

TIKTOK CRASH COURSE

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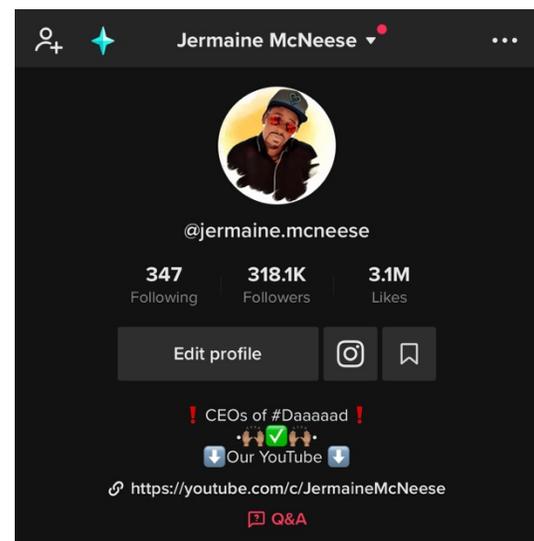
So, you want to TikTok...and you have absolutely no idea what the whole app is about? You've seen. People do lip syncing, dancing, acting, and possibly even some over the top professional effects...well, you aren't alone. This app is insane. So, to help ya through this one, I created this simple write up detailing a few things, and how to make them work. Crash course style.

Profile Set Up!

This is an important step. This is where people will be able to get a LOT of information. You want to maximize on the available space, because it allows for you to direct traffic to other pages you may have, your business, and other online platforms that may benefit from the added exposure.

Account Types

There are multiple account types. Creator, Business, Pro and regular. Each one offers slightly different benefits, and it is good for you to see which one fits you. They are fairly self-explanatory so I won't bore you with the specifics of each one. Be mindful of which fits your style, and or business and go from there.



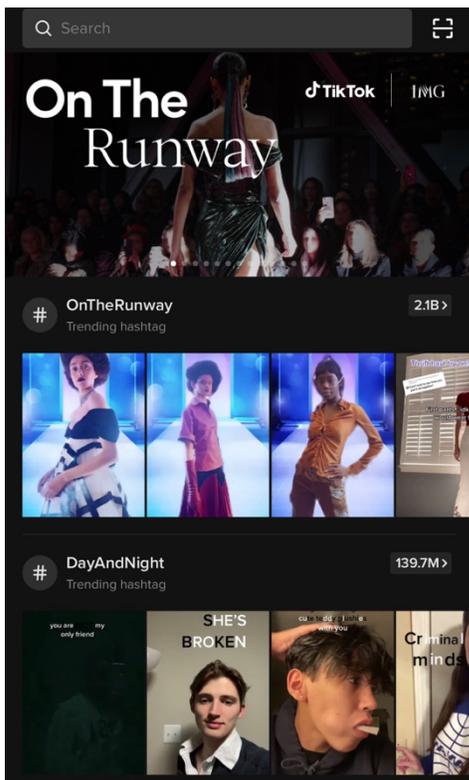
HOME: For You Page or Simply "FYP"

The main home page that shows your videos of course is just that. It's the main home page. If you are wondering why am I breaking this down, it's because there is a process that I want you to know, if you do not already.

On the home page, what is beneficial for you to do, is take time likeing and commenting on the videos produced by people you are following, and do the same on the FYP well. Why? Because this will assist with engagement. The people you follow that you engage with, will most likely reply to your comments or so. When they do this, your content will be pushed ever so slightly more to them. It's almost as if you are tricking the algorithm into making you stay closer to their content and vice versa.

The FYP is where the most noticed and trending videos will be posted. You'll know when you hit this bad boy because your views on that specific video, will skyrocket past the original amount of views that you normally bring.

The counterpart to this is that it may urge you to believe that all of your content should receive the same amount of attention. This is not the case. Something in the video that you posted, triggered a response in your following community or the Tiktok sample group of individuals that your video was pushed to, that lead to a longer or repeated watch time, comments, likes, or shared in a form of Duets, stitches, copying the link and more. (Covered Later Below)



DISCOVER tab

The discover tab will take you into the area that allows you to search for trends, be it trending sounds, hashtags, or even locate a friend. It gives you a nice run down on what is doing well and what has really been pushed over the past couple of weeks. It is forever changing.

POSTING A VIDEO

Posting a video should be done with minimal effort when you are first starting out. Do not try and reinvent the wheel. This is where you can choose to post a video directly from your phone, or create a new one.

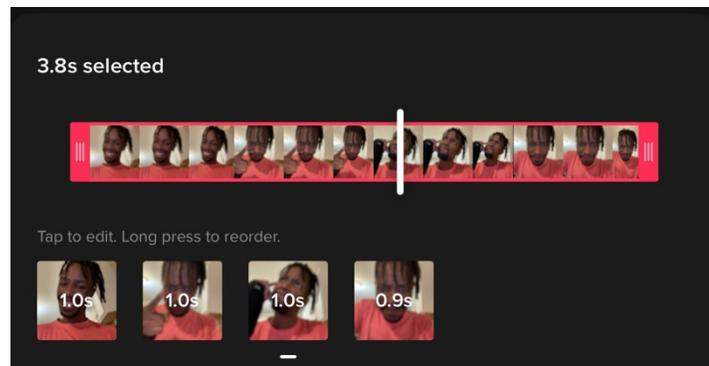
Making a new one gives you a bit of a heads up when you use the app, because it then does not have to work harder to analyze the content that you upload for any guideline violations, as its easily analyzed since you have directly done so through utilizing the app itself. So basically, when you are starting off, use the

app.

Do not try to use all of the effects, and pretty shiny transition effects because what has been seen to be done is that the algorithm assumes that possibly a child or "not interesting creator" is producing a piece of content, and it will not. Push it to the FYP, the goal.

If you are a speaker or a person who has something to say, post it. And post it consistently. If you can edit and do amazing video edits, then hop right on in and do it. Dancer? Then you may find no need to search for ideas, as you'll be in a world of inspiration.

When you are recording, know that you do not have to worry about stopping a video or so on time. If you are doing a video that involves a story, or a script of some sort and its mainly words, then you would benefit greatly by recording each line or phrase in sets. After you record them, you can edit the clips to be shorter to edit out any dead time that you had. This will allow for a nice and concise form of the story or message being shared, without the need to try and remember everything and repeat it all at once.



VIRALITY

The virality of TikTok has been a mystery. Many people make assumptions as to what will make this or that viral, but it boils down to many many factors. So be mindful about this when creating. If virality is your only goal, you will have a hard time trying to create, as your ideas will only focus. Around virality rather than creating videos that come fairly easy to you, that are incorporated into your daily life.

What this means is that you would benefit more, from creating videos, that come from experience, or a situation that you want to highlight. An example of that would be that if you are a gamer, you would make content around being a gamer, or things that you experience as a gamer. If you were a comedian, then you would produce videos with a comedic sense within them. You can do these all unscripted or scripted.

The cool part about that as well, is that you CAN enjoy what TikTok is known for as well. And that's just copying a funny or interesting piece of content, and adding your own twist to it, and going about your way. It's what millions of users are doing. No need to reinvent the wheel for a 30-40 second video. If you are a business and you are looking to promote, then a simple way would be to follow a trend and add your own business flair to it.

An example would be that if you had a financial business, you would simply find a trend, and incorporate the style by utilizing key attributes of your financial business product and/or service.

SUMMARY

I can detail the whole app out to you, but it still wouldn't really do as much justice, as you are hopping right on in and doing trial and error with a few things. This small write up can help you stay on track with a few things,

but your page needs YOUR personal touch, not mine. I'm just the guy who understands it. You are the one who will be navigating the FYP and building your custom algorithm that appropriates content to your FYP that fit your liking. Utilize the videos that you like and share as sources of inspiration that help guide your creativity.

I really do hope that this short crash course gets you a tad more confident about TikTok and that it brings you great success!

Thank you again!

A handwritten signature in black ink, consisting of a large, stylized 'S' or 'J' shape followed by a long, sweeping horizontal line that extends to the right.