

DRIVEN BY ALGORITHMS

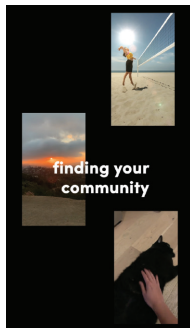
TikTok's influencers change how we view the world

TikTok is a unique place where culture starts and where creativity knows no bounds – where anyone can discover, create, and share content they love. In 2021, over 1 billion people turned to TikTok to be entertained, find and share their joy with others, and learn new things.

This year, the community discovered new ways to express their creativity, championed teams and the causes they care about, and found new favourites – from recipes to new music and ways to clean the house. Across the world they saw creators rise to stardom, while content from big little communities like #BookTok, #AnimalTok and #ScienceTok found a home on the platform.

Communities on TikTok

Something for everyone



1. #BookTok
2. #SportTok
3. #LearnOnTikTok
4. #BeautyTok
5. #NatureTok
6. #IndigenousTok
7. #ScienceTok
8. #AnimalTok
9. #WinterTok
10. #cottagecore

TikTok competes with giants like YouTube, Instagram, and Facebook and is ranked 7th 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.

Whatever you're interested in, whether it's #CareerTok or #WitchTok, on TikTok you can find and connect with a community that shares your passion. This year, some of the popular communities focused on pets, sports and education. Find out more about the communities on the rise this year.

When you have a niche community of people, you have a shared bond. There's an overwhelming feeling of belonging and connectedness.

SUCH A SNACK

Top food recipes, trends, and hacks

1. Feta Pasta
2. Ratatouille
3. Fried Cheese
4. Egg Mastery
5. Supersized Cheeseburger
6. Tortilla Wrap Hack
7. Soy Sauce Noodles
8. Dalgona Whipped Coffee
9. Musubi
10. Mushroom Puffball

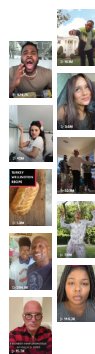
Foodies around the world continued to find a home on TikTok this year. From the world's favourite at-home feta pasta to supersized kebabs and salmon rice, along with a few pantry decluttering tips.



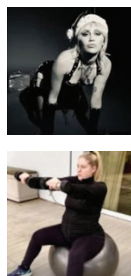
CELEBS ON TIKTOK

They're just like the rest of us

1. Will Smith
2. Jason Derulo
3. Vanessa Hudgens
4. Selena Gomez
5. Justin Bieber
6. Gordon Ramsay
7. Jennifer Lopez
8. Terry Crews
9. Lizzo
10. Howie Mandel



In 2021, we were still all stuck at home because of the global pandemic. Celebs turned to TikTok to connect with their fans, showing us over and over again that they're human and #boredinthehouse too.



TikTok Playlist

The songs that kept us sane

1. Astronaut In The Ocean
Masked Wolf
2. Beggin
Måneskin
3. Adderall (Corvette Corvette)
Popp Hunna
4. SugarCrash!
ElyOtto
5. STAY
The Kid LAROI. & Justin Bieber
6. Life Goes On
Oliver Tree
7. Buss It
Erica Banks
8. Clap for Em
YungManny ft. Flo Milli & Sada Baby
9. Cognac Queen
Megan Thee Stallion
10. Up
Cardi B

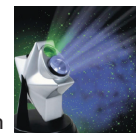
From homemade beats to classics making a comeback, the songs on your For You feed made you hit repeat. In 2021, trending songs on TikTok came from established, emerging, and breakthrough artists, spanning a range of genres as diverse as our community itself. Be it pop, hip-hop and rap, or electronic and dance, music starts on TikTok. Here are a few of our community's favourite songs this year in Canada, by Canadian artists, and globally.

TikTok Made Me Buy It

Wishlists

1. Magnetic Sticky Notes
2. Laser Star Projector
3. Skincare Favourites
4. Hair Rollers
5. Outfit Inspiration

With more than six billion views globally of #TikTokMadeMeBuyIt, our community continues to be a place for discovery, inspiration and genuine honest reviews that have products flying off the shelves. Globally, home, beauty and gadgets were among the categories that sparked shopping trends and cultural conversations this year. Discover what's on this year's wishlist.



Source: TikTok Newsroom

Charlie Grace D'Amelio
Age: 17
DoB: 1st May 2004



Dixie Jane D'Amelio
Age: 20
DoB: 12th August 2001

Charli D'Amelio is an American social media personality and professional dancer. Charli joined TikTok in 2019 and Charli shares videos of her dancing as well as make-up tutorials and clips of her doing TikTok challenges with her friends.

Dixie D'Amelio is an American social media personality and aspiring pop-star. Dixie is known for her videos on TikTok as well as her singing. In 2020, she signed a record deal with HitCo Entertainment and began releasing singles.



Addison Rae Easterling
Age: 20
DoB: 6th October 2000

Addison Rae is another dancing sensation. She started posting her dancing videos on TikTok in 2019. Addison is BFFs with Kourtney Kardashian. Addison is due to star in the Netflix remake of teen rom-com *She's All That*.

TIKTOK

by the numbers

1

billion monthly active users

3

billion downloads worldwide

155

countries that the app is available in

75

available languages

52

average minutes per day spent on the app

1

billion video views per day

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

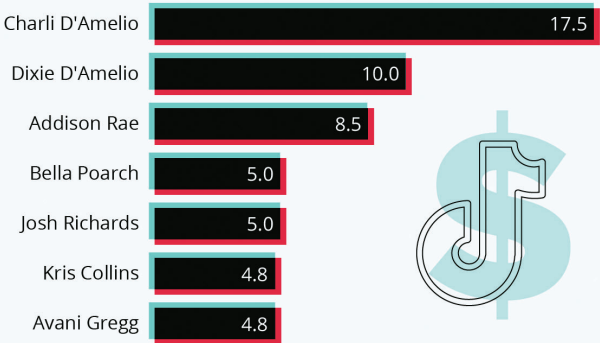
8

times on average per day a user opens the app

Source: Wallaroo Media

Payday for TikTok's Biggest Stars

Highest-paid TikTok stars in 2021 (in million U.S. dollars)



Rounded figures. Includes earnings on and off TikTok
Source: Forbes



statista

'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.



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

