

TIKTOK

REELS and Shorts



CHINESE OWNERSHIP OF TIKTOK

SHOU ZI CHEW
TikTok CEO

C-SPAN3

2,387 × 1,44

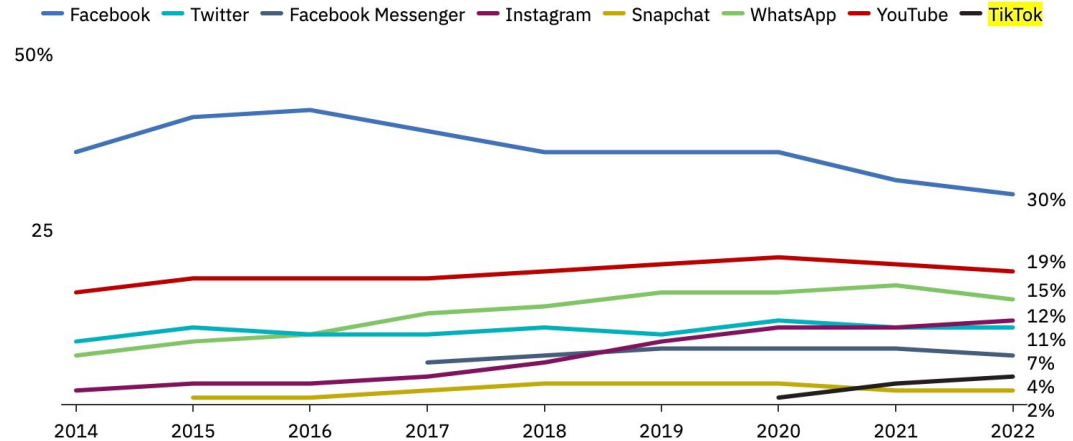
“TikTok has become the fastest growing network in this year’s survey, reaching 40% of 18–24s, with 15% using the platform for news.”

– Reuters News Report 2022
(executive summary)

Proportion who used each social network for news in the last week

2014–2022

Average of 12 markets



Q12b. Which, if any, of the following have you used in the last week for news? Base: Total 2014–22 sample in selected markets (most n = 2000). Note: From 2015–21 the 12 countries included are: UK, USA, Germany, France, Spain, Italy, Ireland, Denmark, Finland, Japan, Australia, and Brazil. In 2014 we did not poll in Australia or Ireland.



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TIKTOK BY
THE NUMBERS



#1

Most
Downloaded
App in 2022

80+

Million

Active Users in
the US

1.5 B+

Estimated
Active Users
by the
End of 2023

#1

App for
Consumer
Spending in
2022

THINGS TO THINK ABOUT

USER INTERACTION

When users are commenting, saving, and/or liking content, the TikTok serves users videos based on their platform engagement patterns.

WATCH TIME

If a user watches a longer video from beginning to end, it's considered a strong indicator of interest.

WHAT'S TRENDING

Content that incorporates either filters, sounds and or hashtags that are already 'trending' will be favored and prioritized by the TikTok algorithm.

AUDIENCE PARTICIPATION SURVEYS: ENGAGEMENT


TikTok has been surveying users as they scroll and watch content to better understand what kinds of videos they like and if content they've already watched has resonated with them.

DIRECT FROM THE SOURCE

Skip


Choose your interests

Personalize your experience by picking 3 or more topics

 Sports


Basketball NFL Baseball Golf

Boxing Fantasy sports Tennis Fis

 Home & Family


Motherhood Married life Relationships

Fatherhood Parenting Gardening

 Food

Recipes BBQ Baking Food decor

Cooking Dessert Restaurant reviews

 Entertainment & Culture

Next

Following | For You

Please answer the question in the card below and help us improve your experience.

Thank you for participating!

Did you see any promotional content for the WW PersonalPoints™ Program in the past 2 days on TikTok?

☐ Yes

☐ No

☐ Not sure

Submit

TikTok Privacy Policy. Your participation in this survey is voluntary. >

44

1

Home Discover + Inbox 5 Profile

MIX IT UP

Although TikTok's algorithm relies heavily on user input, it actively serves a variety of content types to users in order to avoid the 'filter bubble.'

Offering only a single type of content can lead to a very narrow point of contact . TikTok wants users to experience new perspectives and ideas.

The platform aims to keep users feeds fresh and diverse but also personalized - it's a fine balance that they are constantly improving on.

KEY CONTENT ELEMENTS

BE REAL

Don't force a trend. Assess each trend as it comes along and select those that work organically for your publication.

BE CREATIVE

Take advantage of the many native features & sounds TikTok offers to make original content that is also stylistically in sync with the platform. But don't over do it!

BE TIMELY

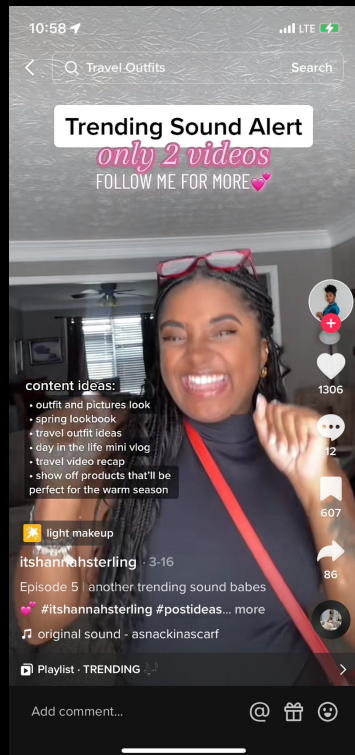
This is especially important for journalism. Leverage trending audio and hashtags. Tap into what users are already saying about your topic and craft a timely response. Find a niche or a unique angle

BE PERSONAL

TikTok Can be a powerful platform to combat misinformation through personal connection. Work to build trust. Be transparent about the process and your sources.

TRENDS TO WATCH

MUSIC/AUDIO



FILTERS



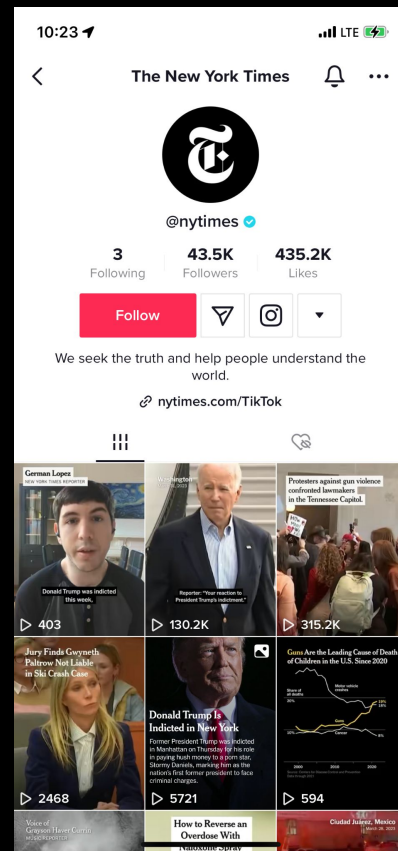
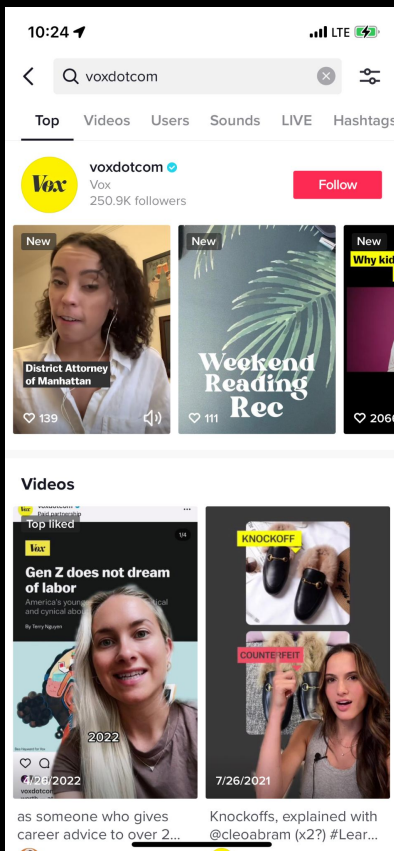
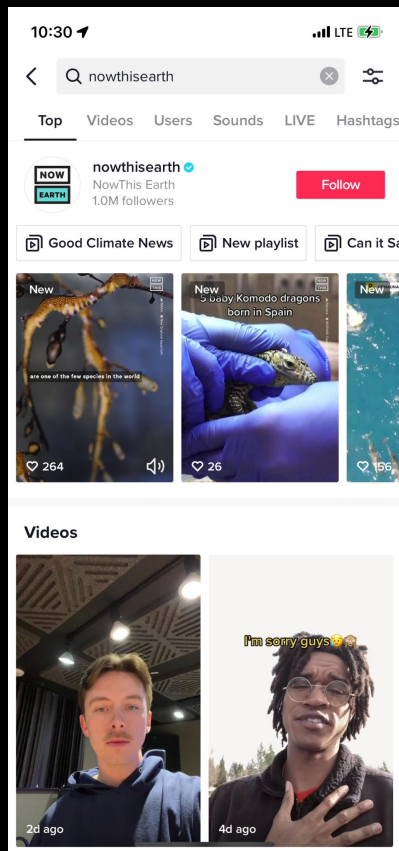
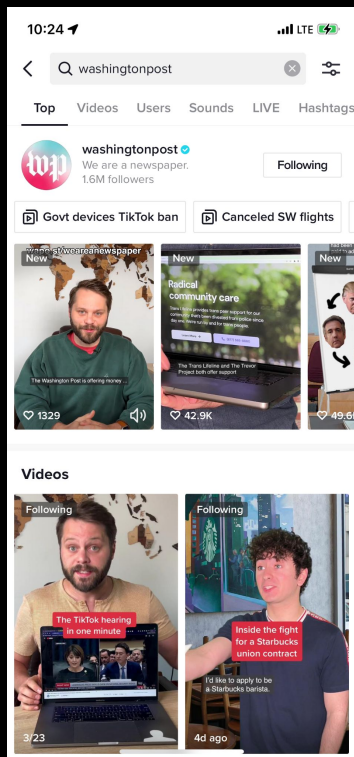
DUETS



GREEN SCREEN



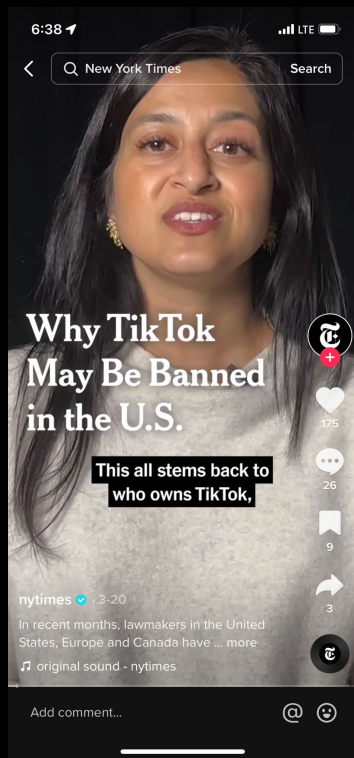
NEWS ORGS TO WATCH



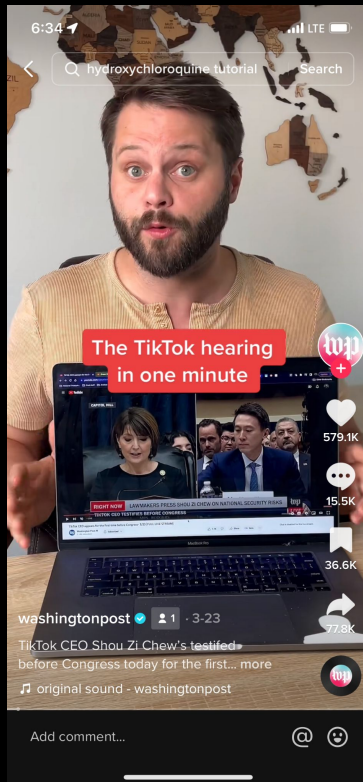
Mapping Journalism on Social Platforms - A collaborative list curated by Francesco Zaffarano

WHAT WORKS FOR NEWS

EXPLAINERS



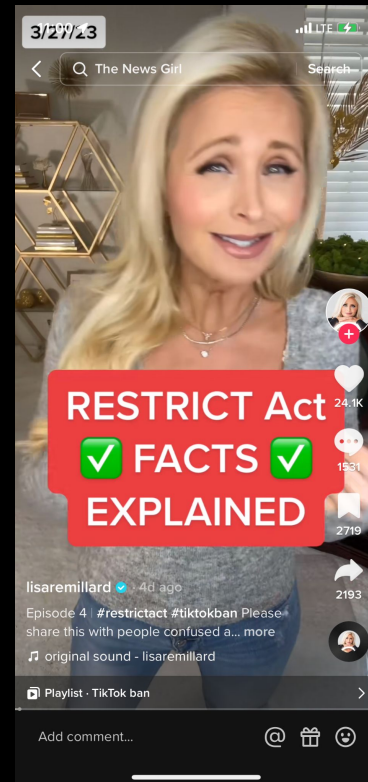
EXPLAINERS



EXPLAINERS



EXPLAINERS



WHAT WORKS FOR NEWS

COME WITH ME



LIFE HACKS

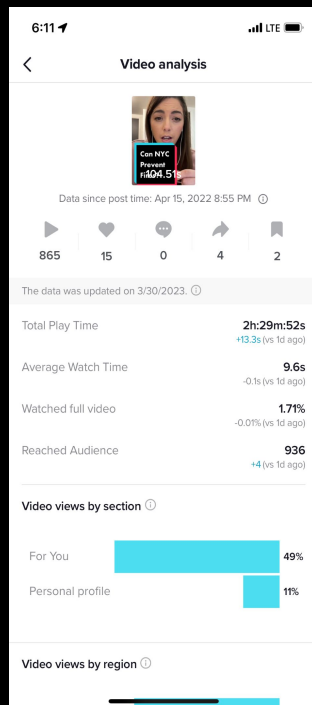


THAT'S INTERESTING

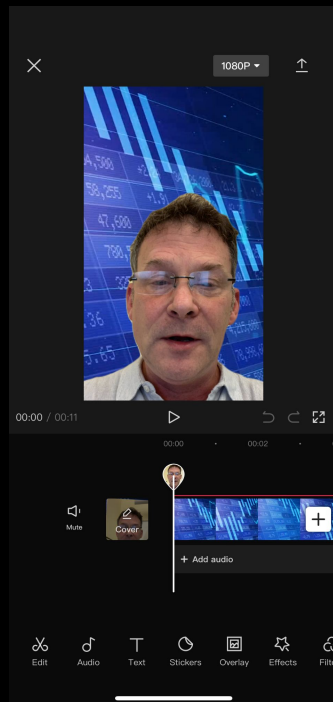


RESOURCES AND TOOLS

ANALYTICS TOOLS



CAPCUT



TIKTOK FOR DEVELOPERS

developers.tiktok.com

GMAIL CUNY Ideas to steal Other Bookmarks

TikTok for developers

Build tools for creators, researchers, and communities

TikTok for developers

Get Started

Our products

OTHER RESOURCES



https://bit.ly/NYPA_TIKTOK

EZ - GIF - A free but fairly robust GIF-building tool that allows for some customization

Canva - a very robust design tool for social video and other projects

CapCut - An easy-to-use video editor for your mobile

Pixabay - A free stock image site that also offers illustrations, graphics and videos.

Videvo - free video stock footage

Iconfinder - A repository of simple graphics and line art

SVG Silh - Another repository with an vector editor

Olli - This app allows you to create

NY Governor Kathy Hochul - He is a national figure and these pix are available.

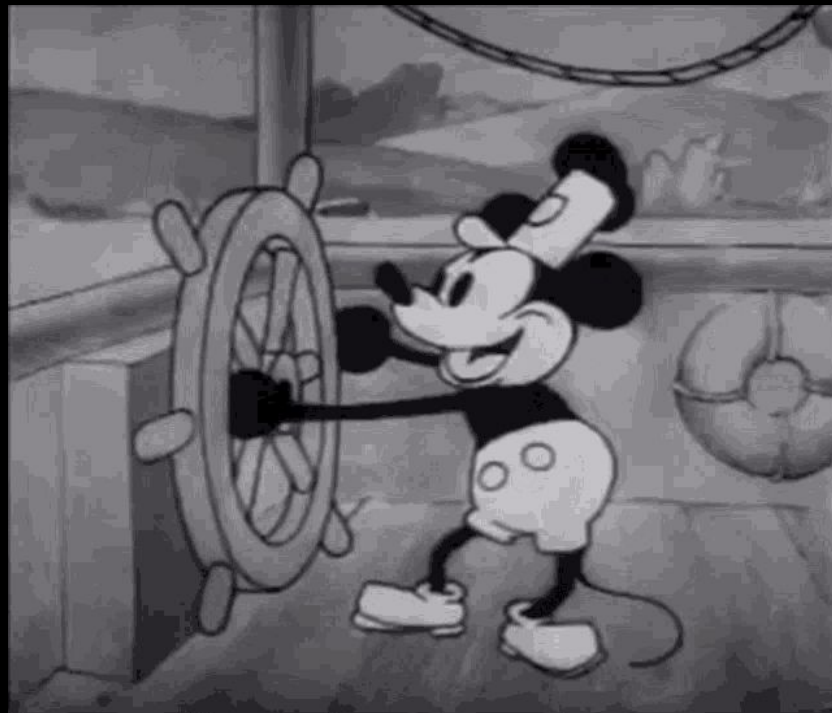
Picryl - The site boasts that it is the largest repository (search engine, really) of archive photos and other visual resources in the world

Mapping Journalism on Social Platforms

Reuters News Report 2022 (executive summary)

What is The Public Domain?

The public domain (PD) consists of all the creative work to which no exclusive intellectual property rights apply. Those rights may have expired, been forfeited, expressly waived, or may be inapplicable. Because no one holds the exclusive rights, anyone can legally use or reference those works without permission.



Steamboat Willie (1928)

What is Fair Use?

In the United States, copyright is limited by the concept of "fair use." Fair use allows for limited use of copyrighted material for, but not limited to the following: criticism, commentary, news reporting, teaching, scholarship, or research may be considered fair.

U.S. judges determine whether a fair use defense is valid according to four factors. In some other countries, there is a similar concept called "fair dealing" that may be applied differently. Remember, it is your responsibility to understand the relevant law and whether it protects the use you have in mind. If you plan to use copyrighted material you didn't create, I advise you to take legal advice first.



What is Fair Use(part II)?

1. The purpose of the use, including whether such use is commercial or for nonprofit educational purposes. Courts often focus on whether the use is “transformative.” That is, whether it adds new expression or meaning to the original or whether it merely copies from the original.
2. The nature of the copyrighted work. Using material from primarily factual works is more likely to be fair than material that is artistic or an opinion.
3. The amount and substantiality of the portion used in relation to the copyrighted work as a whole. However, even a small taking may weigh against fair use in some situations if it constitutes the “heart” of the work.
4. The effect of the use upon the potential market for, or value of, the copyrighted work. Uses that harm the copyright owner's ability to profit from his or her original work by serving as a replacement for demand for that work are less likely to be fair uses.



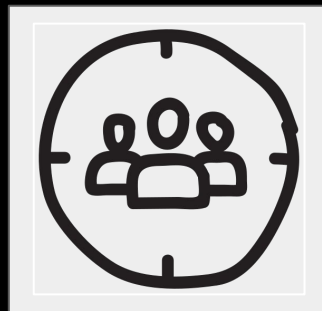
MAKE TIKTOKS NOT ADS

People respond to authentic, trendsetting and inspiring content. Focus on compelling visual storytelling rather than overproduced selling..



WADE IN

Don't be afraid to start small. Experiment and see what sticks. Build on positive analytics and trends that are working for others with similar goals.



KNOW YOUR AUDIENCE

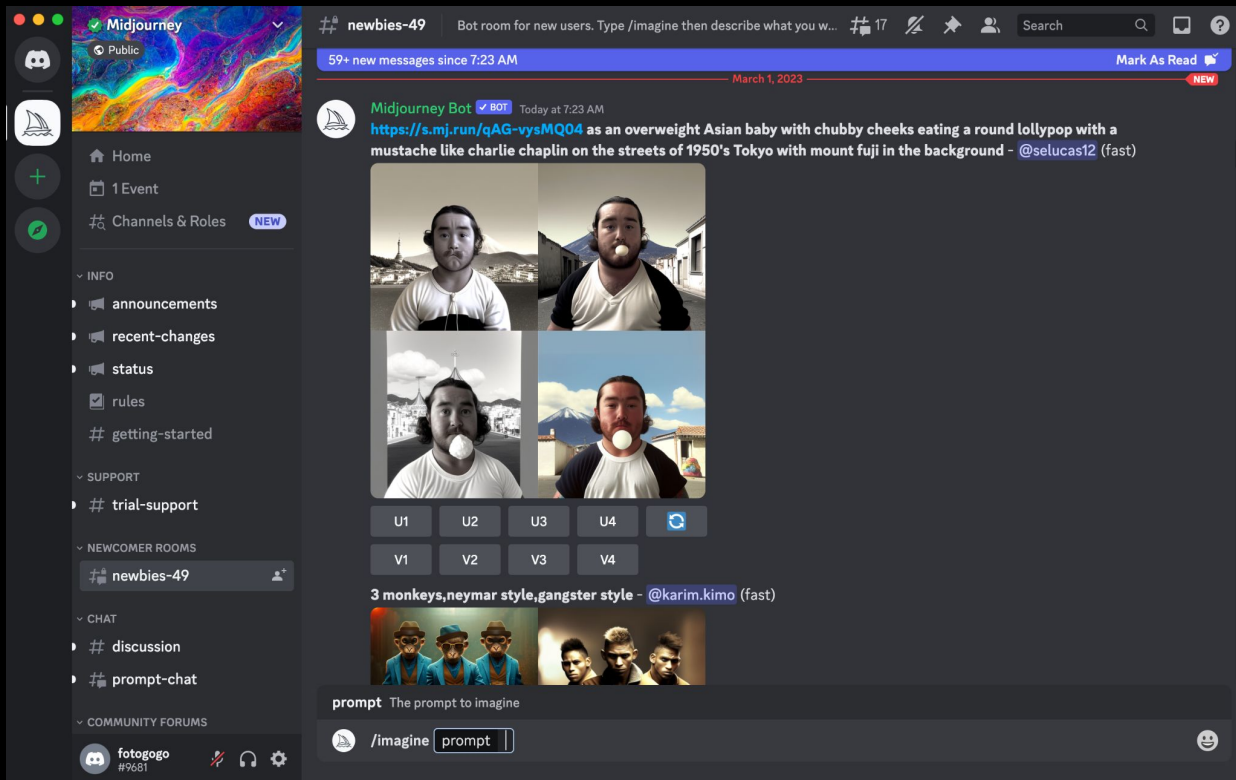
Yes, there are trends and data to follow, but one-size fits all never works. Viewers are driven by their values, habits & personalities. Trust is key.



CREATORS KNOW BEST

TikTok creators know what they're doing and who they're doing it for. After all, they were there first. Look to them for inspiration.

THE AI OPTION - Midjourney, DALL E2 and others



EXPLORING AI THE AI OPTION - Midjourney, DALL E2 and others

