

# HOW TO CREATE A TIKTOK

**[Click Here to see the video](#)**

## **Open You Preferred Video Editing App**

Tip: Make sure that the video editing app you choose allows for video editing in a portrait orientation.

## **Import Your Videos and Only Keep the Clips that Contribute to the story.**

Tip: Currently, you can only upload up to 3 mins of content to TikTok. A video that is 60 seconds or less is ideal to keep the attention of your audience.

## **Open TikTok, Upload Your Edited Video, Decide on Style**

Tip: When you upload your video, you will want to decide if your audience to read the story or listen to the story. You can add text throughout the video or create a voice over inside TikTok.

## **Add Music, Hashtags, a Caption, and Your Cover Image**

Tip: Just like with any social media app, the algorithm changes constantly. Currently, TikTok prefers you to use 3 to 4 relevant hashtags so that it knows what accounts to show it to to get the most out of your reach.

## **Extra Tips**

Be the first to comment. Ask a question to start a conversation. Your audience will love that you are interacting with them and the more interaction you have with your post, the more it will be pushed out to the For You Page.

Reply and like comments for the first hour. The views and interactions with your post within the first hour of posting will determine its reach.

Keep posting! Not every single post you do is going to do well. But, like with everything in life, you learn what works and what doesn't. So have fun, test out new ideas, think outside the box, and don't give up!

**Still Have Questions?** Contact Katie Grissum at [katie.grissum@kcpetproject.org](mailto:katie.grissum@kcpetproject.org)