

Account Creation - TikTok

[1. Account Creation](#)

In this video we cover how to create your account on TikTok!

Below are the steps however you can also download the PDF document if you want to have a reference on hand.

Step 1. Download the TikTok App:

Download the TikTok app onto your smartphone. Then launch the app. Choose Your Sign-Up Method:

Step 2. Choose Your sign Up Method:

TikTok offers several options to sign up, including Email, Facebook, Apple, Google, and Twitter.

I like to use email to keep my TikTok account more independent from my other social media accounts. Enter Your Information.

Step 3. Fill in Your Information:

Fill in your email, password, and birthday. These basic details are necessary to get your account up and running.

Step 4. Selecting a Nickname:

Your nickname on TikTok functions as your username. Choose a nickname that represents you or your brand.

Remember, you can always change this later in the settings, so there's no pressure to pick the perfect one immediately. Also, as I mentioned in a previous video, your username will have no effect on the performance of your account.

Step 5. Adding a Profile Photo and Bio:

Choose a profile photo that visually represents your brand or personality effectively.

Write a concise and engaging bio that gives potential followers a glimpse of what to expect from your content. Also include your email so brands can get in contact with you.

Part 2: Personal vs Business Account

Business and personal accounts on TikTok are handled differently than Instagram.

By default, your TikTok account will be set as a personal account.

Business accounts offer different features like paid ads and lead generation, they also restrict access to certain songs and creative elements due to licensing restrictions.

Recommendation: Even if you're creating content for your small business, keep your account as a "Personal" account. This will ensure you maintain access to all the features TikTok offers.

That's it! Your account should be all set up!