

MANCHESTER  
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The University of Manchester

# TikTok Best Practice



## Introduction

TikTok is a social media platform that is used to make a variety of short form videos. These are usually related to dance, comedy or education and have a duration from 15 seconds to three minutes. The most successful videos are closer to the 15 second mark. As of 2020, TikTok surpassed over 2 billion mobile downloads worldwide and is currently the fastest growing social media platform (Hootsuite, 2021).

## Profile

On a TikTok channel profile you can link to your other social media platforms, include a bio and a website.

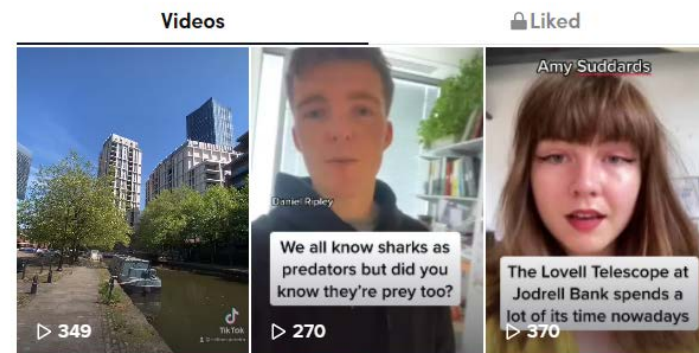
## University presence

The University has one social media presence on TikTok, through the @OfficialUoM account. Please contact [socialmedia@manchester.ac.uk](mailto:socialmedia@manchester.ac.uk) if you would like to create content for the channel.



## Uploading video content

Content can be uploaded via the web app or mobile app. We suggest using the mobile app to subtitle accordingly.



## What content works best

Fun, fast and visually exciting content works best on TikTok. The primary audience are under the age of 25 and consume content quicker. Due to the nature of the app, it is very easy to swipe past your video so try to make it as visually exciting as possible.

Do include a number of hashtags and keywords in the caption to your video. This way it is more likely to feature on user's feeds who are interested in that type of content. TikTok relies on a particular algorithm that feeds content to those who aren't even following you as well as those who do.

We find that putting students at the heart of our content will create better results. This peer-to-peer approach is because students want to see people like themselves on TikTok.

## Comments

In the unlikely event that you receive any negative public comments to your video, you can report these to TikTok. Alternatively, if you anticipate your video may receive some negative comments beforehand, you can set a filter which will automatically hide any comments that use certain words. If you need assistance with this, please contact [socialmedia@manchester.ac.uk](mailto:socialmedia@manchester.ac.uk).

## Measurement

Due to the sophisticated manner of the TikTok algorithm, we would suggest measuring views and likes rather than the number of followers to your account. Often users don't follow accounts, and just wait to see what will turn up on their feed.

