

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.

Following Feed
A continuous feed of Tik Toks from accounts you follow

For You Page
A continuous feed of Tik Toks recommended for you

TIK TOK DOWNLOADS
Millions of downloads by year as of first quarter

Year	Downloads (Millions)
2017	22.4 M
2018	110.3 M
2019	187.3 M
2020	315.0 M

Follow Tik Tok Creator
Future Tik Toks from this creator will show up on your Following feed

Likes
115.4K

Comments
1209

Share Tik Tok
Send a link, save Tik Tok to phone
2691

Tik Tok Creator Profile

Filter Used
★ Filter Name

Tik Tok Creator Username
@tiktoktrends_dataviz · 2d

Tik Tok Description
if tik tok stays, how many ppl will be using the app in 2021? 🤔(˘▽˘)┐

Tik Tok Sound
🎵 Original sound - dataviz

Home
Takes user back to either the Following feed or For You feed

Discover Page
Shows trending Tik Toks and hashtags, search for Tik Toks

Create Tik Tok

User Profile
User's own feed, likes, private Tik Toks, edit profile settings

Messages
Account notifications, follow requests, direct messages from friends

Who else is on Tik Tok?

Brands, celebrities, politicians, 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.