

Bord Bia Tiktok Guidebook - Checklist

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TikTok: A Step-By-Step Checklist

- Download the app
 - Click on the App store, or android equivalent
 - Search TikTok
 - Use your Apple ID (or android equivalent) to download the app
- Set up your profile
 - Sign up with your phone or email
 - Enter your birth date
 - Enter desired password
 - Complete Captcha to prove you're a human
- Switch to a business account
 - Go to your profile page
 - Open the Settings and privacy tab (the three lines in the top right corner)
 - Tap Manager Account.
 - Under Account Control, choose Switch to Business Account.
 - Choose the category that best reflects your business (i.e., food & drink)
 - Add your business website & email to your profile.
- Brand your profile
 - Select a profile photo (ideally your logo)
 - Choose your Display Name (ideally your brand name)
 - Select your username (Ideally your brand name)
 - Set your bio (max 80 characters).
- Digest content as a user
 - Scroll through your FYP
 - Follow creators in your niche
 - Explore different video styles
- Film your first video
 - Choose the video you will film
 - Click the “+” symbol at the bottom center of your screen
 - Decide if you will record for 15seconds, 30 seconds, 60seconds, 3minutes or 10 minutes. We recommend starting with short 15-second videos.
 - Film in landscape
 - Hold the red button in the center to record. To stop, release the red button.
- Edit your video (all the below are optional, and can be used in various combinations)
 - Trim the individual clips
 - Add text using the text tool
 - Add any effects that suit the video
 - Add music/sound

TikTok: A Step-By-Step Checklist

- Apply filters
- Record a voice over
- Post your video
 - Select your video cover and add text to describe the video
 - Write a caption describing the video
 - Add 3 to 5 relevant hashtags
 - Add a mention
 - Set “Who can watch this video” to everyone
 - Set the following to “allow”: duet, stitch, high-quality uploads
 - Share to your other platforms
 - Accept “Music Usage confirmation”
 - Click POST.
- Comment on other videos in your niche
- Explore trending sounds
 - Scroll through your FYP and note what songs you hear repeated
 - Use the search function and type “Viral Sounds” or “Trending Sounds” & click on the SOUND tab
 - Explore TikTok Sound Library
- Explore trending video styles
 - Scroll through your FYP and note what style of videos you hear repeated
 - Use the search function and type “trending videos” and click on the VIDEO tab.
- Develop a TikTok strategy
 - What is your goal for TikTok?
 - How often will you post
 - What are your content pillars?
 - Will you have a face to your brand or a mascot?
 - How will you measure success?
- Analyse your analytics
 - Is your content follower increasing?
 - Is your engagement increasing?
 - Are you posting consistently?
 - Are you engaging with trending sounds and content?
 - What type of videos are achieving the highest engagement levels?
- Review your digital strategy & amend accordingly
- Set up a paid-ad campaign
 - Decide if you will set up a low-effort or high-effort advertising campaign.
 - Decide on your advertising budget

TikTok Strategy Considerations Checklist:

- What is your goal for TikTok? What do you want to achieve from the app?
- How often will you post?
- What will you post?
- Make your product easily accessible to your consumer (link tree/website)
- What trends can be applicable to your brand?
- What value are you providing to your consumer?
- What Call to Actions will you employ?
- Will you use paid advertising? If so, what budget will you dedicate to your ad campaign?

Creating Your First Video

- Use the app to find videos you enjoy
 - Scroll through your FYP and note what style of videos you hear repeated
 - Use the search function and type “trending videos” and click on the VIDEO tab.
- Film your video
 - Choose the video you will film
 - Click the “+” symbol at the bottom center of your screen
 - Decide if you will record for 15seconds, 30 seconds, 60seconds, 3minutes or 10 minutes. We recommend starting with short 15-second videos.
 - Film in landscape
 - Hold the red button in the center to record. To stop, release the red button.
- Use a trending sound either as a feature in the video or a background song
- Trim video clips to make the video smooth
- Use in-text feature
 - Notate at least the key points in the video using text as it adds to the searchability of your content
- Add a caption
 - Be sure to use key words to increase searchability.
- Use hashtags
 - Use 3 to 5 key word hashtags.
- Set your video cover
 - Use the text cover feature to quickly tell your audience what the video is about.
- Turn on “Allow comments,” “Allow duet,” “Allow stitch,” and “allow high-quality uploads.”
- Accept “Music Usage Confirmation”
- Post video
- Engage with comments on your video in a thoughtful and genuine manner.
- Engage with other profiles in your niche with thoughtful comments