



# **TikTok 101**

**Your guide to TikTok**



A circular inset image showing a skateboarder in a blue t-shirt, brown pants, and a black cap with "VALLEY" on it. He is performing a trick on a sidewalk next to a yellow metal railing. The background shows a city street with buildings and trees. A large red circle is partially visible in the top right corner of the page.

# Make Every Second Count!

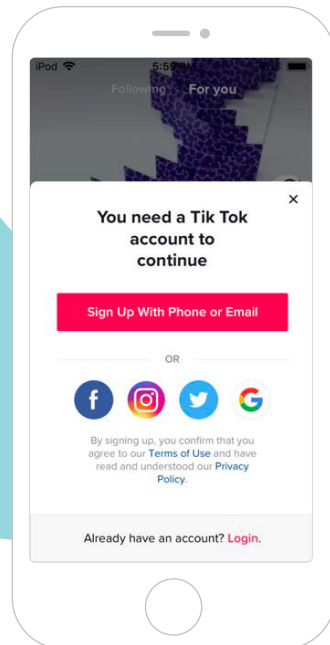
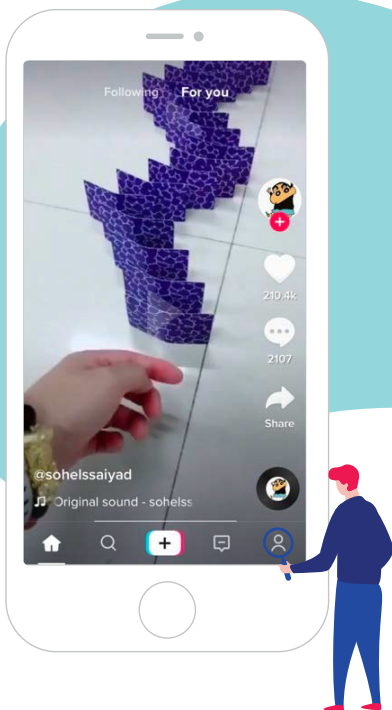
## What is TikTok?

TikTok is a global destination for short-form mobile videos. Our mission is to capture and present the world's creativity, knowledge, and precious life moments, directly from the smartphone. TikTok enables everyone to be a creator, and encourages users to share their passion and creative expression through their videos.

# Getting started

After you have downloaded TikTok and installed the app on your phone, you can easily create an account...

- 1 Click the icon in the bottom right corner of the home page.



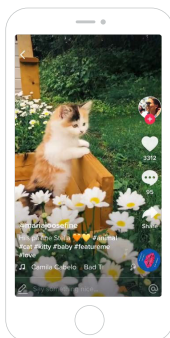
- 2 There are two ways to sign up: create a new account or use third-party sign-on systems.

- 3 If you choose to create a new account, then you should select your birthday.
- 4 You can choose to sign up with your phone number or email address.
- 5 Set your password.
- 6 Now you have successfully created your new account.

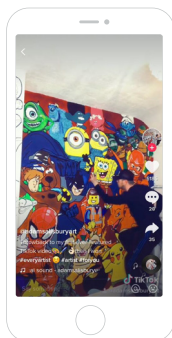
# Discover

In the For You feed, you'll see videos our community love alongside the world's trending content. The more you swipe, the more the content becomes tailored to your tastes.

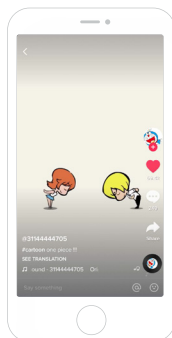
**TIP:** Press the ❤️ on a video that you enjoy to receive more of the content you love!



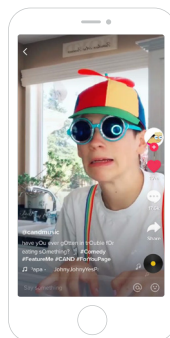
Pets



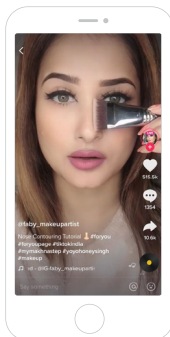
Art



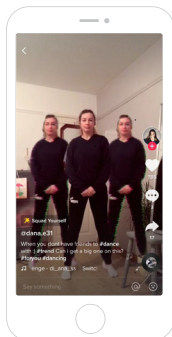
Cartoons



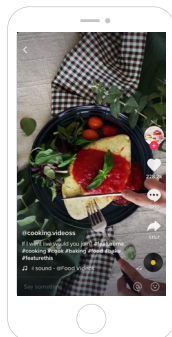
Comedy



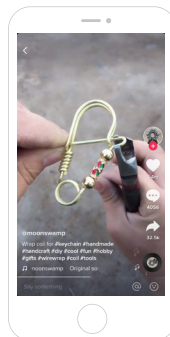
Makeup



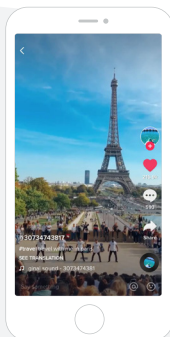
Special Effects



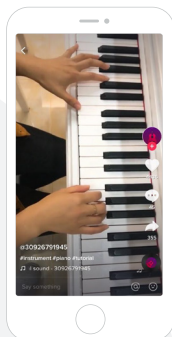
Food



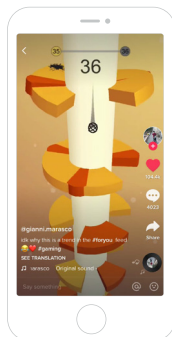
DIY



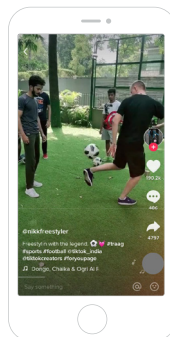
Travel



Music



Games



Sports

# Create

## 1 Click the “+” button:

Tap the “+” button at the bottom and then you can choose a video from your album to upload.

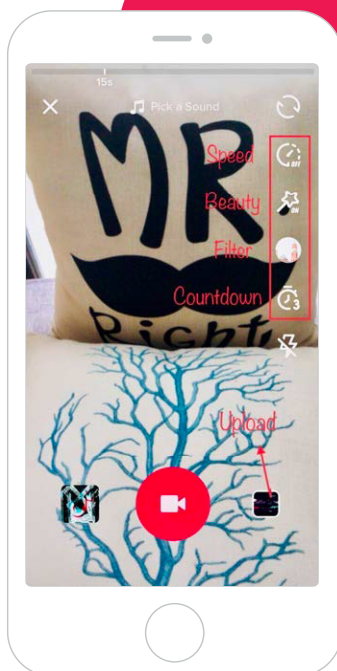
## 2 Shoot

### Tap to shoot

Hold the red button to shoot a video. You can split the video into multiple sections. 15s videos are strongly recommended!

### Countdown

If you want to prepare yourself better, you can tap the “count-down” button on the right and then the shooting will start after a three-second count-down.



### Speed

You can set the speed of your video by tapping this button.

### Filters

Choose a filter to make an even cooler video.

### Effects

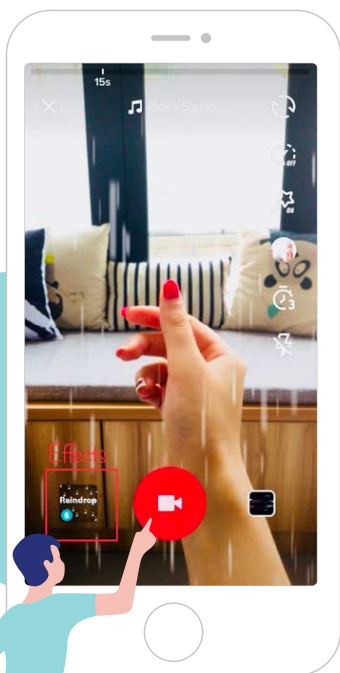
There will be hundreds of stickers waiting for you if you tap the effects button on the bottom of the screen.

### Pick a sound

Tap “pick a sound” at the top to search for a suitable song.

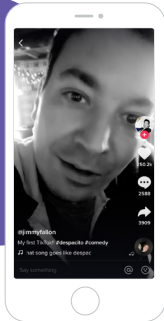
## 3 Edit your video:

You can cut sound, adjust the volume, pick a new sound or change a filter on this page.

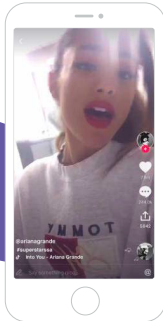


# Our Community

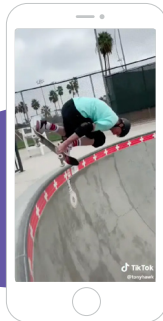
TikTok has one of the most active and engaged online communities in the world, including...



Jimmy Fallon



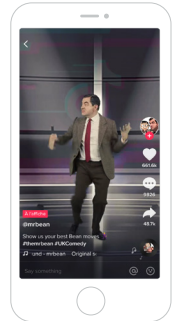
Ariana Grande



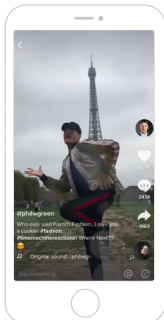
Tony Hawk



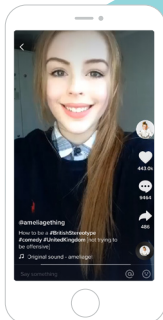
Marshmello



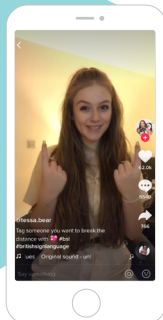
Mr Bean



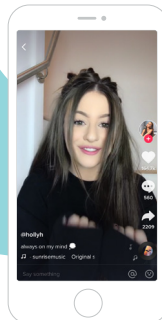
Philgreen



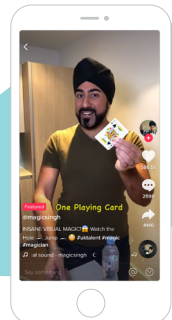
Ameliagething



Tessa.bear



Hollyh

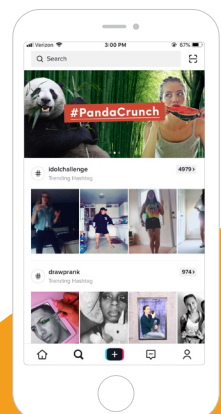


Magicsingh

## Challenges

The 'hashtag challenge' is an online challenge initiated by TikTok to inspire users to express themselves through their creative content, and to spread global pop culture.

Challenges render users to feel part of the TikTok community and find common ground whilst expressing their differences.





# Keeping it positive

TikTok's mission is to capture and present the world's creativity, knowledge, and precious life moments. As a global community that thrives on creativity and expression, it's important that users feel safe and comfortable within this community.



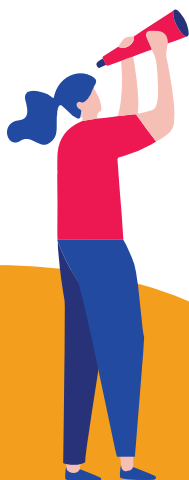
## Safety Centre

We've developed a series of policies and tools in order to promote a positive in-app environment, and we trust all users to respect and utilise these measures in order to keep TikTok fun and welcoming for everyone. These include...

TikTok's Community Guidelines which strictly prohibit the posting, sharing or promoting of any of the following:

- Harmful or dangerous content
- Graphic or shocking content
- Discrimination or hate speech
- Nudity or sexual activity
- Child safety infringement
- Harassment or cyberbullying
- Impersonation, spam, or other misleading content
- Intellectual property and workplace content
- Other malicious activity

For more please visit: [tiktok.com/safety](https://www.tiktok.com/safety)

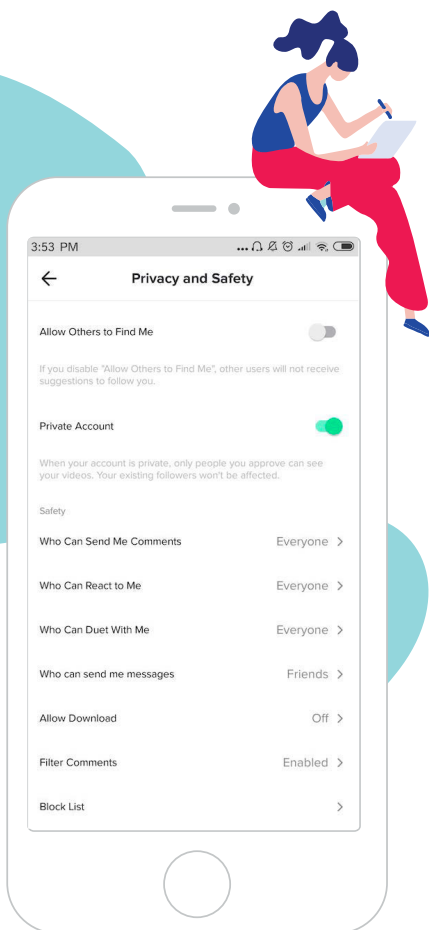


# Safety Videos

You can't miss our entertaining and educational video series "You're in Control" – here you will find useful information on safety guidelines and a recap of our available tools. We hope you'll feel inspired to use the tools at your disposal and take a deeper look into our privacy and safety resources, they will help you have the best possible experience. Check them out at [@tiktoktips](#).

## Privacy & Safety

You can find the privacy & safety settings within the "Privacy and Settings" section on the TikTok app.



### Allow others to find me

By disabling this function other users can't find you when searching for your TikTok profile.

### Private account

You can set your account to private, so only your friends can see your videos.

### Who Can Send Me Comments

Choose who can comment under your videos.

### Who Can Duet with Me

Decide who can duet with you.

### Who Can React to Me

Decide who can react to your videos.

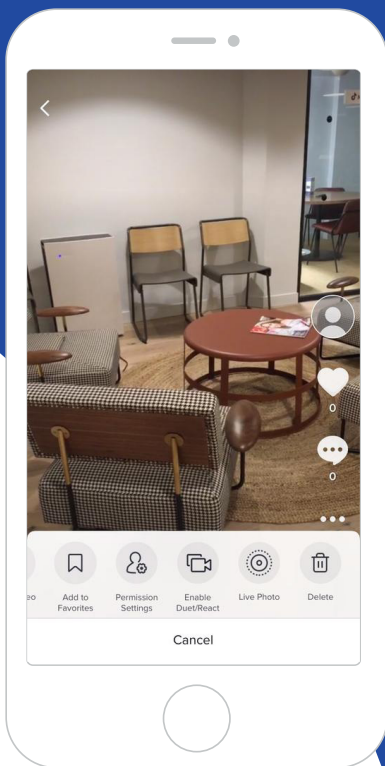
### Who Can Send Me Messages

Choose who can send you private messages on TikTok.

### Filter Comments

Use the self-defined comment filter to make sure no one can post comments under your videos using words that you find hurtful.





To change who can see your video after uploading it click on the three dots next to the video and go to "Permission Settings".

### Allow Download

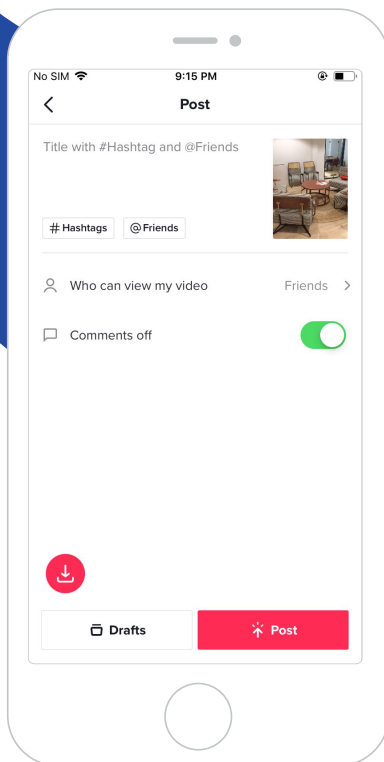
Disable downloads to ensure no one can download your videos.

### My Block List

You can block people on TikTok you don't want to interact with.

Moreover, before uploading each video, the app lets you decide who you want to share it with.

**Top Tip:** Even after uploading each video you can still make changes to its privacy settings.



# Reporting Function

If you find content that seems inappropriate, such as abuse, spam, or anything else that violates our community policy, you can report it directly in the app.

## Report an account:

- 1 Go to the profile page of the account you want to report
- 2 Tap the Menu button
- 3 Tap on "Report"
- 4 Follow the instructions on the screen

## Report a video:

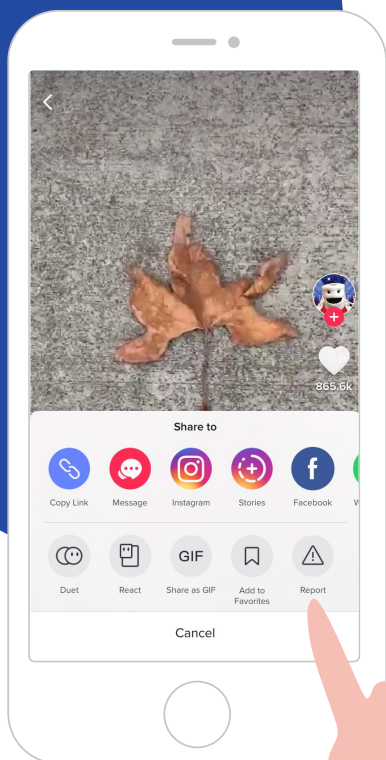
- 1 On the TikTok screen, tap Menu
- 2 Tap on "Report"
- 3 Follow the instructions on the screen

## Report a comment:

- 1 Tap the comment you want to report
- 2 Tap on "Report"
- 3 Follow the instructions on the screen

## Report a chat:

- 1 Open the conversation you want to report
- 2 Tap on the name of the person/group (iOS) or on the Menu button (Android)
- 3 Tap on "Report"
- 4 Follow the instructions on the screen



# Digital Wellbeing

By enabling the Digital Wellbeing feature, you can control the time spent on TikTok and limit the appearance of content that may not be appropriate for all audiences.

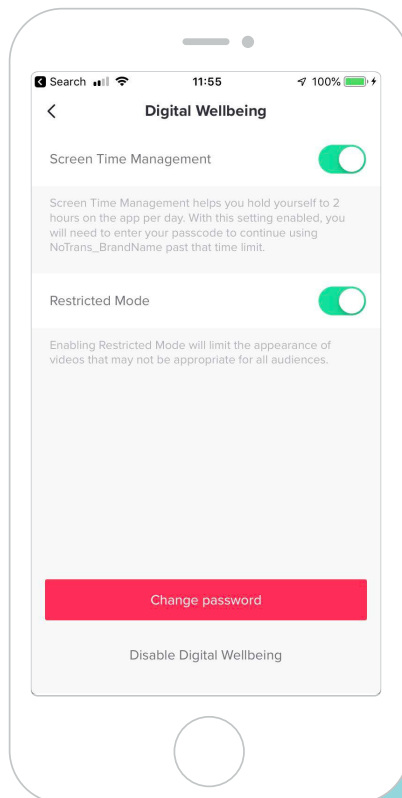
You can find these features in the “Privacy and Settings” section within the TikTok app.

## Screen Time Management

With this feature users will be able to select if they want to spend 40, 60, 90 or 120 minutes per day on the app. This feature is password protected. If users reach their screen time limit they will need to enter a password to continue to use TikTok.

## Restricted Mode

Once enabled, this setting will limit the appearance of content that may not be appropriate for all audiences. The feature is activated via a password.



For more information visit:  
[newsroom.tiktok.com/en-gb/tag/safety](https://newsroom.tiktok.com/en-gb/tag/safety)

or visit our blog on:  
[medium.com/@TikTokUK](https://medium.com/@TikTokUK)





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