



Intro to TikTok

What is TikTok?

- A fun platform for creating and sharing short videos
- Videos often include music, dancing, jokes, food, travel, etc.
- Accounts are free and can be public or private
- Over 1 billion active users worldwide



Features

- Accessible via browser or app
- Integrates with other social media platforms
- The app offers built-in recording and editing capabilities
- Search for topics of interest, people you know, celebrities, businesses, and organizations
- Follow other users to see their videos
- Interact with others by commenting, liking, sharing, and sending direct messages

Post a Video

- Upload a video or record one from inside the app
- Use a variety of templates, effects, and filters for easy editing
- Write a description and choose a cover photo
- Save as a draft to finish later, or post right away!

Privacy & Staying Safe

- Choose who can view and interact with your videos, who can tag and message you, and more!
- A private account means only people you approve can view your profile
- Limit tracking by advertisers of “off-TikTok” activity
- Blue check mark indicates verified, official accounts

