

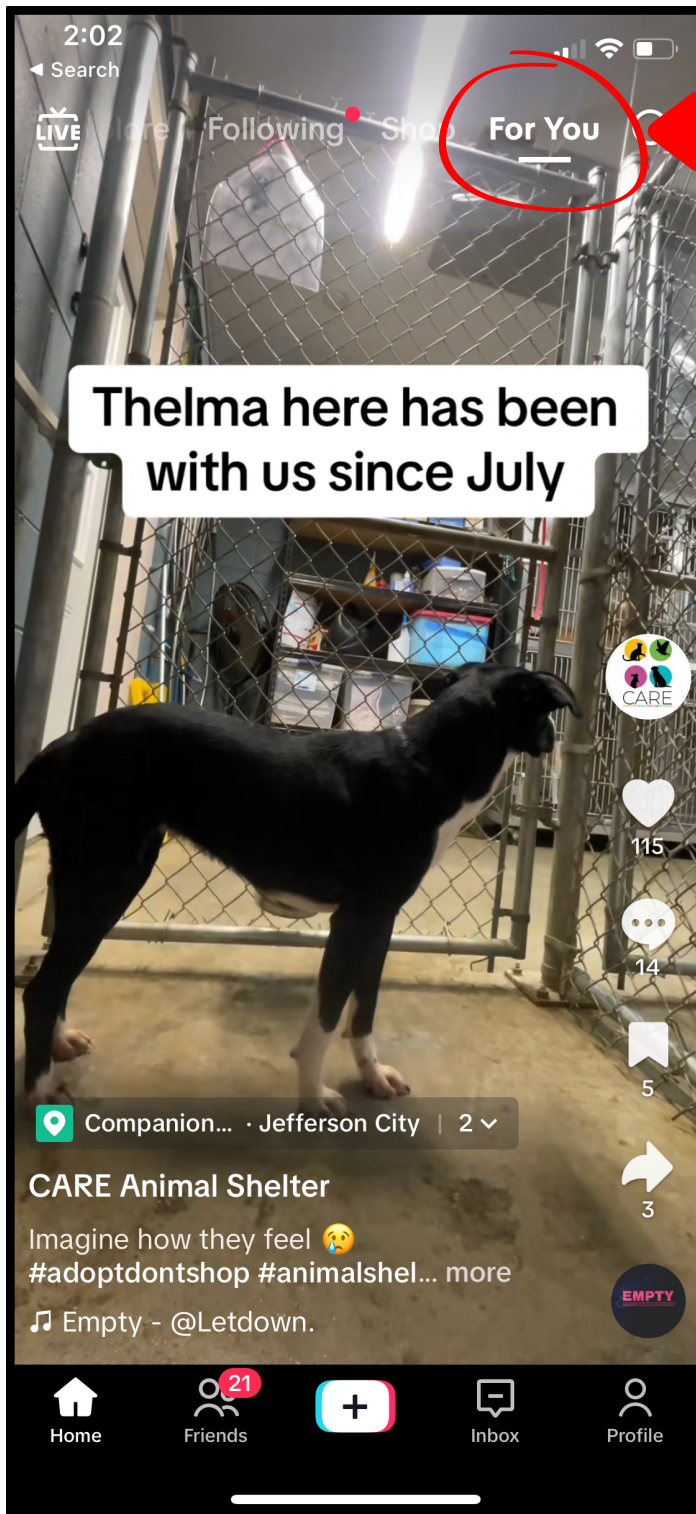
What is TikTok?



TikTok is a social media platform that encourages creating and watching short videos relevant to your interests. A lot of platforms have mirrored TikTok's video-centric model since its rise in popularity so if you're familiar with YouTube Shorts or Instagram and Facebook Reels, you understand TikTok's premise already. If you'd be more comfortable using one of those platforms, just use one of those platforms. All of them operate similarly and have decent reach (you do not have to have any followers in order for people to stumble across your videos on any of these platforms).

If you do want to learn TikTok though, I recommend it because its algorithm - or the way it determines who to share your videos with - is easily the most sophisticated of these competing platforms. This means it is the best at figuring out what your content is and who would want to see it, and then putting your content in front of those people.

The “For You” Page



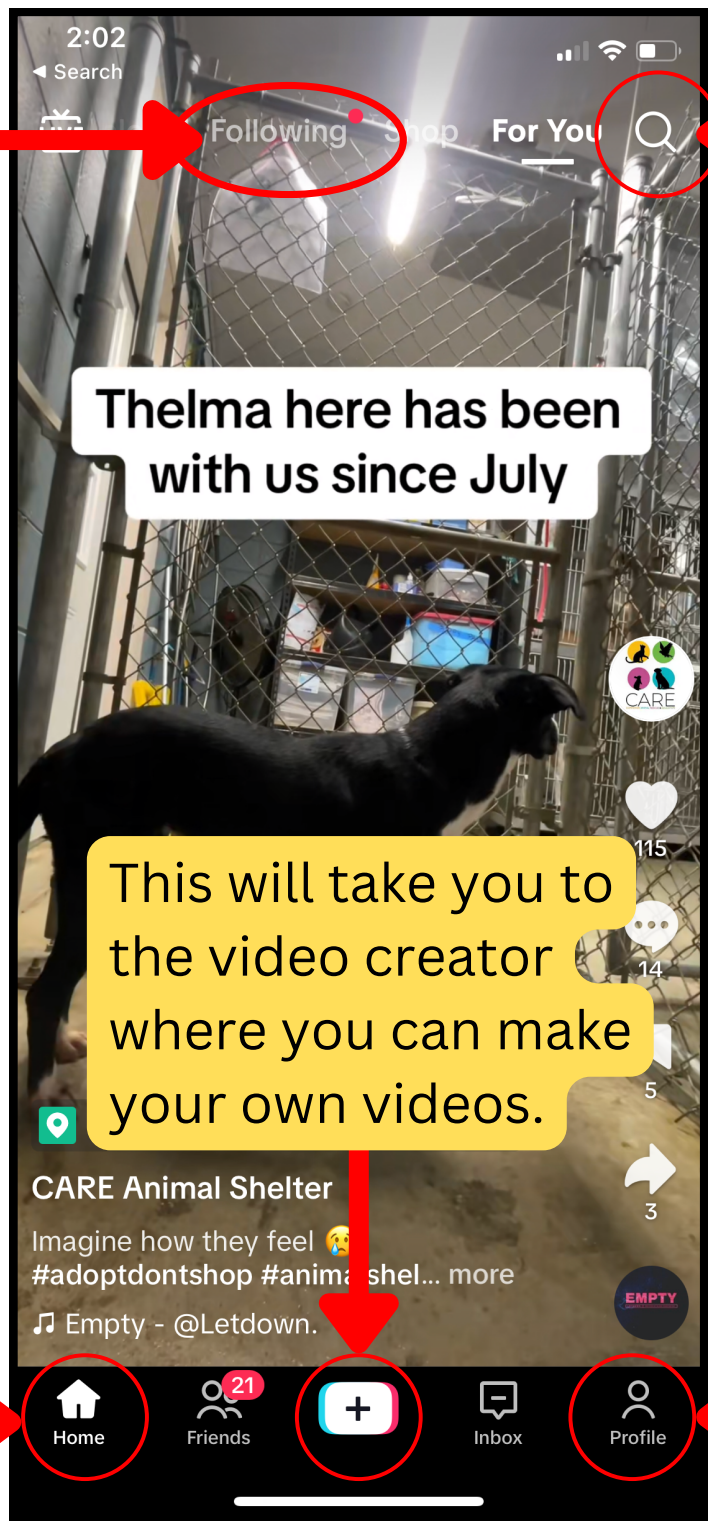
When you log in to TikTok, you will end up here on your “For You” page (FYP). This is basically a curated page of endlessly scrollable videos TikTok chooses to show you based on your interests. The more you watch and interact with the videos on your “For You” page, the more finely tuned TikTok’s recommendations will get.

The first video TikTok showed me today was this one from CARE Animal Shelter because it knows I routinely interact with shelter and rescue videos. This page is where TikTok users spend a majority of their time (it is painfully addicting).

Interacting with this ‘For You’ page is completely optional but I would recommend doing so because it’ll help familiarize you with the platform.

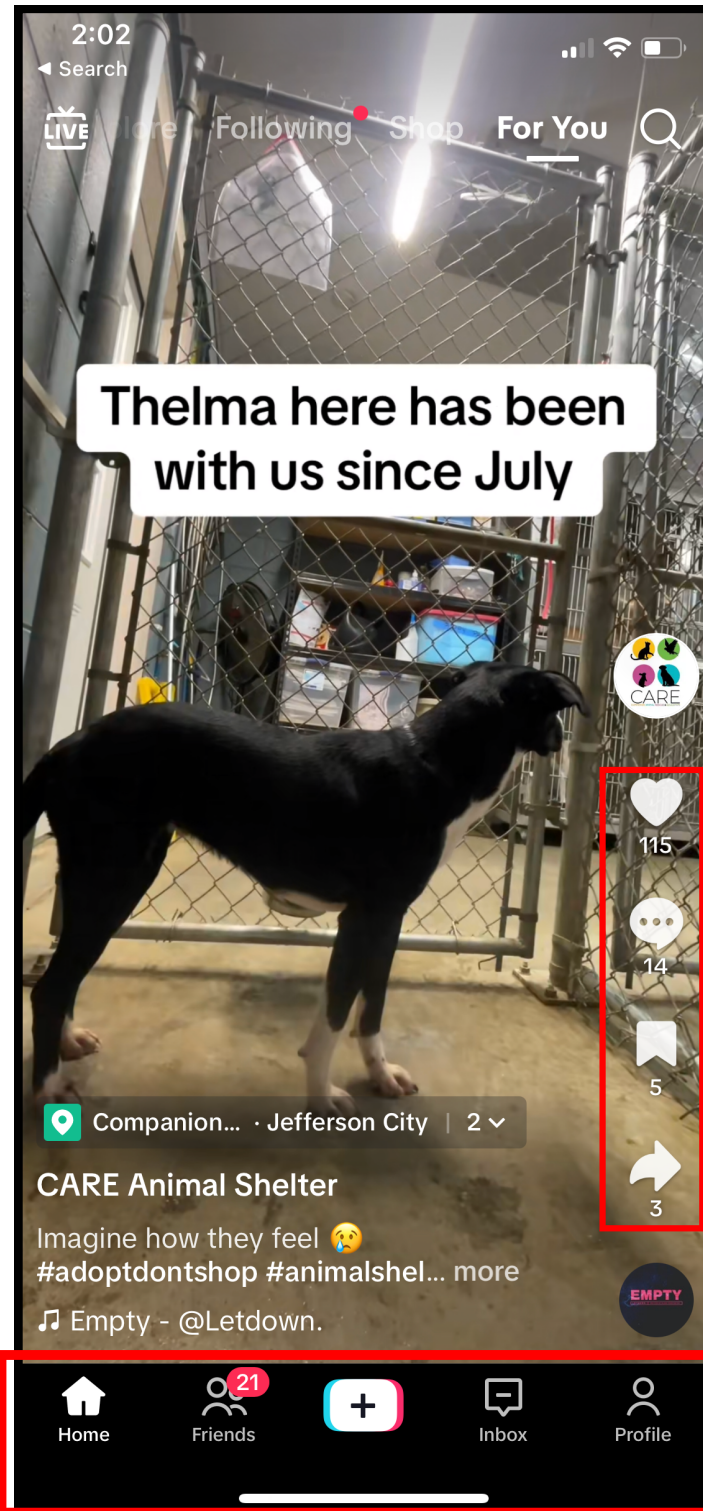
It's like the "For You" page except the only videos here will be from people you follow.

Search manually for videos that interest you or creators you'd like to follow.



This will take you back to the "For You" page.

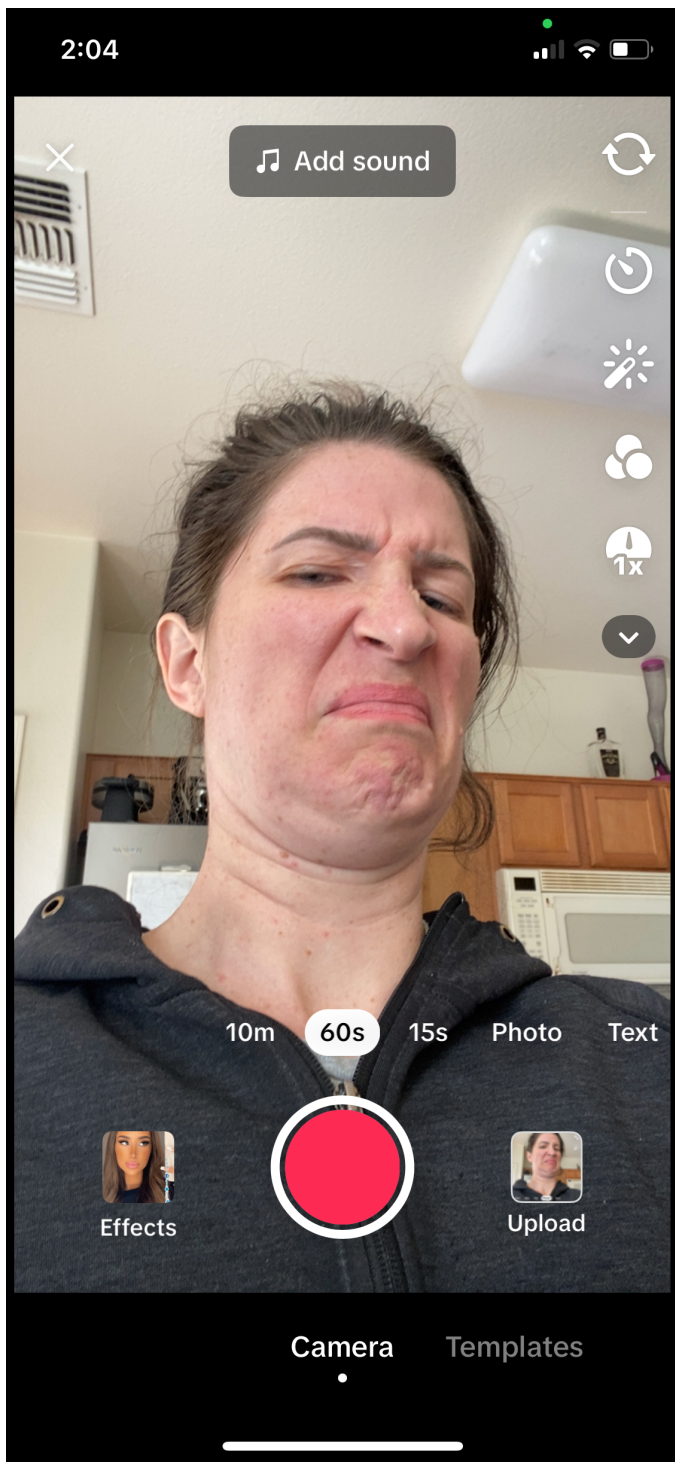
View the videos you have posted here.



This will take me to the video creator's profile (CARE Animal Shelter in this case)

Interactables. You can like, comment, save or share the video you are watching here.

This bar is almost always here if you get lost.

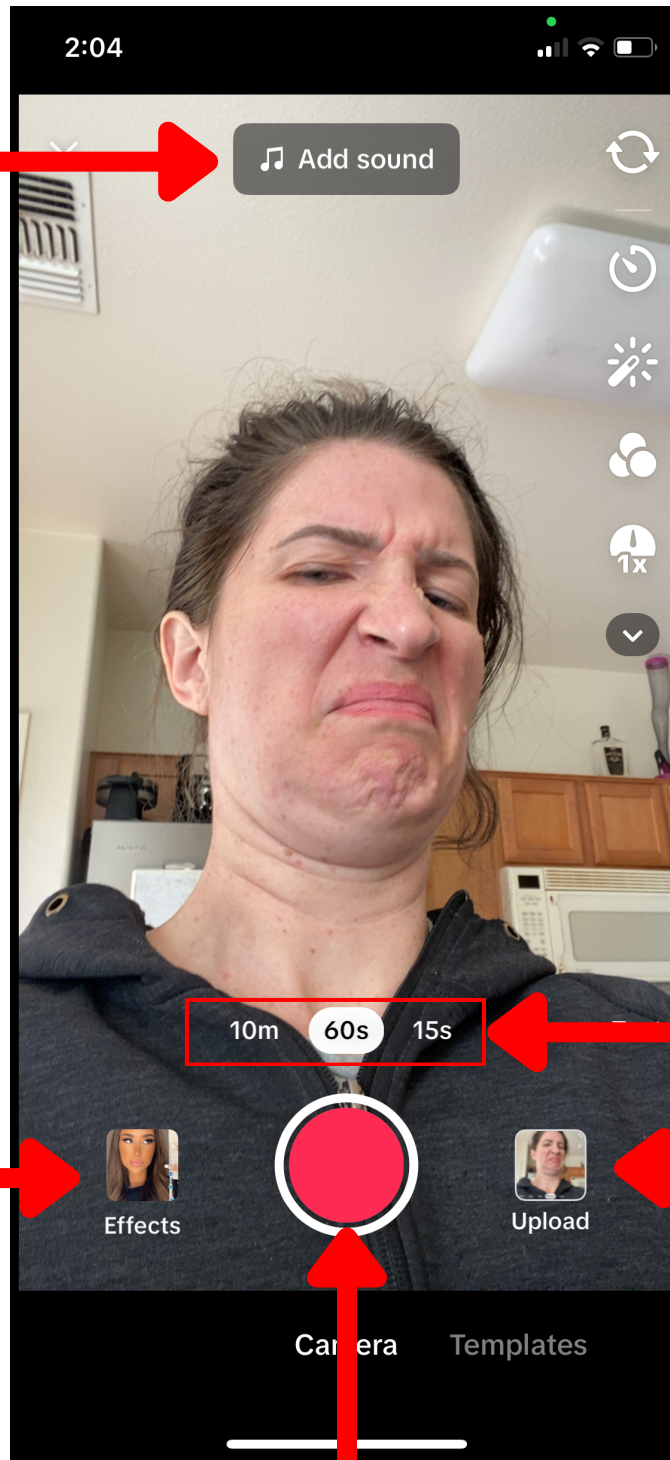


The Video Creator

When you're ready to make a video, press the '+' at the bottom of your screen and brace yourself for a jump scare. You will be attacked by your phone's front-facing camera.

Once here, basic video creation is rather intuitive for most who are used to taking videos on their phones. It's the completely optional bells and whistles that tend to freak newbies out in this screen. Don't worry about making a fancy video. No one cares if it has sparkles in it.

TikTok has a LOT of music and sound options for video. It will often choose some generic instrumental to lay over your footage for you but you can click here to get rid of it or search TikTok's massive library of options. Don't worry about adding music unless you want to.



Toggle between front/back facing camera.

Timer

This will erase your skin texture

Boring filters

Speed up/slow down your video

There's a microphone icon if you click the down arrow. You can apply a voice filter to your recording.

Select how much allotted recording time you want.

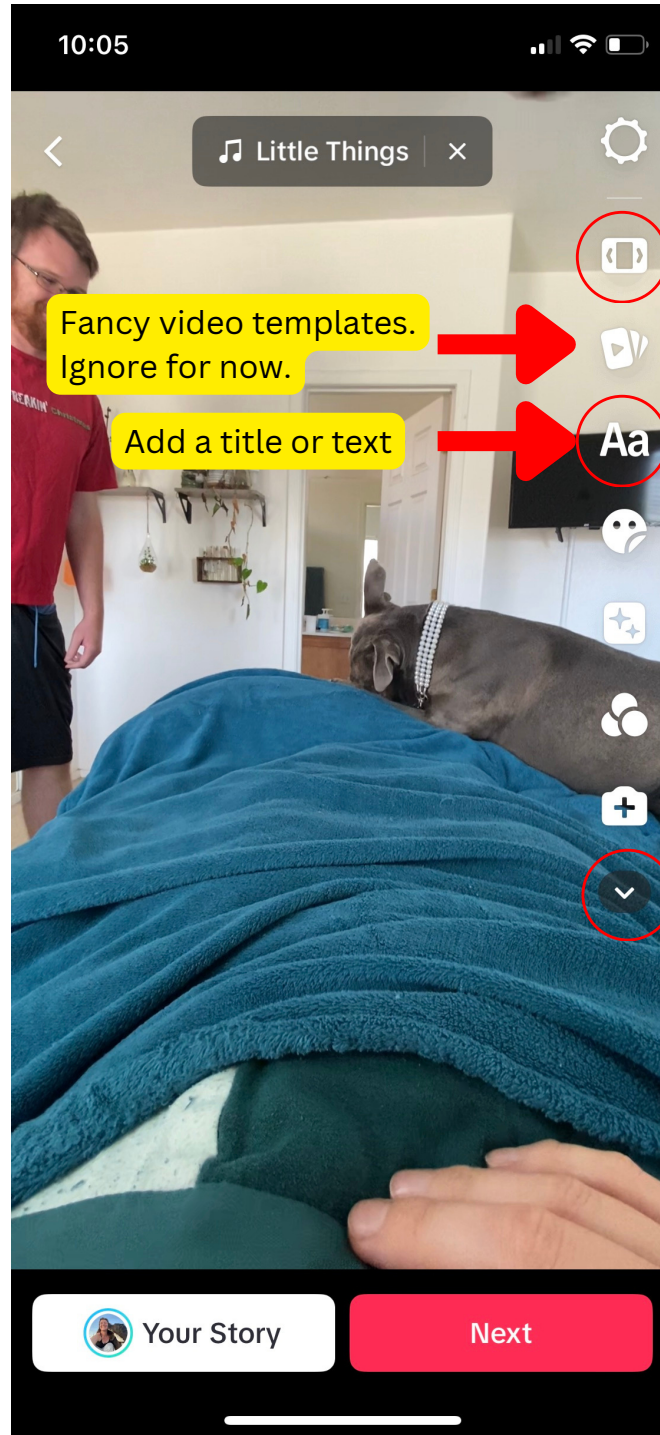
Your camera roll if you would like to upload existing video instead of recording in the app.

Special effects like facial filters and green screens you don't need to worry about.

Record

After you upload or record a video, TikTok automatically changes the menu options on the right to help you start editing the video.

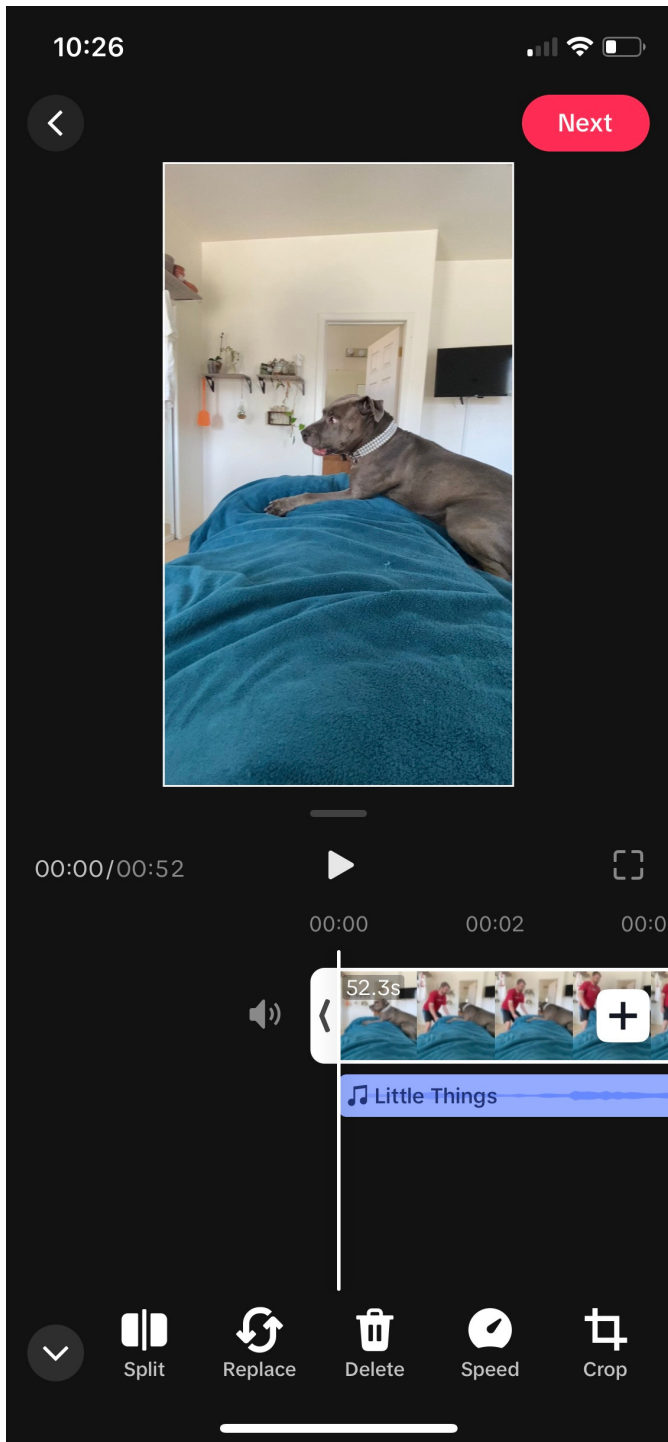
I've circled the only 3 menu options I ever use on this page.



Fancy video templates. Ignore for now.

Add a title or text

- ← Settings (privacy, etc)
- ← This will take you to your **'editing timeline'** where you can shorten your video, make cuts, change the music, speed things up or slow them down.
- ← Stickers
- ← More fancy video effects. Ignore.
- ← Boring filters.
- ← I don't even fully understand this one. Ignore.
- ← Click the down arrow for the microphone icon. You can record voice over here.
- ← Hit "Next" when you're ready to give your video a caption and post it.

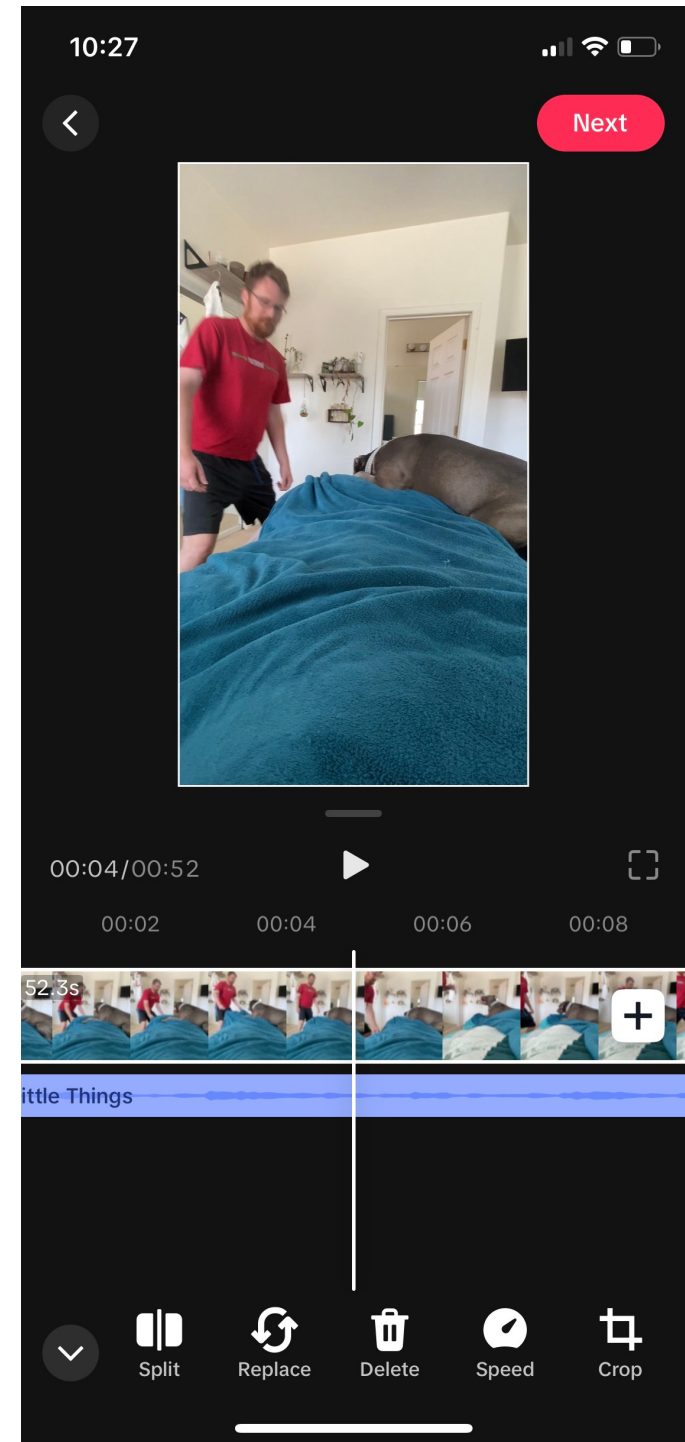


The Editing Timeline

Your video and any sound you've added will show up here as a 'timeline'. You can scroll left and right on the timeline to pinpoint specific areas of the video you'd like to focus on.

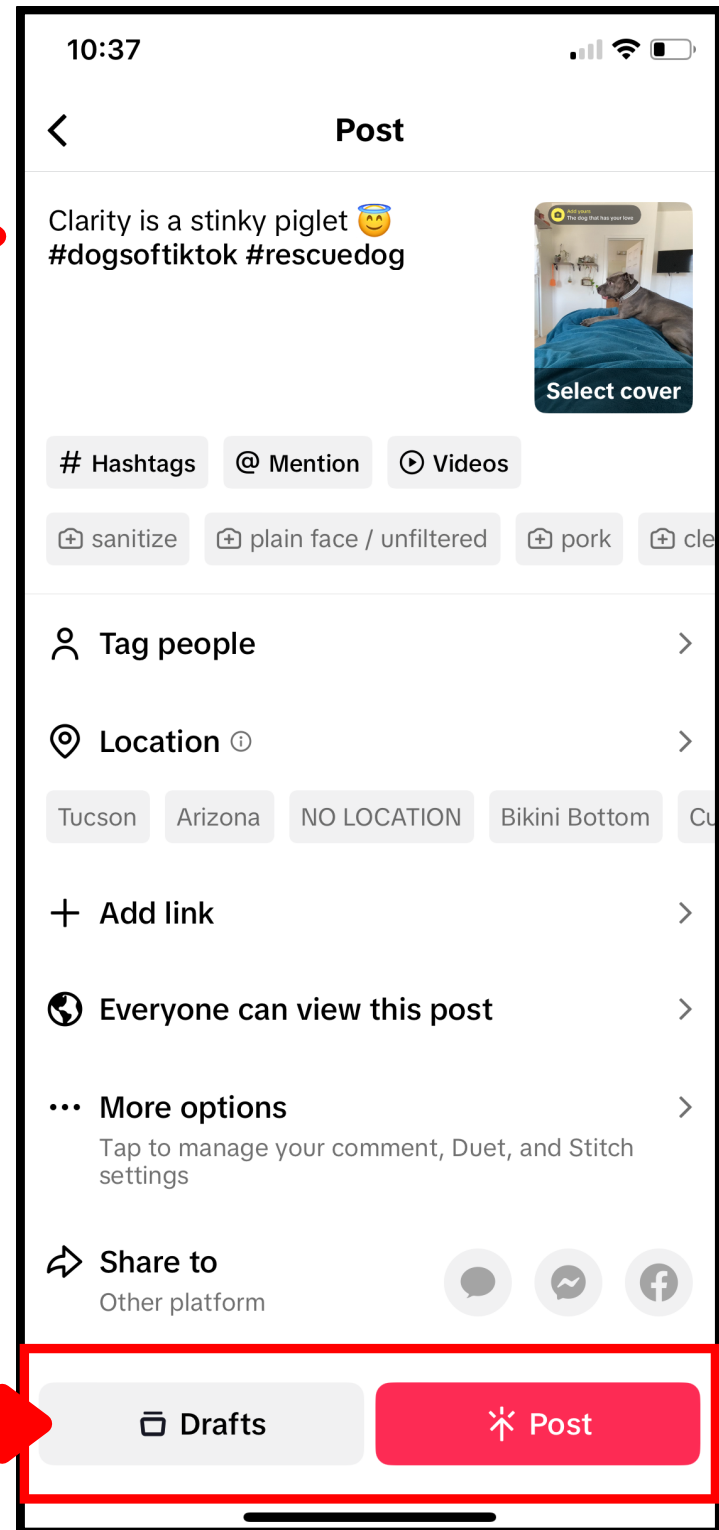
The visual above the timeline is showing you where you are *on* the timeline.

It's easy to overthink this part. It may also be completely unnecessary for you to use. I usually just shorten my videos in here by clicking and dragging my timeline or splitting certain sections and deleting them.



Ready to Post!

Add your caption and any relevant hashtags. Don't have to overthink them. Tiktok will start to autofill them for you if you need ideas as you're typing them out.



Pretty self explanatory



BUT WHAT KIND OF VIDEOS DO I POST?!

A convenient thing about Tiktok is that copying ideas is basically encouraged. For example, a vet clinic posted a video where they asked the staff which dog breeds they wouldn't own after working there. This video got popular on Tiktok and other vet clinics and animal orgs started doing it and *those* videos were almost guaranteed views because of the popularity of the original video. So. copy away if you see a fun premise.

Video Ideas:

1. People love lists. Even dumb lists. '5 adoptable cats with great hair', '3 fun facts about Bruno', '7 things you didn't know about animal rescue,' etc.
2. Behind the scenes videos
3. Interview staff or volunteers.
4. Feature a program your org has (daytrips, volunteer dog-walking, safety net foster, etc).
5. You probably have so much dog and cat footage on your phone you have to increase your cloud storage by 2TB semi-annually. Just post that and say they're adoptable in the caption. Videos can be super simple.
6. Any premise you find compelling as you scroll.



katie.and.the.snoots

Katie Grissum

Follow

1228 Following 3.1M Followers 82.7M Likes

PO Box 397 Queen Creek, AZ 85142

katieandthesnoots@gmail.com

Pets:KC Pet Project

Additional Tips:

1. Search @katie.and.the.snoots on Tiktok and watch several of her videos. She works at KC Pet Project and has 3 million followers. Her videos are also frequently VERY simple in concept. A majority of her posts feature a short video of her just sitting in a kennel and engaging with a pet. She adds voice over to the videos where she talks about the pet, their history and what her interaction was like with them. This is a very basic premise that most of us could do easily during a shift.
2. Photo slideshows are an option but video performs MUCH better than photos on this platform.
3. Keep it short. People don't have attention spans any more.
4. Avoid harsh or dark lighting. Either face the light source or record in "diffused" lighting where the sun or lights can't cast harsh shadows.