

Table of Contents

INTRODUCTION	1
About This Book	1
Foolish Assumptions	2
Icons Used in This Book	3
Beyond the Book	3
Where to Go from Here	5
PART 1: GETTING STARTED WITH TIKTOK — THE MOVIE STUDIO IN YOUR POCKET	7
CHAPTER 1: Using TikTok for the First Time	9
Downloading TikTok for Your Mobile Device	10
Creating Your Account	11
Exploring Your Settings	14
Updating your profile	15
Updating your profile and privacy settings	17
Creating Your First TikTok Video	19
CHAPTER 2: Browsing TikTok	25
Browsing on the Home Screen	25
Liking and Commenting	27
Sharing Videos	30
Listening to Your Audience: Direct Messages and Inbox Notifications	33
Responding to comments and mentions	35
You've got mail! Checking your DMs	37
Discovering Users and Content	38
CHAPTER 3: Diving Deeper: Creating TikTok Videos	41
Starting a Recording	42
Picking Sounds for Your Video	47
Choosing Effects for Your Video	50
Selecting a Filter for Your Video	53
Recording in TikTok versus Uploading	55
Using Templates to Show Off Your Photos	57

CHAPTER 4:	Publishing Your TikTok Video	61
	Adjusting Clip Size after Recording	62
	Adding Filters and Effects to Recorded Videos	65
	Adding filters after recording	65
	Adding effects after recording	65
	Adding Sound to Recorded Videos	68
	Using sounds from TikTok	68
	Adding voiceover and narration	70
	Adding voice effects	72
	Adding Text and Stickers to Recorded Videos	73
	Adding text	73
	Adding stickers and emojis	76
	Pinning stickers, emojis, and text	78
	Publishing Your Video	79
	Creating a description and tagging	79
	Editing the cover image	81
	Setting privacy and sharing	83
CHAPTER 5:	Acclimating to TikTok Etiquette and Culture	85
	Becoming Familiar with TikTok Culture	86
	Speaking TikTok Jargon	88
	Knowing When to Like, Follow, or Share	90
	Winning Friends and Influencing People	92
	Catching the attention of major influencers	93
	Helping other TikTokers	93
	Understanding TikTok's Rules	95
CHAPTER 6:	Staying Safe on TikTok	99
	Setting Up Your Account Privacy	99
	Keeping Your Children Safe	104
	Protecting kids under 13	104
	Family pairing for teens 13 to 17	104
	Dealing with Bullies and Trolls	107
PART 2: BUILDING YOUR TIKTOK FOLLOWING		109
CHAPTER 7:	Looking at Your Profile Stats	111
	Understanding the Value of Followers	111
	Breaking Down Your Following, Followers, Likes, and Views	113
	Looking at Detailed Account Analytics	114

CHAPTER 8: Creating Viral Content	119
Understanding the TikTok Algorithm	119
Identifying Trending Content	124
Checking the discover page	124
Finding content through search	127
Grabbing Your Viewers' Attention	128
Stay positive	129
Keep your content clean	129
Invoke emotion	131
Use a ring light and microphone	131
Clarify and organize your message	132
Consider third-party tools	132
CHAPTER 9: Reaching New Audiences with Advanced Features	137
Duetting with Your Favorite Videos	138
Stitching the End of a Video	141
Livestreaming When You're TikTok Famous	142
PART 3: USING TIKTOK AS A BUSINESS TOOL	147
CHAPTER 10: Using TikTok to Grow Your Business	149
Understanding How Your Business Fits with TikTok	150
Knowing Your Audience and Competition	151
Integrating TikTok into Your Funnel	155
Creating Content That Sells	157
CHAPTER 11: Understanding TikTok Analytics for Your Business	159
Knowing Which Data Is Important	160
Understanding TikTok Analytics	161
Getting Data from Third-Party Tools	164
PART 4: THE PART OF TENS	165
CHAPTER 12: My Ten Favorite TikTok Accounts	167
Learning about ADHD with Catieosaurus	168
Drawing with Dan Povenmire	168
Following the Journey with Lexi McDonald	169
Dancing with Bao Tran	169
Interacting with Cheech & Chong	170
Making Money with Trevin Peterson	171
Sharing Pride with Josh Helfgott	171

Getting Inspired with Shontez Davis	172
Anchoring the News with Marcus DiPaola	172
Learning about TikTok Trends with Jera Bean	173
CHAPTER 13: Ten TikTok Business Accounts	
Doing It Right	175
Sharing the News with <i>The Washington Post</i>	176
Knowing Your Audience with Taco Bell	177
Partnering with Dunkin'	178
Dancing with Break the Floor	179
Placing Product with Pop Sockets	179
Playing Sports with the Utah Jazz Bear	180
Recruiting Influencers with Bang Energy	181
Entertaining with <i>The Tonight Show</i> Starring Jimmy Fallon	182
Being Prepared with the American Red Cross	184
Engaging Your Audience with Chipotle	185
CHAPTER 14: Ten Ways to Grow Your Following	187
Be Transparent and Vulnerable	187
Stay Consistent	188
Know Your Audience	188
Include Your Community	188
Build Up and Promote Others	188
Engage Your Audience	189
Be Entertaining	189
Join Other Influencers	189
Follow Similar Accounts	190
Go Live	190
INDEX	191