

TikTok Playbook

for non-profit organizations



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Foreword

Use TikTok to do good. It's a simple idea that can change how non-profit and public institutions tell their stories and connect with their supporters. We want to inspire and encourage a new generation to have **a positive impact** on our community and our planet.

You may be a UN agency, an NGO, or a cultural and educational institution. You may be an existing TikTok user looking to engage the community better, or perhaps you've found success on other channels and want to bring your point of view to an entirely new audience.

Either way,

this playbook
will put you
on the right track.

About TikTok

Everyone has a voice on TikTok

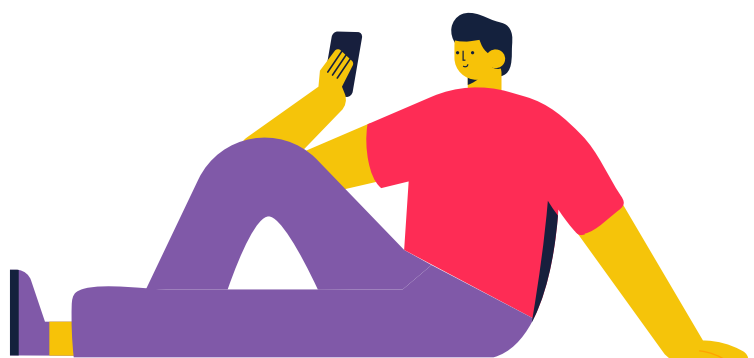
TikTok is a destination for creating and discovering real, interesting and fun short-form mobile videos that will make your day. Our mission is to **inspire creativity and bring joy**.

A diverse global community

TikTok is **the most downloaded video app in the world**, operating in over 150 countries and regions, in 75 languages. While Generation Z and millennials have driven much of our growth to date, the TikTok community breaks through generational divides with family members of different ages often coming together to produce videos.

Creativity is key to success on TikTok

TikTok offers a home for creative expression, encouraging users to **share real moments from their lives** and delivering a personalized video feed based on what they watch, like, and share. This is all made easy on mobile devices.



Why TikTok

TikTok is home to the next generation

TikTok is the ideal platform to connect with a generation who are strongly driven by a sense of purpose and a desire to create a fairer and more sustainable society. It presents an opportunity to raise awareness among younger audiences, educate them about your cause, and encourage them to take action.

TikTok can help you fundraise

TikTok can enable you to collect donations from grassroots supporters using fun and innovative techniques. Donation Stickers are available in selected markets for insertion in videos and live streams.

TikTok is easy to use

You don't need a studio or a large budget to make your content stand out. TikTok is packed with a variety of editing features and effects that lower the barriers to creation. Videos can be instantly shared across social media channels.

TikTok is safe

We are continuously improving our policies and tools to promote a positive and safe in-app environment. We provide privacy settings and engaging educational videos to help give users greater control over their content and connections.

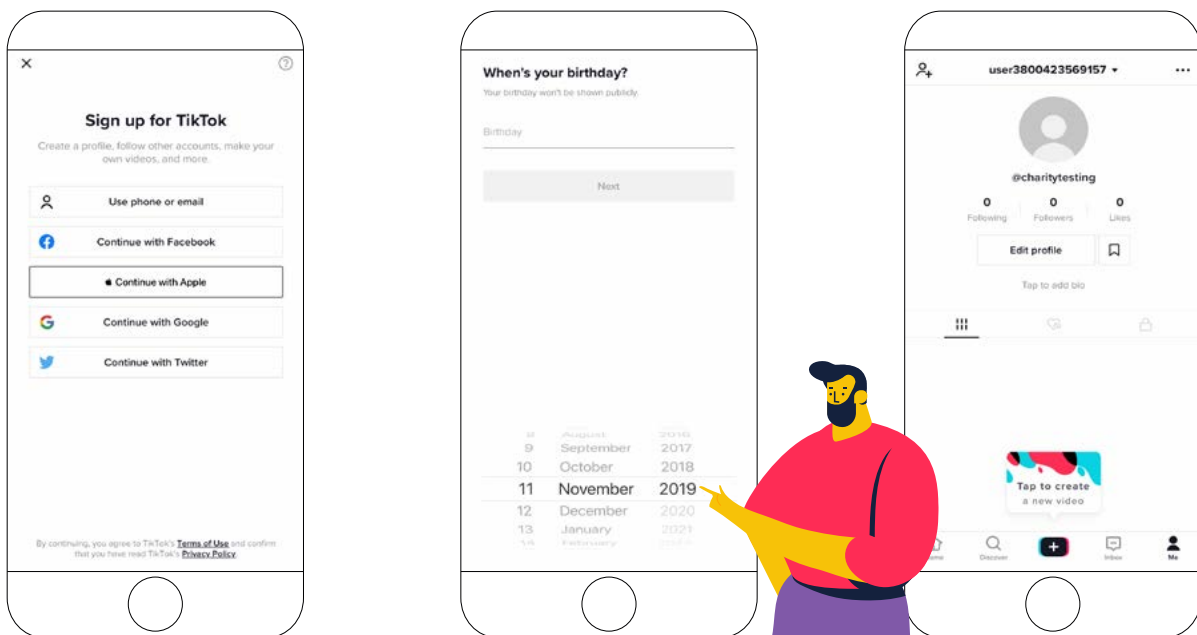
How to build your presence on TikTok



01 How to set up your account

1. Create your account

- Download the TikTok app and tap the profile icon in the bottom right corner of the home page.
- Sign up with your organization's phone number or email address. Alternatively, there is the option to register using an existing social media account.
- If you are creating a new account, enter the birthday as the date your organization was founded – providing it is over 18 years of age.
- Set your password.
- You've successfully created your new account!

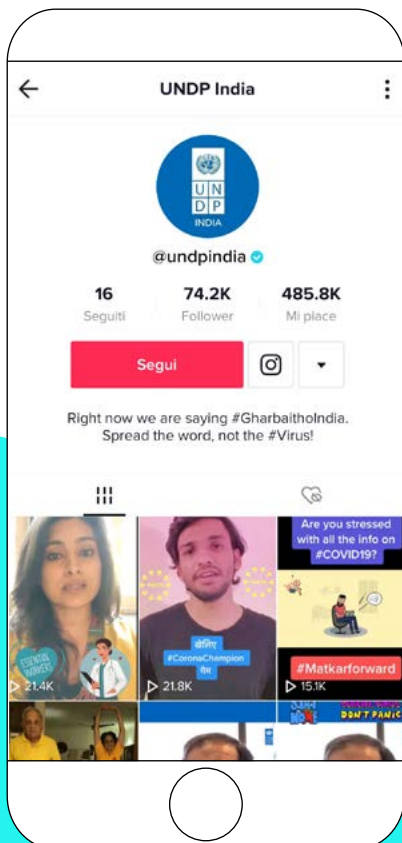
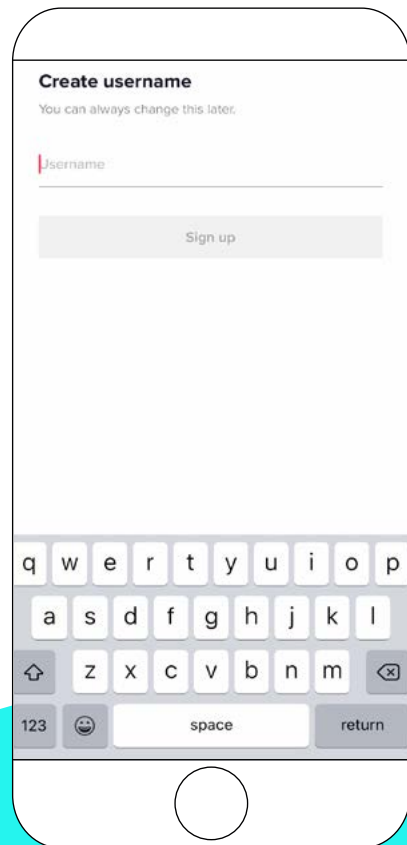


2. Choose a username

Choose a username within 24 characters that identifies your organization. Your username will be shown in your videos and may also appear in search results.

We recommend keeping your username consistent across social platforms and over time, to make it easier for followers to find you.

TIP: If your organization's name is already taken, please consult your local TikTok contact or email tffg@tiktok.com.



3. Add a bio

Include a bio of up to 80 characters in your profile to tell people more about your organization and its mission. You can add a link to your latest campaign, a donation page, or your website. Emojis can also be inserted.

TIP: Consider adding a call to action in your bio such as that used by @UNDPIndia: "Right now we are saying #GharbaitholIndia [Stay at home India]. Spread the word, not the #Virus!"

4. Upload a profile picture

Use the official logo of your organization for consistency. You can change the profile picture temporarily to showcase a campaign or an event, but make sure your organization is still identifiable.

5. Link your social media accounts

You will be required to sign into your social media accounts to do this. Linking your accounts will allow you to share your videos more easily on other platforms such as Instagram and YouTube, helping fuel your growth.

6. Verify your account

TikTok provides verified badges to help users make informed choices about the accounts they choose to follow. A verified badge means TikTok has confirmed that the account belongs to the user it represents. It appears next to the username in search results and on the profile page as a blue check mark.

TIP: Verified badges can only be applied for through TikTok, so get in touch with your local TikTok contactor email ttfg@tiktok.com to inquire about verification.

7. Switch to a Pro Account

TikTok Pro Account gives you the tools to track and improve your performance. It provides detailed insights into how your videos are performing and helps you better understand your followers.

- From your profile page, click on the three dots in the top right corner.
- Choose “Manage My Account”.
- Tap “Switch to Pro Account” and follow the steps from there.
- Select “Business Account” for access to business partner benefits.

Once you have activated your Pro Account, you will find a new analytics button under your account options.

02 How to define your content strategy

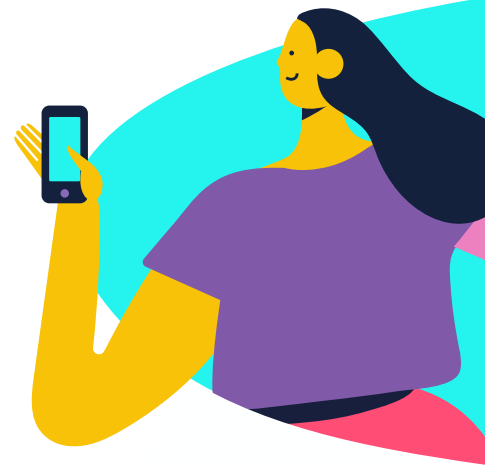
Why is this important?

Developing a content strategy helps you to clarify your objective and define a clear, sufficiently-resourced plan for achieving it.

Below is a step-by-step guide to help you build your TikTok content strategy.

Step 1: Define your objective

Use the following prompts to help you define your objective. Being as specific as possible will help set you up for success.



WORKSHEET

—
What is your mission?
What change do you want to see in the world?

—
How can TikTok help further this mission?

—
Who are the people you are trying to reach?

—
Can you summarize the **objective** of your TikTok strategy in one sentence?

A large cyan rectangular area containing four white boxes, each with a horizontal line at the top and several lines of space for writing. The boxes are arranged vertically, corresponding to the prompts on the left.

Step 2: Establish your main content pillars

Content pillars act as unifying themes running through your content. Here are some potential ideas for content pillars for a non-profit organization:

- **Unique:** Attracting attention and making your organization stand out

Case Study

Ever wondered what is going on inside an ostrich's head?

In **this** video, San Diego Zoo (@sandiegozoo) paired footage with the latest trending soundtrack on TikTok, 'Their Head,' for a unique and fun feel.



- **Educational:** Sharing knowledge and raising awareness

Case Study

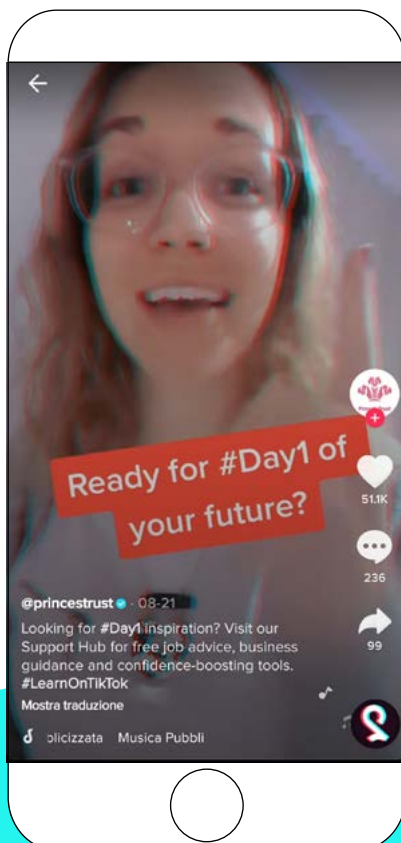
Tim Pearce, Head of the mollusks section at the Carnegie Museum of Natural History (@carnegiemnh), posts a weekly **snail joke** to entertain his audience. His colleagues teach the community about plants and animals using the hashtag #LearnOnTikTok.



- **Inspiring:** Motivating people to take action

Case Study

The Prince's Trust (@princestrust) uses TikTok to provide tips for finding a job and building confidence, using the hashtag [#LearnOnTikTok](#).



Step 3: Flesh out your idea

Below is a checklist you can use to help you plan out each piece of content.

WORKSHEET



Content Pillars



Specific Topic Area / Campaigns



The Story or Call to Action



The Audio



The Sticker



Tone of Voice



Hashtags



Example: Educational _____



Example: Awareness-raising
campaign. _____



Example: Announcing a
recent milestone for your
organization/ Asking users
to share their point of view. _____



Example: Voiceover
by the presenter _____



Example: Text overlay
with questions _____



Example: Excited _____



Example: #DidYouKnow _____

Step 4: Monitor content performance and optimize

Always keep an eye on views, comments and shares of your content. For more detailed analytics, switch to a Pro Account (see page 8). For content that performs above average, it is worth trying to understand what went well and why. Learning from past content success will help you continuously improve your content. Consider boosting particularly popular content via TikTok For Business to amplify reach.

TIP: The TikTok for Good team is always here to give guidance on content, so get in touch!

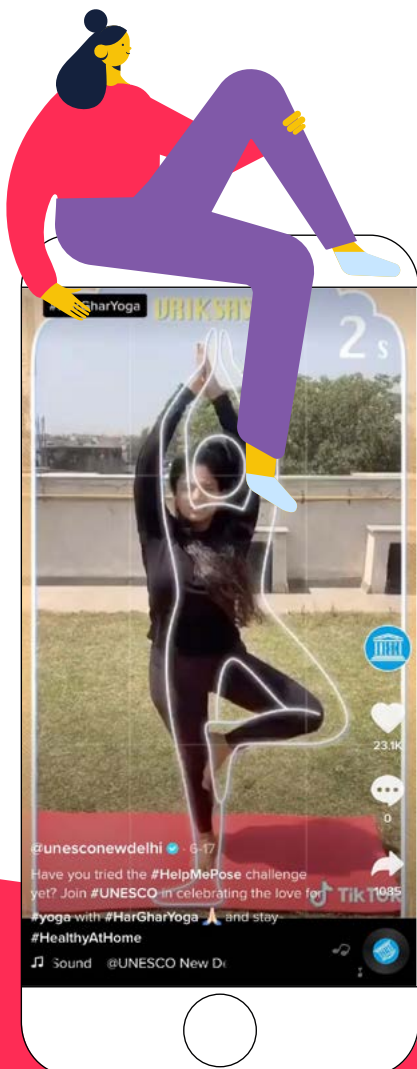


03 How to create compelling video content

This section presents some tips for creating great content.

Activate user engagement

Provide a clear call to action via TikTok's interactive features. Do you want people to visit your website? Donate to a good cause? Let your audience know what you want them to do – loud and clear!



Case Study

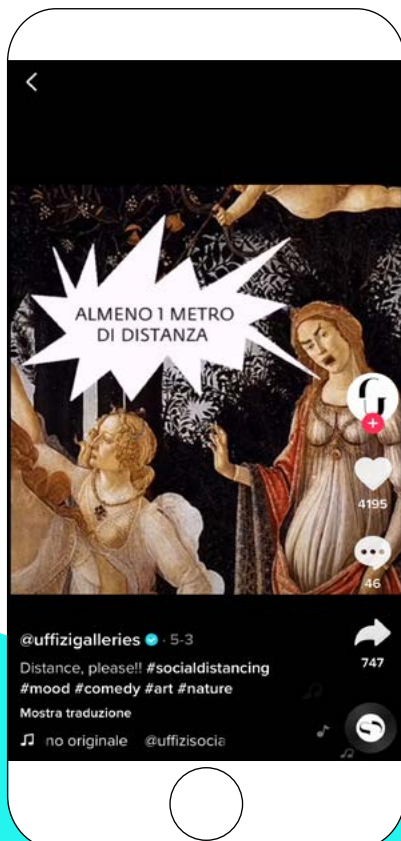
The UNESCO New Delhi Office (@unesconewdelhi) encouraged its audience to practice yoga to stay healthy at home during the coronavirus lockdown, using the hashtag **#HarGharYoga** [Yoga in every household]. Custom stickers helped users strike the perfect pose.

Bridge the gap between brand and audience

Create authentic, engaging content to connect your brand with TikTok users. When designing your TikTok content, design it specifically for TikTok rather than just reposting Instagram videos or adapting YouTube content.

Case Study

The Red Cross in Frankfurt, Germany (@drk_schwesternschaft_ffm) do some fun storytelling on TikTok. Their exclusive look into an operating theatre became a viral [TikTok hit](#).



Case Study

The Uffizi Galleries (@uffizigalleries) encouraged #SocialDistancing in a light-hearted way with [an adaptation](#) of Botticelli's famous 'Spring' painting.

Collaborate with creators

Get trending by working with top creators. Please refer to How to engage with TikTok creators (page 23) for more details.

Case Study

Arnold Schwarzenegger recorded a **thank you message** for TikTok in support of his charity After-School All-Stars (@afterschoolallstars). The charity provides free, comprehensive after-school programs that keep children safe and help them succeed in school and life.



Choose the right length

You can choose a maximum length of 15 or 60 seconds, so pick whichever best suits the story you want to tell. Try to keep things short and snappy without sacrificing creativity.

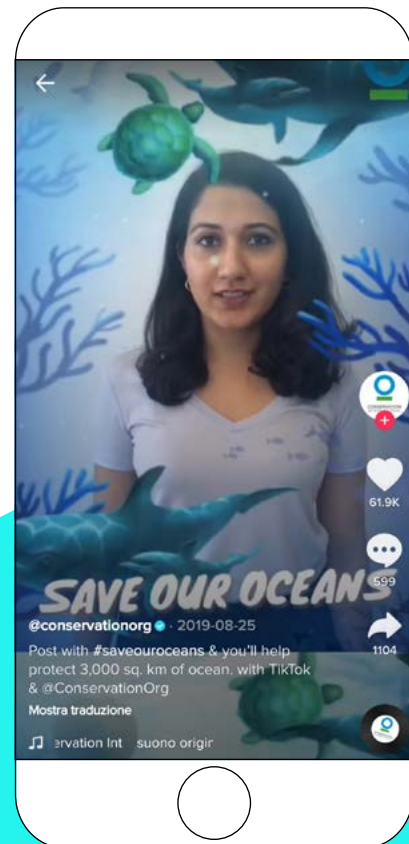
Adapt your strategy

Trends come and go quickly so be open to new ideas and be ready to refresh your strategy.

Case Study

TikTok partnered with Conservation International (@conservationorg) in Autumn 2019 on a global [#SaveOurOceans](#) campaign, which encouraged users from over 20 different countries to post short videos discussing the importance of protecting our oceans. Through a custom video effect, users were able to virtually “clean plastic” from the ocean with the swipe of a hand.

For each video uploaded using the #SaveOurOceans hashtag TikTok donated 2 US dollars to Conservation International, helping save 3,000 km² of ocean.



TIP: Try to post as often as you can while maintaining quality. One video per day is recommended to maintain engagement.

TIP: Check out the appendix for more pointers on shooting and publishing a video.

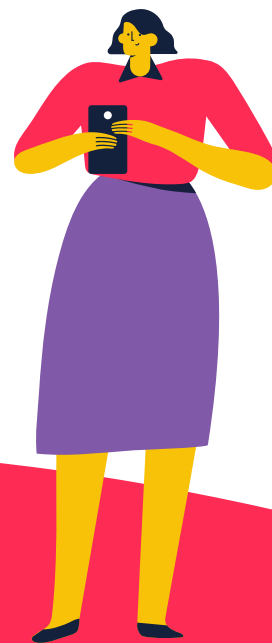
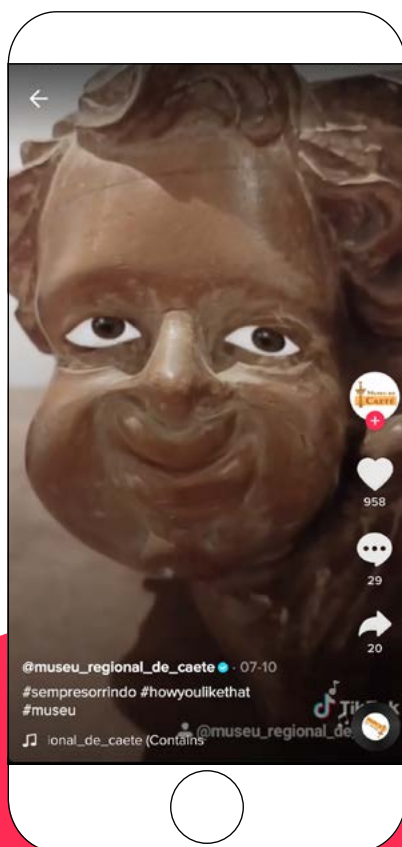
04 How to gain and interact with followers

Tap into TikTok trends

Check the Discover page regularly for trending sounds and hashtags. Using trending sounds can help increase the chance that your content will appear on the “For You” page, where it can help you attract new followers.

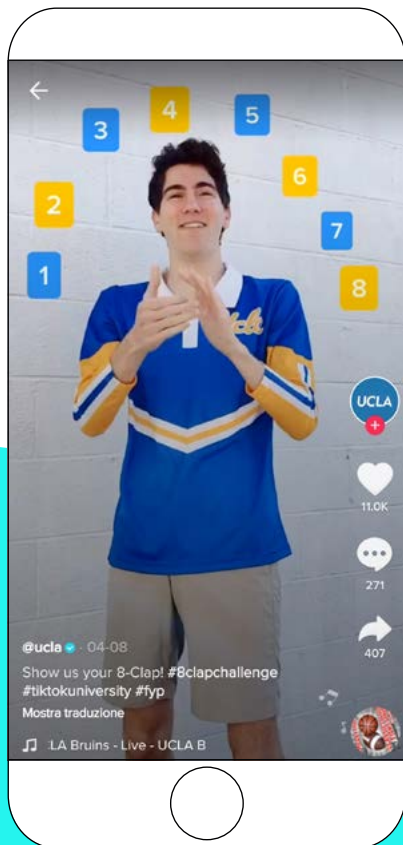
Case Study

The Regional Museum in Caeté, Brazil (@museu_regional_de_caete) used smiling effects to animate their artifacts to the tune of Blackpink’s newly released [#HowYouLikeThat](#).



Spark Interaction

Follow creators and other non-profit organizations that would make good partners for your brand and interact with their videos. This will increase the chances that they will follow you back. You should also invite questions, duets and feedback from your community. Reply to comments on your content - you can even do so using a new video!

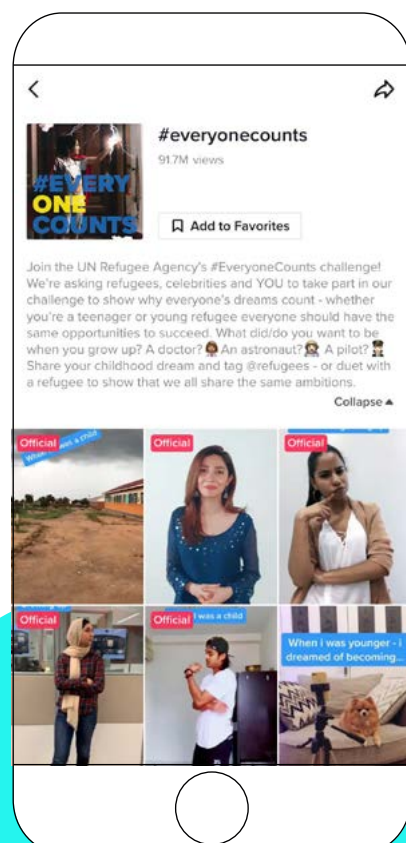


Case Study

The University of California, Los Angeles (@UCLA) posted a [video](#) of a clapping and chanting routine in support of the university sports team. The caption encouraged fans to “Show us your 8-Clap!” and used the #8clapchallenge hashtag.

Case Study

In December 2019, the UN Refugee Agency (@Refugees) launched the [#EveryoneCounts](#) challenge. The campaign asked refugees, celebrities and TikTokers to answer the question: What did/do you want to be when you grow up? The responses demonstrated the similarity of people’s ambitions and showed that everyone’s dreams count.



Leverage hashtag challenges

Participate in trending hashtags with your own take on the topic, linked to your organization's key purpose. Alternatively, you can initiate your own creative hashtag challenge to raise awareness for your cause, rally supporters, or raise funds for your initiative.

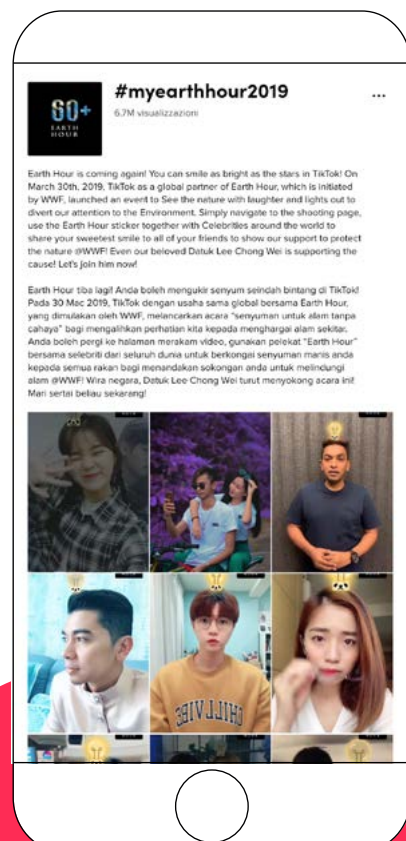


Case Study

The French Red Cross (@croixrougefr) launched its own dance challenge, **#PLSChallenge**, to draw attention to the importance of first aid. The organization enlisted French TikTok star Rose Théron to promote the hashtag.

Case Study

Earth Hour, initiated by WWF, is one of the world's largest grassroots movements for the environment. It involves millions of people in more than 180 countries and territories switching off their lights to show support for the planet. TikTok is a global partner. For the 2019 event, TikTok invited users to participate in **#MyEarthHour2019** using a custom animated sticker showing a lightbulb turning off.



Go Live

In countries and regions where the Live feature is available, you can use it to have a dialogue with your followers in real-time.

Here are some tips for going Live:

- You can go live via your mobile phone or PC/Mac.
- You will need a certain number of followers to go live. Please check with your local TikTok contact or email ttfg@tiktok.com to inquire about Live access.
- Live streaming is done in portrait mode (9:16 aspect ratio) so keep your phone vertical and upright.
- Make sure your internet is stable.
- Ensure good lighting and a stable phone holder and make sure you are somewhere you won't be disturbed. It's always a good idea to test your audio beforehand to make sure you can be heard properly.



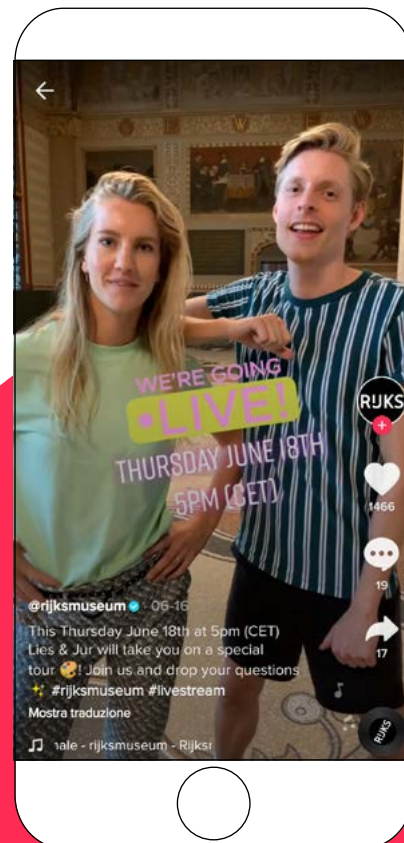


Case Study

A growing number of non-profit organizations are going Live on TikTok. The British Red Cross (@britishredcross) organized a live **Q&A session** with Dr Radha Modgil about mental health and wellbeing during the coronavirus lockdown.

Case Study

A number of museums have organized live tours of their exhibitions, including the **Rijksmuseum** (@rijksmuseum) in Amsterdam, **Le Grand Palais** (@le_grand_palais) in Paris, and the **Buecherhallen** (@buecherhallen) in Hamburg.



Amplify your reach

Share your TikTok activity (videos, hashtags and live streams) on social platforms to amplify the impact and direct traffic to your TikTok account. You can also promote your TikTok account through your website, in your email signature and on other marketing materials.

05 How to work with TikTok creators/influencers

TikTok creators are key to spreading your message to a wider audience. Tap into the energy of talented and diverse creators to build your next viral video!

Here are some quick steps to guide you:

Step 1: Define campaign objectives

Think about what you want to achieve from this collaboration - whether it's to create awareness for a hashtag challenge, broaden reach, increase engagement or unlock a new audience segment. Defining clear objectives will help creators better understand their role in the collaboration.

Step 2 :Identify the right creator

Your campaign objectives will help you shortlist potential creators to work with. For instance, if you want to expand your visibility among a certain user group, you should look for creators that have a large following within that group. When reaching out to possible partners, personalize your message and demonstrate your understanding of their content. You may also wish to engage creators you have worked with on other platforms if they have a fan base on TikTok.

Once you've secured a creator, you'll need to agree a contract setting out details including the responsibilities of both sides, compensation, and any restrictions on video distribution.



Case Study

UNICEF India (@unicefindia) enlisted Indian actor Amitabh Bachchan to share advice about avoiding coronavirus in **English** and **Hindi**. Together, the two videos have been watched over 280 million times.



Case Study

The World Economic Forum (@worldeconomicforum) partnered with TikTok for the Annual Meeting 2020 in Davos and launched the hashtag **#AllTheDifference**, celebrating diversity and inclusion. TikTokers were asked to show how they cast off labels and help make the world a more tolerant place. **Key participants** in **Davos** and more than 90 influencers, top creators and hundreds of thousands of TikTokers participated in the campaign in late January 2020. The campaign, which was promoted in 75+ global markets, attracted 2 billion video views within a week.

Step 3: Co-create the content

When co-creating content, you should respect creators' style and ideas while staying true to your brand image and key messages.

A creative brief is useful, but try not to make it too prescriptive, as TikTok celebrates authenticity and creativity in all its content.

TIP: Adhering to local market regulations and industry-specific regulations is essential when working with creators. Contact your local TikTok team or email ttfg@tiktok.com for guidance on this.

Step 4: Launch and monitor campaign

Once the campaign is launched, you should track not just quantitative metrics, such as engagement and likes, but also qualitative metrics. Look at indicators such as the sentiment of in-app comments and reaction to the campaign off the platform. Thorough evaluation and reflection on lessons learned can help you refine future campaigns and decide whether you should continue building a relationship with your chosen creator.



06 How to engage with partners and promoters

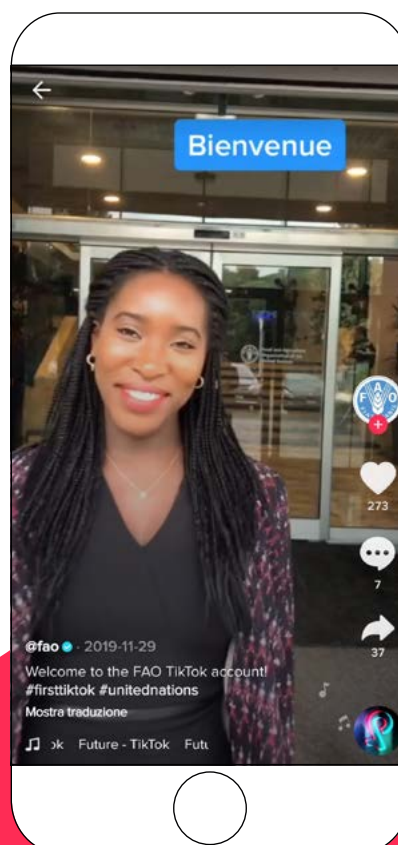
Achieving success on TikTok is not something you can do alone. We encourage you to create partnerships and build support among your staff and peers.

Engage your staff

Your staff are probably your best brand ambassadors. Engage your colleagues by letting them star in your TikTok videos and encouraging them to sign up to the platform to participate in hashtag challenges. You can also ask them to share and comment on your videos.

Case Study

The UN Food and Agricultural Organization (@fao) featured seven members of staff in their **#FirstTikTok**, welcoming viewers in seven languages.



Case Study

The social media manager of the International Organization for Migration (@unmigration) shot a [TikTok](#) about her first day on the job. In it, she jokingly contrasts her expectation of saving the world with the reality of her job – trying to become popular on TikTok.



Get executives involved

Encouraging your senior executives to make occasional cameos in your TikTok videos can help secure vital executive buy-in for your TikTok strategy.

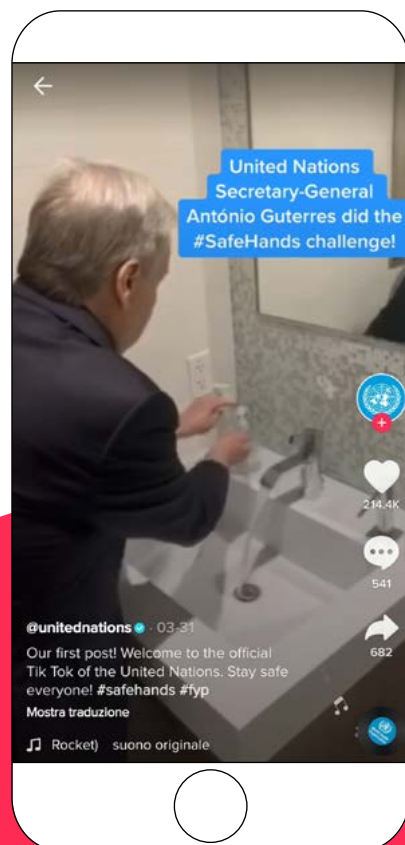


Case Study

The chancellor of Indiana University–Purdue University Indianapolis (@IUPUI), Nasser Paydar, kicked off the college's TikTok channel with a [video](#) using transitions to good effect to show himself getting dressed up for graduation.

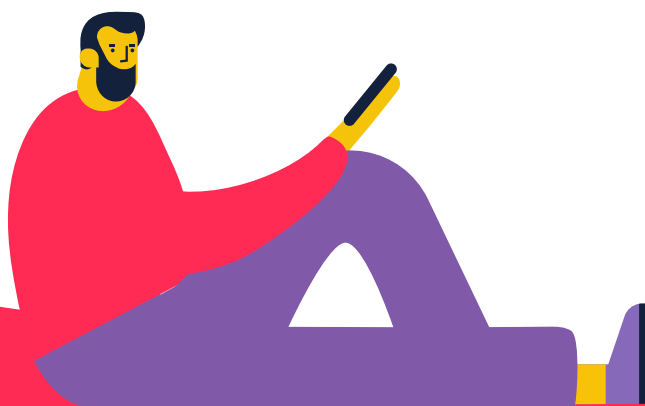
Case Study

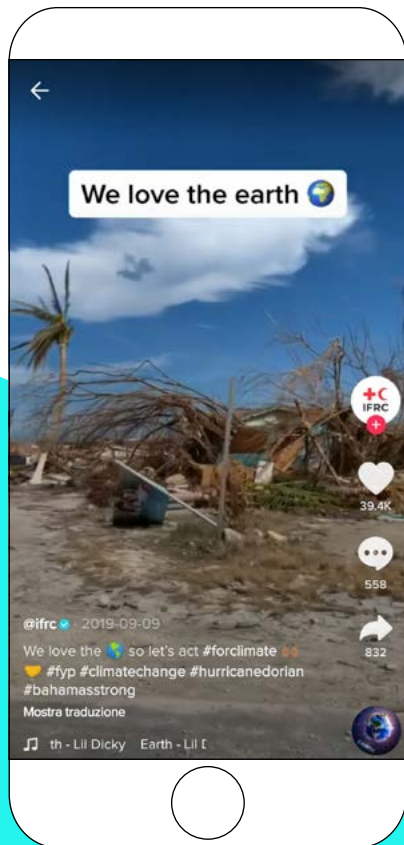
UN (@unitednations) Secretary General António Guterres starred in the UN's **#FirstTikTok**, washing his hands for the #SafeHands challenge.



Leverage global networks

The leading international and non-governmental organizations are active on TikTok as of August 2020. The International Federation of Red Cross and Red Crescent Societies (IFRC), UNICEF, and WWF have encouraged their national and local organizations to set up accounts on the platform. This has allowed a healthy competition to flourish between teams across the globe, spurring the production of high-quality content.





Case Study

TikTok partnered with the IFRC (@ifrc) to launch the [#ForClimate](#) hashtag challenge in over 100 markets. Custom stickers enabled users to illustrate the impacts of extreme weather and share how they are trying to make a difference. To maximize engagement, the IFRC promoted the campaign in advance to its global network of National Societies, staff, and volunteers through three online seminars.

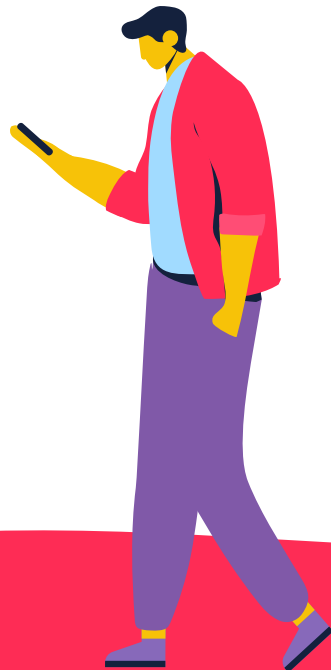
Partner with your peers

Follow non-profit organizations that are relevant to your organization and engage with them! Like and comment on their TikToks, tag them in your TikToks and don't hesitate to contact them directly on the platform via direct message for possible collaborations. Many UN organizations have teamed up to amplify specific hashtag challenges and reach a wider audience.

Case Study

In mid-March 2020, TikTok teamed up with the World Health Organization (@who) to teach people how to keep their hands clean.

The **#SafeHands** hashtag challenge, initiated by WHO Director General **Dr Tedros Adhanom**, involved asking TikTokers to film themselves for 40 seconds washing their hands. It was amplified by TikTok superstar Charli D'amelio, American actor Terry Crews, and international organizations such as the **United Nations** and **UNHCR**.





Case Study

The UN Environment Programme (@unep) **participated** in the **#SafeOnline** campaign initiated by the International Telecommunication Union (@itu), which asked parents and their children ten questions about internet safety to drive awareness.

Join the TikTok for Good partner network

TikTok for Good has set up a non-profit partner space on Lark and is engaging with non-profit organizations via WhatsApp. By joining the partner group, you will gain access to a community of other non-profit organizations and the opportunity to share information and coordinate campaigns. The TikTok for Good team is here to support with access to groups.

Tools and resources

Content creation may seem daunting, but don't fret!
There is a suite of tools and resources
at your fingertips to help you use TikTok

effortlessly and safely.

TikTok creation tools

Here are four unique TikTok features to enhance your videos:

1. Green screen

The green screen is known for its ability to transport people to another world. Use one of the six green screen effects to take users on a journey with you.

To use the green screen effect, follow these simple instructions:

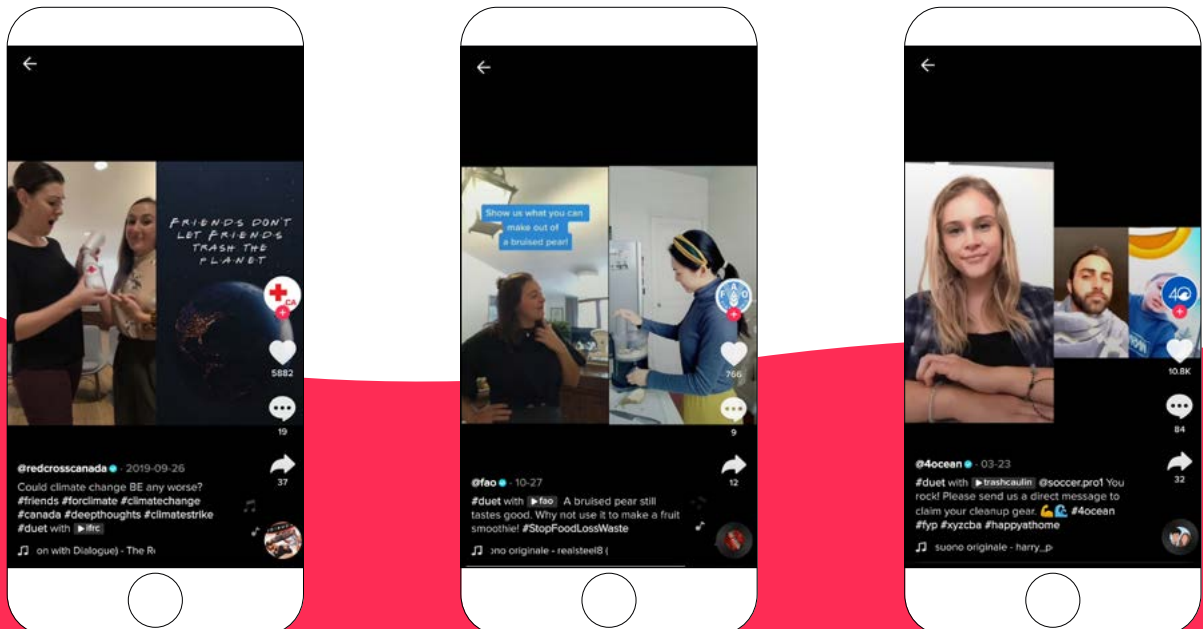
- Open the app and hit the “+” to create a video.
- Select “Effects” and under the “Trending” section, look for the #greenscreen icon.
- Choose any photo and video from your phone library to use as your background and hit record!



2. Duet feature

This allows you to record a video alongside someone else's. You can use Duet to present your own fun spin on videos made by your fans or other creators. You can also encourage users to duet with you.

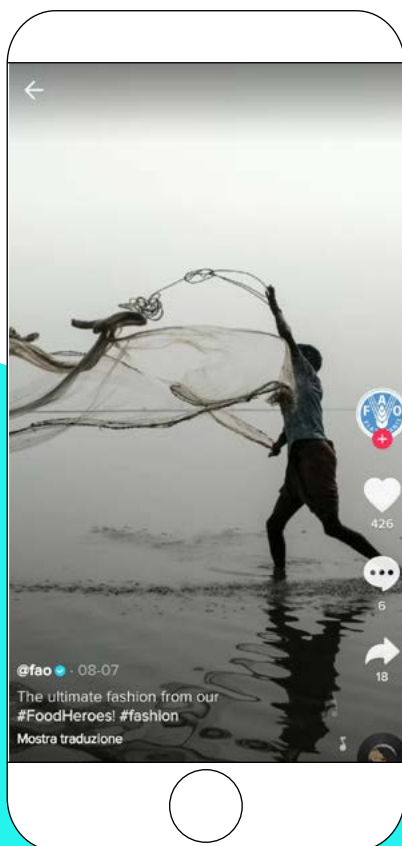
- Go to the video you want to Duet with and click the “Share” arrow.
- Tap on the “Duet” button at the bottom of the screen.
- If you wish, click “Layout” to change how the two videos are displayed (one on top of the other, one in the top left corner, etc.)
- Record your video and add any text, effects, etc.
- Proceed to record, edit and post your video as normal.



3. Photo Template

TikTok can help you put together impressive photo collages in no time.

- Open the app and hit the “+” to create a video.
- Tap “Templates” at the bottom of the screen.
- Find the template you like by swiping through the options.
- Select the photos you want to add.



Case Study

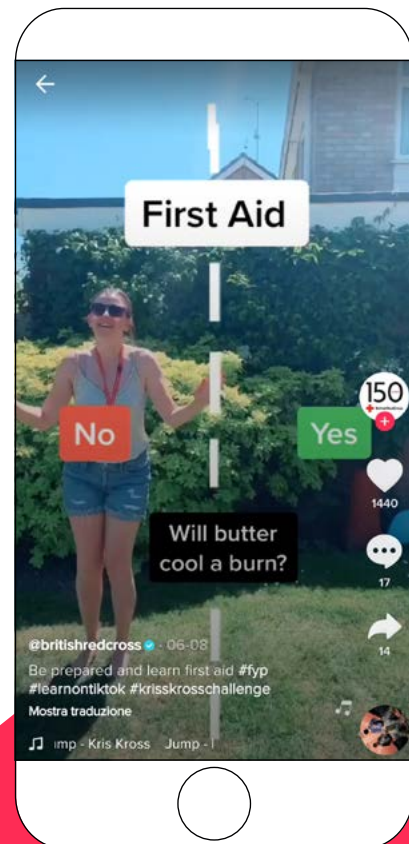
The Food and Agriculture Organization (@fao) used the Photo Template tool to showcase [#foodheroes](#) from around the world in their own unique fashion show.

4. Yes or No Video

Yes or No videos allow you to answer questions in a visual way. Use the text function to add 'Yes' and 'No' to opposite sides of the screen, supplemented with check mark and cross mark stickers. You can then read out trivia questions and jump between or point at different sides of the screen to indicate the answer.

Case Study

Taking part in the #KrissKrossChallenge, British Red Cross (@britishredcross) shared a **video** using the Yes or No video format. Accompanied by the catchy KrissKross Challenge soundtrack, the video shares useful tips in a fun and engaging way.



Donation Stickers

When it comes to inspiring joy and making a positive impact, TikTok's community truly shines. Available in selected markets, Donation Stickers are interactive and can be embedded in videos and TikTok Live streams to harness the power of micro fundraising. When a user taps on the Donation Sticker, they will be guided to a pop-up window where they can quickly and easily submit a donation without having to leave the app. Donations are enabled by [Tiltify](#), a charitable fundraising platform, which processes donation transactions securely through its platform.

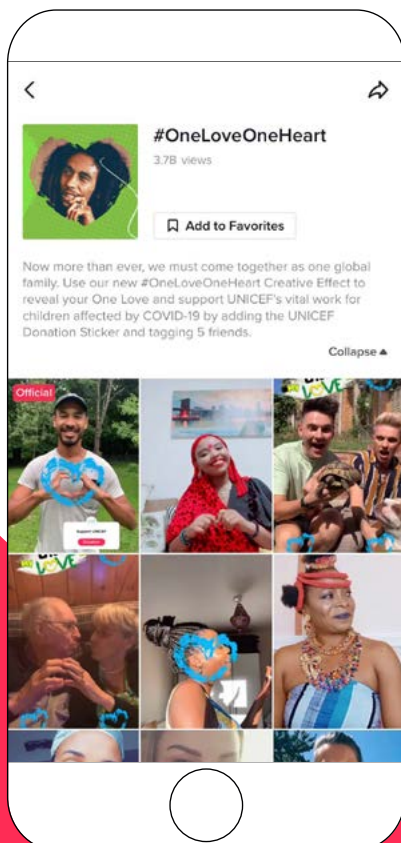
To add a Donation Sticker:

- In the editing page, click on the Donation Sticker.
- Choose an organization.
- Place the sticker on the video.

TIP: If Donation Stickers are available in your region and you are interested in creating one for your organization, please reach out to your local TikTok contact or email tftg@tiktok.com.

Case Study

The charity Meals on Wheels (@mealsonwheels), which delivers meals and friendly visits to seniors, used the **Donation Sticker** when it was launched in May 2020. TikTok matched user donations made through these stickers with the hashtag #DoubleYourImpact.



Case Study

To promote the **#OneLoveOneHeart** live concert on TikTok, UNICEF (@unicef) enlisted the support of Skip Marley, the **grandson of Bob Marley**, for a fundraising campaign. TikTok users were encouraged to share the specially created donation sticker and tag five of their friends to raise money for UNICEF's vital work for children affected by coronavirus.

TikTok account analytics

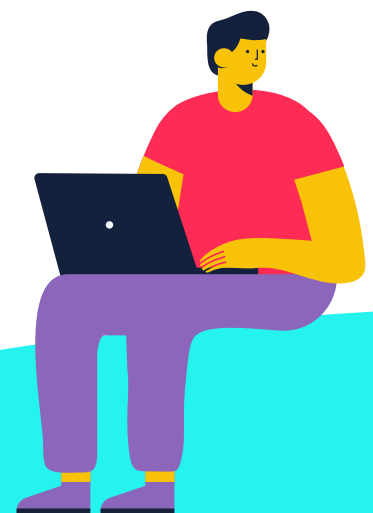
The following profile analytics are available to TikTok Pro account users. To find out how to switch to a Pro account, see Page 8.

- Overview: video views, followers, and profile views in the last 7 days or 28 days.
- Content: statistics on all your TikTok videos posted in the past 7 days, or your top 9 most viewed ones within that period – including views and watch time, engagements, traffic sources and audience locations.
- Followers: aggregated information on gender, countries, follower activity, videos watched by followers, and sounds they listened to.

TikTok Ads Manager

Now available globally, TikTok Ads Manager is a self-serve ad platform that allows businesses and organizations of all sizes to create and implement their campaigns through a simple interface. Brands can use the platform to create and manage their ads, target their desired audience, and produce insight reports. Currently, TikTok Ads Manager supports [In-Feed Ad](#) placements on TikTok, i.e. ads that appear as users scroll between videos in their feed.

When you amplify your content with TikTok For Business, you will unlock a full suite of support ranging from creative tools to performance tracking within Ads Manager. Contact your local TikTok representative or email tffg@tiktok.com for more information.



Resources

Tutorial Support

Your TikTok for Good team is here to make sure you have the support you need to take your brand to the next level. We have a suite of tutorials, guidance materials and playbooks available. We also host training sessions and provide operational support. Please reach out to your local TikTok representative or email tftg@tiktok.com for more information.

Upcoming features

At TikTok, we are always innovating and listening to your needs. We have plans to roll out new features that will support non-profit organizations. Please stay tuned for the latest platform updates at <https://www.tiktok.com/forgood> or connect with a local TikTok representative for the latest information.

Safety

Content Safety at TikTok

At TikTok, promoting a safe and positive app environment is our top priority. We deploy a combination of policies, technologies, and strategies to detect and review problematic content and accounts and implement appropriate penalties. We are committed to continuously improving our approach to ensure we both facilitate freedom of expression and protect users from harm.

Steps we have taken include:

- Establishing advisory councils to bring together thought leaders who can help us develop forward-looking policies
- Banning political ads
- Partnering with an array of third-party fact-checking and media literacy organizations.

You've got the power

We strive to ensure that our users are in control of their content and how it is shared and seen. By going to your profile, clicking on the three dots in the top right corner, and clicking "Privacy", you can adjust a range of different settings, such as:

- Whether or not your videos can be downloaded
- Who can comment on your videos
- Whether or not others can Duet with your videos
- Comment filters that automatically hide comments with specified keywords from your videos.

For live streams, you can apply comment filters as well as manage comments in real-time. We have a dedicated moderation team to look after live streams.

If at any time you spot comments, content or accounts that may be in violation of our [Community Guidelines](#) or [Terms of Service](#), please flag them using our reporting function.

Keeping teens safe on TikTok

In addition to the content safety efforts and privacy tools mentioned above, TikTok offers further protections and resources to help teens stay safe online. For instance, we've restricted access to direct messaging and live streaming to those over 16. We have produced a series of engaging safety videos and also support parental awareness with guidance such as our [Top Ten Tips for Parents](#). [Family Pairing](#) enables parents to help their teens stay safe while enjoying the platform.



Contact us

Tutorial Support

For more information, check out our website <https://www.tiktok.com/forgood> and follow us on the following channels:

- TikTok - <https://www.tiktok.com/@tffg>
- Facebook - <https://www.facebook.com/TikTokForGood>
- Twitter - <https://twitter.com/TikTokForGood>



Glossary

Comments: You can leave comments on other people's videos.

Community: Our TikTok users build a community and come together to create, share and inspire.

Creators: While anyone can be a creator on TikTok, when discussing creator partnerships in this handbook we have focused on creators with a relatively large following, also known as influencers.

Direct message: Messaging between users in the TikTok app.

Duet: This feature allows a user to record a video alongside someone else's. There are different layout options, such as having the videos play side by side or one on top of the other.

Follow: Subscribing to another creator's profile. Videos from creators you've followed will show up in your Following feed.

For You: A tailored feed of videos that is customized based on a user's interests.

Hashtags: Words or phrases associated with content that make it searchable.

Likes: A show of appreciation from viewers for TikTok videos, expressed through pressing the heart icon.

Profile: Your profile contains information unique to you, such as your videos, the videos you have liked, and your bio. You can use choose which elements of your profile are visible to others using the privacy settings.

React: This allows a user to shoot a video in response to another video, with the original video playing in the top left corner of the screen. The React layout is housed under the Duet feature.

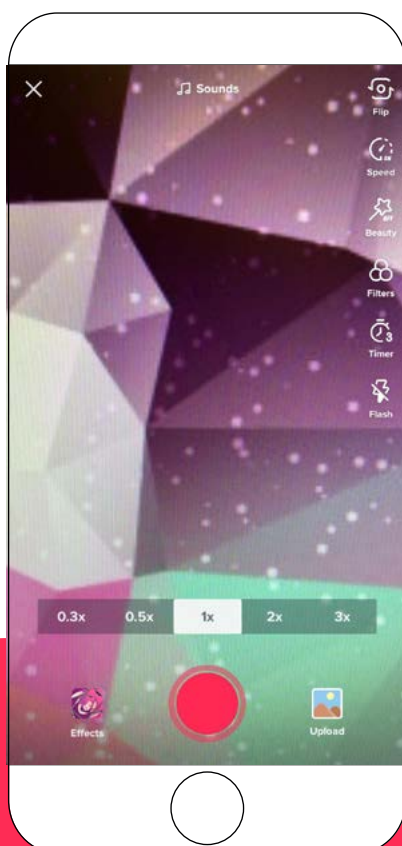
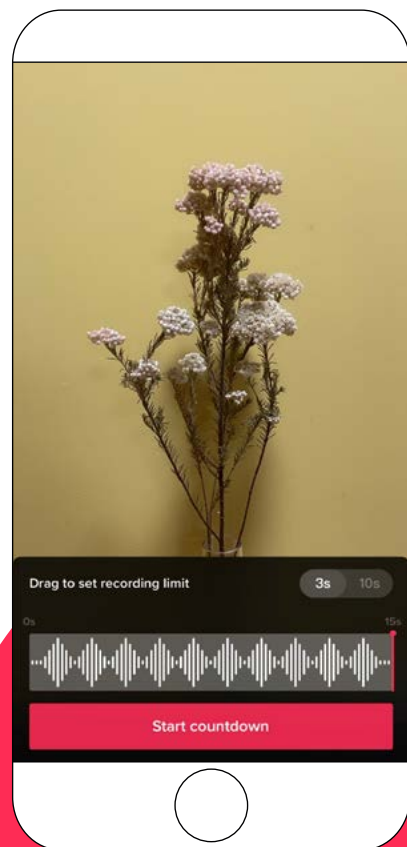
Trending: Videos, hashtags and sounds that are attracting significant viewership or usage at a given time period.

Appendix: Tips and tricks for shooting your video

Uploading a video: Press the “+” button and then “Upload” if you want to publish a video already saved on your phone.

Shoot mode: Click the “+” sign at the bottom of the screen to go into shoot mode.

Using the Timer: If you need to give yourself some time to get into position, tap “Timer” on the right of the screen when in shoot mode. You can choose a 3s or 10s timer. You can also drag the slider to set a point at which you want shooting to stop.



Adjusting speed: Before shooting your video, click the “Speed” icon to adjust the playback speed. After shooting and clicking the check mark, you can go to “Effects” and then “Time” to add slow-mo or other time warp effects to selected parts of your video.

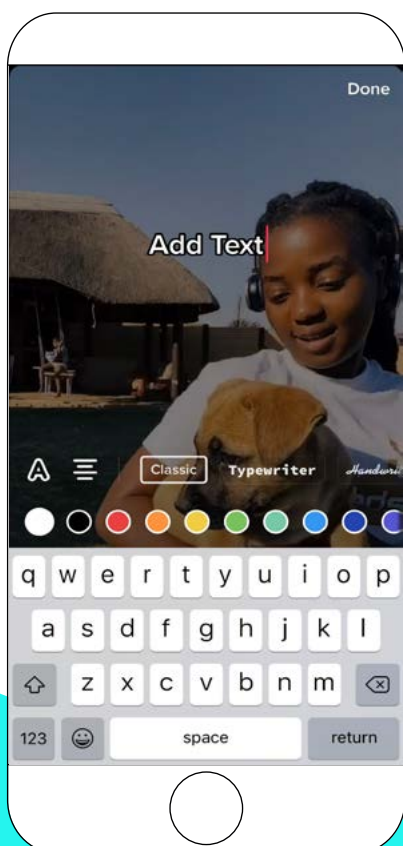
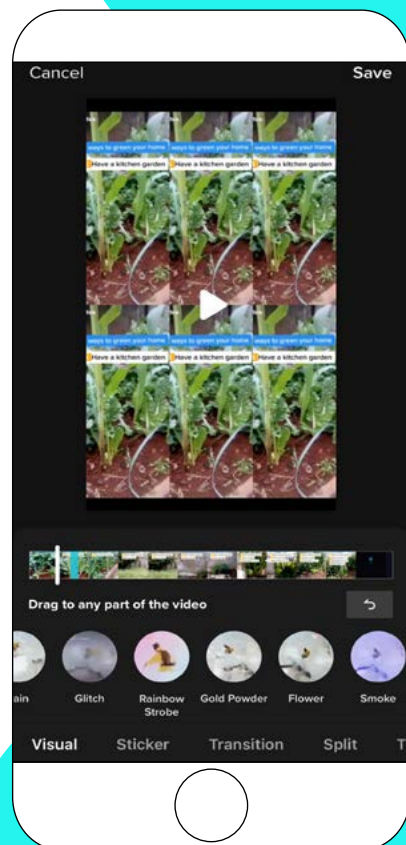
Selecting a Sound to use: Select “Sounds” and browse through the sound library to find the perfect track to accompany your video. Alternatively, when you come across sounds you like in other videos, you can tap on the sound name at the bottom of the screen and then click to use that sound in your own video.

Adjusting sound clips and volume:

After shooting your video with a sound clip, you can click the “Sounds” icon and then the scissors to adjust where the sound starts from. You can also adjust the volume of both the added sound and any sound in the original video.

Add effects, filters and stickers:

Before you start shooting, you can select an effect, which may, for instance, present you with a prompt or respond to your movements. You can add a filter to change the look and feel of the video. After shooting a clip and pressing the check mark, you have the option to add further effects and stickers to any part of the video.



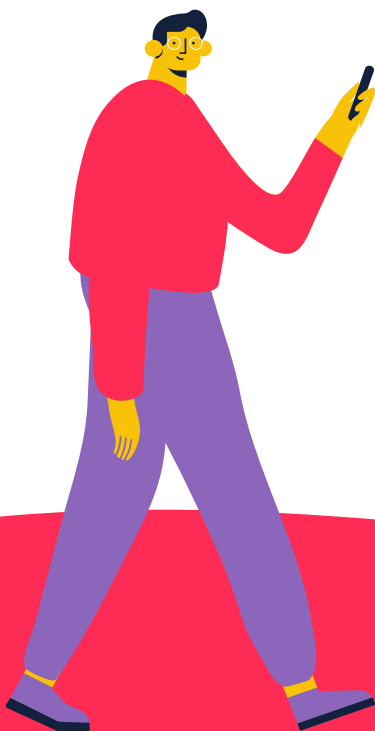
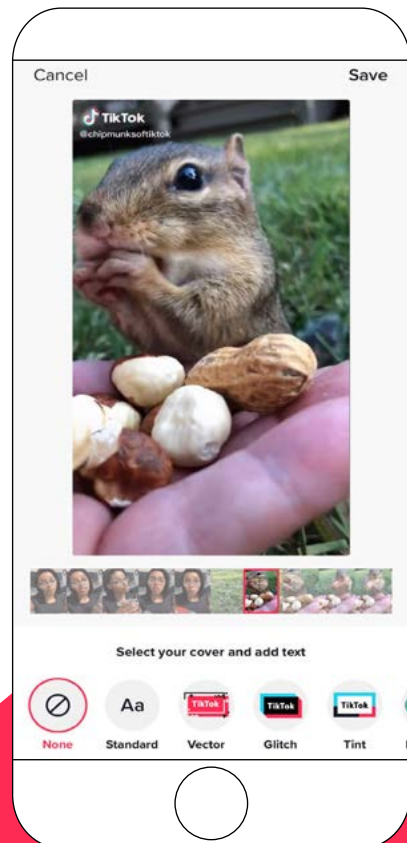
Adding text: After shooting your clip and pressing the check mark, tap “Text”, type your message, and then customize. After clicking “Done”, you can drag the text around the screen and double-click to edit or adjust the duration for which it appears.

Adding Voice effects and Voiceover:

After shooting your clip and pressing the check mark, select “Voice effects” to apply an effect to your audio. You can also select “Voiceover”. Drag the slider to where in the clip you want your voiceover to start, tap the button to record, and select whether or not you want to keep the original sound.

Publishing the video: After shooting your clip and adding any desired effects and stickers, click “Next”. Enter a description/caption, add relevant hashtags, and tag users using the @ sign. Adjust the settings to indicate who can interact with your video. Then click “Post”.

Selecting a cover: Just before publishing a video, you can click “Select cover” to choose a still from your video that sparks curiosity – this will appear as a thumbnail on your profile page. You can even add text.





TikTok **for good**