



An introduction to TikTok

What is TikTok?

TikTok is a short form video sharing app, with over 1 billion users. The main page is called the “For You” page. This is where the user will spend most their time and the TikTok algorithm will curate content it thinks the user will enjoy and will place it on their “For You” page. There is also a “Following” page which just shows the videos of the accounts that the user follows. Videos are normally short (less than 30 seconds), but they can be up to 10 minutes long (please note that TikTok has not yet activated this feature on all accounts. There is nothing you can do to unlock this feature, TikTok needs to enable it for you). TikTok consists of a large number of “trends” which can include particular sounds/songs, dance challenges or certain hashtags. Users can join in on these trends.

Why are we on TikTok?

It is a new and continually growing platform that many young people are now using. It is important for us to be able to connect with the 16-25 age group as they make up the large bulk of our students. TikTok is the ‘fun’ social media platform. It allows us to showcase our sense of community and allows us to post more informal content that shows the fun nature of the SU.

Key Terminology

Definition

For You Page

The homepage of the app where users see the videos curated for them by the algorithm

Trend

A particular sound, song, dance or hashtag that many users create videos using or about

Stitch

Users create another video which is linked to a previous video – the video is “stitched” on to it

Duet

Users create another video side by side to the original

The TikTok user interface

Following and For You pages

When you open the TikTok app, you will be taken to the For You page. This is where the user spends most their time and where TikTok will show them videos that it thinks they will like. This page is simple, and you just keep scrolling to see more videos. Users can interact with the videos by commenting, liking, or sharing them with others. Users can also 'stitch' and 'duet' videos. The following page is the same concept except it only shows videos from accounts that the user follows.

User profile page

The user profile page is where you will find all the content created by that particular user. The page consists of a profile image/video, following, followers and likes, a bio and all of the user's videos. You can also link to Instagram and YouTube.

Video creation and editing interface

Creating videos on TikTok is really simple and the app has lots of features you can use to help you create your video. If filming the video directly on the TikTok app you have the option of a video up to 15 seconds, up to 60 seconds or up to 3 minutes (10 minutes for those accounts that have been updated by TikTok). You can then film the video as one block or in segments, depending on what is easier for you and the style of video. You also have the option of uploading videos from your camera roll.

Once you have filmed or uploaded your videos/pictures, you are taken to an editing screen. From here you can add text, stickers, voiceover, trim and edit clips or change the sound on the video. There is a comprehensive set of tools to edit your video here and is great for making simple edits to complete your video. Another option is to use an app like CapCut which is available on the App Store. This is good for longer or more complicated edits.

TikTok for The SU

Initial Brief/Ideas

Depending on the nature of the TikTok, you may be given a strict brief or be given more freedom to produce your own unique content. Whichever is the case, there is still some guidelines that must be followed for all our videos. Sometimes, we may contact you to make a TikTok, but you can also pitch an idea to us.

Basic Video Guidelines

- TikTok videos for our account can be maximum 3 minutes. However, we like to keep our videos under 30 seconds where possible as these perform best on the platform.
- The video should have clear captions (if there is someone speaking) and text throughout to ensure that the video is accessible and can be watched by all. These captions can be added in the TikTok app manually or through an external captioning/editing app – such as CapCut.
- Videos should be quick and snappy; the user should be engaged instantly. We avoid 'talking head' style videos where possible and like the video to be fast paced.
- Sounds are important on TikTok, and we encourage sounds that will make our audience laugh, however, be careful to not pick anything that could be offensive or damage the Students' Union or University of Bath reputation.

Once your video has been completed, you must send a screen recording of the video to SU Marketing (sumarketing@bath.ac.uk) so it can be reviewed. You can share this with us via an MP4 file, Dropbox, or Google Drive. If editing in the app, TikTok will not let you download drafts before you upload, so you must do a screen recording. Once you have sent it, you then need to wait for the Marketing team to upload it. We endeavour to do this promptly and we will advise you about any edits that are needed.

Happy Filming!