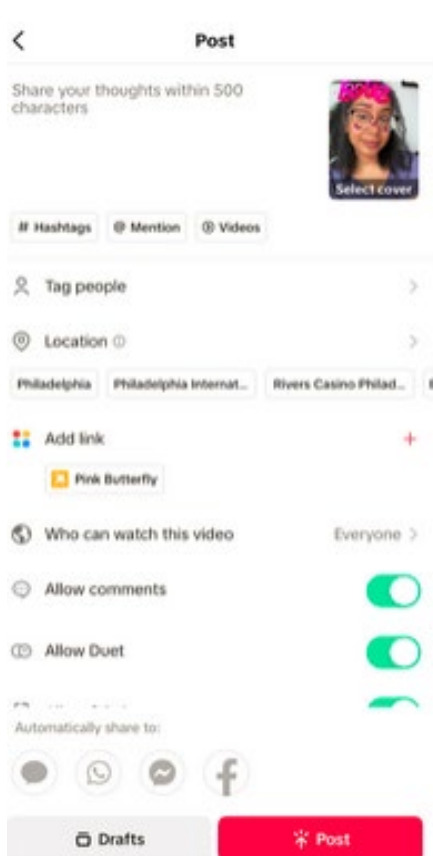
Not keen on holding down the record button throughout? Prior to entering record mode, you can utilize **the timer feature** to allow ample time to position your phone and strike a pose before it begins recording automatically.



Once you've recorded your video, you can still enhance it by adding a musical overlay, applying filters, and incorporating other primary special effects. Additionally, you have the option to include stickers and text overlays to further customize your video.

Once you're satisfied with your video, tap "**Next.**" This will take you to a page resembling Instagram's post page, where you can add a **caption, relevant hashtags, and tag other accounts.**

Here, you can also adjust the video's privacy settings, enable or disable comments, select a cover photo, and allow duets or reactions.



Takeaways:

As you brainstorm or film your first TikTok videos, consider these tips to create unique and engaging content:

1. **Have fun with special effects:** Experiment with the various effects available on TikTok to add flair to your videos. Audiences on the platform enjoy creativity, so don't be afraid to get playful.
2. **Embrace the music:** Incorporate music or sound effects into your videos, as they are integral to the TikTok experience. Choose tracks that complement your content and enhance its appeal.
3. **Film multiple shots:** Keep your videos dynamic by including multiple shots or angles. This adds visual interest and keeps viewers engaged throughout the video.
4. **Show your personality:** TikTok users appreciate authenticity and humor. Feel free to showcase a lighter side of your brand or inject humor into your content to entertain your audience.
5. **Use trendy hashtags and challenges:** Stay up-to-date with popular hashtags and challenges on TikTok. Participating in these trends can increase your video's visibility and engagement. Incorporate relevant hashtags into your captions to improve discoverability.
6. **Learn from other brands:** Take inspiration from other brands' TikTok content. While your company may not be ready to fully embrace the platform yet, observing what works for others can spark ideas for your own TikTok strategy.

Remember, TikTok offers a unique opportunity to engage with younger audiences and raise awareness of your brand in a fun and creative way.

Reference: HubSpot. (n.d.). How to Use TikTok: A Comprehensive Guide for Marketers. HubSpot Blog. Retrieved from <https://blog.hubspot.com/marketing/how-to-use-tiktok>
