

# DRIVEN BY ALGORITHMS

TikTok's influencers change how we view the World

TikTok is a short-form video sharing platform best known for popularizing the concept of lipsyncing videos. Due to its fun and addictive format, TikTok has seen a massive surge in users. TikTok app is used by people around the globe to share short, funny, and entertaining videos. Creators can access the library of sounds or upload their own; it makes available many filters for use as well.

At the core of TikTok's product is its algorithm. It is a move directly toward an addiction that will be incredibly profitable for the company and its top influencers. The more we trust the algorithmic feed, the easier it will be for the app to influence its audiences.

TikTok competes with giants like YouTube, Instagram, and Facebook and is ranked 9th ahead of social network sites such as LinkedIn, Twitter, Pinterest, and Snapchat. Outside of China, users of the app were averaging up to 28 minutes per day on TikTok.

What helps TikTok stand out among its competition is that it's more of an entertainment platform, instead of a lifestyle platform. The idea that practically anyone can become a content provider because of the simplicity of use, is what makes TikTok so attractive across the globe. It appeals to content creators, and that is why they are exploring ways to improve their growth.

TikTok's growth is showing no signs of slowing down. As of April 2020, the popular video app had been downloaded more than two billion times worldwide. TikTok was able to double its number of downloads in just over a year—a clear sign of skyrocketing popularity.

In the first quarter of 2020, there were a total of 315 million TikTok downloads worldwide. The surge in downloads is likely a result of the corona virus pandemic. Under lockdown and facing isolation, consumers were spending increasingly more time on their connected devices. Users sought out entertainment and new ways of staying connected, which in turn, drove TikTok downloads.

## IT'S THE MEME FOR ME

Top trends, hashtags, and challenges

Trends can start from a single video and turn into inspiration across the platform, quickly spreading across TikTok with the help of shared sounds, hashtags, and subjects. Whether it was a dance, new comedy format, or simple quote, these are the TikTok trends in 2020.



1. #YouHaveTo - You have to learn these videos.
2. #BlindingLights - A dance for the ages.
3. #TwoPrettyBestFriends - Have you ever seen it?
4. #HurtMyFeelings - This time I'll be bulletproof.
5. #RandomThings - Showing off random things.
6. #DontLeaveMe - Puns and smiles.
7. #IAmLost - Paying homage for all the lost items.
8. #BoredInTheHouse - In the house, bored with a beat.
9. #TimeWarpScan - Limitless transformations in one effect.
10. #MedievalTikTok - Can thee passeth the vibe checketh?

Source: TikTok Newsroom

## DID YOU KNOW?

India banned TikTok on June 29, 2020. Later that year American President, Donald Trump, also tried to ban it in the US as well citing security concerns. He felt that the Chinese owned app could be used to spy on Americans. In fact, he went as far as trying to force its sale to US based tech companies.

## SUCH A SNACK

Top food recipes, trends, and hacks

1. Pancake Cereal
2. Whipped Coffee
3. Banana Bread
4. Oddly satisfying for the BBQ lovers
5. Donut Cereal
6. Ramsay Reacts
7. Cream cheese and bell peppers
8. Ice Cream Cake
9. How to make chocolate from scratch
10. DIY Hazelnut Spread

Who knew you could learn how to cook in under 60 seconds?! 2020 could be described as the year when everyone became a semi-professional chef because, well, we had no choice. And naturally, the TikTok food community benevolently came to our rescue.



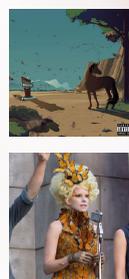
Source: TikTok Newsroom

## GLOW UP

Top style and beauty trends

1. All the styles while listening to Savage
2. Changing your shoes the easy way
3. The ultimate in high/low fashion
4. Outrageous outfit colour combos
5. A most fabulous transformation
6. Makeup but make it bee themed
7. Face masks gone wrong because 2020
8. A quick and easy skincare routine
9. How to dress like a high fashion model
10. How to make a butterfly dress

The world is your runway and TikTok is your wardrobe designer. With countless beauty and makeup hacks, fashion gurus, and those on their way to be, there's no shortage of opportunities, with something for everyone to learn how to glow up.



Source: TikTok Newsroom

## CELEBS ON TIKTOK

They're just like the rest of us

1. Jason Derulo
2. Kylie Jenner
3. Lizzo
4. Charlie Puth
5. Tyga
6. China McCain
7. Lil Yachty
8. Dr. Phil
9. Shay Mitchell
10. Jack Black

In 2020, we were all stuck at home because of a global pandemic. Celebs turned to TikTok to connect with their fans, showing us over and over again that they're human and #boardinthehouse too. These 10 celebs showed a special kind of commitment and creativity.



Source: TikTok Newsroom



## TIPS FOR PROTECTING YOURSELF ON TIKTOK



### SWITCH TO A PRIVATE ACCOUNT

The default setting when you register is public.



### OPT OUT OF PERSONALIZED DATA

This prevents TikTok from gathering your data.



### CHANGE ALL SAFETY SETTINGS TO "FRIENDS."

This limits who can comment, duet with you and react to your videos.



### CHANGE THE "ALLOW OTHERS TO FIND ME" TOGGLE.

This prevents your account from showing up in searches.



### ENABLE RESTRICTED MODE.

This helps block mature content.

Source: Common Sense Media and Protect Young Eyes

## 'MORE REAL'

Time spent on TikTok scrolling through the videos people post, a feeling users may get is one of authenticity or more 'real' than perhaps the user experience may be when viewing content on other social media apps and sites. Most of the users on TikTok are not there as paid influencers or those that are trying to be, and the sense of that reality is something many love. Watching someone in a very staged and 'perfect' setting on some other apps can be void of the feeling of connection. TikTok users expect more of a genuine experience when viewing posts, whether they are from someone they know, someone they follow, or a complete stranger who's posting happened to show up on their 'For You' page. Perhaps it helps the world to feel bigger and smaller at the same time.



## TIKTOK

by the numbers

# 1

billion monthly active users

# 2.6

billion downloads worldwide

# 154

countries that the app is available in

# 75

available languages

# 52

average minutes per day spent on the app

# 37

billion video views a month

# 90%

of all users access the app on a daily basis

# 83%

of users have created and posted a video

# 10-19

year olds make up 32.5% of users

# 8

times on average per day a user opens the app

Source: Wallaroo Media

## DID YOU KNOW?

Douyin is how TikTok is known in China where it began back in 2016 and is owned by Chinese tech giant ByteDance. Most other big social media platforms such as Facebook, Instagram, Twitter, Pinterest, YouTube, among others, are US based. 689 Million TikTok users outside of China. 600 Million of Douyin in its home country.



## CHARLI D'AMELIO

Charli D'Amelio is an American social media personality and the most followed TikTok female in the world with more than 108.7 million fans (as of February 2021). She has earned massive popularity for her dances with both viral routines and originally choreography, montages, and lip-syncs. For her accomplishment, The New York Times called the "reigning queen of TikTok".

