

TIKTOK HOW TO GUIDE

NTTW
NATIONAL TRAVEL & TOURISM WEEK
MAY 1-7, 2022



TikTok is a creative and casual way to interact with an audience. Ready to learn how to use the platform?

» CREATING AN ACCOUNT

DOWNLOAD the TikTok app. Although you can technically log-in to the platform from a desktop computer, a smart phone is needed to set up a profile and create content.

CREATE an account.

BUILD OUT your profile. Add a biography, a profile photo or website links. Filling in your information will help users find and interact with your profile more easily.

EXPLORE the For You Page, also known as the “FYP.” The more content you interact with, the more the application begins to understand your personal interests.

» CREATING A VIDEO

PRESS the + symbol at the bottom of the screen above the word “create.”

SELECT the amount of time you’d like your video to be (this is just a limit, not a requirement). The options are 15 seconds, 60 seconds or 3 minutes.

CHOOSE an optional effect, enhancement, filter or sound for your video.

HIT the red record button to start recording! Feel free to flip to your front-facing camera to switch up the view. To stop recording, lift your finger off of the red button. You can start and stop as many times as you would like.

DISCARD a recording you don’t want by hitting the white back arrow, located to the right of the red recording button.

UPLOAD a photo or video instead of taking one in real time by selecting the “upload” button.

PRESS the red check mark when you are done recording or uploading.

» EDITING A TIKTOK

Once filming is complete, you will be taken to the editing stage. Here, you have the option to add a voiceover, adjust the length of your clips, add stickers or text over the video and edit your sound.

» POSTING A TIKTOK

Are you ready to post your video? Hit “next!” From there, add a caption, hashtags or links. Then hit post!

[CLICK HERE FOR MORE IN-DEPTH INSTRUCTIONS](#)