



TIKTOK TIPS

With these few easy steps.



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.

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Engage, Engage, Engage- Use stickers, text, questions, or polls to make your TikTok engaging for your audience

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

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

STEPS TO CREATE YOUR FIRST TIKTOK:

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1. Tap + at 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 additional edits on the post page
8. Post your video

CONSISTENCY IS KEY FOR TIKTOK

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- Keep posting videos
- Engage daily with comments and other TikToks
- Analyze what is gaining traction on the platform
- Create an organic TikTok calendar monthly