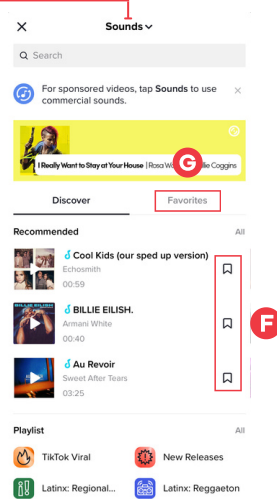
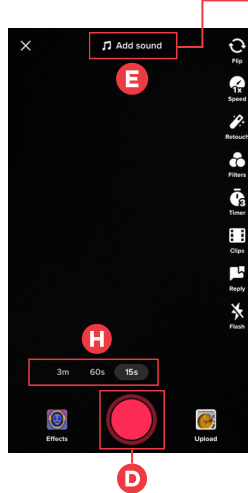
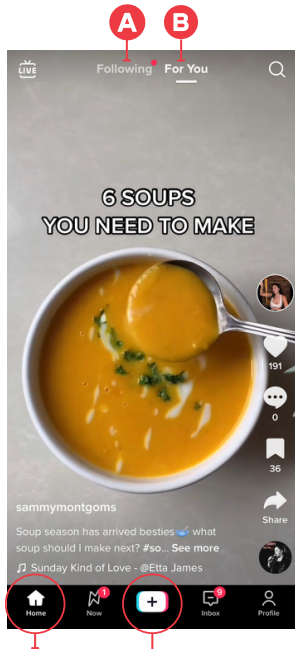


# Need to Know Features on TikTok GUIDE SHEET



## ADDING SOUND

- To create a video, click on the plus sign at the bottom of the application.
- The screen that will pop-up should reveal a red recording button (D), and a number of features that you can use when creating your video (see next page).
- To add additional sound to your video, click on the "Add Sound" button located at the top of your screen (E). The next screen will reveal a library of music and sounds. To save sounds for later use, click on the ribbon (F) next to each sound. They will be stored in "Favorites" (G).

## RECORDING TIME

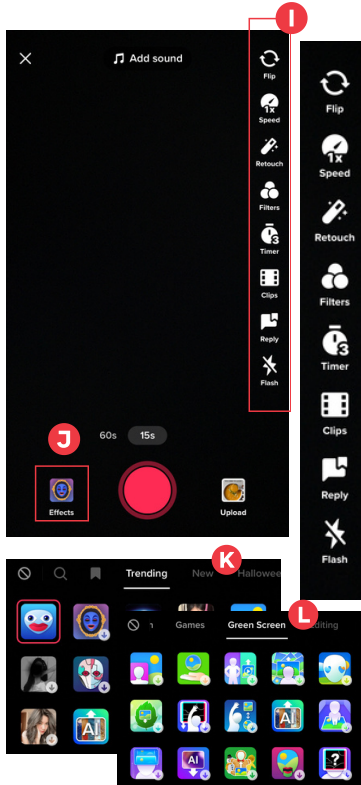
- TikTok provides 3 time options for video length (H): 3 minutes, 60 seconds, and 15 seconds. Once you've started recording in 15 or 60 seconds, you cannot exceed that time without starting over.
- If you add a sound before you record a video, the length of your sound will dictate the length of your video. For example, if you select a sound that is 10 seconds long and are recording a 15 second video, TikTok will stop recording at the 10 second mark.

## FOR YOU PAGE (FYP)

- On the bottom menu of the app, "Home" is in the bottom left-hand corner. This is what other apps call your "timeline."
- Within the Home tab, there are 2 sections. At the top, you have the "Following" section (A) of everyone you follow, and the "For You" section which is based on an algorithm of what videos you engage with (B).
- To view the content in either section, swipe up and engage with the icons on the right hand side (C) to like a video (heart icon), comment (speech bubble icon), add to "Favorites" (ribbon icon) and share (arrow icon).

## ADDING SOUND

- On the right side of your screen, when in recording mode, you'll see camera features (I) that you can use before you begin recording.



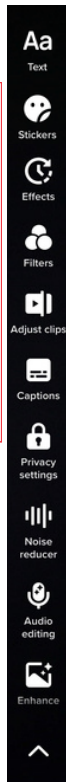
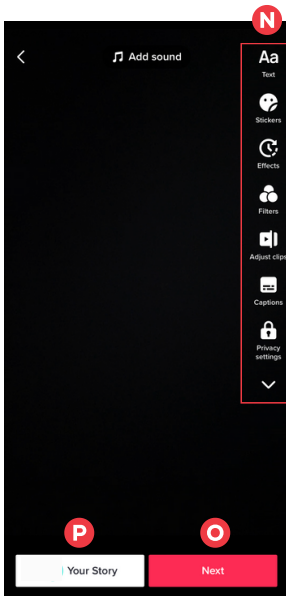
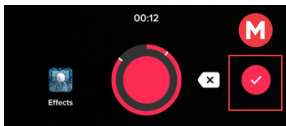
- Flip** - If your mobile device has a front-facing camera in addition to a camera located on the back of your device, this feature will let you switch between views.
- Speed** - If you want to record your video in fast or slow motion, set the speed to your preference. The lower the number, the slower the speed. The higher the number, the faster the speed.
- Retouch** - If you are recording a video of yourself, this filter will slightly smooth your skin.
- Filters** - If you want to change the coloration of your video, add a filter to your video. For example, record in black and white.
- Timer** - If you want a few extra seconds before recording, the timer will conduct a countdown. Then your device will record the video without you needing to hold down the record button. You'll also be able to set a specific recording limit within the time option you selected.
- Clips** - If you want to add clips to your video, TikTok has created a series of clips which you can search through and add to your video.
- Reply** - If you want to reply to a comment that was left on one of your previous videos, this can help you do so.

## RECORDING TIME

- Effects** - TikTok offers a variety of effects on their platform, many of which can help you communicate your message effectively and strategically. To access these effects, click on the "Effects" button located at the bottom left side of your screen (J).
- This will open the Effects pop-up window, as seen above (K). To scan through the Effects, swipe across the categories located at the top of the pop-up window or scroll down.
- To see which Effects are really popular on the platform, check out the "Trending" category and consider applying one of those Effects. For example, the "Green Screen" option is trending and will allow you to upload a video or photo (L) from your Photo/Video Library in the background of your TikTok video.

## ADDING SOUND

- After recording your video, hit the red check mark (M) to progress to the next screen. On the next screen, you'll see additional features located on the right side (N).



- **Text** - Add text over the screen to help viewers follow your message. This increases accessibility for viewers. You can also choose a font type, color, and background, along with changing the duration the text is seen.
- **Sticker** - You can add pre-made GIFs, emojis, or logos to your video by using this feature, and set their duration.
- **Effects** - If you want to apply a video effect, change the view, or add a transition effect, use this feature.

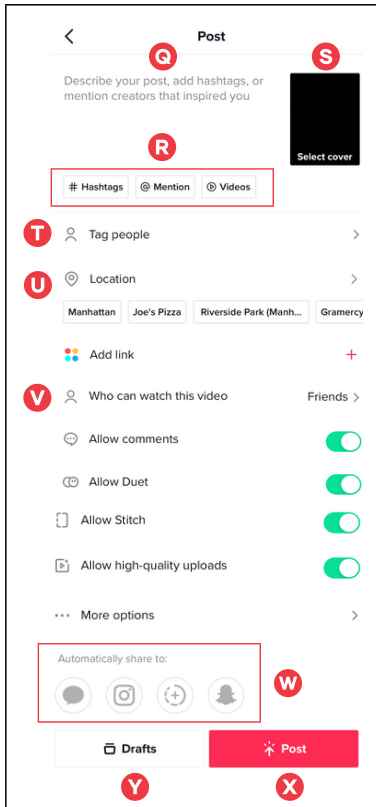
- **Adjust Clips** - Use this to add clips, delete clips, shorten clips, cut dead space in recordings, add sound, add text, time text, etc. It rivals simple video editing software and is likely to continue improving.

- **Captions** - If you want to improve overall accessibility of your videos, use this auto-generated feature to add captions. You can also tap to review and edit them.
- **Privacy Settings** - Tap here to confirm if the video will be public, private (viewable to only me) and if comments are enabled.
- **Noise Reducer** - Tap to see if the audio of your video improves.
- **Audio Editing** - Tap here to add sound effects to the audio.
- **Enhance** - Tap here to enhance the color quality of your video. This is optional and would need to be reviewed before publishing to ensure the color isn't distorted.

- Once you're done editing, click "Next" (O) to progress to the next stage of posting a video to your timeline or to reach the "Drafts" button if you want to save your video for later.
- You can also share the video to "Your Story" (P). This will post your video on your page immediately which is visible to your followers only and for just 24 hours.

## POSTING THE TIKTOK

- After clicking "Next," you will arrive at a page where you can add a caption (Q) to your post. Your caption can include hashtags, mentions, and tag other TikToks you have referenced in your video (R).



- **Select Cover** - A video cover is the thumbnail people see when browsing your grid of videos on TikTok. You can select a video cover image and add a text box to paste title text over the cover image (S).
- **Tag people** - If you want to tag another profile, you can use this feature (T). Their page will be notified that you tagged them.
- **Location** - Use this feature to tag a location (U).
- **Add Link** - TikTok will allow you to add specific links to your video. Scroll through the options to see if any links apply to your video. *Note: it's not a link to your website.*
- **Who can watch this video** - When sharing a video, you can choose who can watch it: "Only Me," "Friends," or "Everyone." If you want to share publicly, make sure this setting is on "Everyone." (V)
- **Allow comments** - Swipe to green to allow other users to comment on your video after posting.
- **Allow Duet** - Swipe to green to allow other users to post their own video "response" side-by-side with your video.
- **Allow Stitch** - Swipe to green to allow other users to clip part of your video to use it as the opening of their video. It's another form of a "response." However, this turns it into one continuous video.
- **Automatically share to** - Tap here to share your video through text, other social media platforms, or post on your TikTok story (W).

- Once you've set your video settings and caption, click "Post" (X) to share the video to your feed or click "Drafts" (Y) to save your video in your drafts. You can store your videos in your drafts as long as you'd like until you're ready to post them.
- *Note:* Your "Drafts" folder is personal to your phone. Multiple people can log into the same account but they will only see the Drafts created on their phone. If you log out or delete TikTok from your phone, all of your Drafts risk being deleted immediately.

To request assistance, visit: [endtobaccoca.ash.org](https://endtobaccoca.ash.org)  
or contact **Carol Maytum** | [maytumc@ash.org](mailto:maytumc@ash.org)