



# Intro to TikTok

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January 2024



# THE AGENDA

1. TikTok 101
2. Algorithm Insights
3. Content Suggestions
4. Best Practices

# TikTok 101

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# What is TikTok?

- TikTok is a **short-form video** hosting platform. It hosts user-submitted videos ranging from 3 seconds to 10 minutes.
- TikTok is one of the fastest-growing apps. It reached **1 billion active monthly global users** faster than major social media platforms like Facebook, Instagram, and YouTube.
- TikTok has 73.7 million monthly active users in the U.S. and is forecasted to reach **88.7 million by 2024**.



**TikTok**

# Why should you use TikTok?

- Improve brand **awareness**
- Generate **sales via TikTok Shop**
- Enhance target audience **engagement**
- Increase **brand transparency**
- **Humanize** your brand

## High Usage:

The average TikTok user spends 1.5 hours browsing content on the app, **daily**, and 22.9 hours **monthly**.

41%

of TikTok users say “lifting their spirits” is key in motivating them to make a purchase.

# ALGORITHM INSIGHTS

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# The TikTok Algorithm

- TikTok's algorithm is niche-focused, meaning that the content recommendation engine is designed to supply viewers with content catered to their specific interests.
- TikTok's algorithm prioritizes 4 main elements:
  - Engagement
  - User Interactions
  - Video Information / Metadata
  - Device & Account settings



**TikTok**

# The TikTok Algorithm

- Engagement:
  - The TikTok algorithm will boost the visibility of content that naturally generates high engagement in the form of likes, comments, shares, and saves (downloads).
- User Interactions:
  - TikTok will recommend content to users who follow creators producing similar content on the app - this is in line with the niche-focused nature of the platform.
- Video Information / Metadata:
  - These items include but are not limited to the caption of the video (including text, tags, hashtags, etc), video source (whether the video was recorded natively or off-platform), embedded details, etc.
- Device & Account Settings:
  - The video location, the languages used in the videos, and device of the viewer also plays a role in the algorithm, but less so than the above components.



**TikTok**



# TikTok Targeting

- The platform has seen individual creators and organizations alike produce viral content.
- For the latter, the app provides a key opportunity to expand brand presence, humanize said brand, and target creative content to new audiences via niche-focused distribution.
- Prior to February 2023 TikTok limited users to regional targeting options.
  - Recent targeting changes have created unique growth opportunities for multi-location businesses with stores/franchises/branches to promote.
  - Content creators can select from thousands of towns and cities. When launching ad campaigns, they can tap into demographics such as age, gender, hashtag, or interest.



**TikTok**

# TikTok Lead Gen Forms

- TikTok's lead gen forms are perfect for performance campaigns as they:
  - Can help capture first party data with ease.
  - Are optimized for mobile, customisable, pre-populated and available to integrate with most CRM's.
  - Can be tailored to specific verticals and are well-suited to high-value items/services.



**TikTok**

# CONTENT SUGGESTIONS

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# An Intro to TikTok Content

## Content Categories

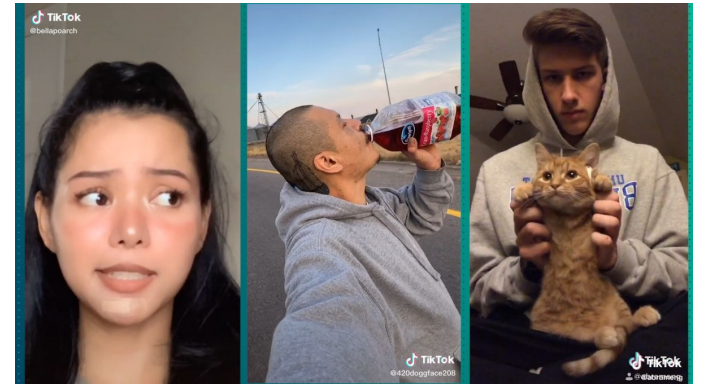
- One of TikTok's greatest strengths as a social media platform is to **foster niche communities within larger interest categories**. While there are thousands of interests that are discussed on TikTok, the app itself organizes all of these topics into the following categories:

- [Travel](#)
- [Nature](#)
- [Animals](#)
- [Outdoor Activities](#)
- [Comedy](#)
- [Talent](#)
- [DIY and Crafts](#)
- [Art](#)
- [Food and Drinks](#)
- [Autos and Vehicles](#)
- [Self Love](#)
- [Beauty](#)
- [Babies](#)
- [Learn](#)
- [Society](#)
- [Graphic Design](#)
- [Technology](#)
- [Fashion](#)
- [Sports](#)
- [Family](#)
- [Daily Life](#)
- [Magic Tricks](#)
- [Health](#)
- [Entertainment](#)

# An Intro to TikTok Content

## Niche Content

- Within those categories are an ever-expanding list of niche topics that creators and pages can cover in their videos.
- Topics are usually tagged via #hashtags in the caption of the video.
- Hashtags function as interactive elements in the caption, in the comment section, and within direct message exchanges.



# An Intro to TikTok Content

## Niche Content (cont.)

- There are a few ways to identify niches topics that are relevant to your target audience:
  - **Trending Topics:** TikTok's [Explore Page](#) features content from a variety of the previously listed categories, as well as a "You May Like" tab that includes fire 🔥 icons highlighting topics that are trending in popularity on the app. Tiktok also releases [Trend Reports and other community articles](#) detailing the newest trends in content creation.
  - **TikTok Creator Portal:** Within the [TikTok Creator Portal](#), you can find resources to improve your [content strategy](#). The resources within the portal include lessons on content planning, branding, and community engagement.
  - **TikTok Analytics:** TikTok's analytic dashboard allows you to review your content's performance and gain insights as to which topics are the most relevant to and resonating the best with your target audiences.

# Branded Content

## Creativity is King

- Branded content must remain creative.
  - Average TikTok users are younger than users on other platforms. They are seeking content that will **entertain, humor, intrigue, or inspire, and are often critical of branded content.**



# Branded Content

## Creativity is King

- That said, there are ways to infuse creativity and strategic content creation tactics to win over TikTok audiences from a brand perspective.
  - By leaning into trends, using popular audio samples, and humanizing customer experiences with authentic storytelling, branded content can blend into a user's feed with other non-branded videos (**this is a good thing**).





# Branded Content Suggestions

## Defining Your Brand Personality

- The concept of **humanizing** your brand through social media content is not a new idea, but on TikTok, this practice is integral to the success of your page's content.
- While you will definitely want to establish your area of expertise and position the brand as an authority figure, it's more important to **first consider building a brand persona** by highlighting your company's unique features.
- [TikTok's Creator Portal guide to personal branding](#) for individual creators offers insight that is very applicable to branded accounts that are attempting to establish a brand personality at the corporate or local level.

# Defining Your Brand Personality

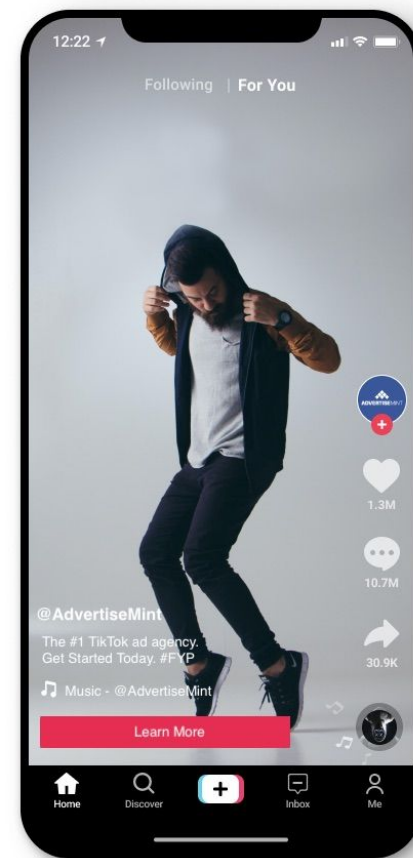
When deciding what kind of content to post, ask yourself the following questions:

- What is the brand **passionate** about at the corporate and local level? What **emotions** are associated with your typical customer experience?
- What emotions are associated with the products or services you offer, both from the perspective of your employees AND your customers?
- How does your **mission statement** align with your employee's passion for the industry?



# Defining Your Brand Personality

- Eating is enjoyable for customers, and cooking is meditative for chefs.
  - **Video Idea:** A customer at a drive-thru wonders about the chain's delicious food, quick cut to a chef making a sandwich in dramatic slow motion with classical music, then back to the drive-thru as the customer grabs the bag and says thanks before driving away.
- Getting a tire change is relieving for stressed drivers and rewarding for mechanics.
  - **Video Idea:** A brief raw video showing an experienced mechanic fixing a flat tire in under a minute, ideal for showcasing brand value.
- Filing an insurance claim is chaotic for claimants.
  - **Video Idea:** A one-minute compilation of disasters like house fires and car accidents, with a sudden cut to an approved insurance claim. Overlay the slogan "We know a thing or two, because we've seen a thing or two," with a slow crossfade and faint office white noise.



# Defining Your Brand Personality

- What are your local superpowers? How are you involved in your community? Who are the kinds of people working at your local storefronts?
  - Fitness centers witness frequent comeback stories. Video Idea: Trainer arriving early, turning on lights, typing at a desk, then quick clips of them motivating clients through weightlifting, cardio, and personal record-breaking.
  - Your business can join a holiday food drive or charitable event. Video Idea: Promote the charity drive with a store owner doing a funny activity if the fundraising goal is reached, like hosting a company-wide Zoom meeting as Santa Claus or caroling solo door to door in the neighborhood.
- What topics do you authentically want to cover? What stories are trending in your industry?
  - Financial Services firms consult customers with complex financial problems. Video Idea: a one minute recap from a manager on how to be X% richer next year by taking advantage of new government programs, company discounts, and financial planning apps.
- What aesthetics or styles are true to you? What kind of imagery, sounds, and messages align with your brand's business model?

# Branded Content Resources

- In addition to organic content, you may look to push your creative video campaigns via [TikTok Ads](#), which has a resource dedicated Large Business Solutions covering everything from content creation, to branded effects, to [TikTok Shop](#) (which has just recently grown to be a tremendous vehicle for retailers looking to promote physical products online).
- In the event you are seeking external creative support, [TikTok's Creative Solutions](#) offering provides access to agency and influencer marketing services.
- If you are new to video content creation and need training on the basics of TikTok videos, [TikTok Academy](#) is a great place to get started.
- [TikTok Insights](#) provides great data on user-brand engagement. Use this tool to evaluate how users behave and connect with brands through the platform.
- Worried about protecting your brand's image on TikTok? Check out the [TikTok Brand Safety Center](#) to ensure your brand's safety while navigating this new platform.



# Multi-Location Reminders

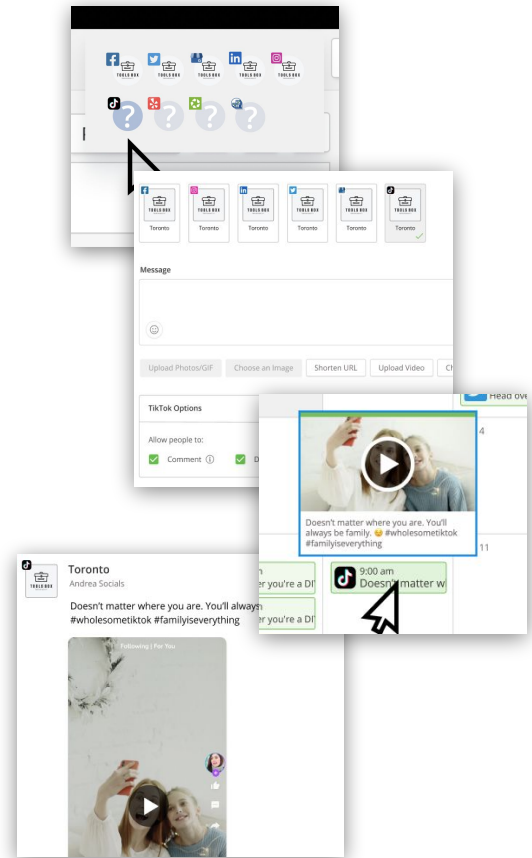
## Authenticity Over Everything

- It's ok to not have a social media expert or content marketing specialist at each of your locations.
- Remember - on TikTok, genuine connections > polished marketing content.
- The authenticity of a store's day-to-day operations, customer interactions, and employee personalities are your biggest creative assets on TikTok.
- Introduce your franchisees, highlight their stories, and give viewers a glimpse into store's daily activities to establish an authentic brand identity.
- Authentic content resonates and builds trust with your audience better than any other strategy on the platform - the more your audience members feel connected to the content creators at your location, the better your content will perform.
- [FMS Franchise](#) has created a great list with additional content ideas for multi-location/franchised brands that overlap with TikTok's creative solutions / resources.

# TikTok + SOCi

## Current Features Available via SOCi:

- Posting and Scheduling TikTok posts to groups/locations
- Visualizing TikTok posts in the Scheduler: day, week and monthly views are accessible.
- Visualizing TikTok post preview upon clicking it on the Scheduler, along with it's post metrics.
- Visualizing your Scheduled TikTok posts in the Queue page
- Visualizing your Published TikTok posts in the Published page
- Allowing external audiences to approve your TikTok posts in the Client Approval Gateway



# TikTok + SOCi

## Future Releases

- TikTok post metrics in Post Activity page
- TikTok as a network on Insights Page (Login screen)
- Creating and suggesting posts in Community Calendar
- Creating TikTok posts with duet/stitch settings in the Libraries
- TikTok Engagements (Comments and DMs)
- TikTok metrics in the Reporting suite

## Technical / API Limitations

- Users cannot post photos and photo slideshows to TikTok
- Users cannot post Text-only TikToks
- Users cannot add Stickers, filters, effects and audios to TikTok posts





# Specifications and Notes

## Here are the Video specifications for TikTok video posts

- The audio-video content must be contained in .mp4, .mov or .webm format.
- The maximum video size is 1 GB.
- The minimum video duration must be 3 seconds, and the maximum video duration is 600 seconds.
- The minimum height and minimum width of the video must be 360 pixels.
- The minimum frame rate of the video must be 23 FPS, and maximum frame rate is 60 FPS.

## Here are the caption specifications

- Video caption/description - which can contain #hashtags and @mentions of friends (mutual followers) of the owned TikTok Account.
- Length limit: 2,200 characters (UTF-16 encoding), including a maximum of 30 mentions.