

Account Creation - Basics & Common Questions

[1. Account Creation](#)

The very first step, creating your account!

Although this may seem like a simple step, if not done correctly it can have a huge impact on the performance of your videos. That's why in this video we cover the most commonly asked questions and in the next 2 videos we go through exactly how to create your account on both TikTok and Instagram.

The most commonly asked questions are:

What should my username be?

The short answer to this question is your username will NOT affect your account or if your videos will go viral. Actually, your username will have zero effect on how many views your videos get.

The Best practice is if you want to build a brand around who you are as a person (Like an influencer) use your name while if you are planning to create content for your business use your business name. This way people will become familiar with that name. But again, it doesn't really matter.

What should my profile picture be?

It's a good idea to have your profile photo feature a person. This goes back to people becoming familiar with who you are as a person and it can be seen as a little less relatable if you use a company logo or a photo that doesn't have a person's face. So that's what I recommend.

Should I use an existing account?

It depends on what you are planning to use this account for and how comfortable you are with who sees that content.

If you are planning to create content for your small business and you already have an account that has followers, use that account. If you are planning to create content for yourself and you have a personal account and you don't mind your friends and family seeing your content, use that account. But if you are not super comfortable with sharing your content with your friends and family and just want to have it be released to people you don't know, then creating a new account is your best option. However, it may take a little bit longer for you to start seeing results if you are starting from absolute zero.

At the end of the day it all depends on what you are comfortable with. If you feel that you will avoid posting videos because you are worried about your friends and family seeing the videos then in the long run creating a new account will be your best bet at being consistent. Even if right at the beginning it is slightly more difficult to get off the ground.

ACTION STEP:

If you haven't already, create your accounts on both TikTok and Instagram and follow along the setup videos to get them ready for posting!