

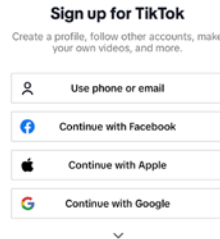
Using Social Media: TIKTOK

TikTok is an app that makes it easy to share short videos quickly.

Benefits to TikTok include:

- Increase awareness of the company.
- Ability to show what others are saying about our products
- Fast quality leads to new customers

Signing Up



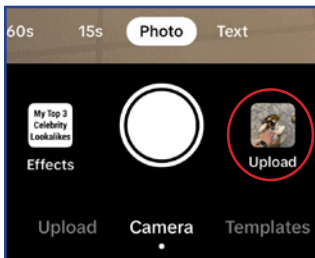
Suggested follows:

- @autopartzperu
- @k2dieselrepair
- @adtruckingrepair
- @the12valveguy
- @dieselguy74
- @highwayandheavyparts
- @powerdrivendiesel
- @fertrac.col

Creating a Post



Click on the “+” icon



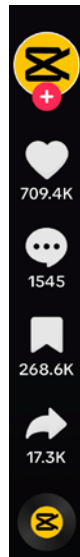
Choose media from your media library or make a video in TikTok

Follow the on screen prompts to create.



Add a caption
*To tag people type @ before the person's username
ex. @interstate-mcbee*
Select “Post” to post or “Drafts” to save for later

Interacting



Click on the + underneath a user picture to follow an account.

Click on the heart to like the video.

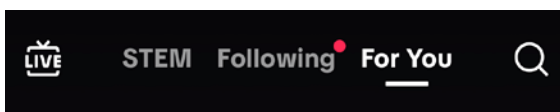
Click on the comment icon to view the comment section or leave a comment.

Click on the save icon to save the video in your profile for future access.

Click on the share icon to share the video in a variety of places.

Click on the record icon to view other videos made with the same sound bite.

TikTok Pages



On the primary screen, there is a menu to navigate to different pages. The “For You Page” or FYP will show you autogenerated content based on your watch patterns.

The “Following” page will show you videos from accounts you follow. The “STEM” page will show you videos in the STEM fields.

Notifications

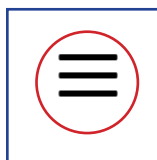
Notifications allow you to know when people are talking about you or the company. Notifications will give you real-time updates and alerts based on your settings.

Adjust notifications to your preferences

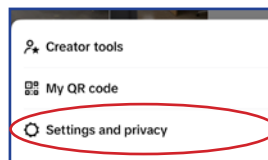
Go to your profile



Select the three line icon



Select “settings and privacy”



Select “notifications”

