

TikTok is making a big impact in the world of Automotive Social Media. With 1.6 billion+ active users, the video based platform is currently the fastest growing social network in the world and allows for the creation, sharing, and discovery of short-form video content.

It's important that Auto Dealers stay up to speed on new social platforms, and TikTok is no exception. Start recording, posting, and driving engagement for your dealership with these TikTok tips below.

Tips For Creating Your First TikTok:

Keep Your TikTok Simple - This platform is multigenerational and has the ability to provide service in an enjoyable and entertaining way. Dealerships are able to create fun and educational videos for viewers to learn about a vehicle.

Stay on Trend- Have FUN with TikTok! Go live, collaborate with local influencers, participate in challenges, or create an educational video that viewers can learn from.

- Make fun videos with your employees at your dealership that are trending on TikTok.
- Use trending audio that plays in the background of your video
- Create a walk around video

Strong Captions and Hashtags- These are crucial and will help expose your videos to the correct audience.

EXAMPLES OF AUTOMOTIVE HASHTAGS

#automotive

#automotivemarketing

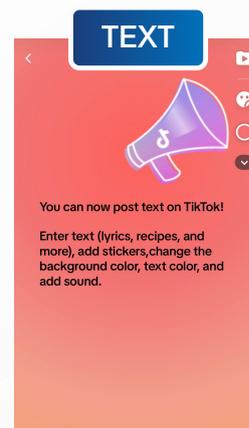
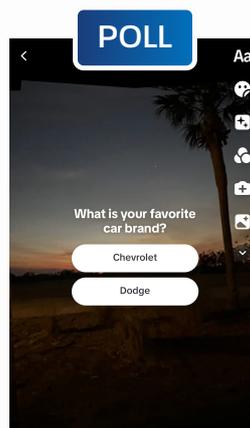
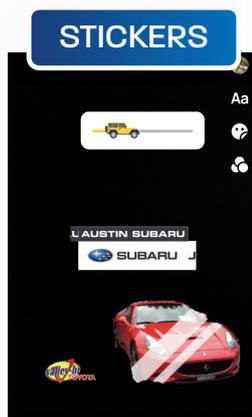
#dealership

#chevrolet

#dealershiptiktok

#(dealer name)

Engage, Engage, Engage- Use stickers, text, questions, or polls to make your TikTok more engaging.



Steps to creating your First TikTok In App:

1. Tap + at the bottom of the screen
2. Upload content from your device library or use the TikTok camera
3. Add Sounds, Effects, Filters, or other camera tools
4. Start your video by pressing the record button
5. Record your content
6. Tap the check mark
7. Make the additional edits on the post page
8. Post your video!