

WELCOME TO TIKTOK IN THE CATSKILLS

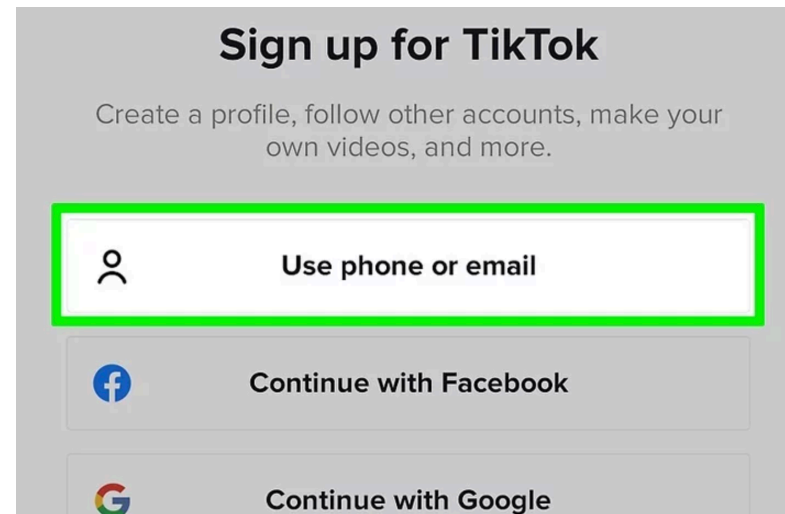
-This deck is to help walk you step by step on all of the TikTok basics!

-If at any point you have questions, always feel free to contact me, Samantha McGraw, at samantha@awestruck.agency

-YOU GOT THIS!

LET'S GET STARTED

- #1 Go on the App Store and download Tiktok
- #2 Once downloaded, tap sign up with phone or email



LET'S GET STARTED

-#3 Enter your birthday!

When's your birthday?

Your birthday won't be shown publicly.

Aug 24 2000

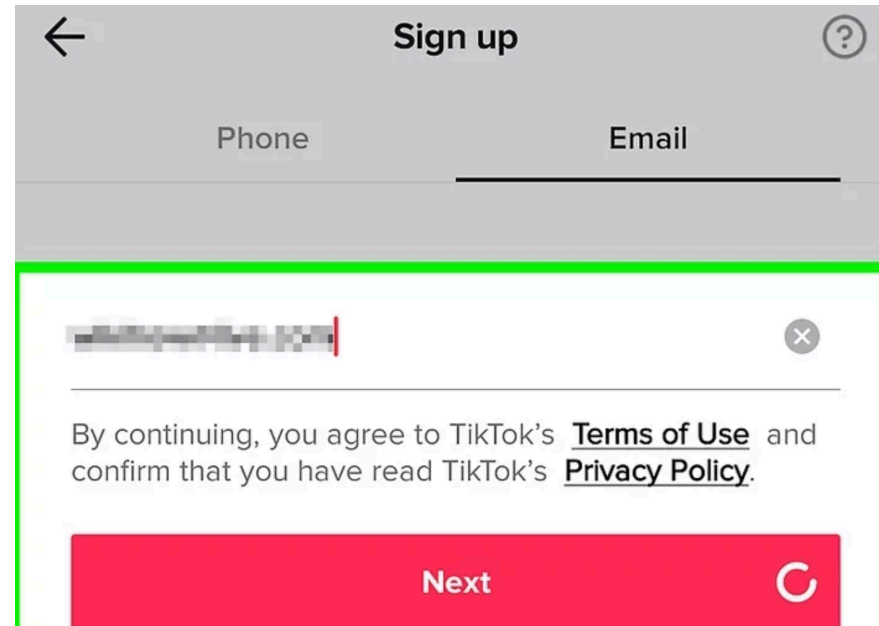
Sep 25 2001

Oct 26 2002

Next

LET'S GET STARTED

-#4 Enter your phone number or email address



The screenshot shows the TikTok sign-up interface. At the top, there is a back arrow, the text "Sign up", and a help icon. Below this, there are two tabs: "Phone" and "Email", with "Email" being the active tab. A text input field is present, containing a blurred email address and a clear button (an 'x' in a circle). Below the input field, there is a line of text: "By continuing, you agree to TikTok's [Terms of Use](#) and confirm that you have read TikTok's [Privacy Policy](#)." At the bottom of the form, there is a prominent red button labeled "Next" with a circular arrow icon to its right.

LET'S GET STARTED

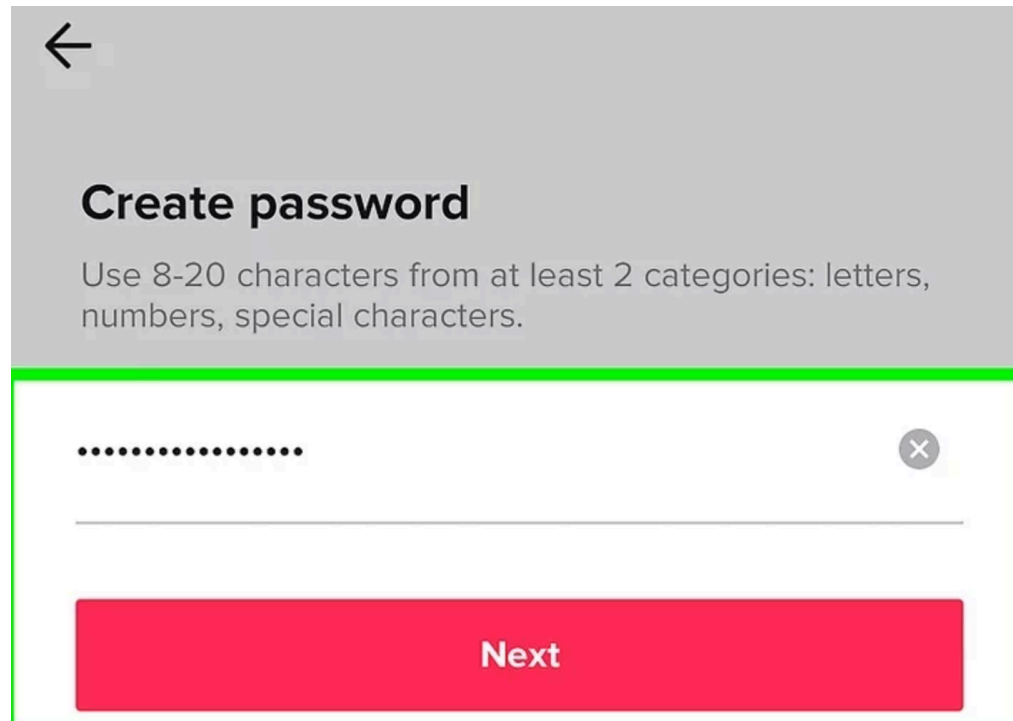
-#5 Enter the confirmation code sent via text or email



A screenshot of a mobile application interface for entering a 6-digit verification code. The screen has a light gray background. At the top left is a back arrow icon, and at the top right is a help icon (a question mark in a circle). The main heading is "Enter 6-digit code" in bold black text. Below the heading, it says "Your code was emailed to [redacted email address]". A white input field with a green border contains the code "7 6 7 9 3 4", with each digit in its own box. Below the input field, there is a "Resend code" button with a 30s timer and a circular refresh icon to its right.

LET'S GET STARTED

-#6 Create your password!



←

Create password

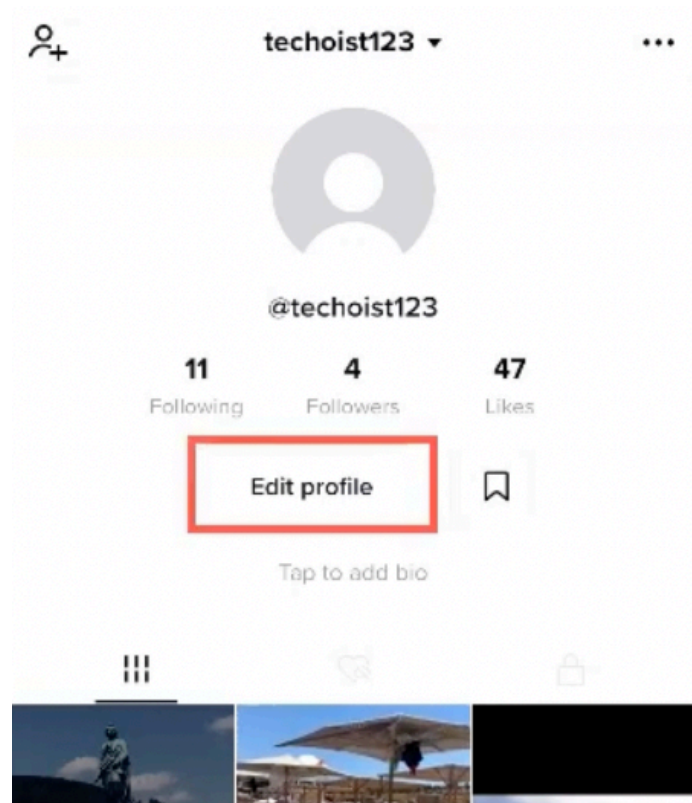
Use 8-20 characters from at least 2 categories: letters, numbers, special characters.

..... x

Next

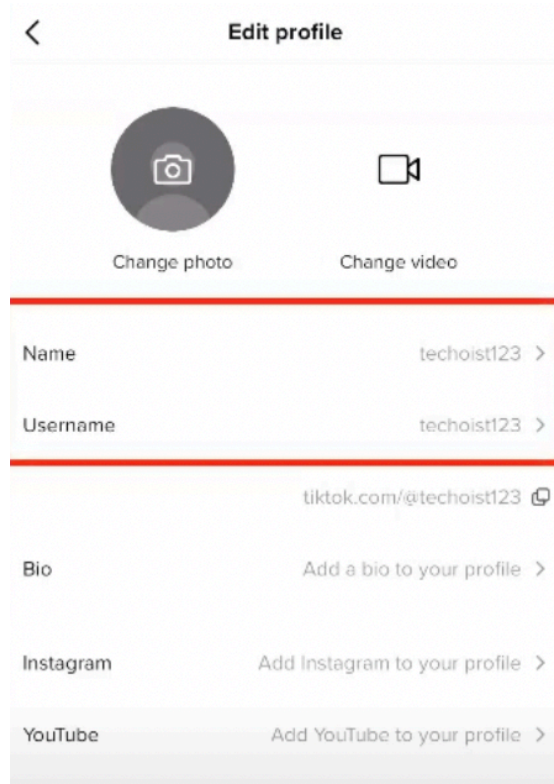
LET'S GET STARTED

-#7 Congrats! Your Tiktok has been created! Let's change out username. Click "me" in the bottom right hand corner to be redirected to your profile page. From there, click edit profile!

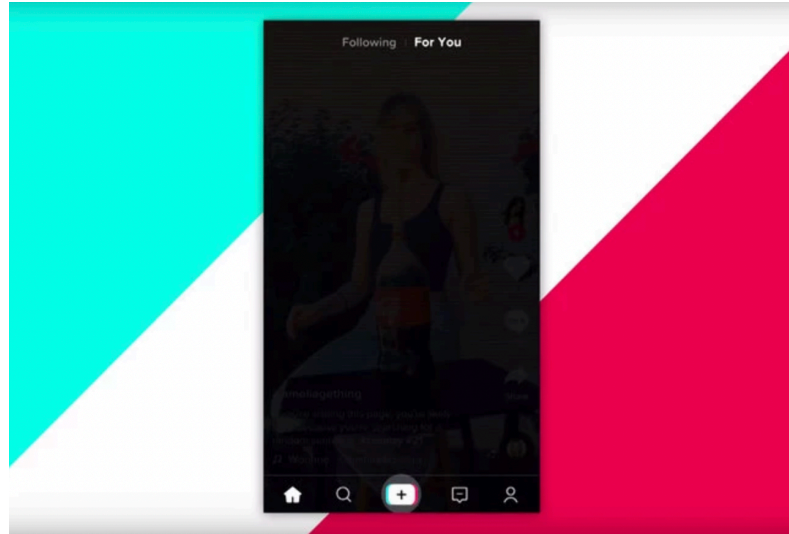


LET'S GET STARTED

-#8 On this page, you can select name and username to change it to your preference. In addition, this page can also be used to change your profile picture or connect your ig/youtube accounts, and even add a fun bio!



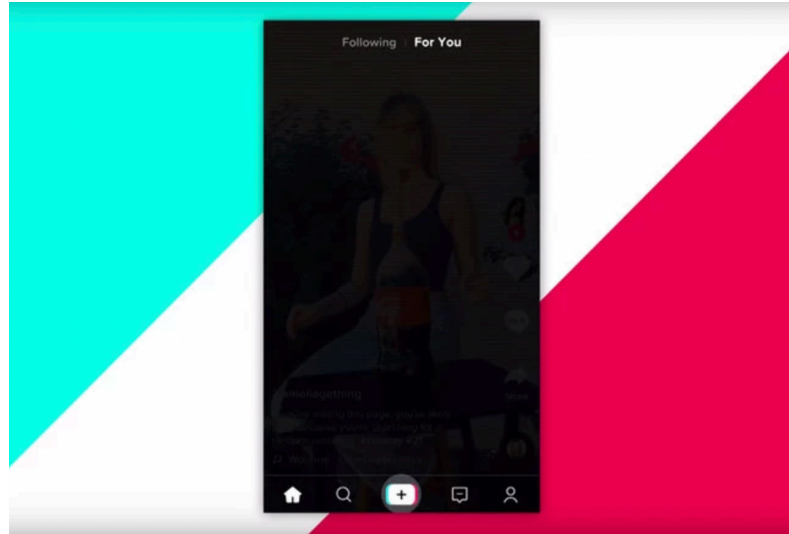
WHAT DO THE BUTTONS MEAN?



-The plus button at the bottom of the screen is used to start creating a video... don't worry, we will explain how to do that later!

-Up at the top you see For You. As you start watching others videos on this app, TikTok will pull videos they think you'd like and display them on this page. The cool part about this is that this is where organic growth happens! Think, Tiktok may suggest your video to others that would like what you are posting! It is called "the algorithm."

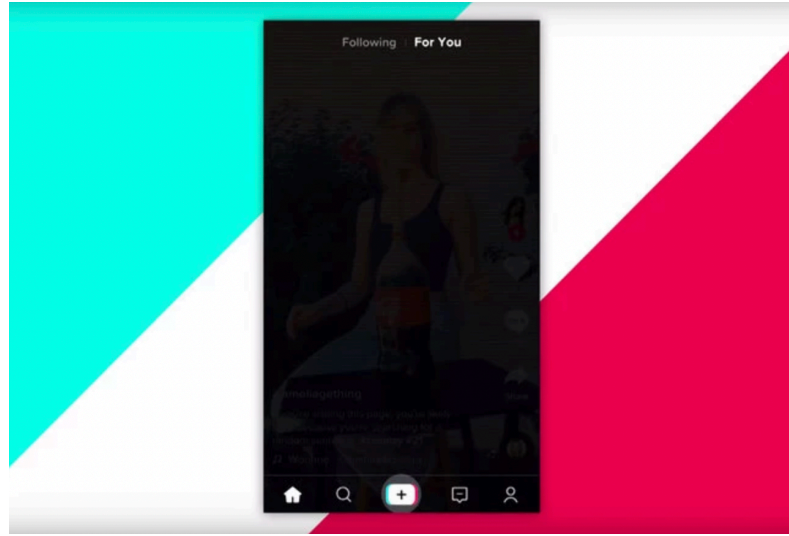
WHAT DO THE BUTTONS MEAN?



-Up at the top we also see the Following button. This button will generate a list of videos from people you follow. Again, this is great because the people that end up following your account will have a better chance of seeing your videos do this feature!

-The magnifying glass at the bottom is the “search” button. If you want to see videos of cute dogs, click the magnifying glass and click search. Type in cute dogs, and surely many videos will pop up!

WHAT DO THE BUTTONS MEAN?



-The speech bubble button at the bottom is the notifications button. Clicking this will show you who has liked, commented, or followed you!

-The last icon on the bottom right of the little human is something we already went over, but we will reiterate it. This is YOUR profile! Your future videos will show up there and you can always edit your information on this page!

HOW TO THINK OF VIDEO IDEAS?

-When you are playing around on the For You page, you will start seeing all of the cool content you can create! You are able to be creative or follow trends!

-We all know what being creative is, but what is a trend? A trend is a video that has been remade many different times by many different people. These will be videos that use the same concept and songs over and over again. They will frequently appear while scrolling on the For You page and watching videos!

-Both types of videos (creative or trending) will do well if you use good lighting, stay engaging, use hashtags, creative captions, and find fun music.

HASHTAGS!!

-As discussed in the previous slide, hashtags, captions, and music are important when posting your videos!

-A hashtag is something that drives traffic to your video! When you are about to upload a video, you can add hashtags and a caption. We suggest using four hashtags...

HASHTAGS CONTINUED!!!

No.1 A hashtag that describes your video... If you post a video about your hotel, use the hashtag with your hotel name, example #TheKartrite

No.2 A hashtag that is more creative, but feeds off the first hashtag. So if your first hashtag is #TheKartrite then make the second one #WaterparkHotel

No.3 A hashtag that describes what is happening in the video... so if you are doing a video of playing arcade games at the hotel, do #ArcadeTime

No.4 A hashtag that calls to action... If you want people to come and visit soon do #CheckItOut... if you had a special going on you could do #DiscountDays... this is all up to you!

CAPTIONS!!!

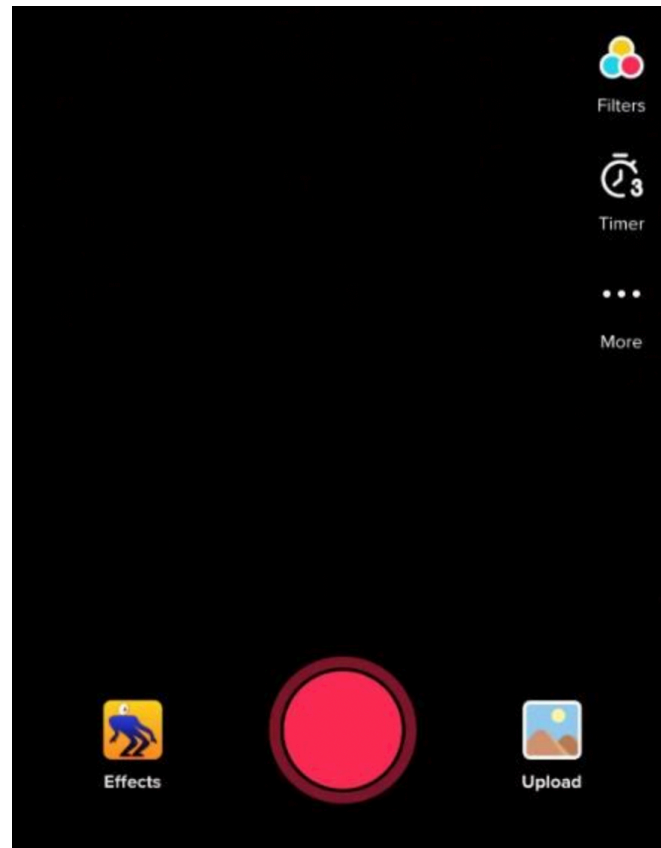
- When uploading your video, you have an option to add a caption with your hashtags!
- Keep your caption SHORT and SWEET! We have seen the best success with captions that make people want to see what the video is about... for example, if you were showcasing the coolest part of your brewery, you could caption it “Bet you haven’t seen this at a brewery before!!”
- Rule of thumb, caption first, hashtags second!

MUSIC!!!

- We will show you how to add music to your videos in the upcoming slides, but we wanted to chat about Tiktok and music first!
- Many TikToks have music. TikTok has a free music bank of plenty of songs to use.
- We highly suggest using music on all of your videos. Music is another way that Tiktok will promote your videos. It will send it out to people who may have used or like the song that you add to your video.
- If you are talking in the video, be sure to add an instrumental sound so you can always be heard!

LET'S CREATE A VIDEO

Step 1: Click on the "+" button. If it is your first time to shoot, you need to allow TikTok to access your camera and recorder.



LET'S CREATE A VIDEO

Step 2: Select how long you want your video. If it is less than 15 seconds, then click 15. If it is more than 15 seconds, click 60.

Step 3: Press and hold the red button to start shooting. You can lift up your finger to stop and start filming.

Step 4: When you are done filming, press the red check mark on the bottom right.

Step 5: This is where you can edit your video. You have the option of trimming clips by clicking adjust clips. Simply drag the clips to shorten them if you'd like.

LET'S CREATE A VIDEO

Step 6: You can also choose one piece of music to level up your video by selecting sounds. Music will be suggested, or you can click more and search what song you'd like to add.

Step 7: You can also add text. Click text, write what you want to write, and select the text with "set duration." You can choose when the text starts and stops.

Step 8: There is also an effects button. If you want to add sparkles, a cool shake, or a transition type of effect, you can select the effect and hold it down to apply it to what part of the video you'd like!

LET'S CREATE A VIDEO

Step 9: Once the film is done, press next!

Step 10: This brings you to the page where you add your hashtags and caption.

Step 11: The last step is to set one frame of the video as a cover. Click, select cover and save what you'd like the cover to look like on your profile page!

Step 12: Click post... YOU DID IT!