

PUSH  
**YOUR**  
BRAND **ON** **TikTok**

# Kit out your TikTok account

Make sure your tone of voice matches your brand guidelines!

- Make sure to link your Instagram and YouTube on your TikTok profile for one click, cross platform audience transition
- Make your bio is welcoming and friendly, it can be slightly more informal than other social media platforms
- Include other social media platform @ handles in your bio too!
- Choose a profile video or photo

This will help drive traffic and can assist in building a following on your other platforms if your audience like your brand.

Make sure that whichever you choose, the visuals are high res and not blurry!

# General TikTok info

TikTok is a great way to showcase and advertise your business through the form of video content.

Here you will find some general tips and tricks that you can use to develop your TikTok account - make sure you keep up to date with new features!

## Reach

TikTok's algorithm is still very fair and favourable even if you are a new user, use this to your advantage and get posting! Try to make your content in app, or without any watermarks to maximise reach.

## Going Viral

The opportunities to go viral can happen at any point, be prepared for this.

## Have Fun

Focus on being creative and have fun on TikTok! It can be the perfect way to show the more relaxed side of your business and to build up an engaged community that enjoy your content.

## Experiment

Give yourself plenty of time to experiment with content creation, it can be hard work and confusing at first. Make sure you try new features to see whether they work for you.

## Strategy

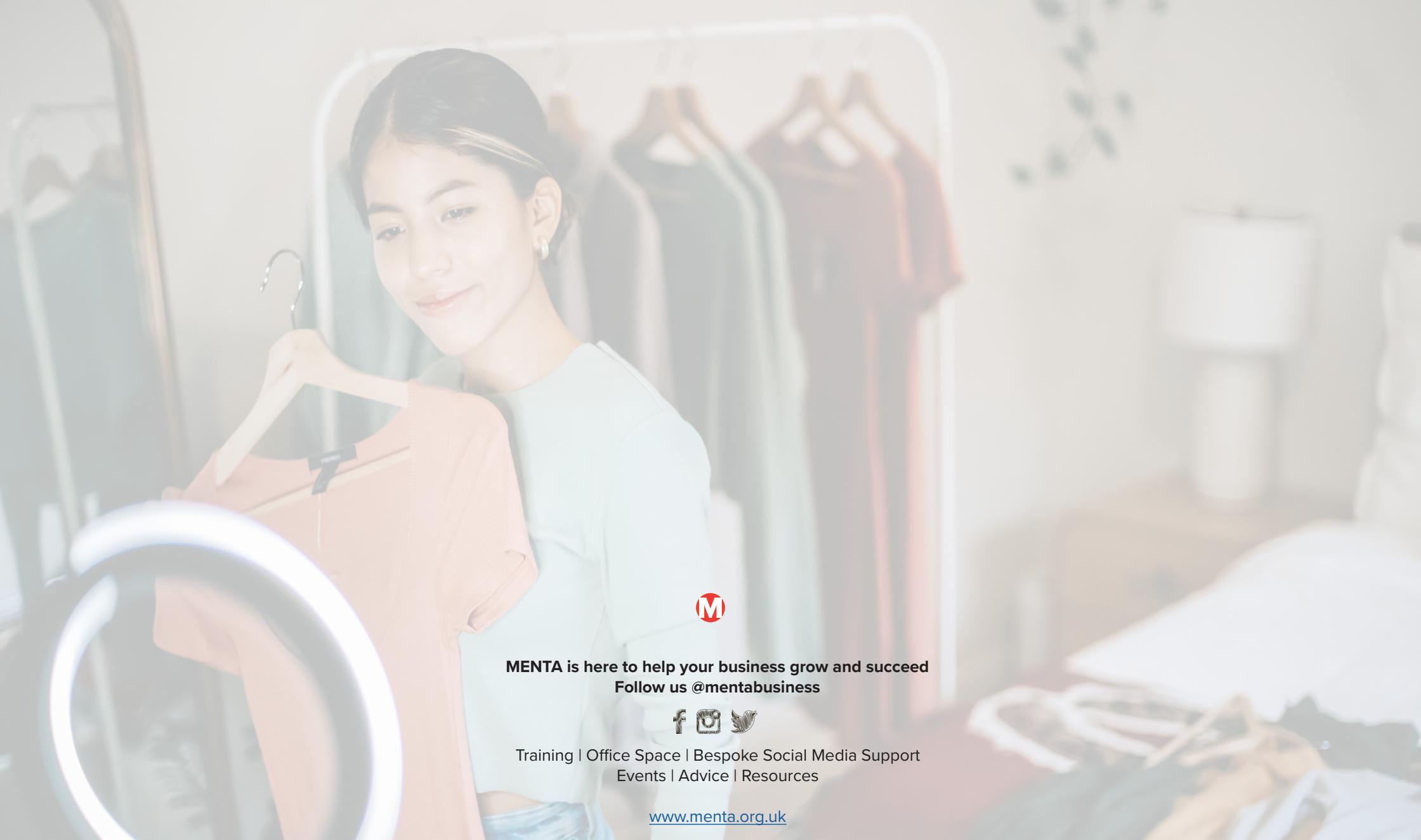
Keep your audience's attention by being clever with the way you create videos, use transitions in a way that get people to rewatch and boost the views on your content.

## Trends

Follow trends! Trending videos will be more popular for a limited amount of time and many videos reach far more people in this timeframe.

## Community

Community is still important on TikTok, the key isn't to get a load of followers, it is to grow a community that believes in you / your product and will genuinely engage with your brand.



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