



The TikTok Pandemic

What Can TikTok Do For You?

TikTok can help the individual grow a following if they so wish. Unlike other social media platforms, TikTok is much easier to gain visibility. Anyone has the chance to go viral or become popular.

For Kenna Bird specifically, it can be a positive thing to grow a following and share her journey of being a designer and creative. Also, due to TikTok's algorithm partly being geographic location, it could help network or meet similar individuals in your area.

Even if you don't wish to use the app right away, it can be a good place to gain inspiration or find interesting new things to try, do, work on, etc.

PROCEED WITH CAUTION: Can be addicting



Kenna Bird as TikTokers

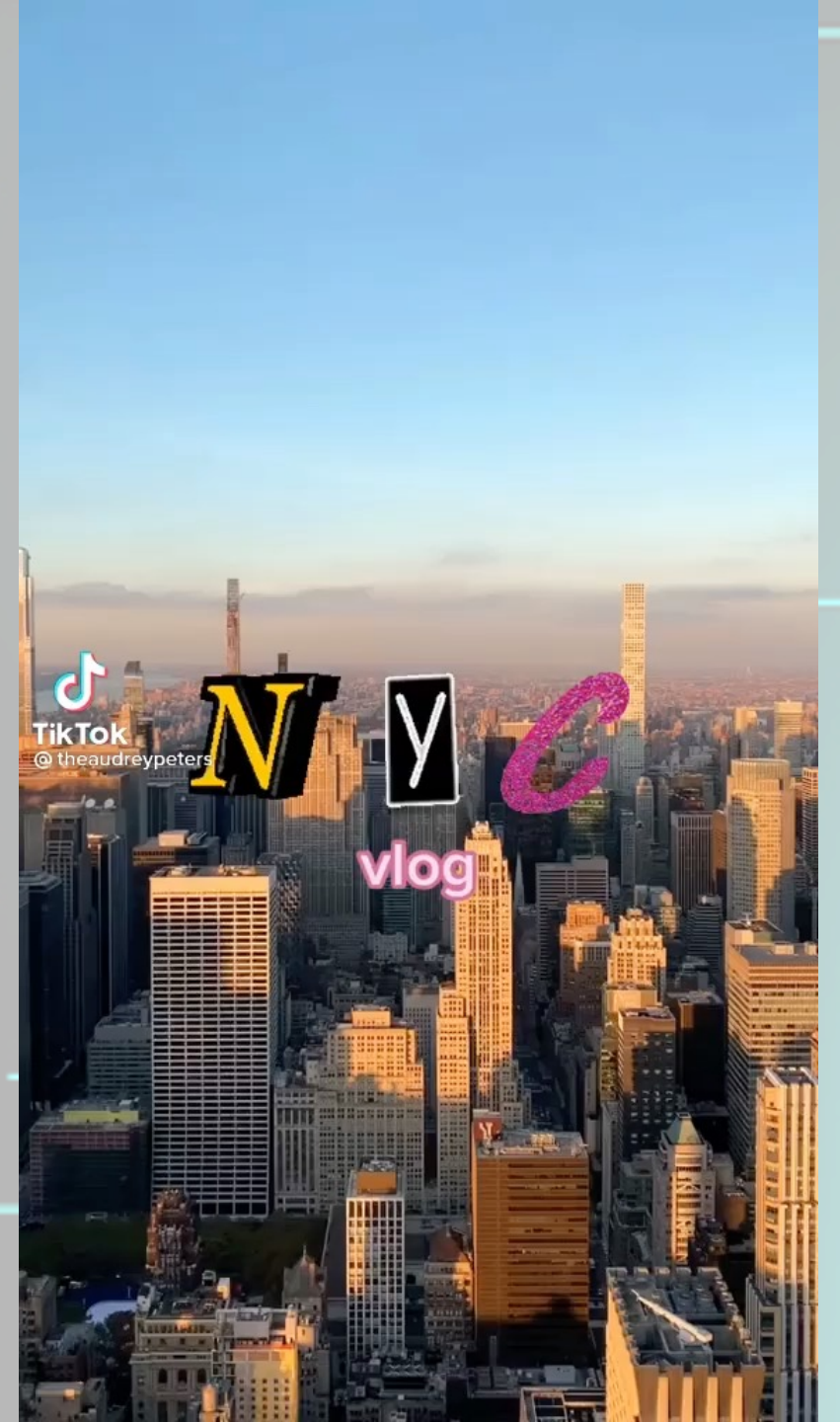
(or what I believe are the best options of types of TikTokers for Kenna to grow her brand if she so wishes to!)

#1: The New Yorker

“The New Yorker” TikToker shares their daily life of living in the city. This can consist of anything from a daily vlog about literally nothing or sharing their favorite spots to grab coffee, dinner, etc.

PROCEED WITH CAUTION: “The New Yorker” TikToker has been critiqued with often showing a glamorized version of New York or an unrealistic New York that only consists of cocktails, shopping and late lunches. Also for some reason it always seems as though New Yorker TikTokers always have beef or issues with one another.

Here we have the typical examples of "The New Yorker" TikToker. Audrey Peters is one of the most popular on the platform, but the first video here was obviously made for an Ad/sponsorship. The second video is a more common format. Peters has been criticized for showing an inauthentic New York



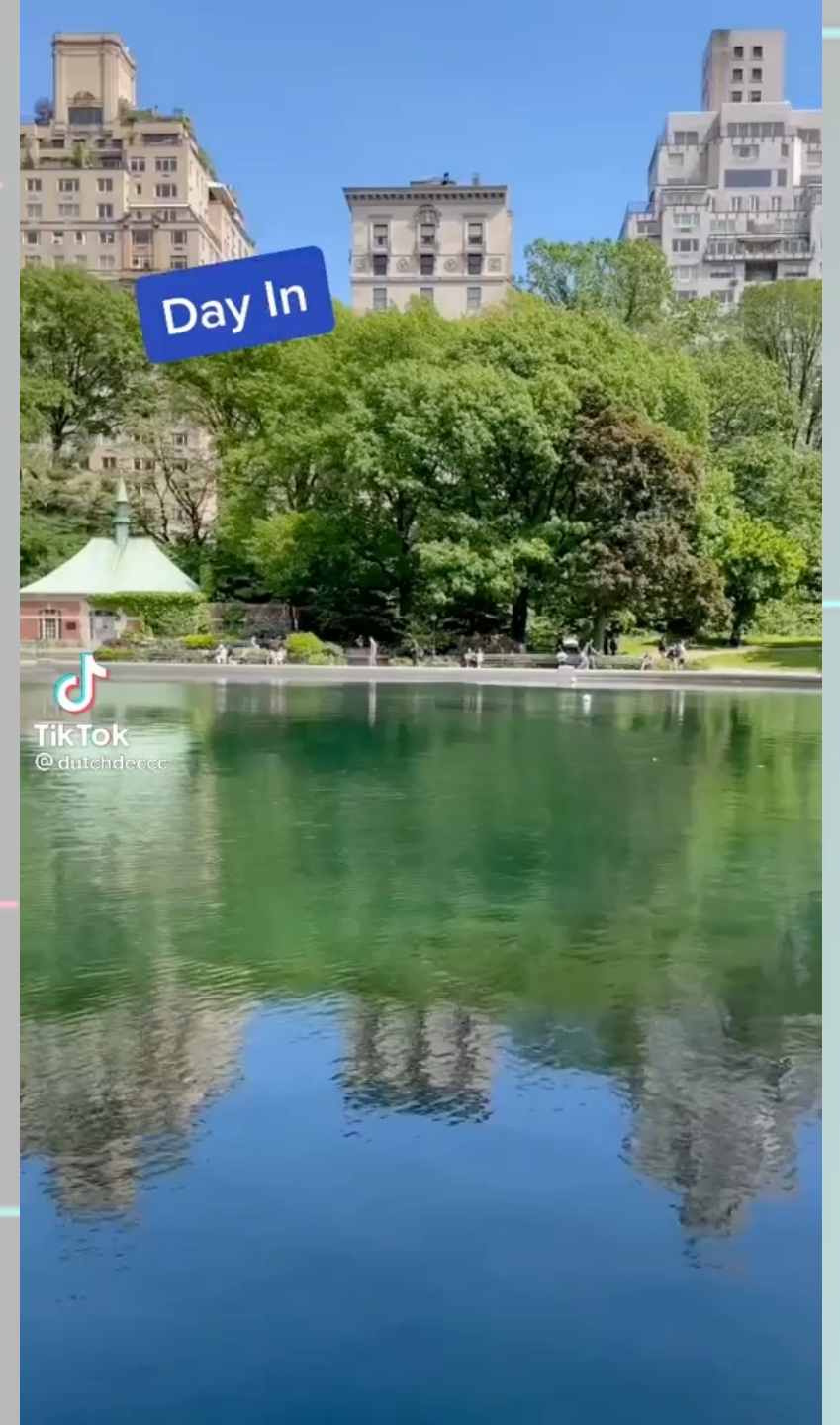
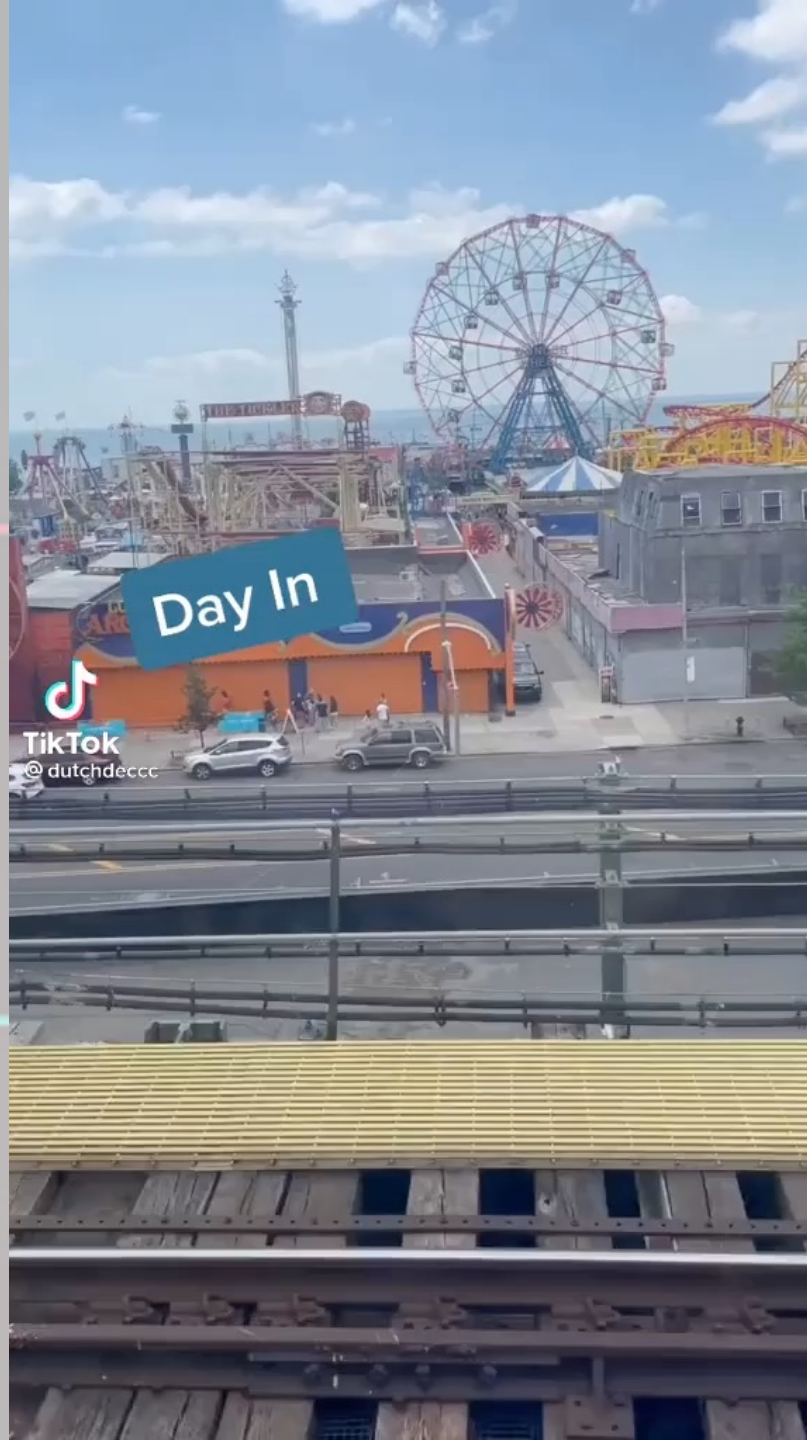
Rather than a vlog, here we can see more of a “funny” video, that plays on a popular TikTok trend, but still relates itself to New York life.



TikTok
@theaudreypeters

to every hot stranger i've
ever seen on the streets of
new york city that i fall in
love with and will never see
again💕

Dutch is another New York TikToker, but people have praised him for being more of an authentic version where just because you live in New York doesn't mean you have a crazy life.



Another popular format for this TikToker is listing, reviewing or sharing places in New York that their followers must go. I will say from personal experience, sometimes sharing a restaurant or doing a mini video about a place can help if you want visibility quickly



#2: The Fashionista

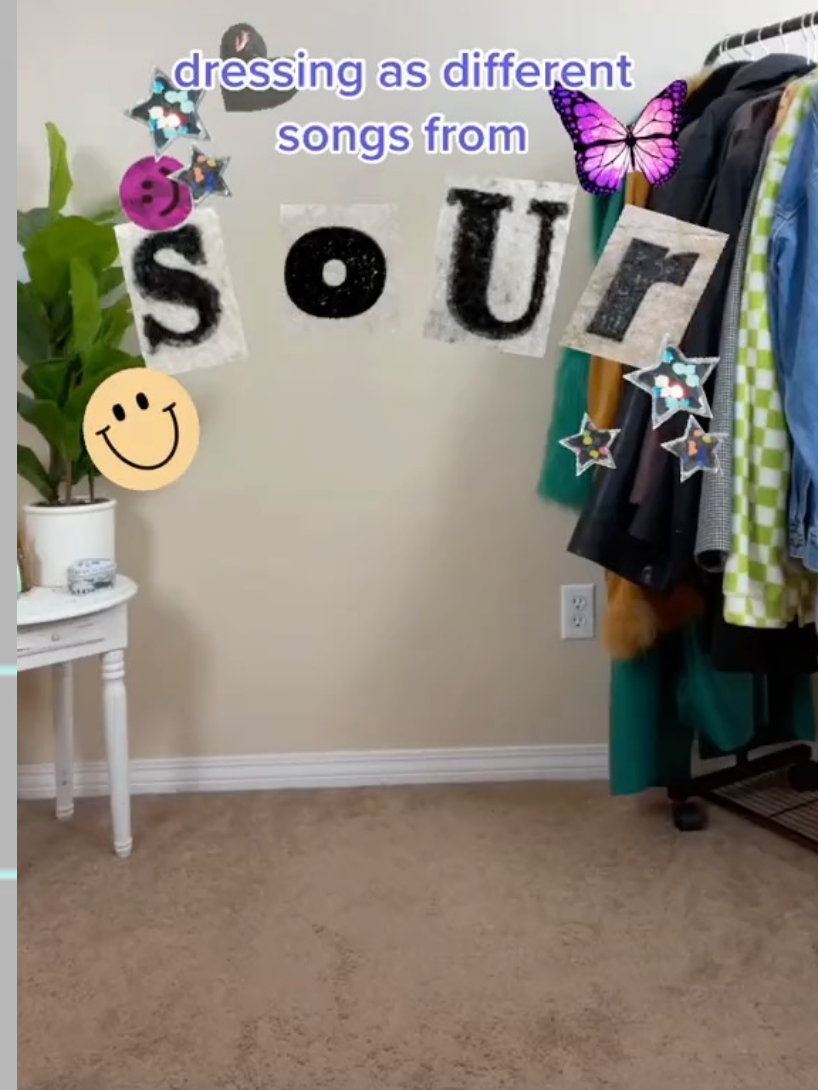
”The Fashionista” TikToker consists of mostly fashion hauls and pairing items from their closet together. They urge to give their followers fashion ideas or share thrift finds.

PROCEED WITH CAUTION: There have been critiques for the Fashionista TikToker as often times many of them have “hauls” with the clothes later going to waste (i.e: not actually wearing them). Many are not doing it sustainably! However, I don’t think that would be a problem here.

Popular ideas for “The Fashionista” TikToks include putting outfits together based around a theme. For example here the theme is “Spring.”



In this one, rather than telling her followers “here are outfit ideas for you,” she simply for fun shows outfits from her closet once again based around a theme.



This is an example of the “recreating” outfits from xyz type of video.



This is the classic “haul” style video, however as mentioned often times this can be criticized if done constantly due to clothes going to waste, etc. It really depends. Also haul videos can sometimes also include the try on, but sometimes not. It can be used as a tactic to get people interested in a part two where one does finally try them on.

TikTok
@tenleyjoelle



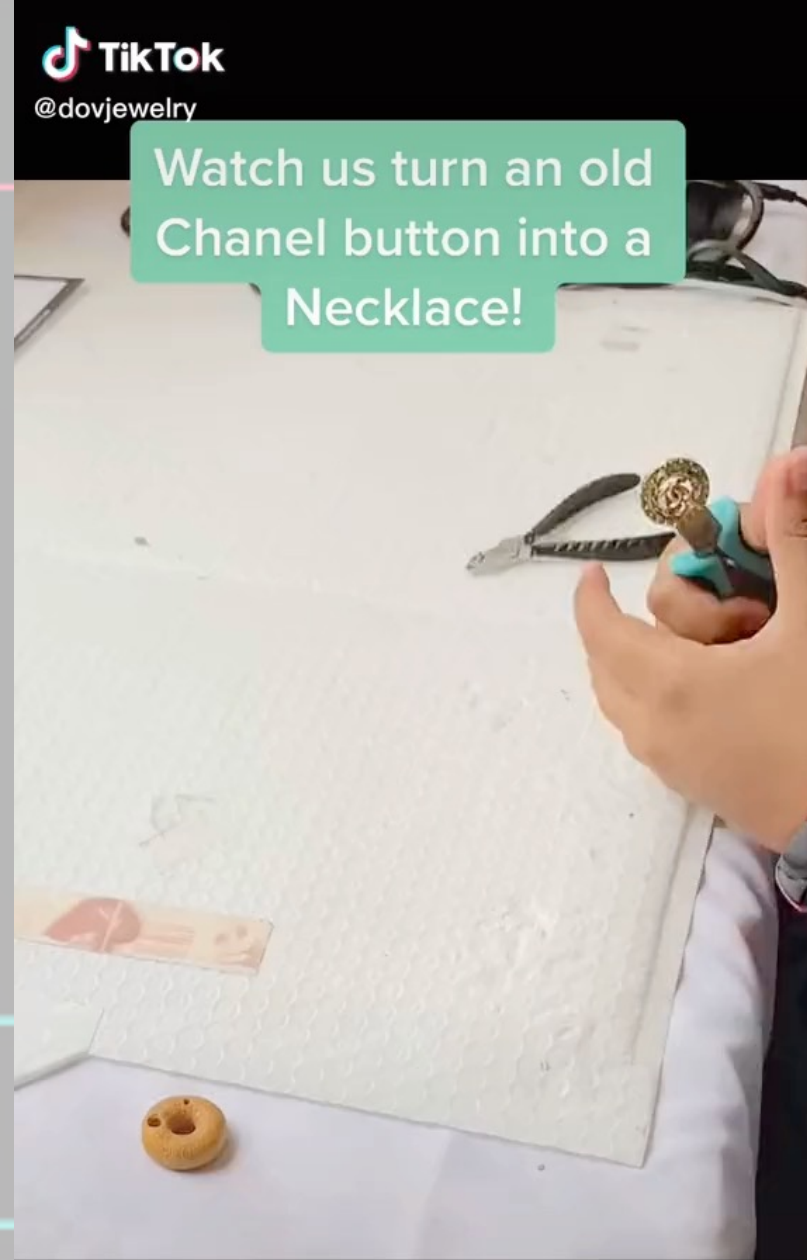
ASOS Haul
Midsized Edition

#3: The Creative

“The Creative” Tiktoker shares their process of designing, creating or putting together whatever it is that is their passion, product, etc! This is most popular especially if you are a small business and what to grow support or customers quickly!

PROCEED WITH CAUTION: I don't think there are any issues here with this type of TikToker... Perhaps just the 50/50 possibility of reaching an audience or not reaching an audience. I have seen businesses grow quickly and I have seen some struggle with visibility on TikTok.

Here we have an example of the process of "The Creative" making their product matched with a popular audio. The audio in a sense has nothing to do with the video, but is a "trending" song on TikTok that can lead to more visibility



Rather than having an audio to match the creative process, here we have a popular style where the creator utilized the storytelling tool in which they talk about something completely unrelated to what they're doing. This is a popular tactic in TikTok making these days. However, here the user didn't even tell their own story, but simply reused one that originated from someone else.



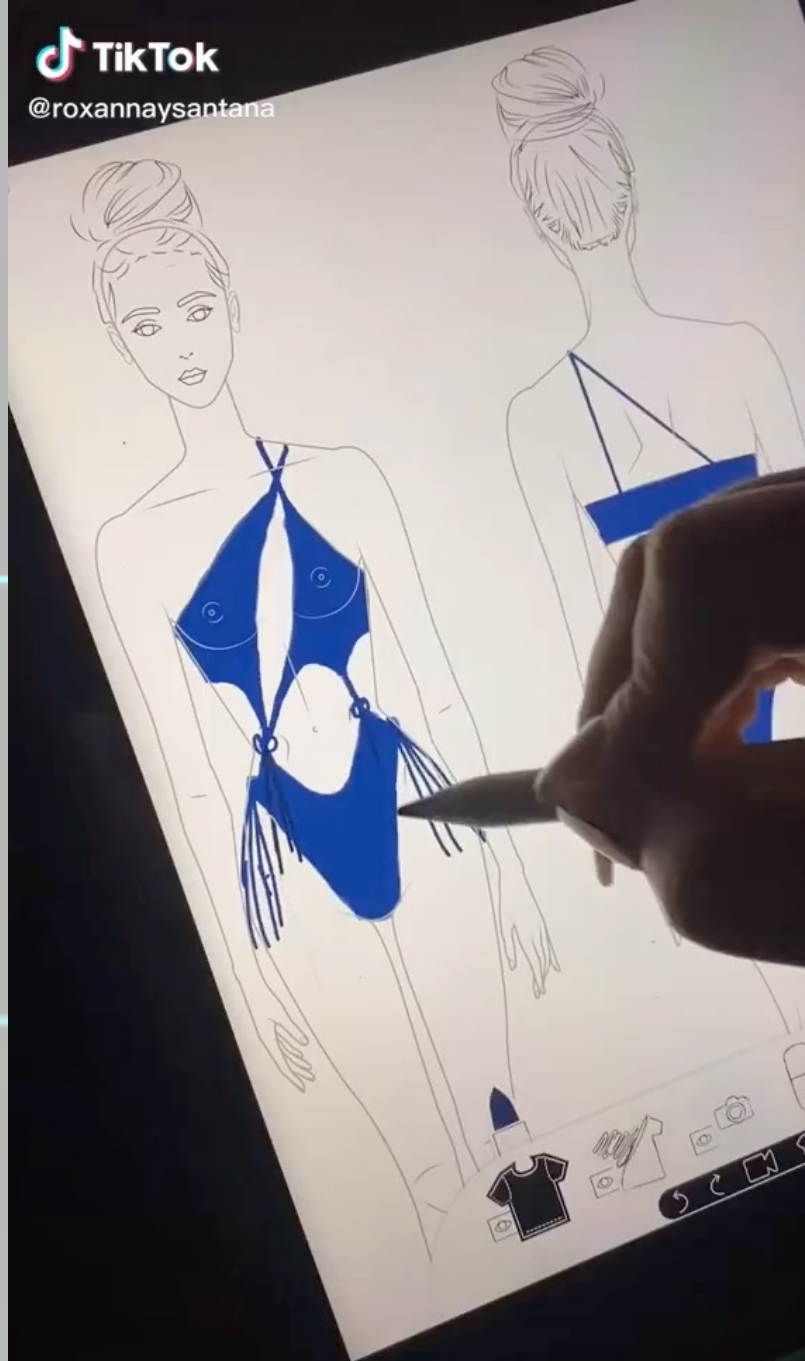
A popular trend for the sewing TikTokers specifically has been turning old items into something else entirely or giving it new life.





Here, this TikToker added narration to describe what they were doing instead of it being an unrelated story or simply background music.

TikToks don't always have to be the longest or the most complicated. Sometimes if you find an audio that's specific enough you can do something that's as easy as what's shown here.



So WHO IS KENNA BIRD?

Personally, I think that for a Kenna Bird TikTok, the best option to start at least would be the combination of The Fashionista or The Creative TikToker then perhaps later branching out into the New Yorker.

The background of the image is a repeating pattern of the TikTok logo, which is a stylized musical note. Each logo is white with a red outline and a cyan shadow, set against a dark grey background. The logos are arranged in a grid-like pattern, slightly offset from each other.

Essential TikTok Tools

Audio

So while, yes you can use whatever song or audio you want as a background to your TikTok – the best options are the audio tracks that are “trending.”

This can mean the song itself is popular, or there is a trend associated with the song/audio. That way you have a larger chance of being shown to more people and growing quickly.

In this PowerPoint you’ve seen a few different options of how audio can be used. Typically in vlogs or certain types of videos, voiceover is used, because that way you can just film short clips in the moment and go back later to edit/talk about them.

Hashtags

On any social media platform hashtags are important (although I think they're becoming less important some places), but on TikTok they are VERY important!

Hashtags are how TikTok understands what your video really is and who it should be shown to. The most commonly used hashtag on the platform is #FYP which stands for "For You Page" and is the page where the individual user discovers TikToks.

However, I personally believe that these days the FYP hashtag is too widely used that I can be difficult to gain a following or gain viewership due to it being so general. I think you have to use hashtags you know will be shown to a smaller community than just "FYP" because that's literally everyone on the app.

The New Yorker: #NewYork #NewYorker #NYC #NewYorkCity #Dayinthelife #NYCVlog #vlog

The Fashionista: #Fashion #Fashionhaul #Outfits #SpringStyle #ClosetTour #ootd #Outfitoftheday #Clothes #FashionTok

The Creator: #smallbusiness #sewing #sewingprocess #sew #diy #sewingtok #fashiontiktok #sewtok