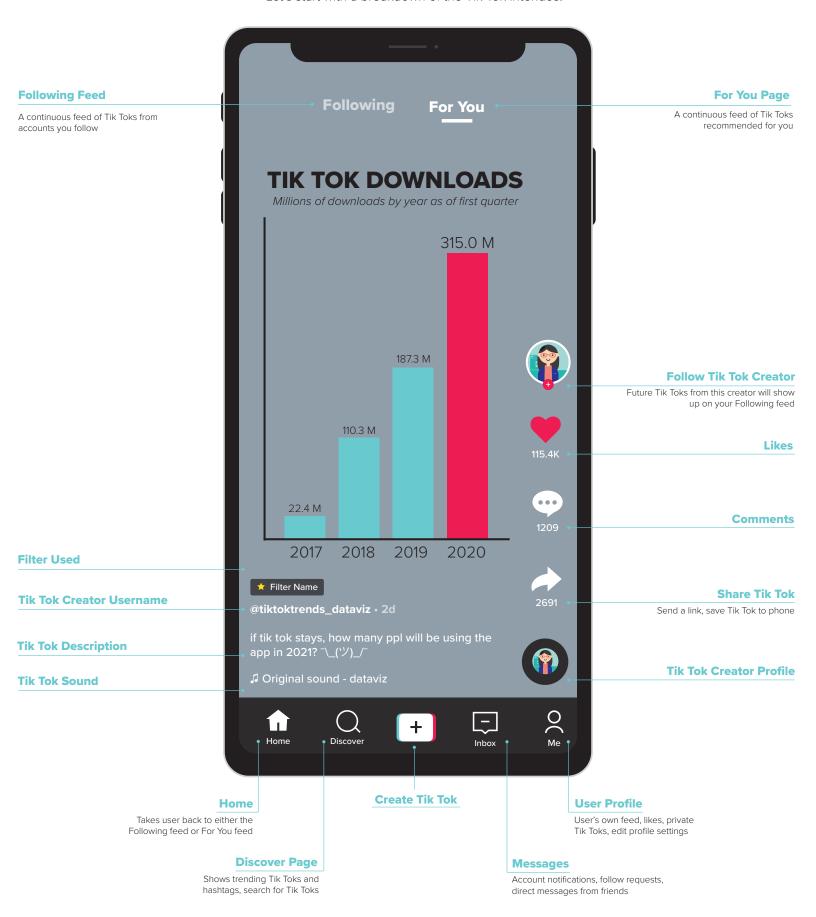
What's in a Tik Tok?

It's not just teens and Gen Z on Tik Tok anymore. With hundreds of millions of users and an average daily view time of 52 minutes, what can we learn in terms of digital strategy from this popular app?

Let's start with a breakdown of the Tik Tok interface.



Who else is on Tik Tok?

Brands, celebrities, politicans, and more are all getting onto the Tik Tok platform. From the Washington Post to Senator Ed Markey (MA) to Chipotle, Tik Tok can be a great way to reach a younger demographic.

Is Tik Tok getting banned?

Since Tik Tok is owned by Chinese company ByteDance, the platform has been a subject of speculation and suspicion by the Trump administration.

Regardless of the platform, this short video clip format has become increasingly popular, from Vine to Tik Tok and now even Instagram with its Reels feature, capitalizing on this versatile format. Even if Tik Tok is banned, this content format is likely to stay.