



Experience Authentic Transformation

SOCIAL MEDIA QUICK GUIDE



TIKTOK

Summary

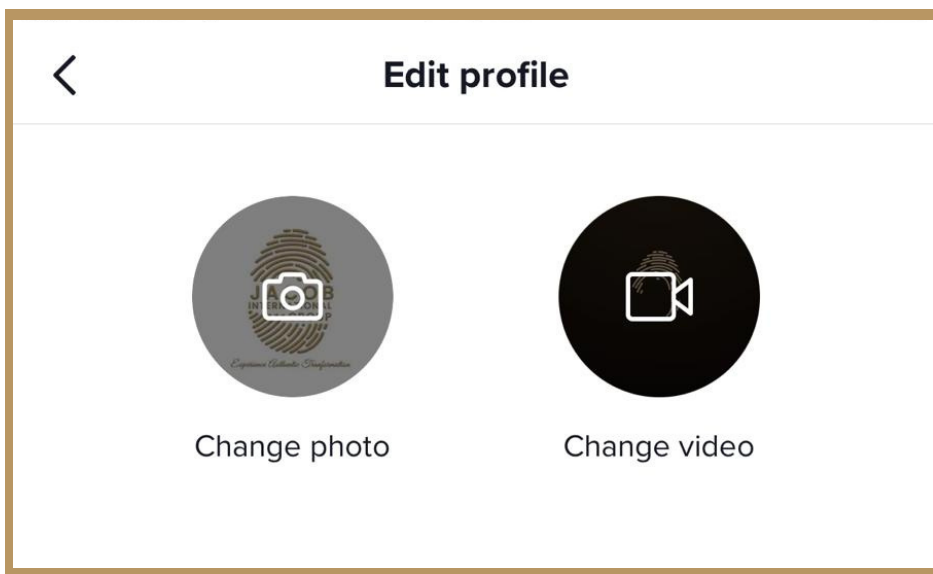
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Account Set up

1. Download TikTok from Google Play or the App Store.
2. Open the app.
3. Go to ME.
4. Choose a method of sign-up (email, phone number, existing social).

Adding a Profile Photo or Video

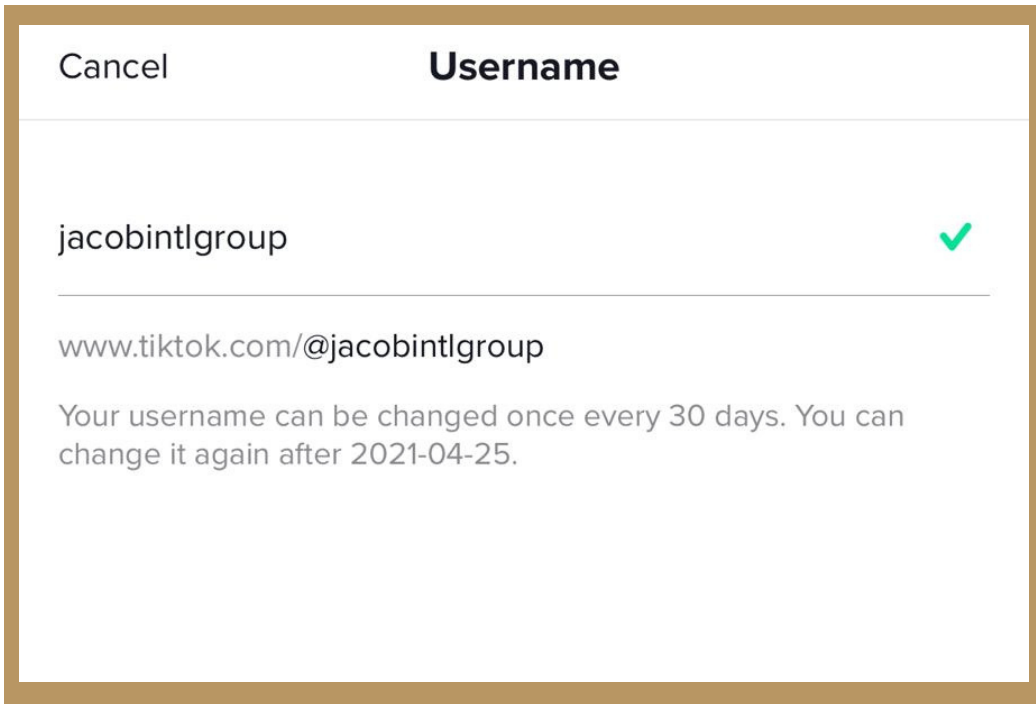
1. Go to ME.
2. Tap Edit Profile.
3. Tap Change Photo or Change Video.
4. For photos, select Take a photo or Upload photo. For video, select from your gallery. (20X20 PEXELS MINIMUM)



To Change your Username

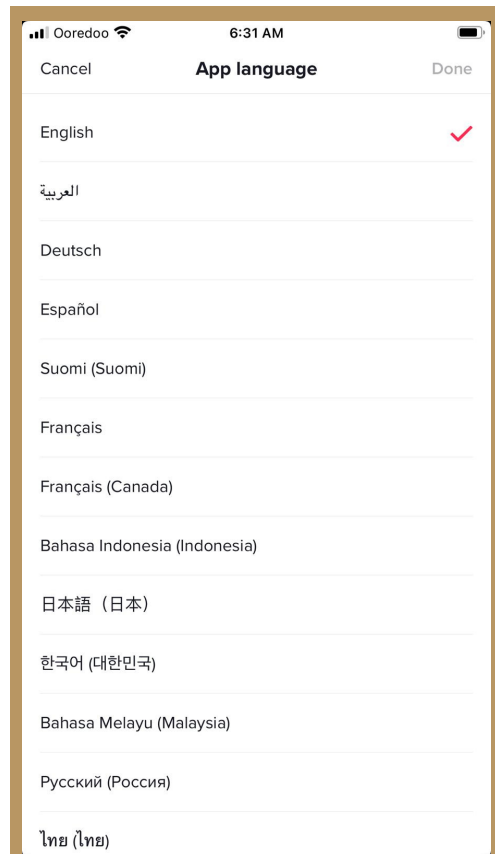
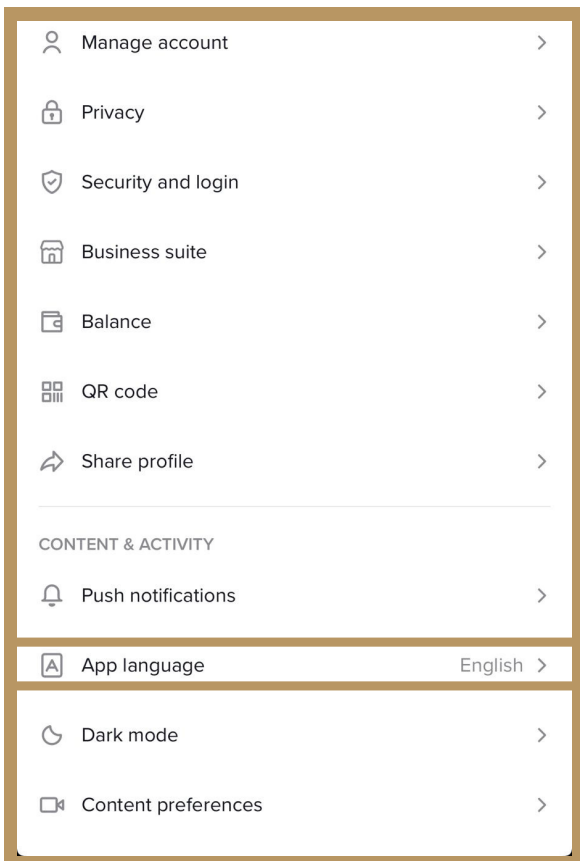
1. Go to ME.
2. Tap Edit Profile.
3. Enter your desired username.

Note: Your username can only be changed once every 30 days. Usernames can only contain letters, numbers, underscores, and periods. However, periods can't be put at the end of the username.



To Change Language Preferences

1. Go to ME.
2. Tap ..., located on the top right corner.
3. Tap Language.
4. Select your preferred language from the list.

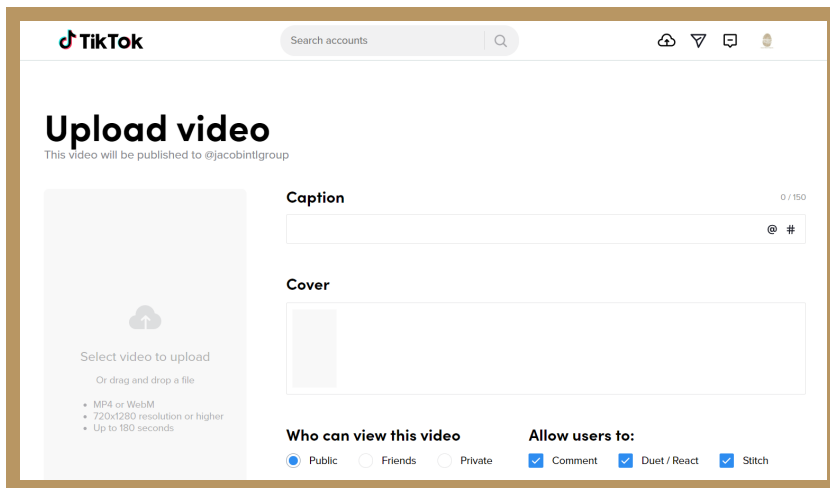
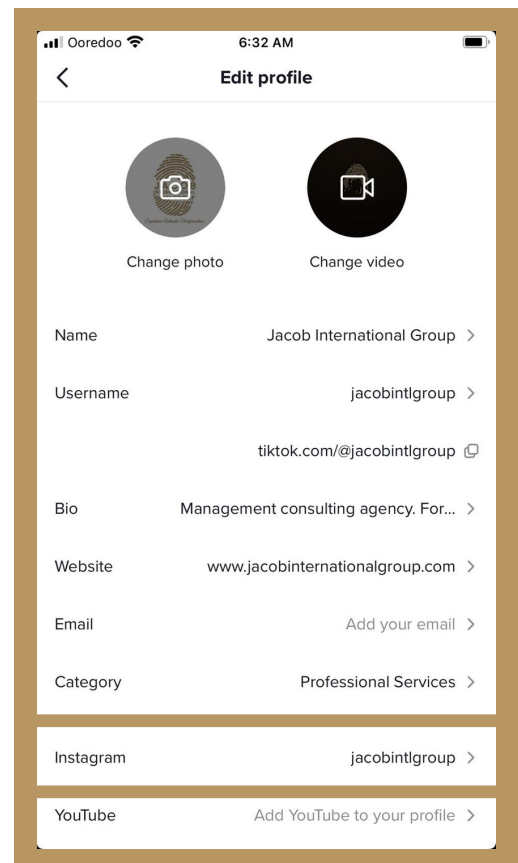


To add Social Media Accounts to your Profile

1. Go to ME.
2. Tap ..., located on the top right corner.
3. Select Add Instagram to your profile or Add YouTube to your profile to link your social media accounts.

How to Create a New Video

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!



How to Grow your Audience

1. Get to know your audience

- Analytics is a great resource to get insight into your top trending videos and audience engagement
- View your follower list, likes, and video comments
- Engage with your audience by reading, reacting, and replying to comments

2. Collaborate with other creators

TikTok is a creator community. Collaborating with other creators helps your content reach wider audiences. Reach out to other interesting creators!

Some factors to consider when looking for collaborators:

- Similar content categories and genres
- Similar video format
- Similar audience size

Reach out to other creators in the community:

- Make sure you're following each other
- Comment and engage with their content
- Chat or meet on TikTok or at creator events

Brainstorm ways to collaborate:

- Appear or make a cameo in each other's videos
- Tag each other in captions or challenges

3. Participate in trending hashtag challenges

Trending hashtags are a creative way to find new topics that will get your content exposed to more viewers. Participating in challenges also helps you engage with the community.

4. Post videos regularly

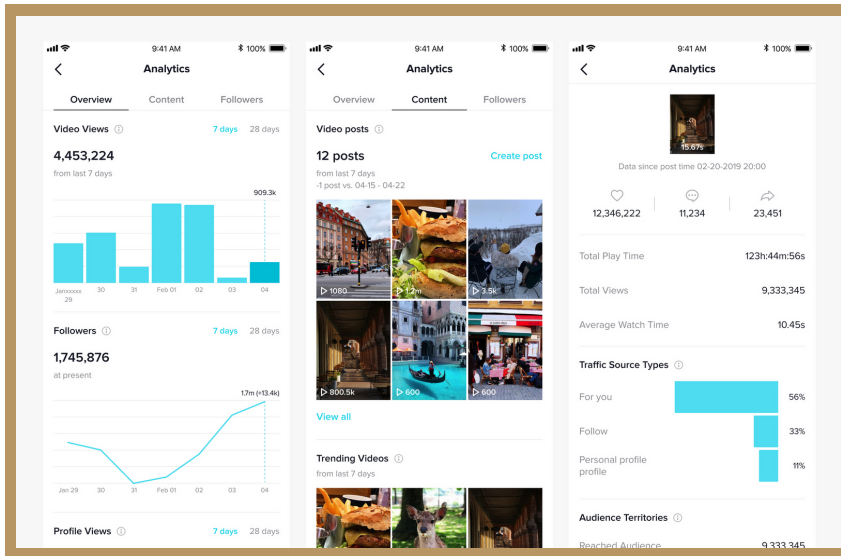
Being active on the platform gives your audience something to tune in and look forward to. Posting 3-5 videos per week has proven to be successful for steady growth.

5. Connect with your community outside of TikTok

- Post your TikTok videos on other social media accounts
- Share a link of your TikTok video to friends and viewers outside of TikTok

Switching to a Creator or Business Account

Enabling an optional Pro Account can provide additional tools to help you grow and track your performance. **Such as analytics!**



Steps to set-up a Pro Account

1. From your profile page, open the Privacy and Settings tab.
2. Choose "Manage My Account".
3. Tap "Switch to Pro Account" and follow the steps from there.

NOTES:

There are numerous way creators can monetize on TikTok, as available in applicable jurisdictions:

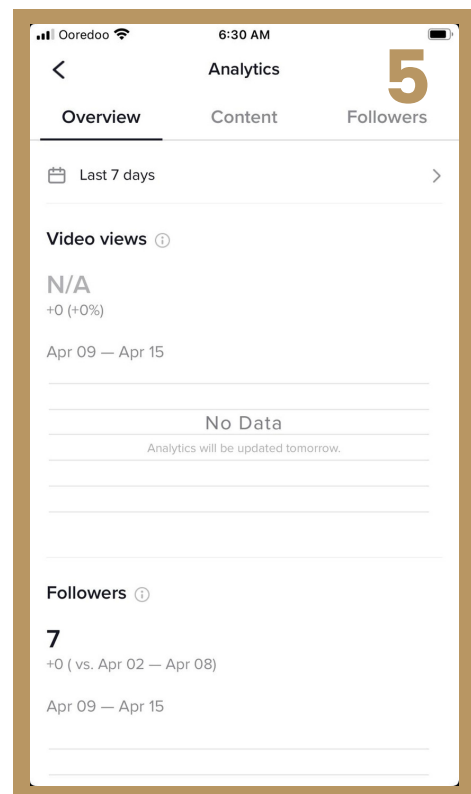
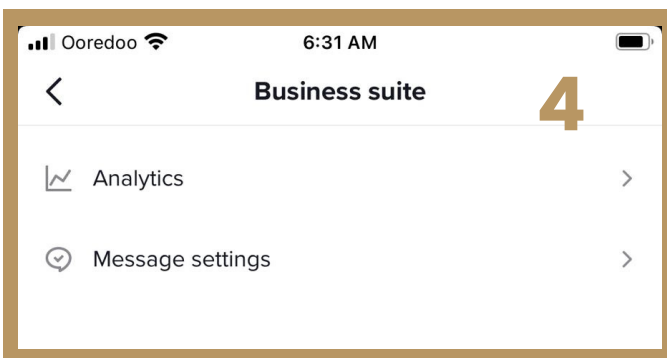
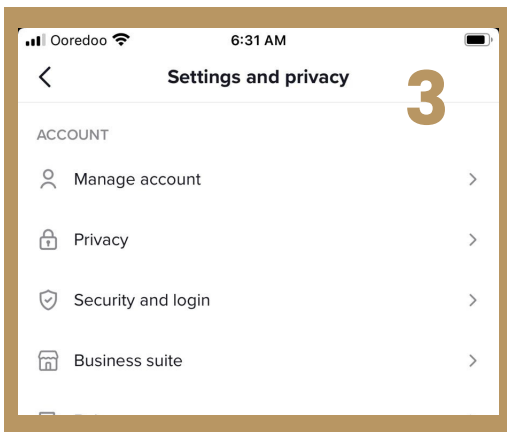
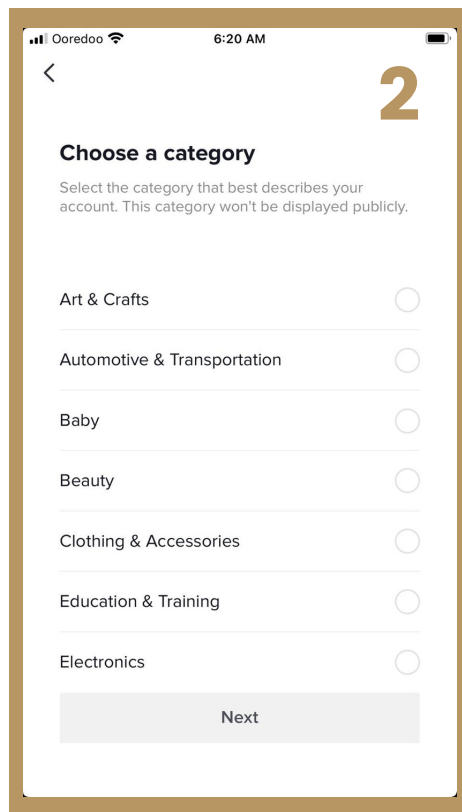
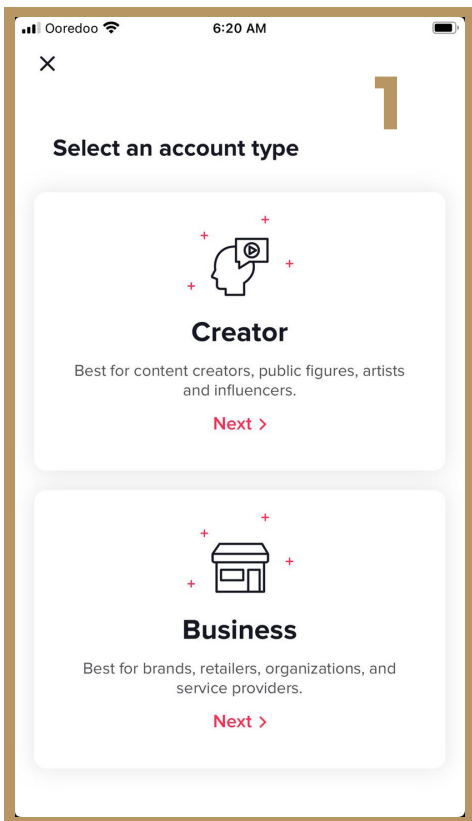
- TikTok Creator Marketplace

TikTok Creator Marketplace (TCM) is the official platform for brand and creator collaborations on TikTok.

- TikTok LIVE

Users who meet the criteria under Virtual Items Policy are able to live-stream and can monetize through gifts.

Steps in Pictures



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