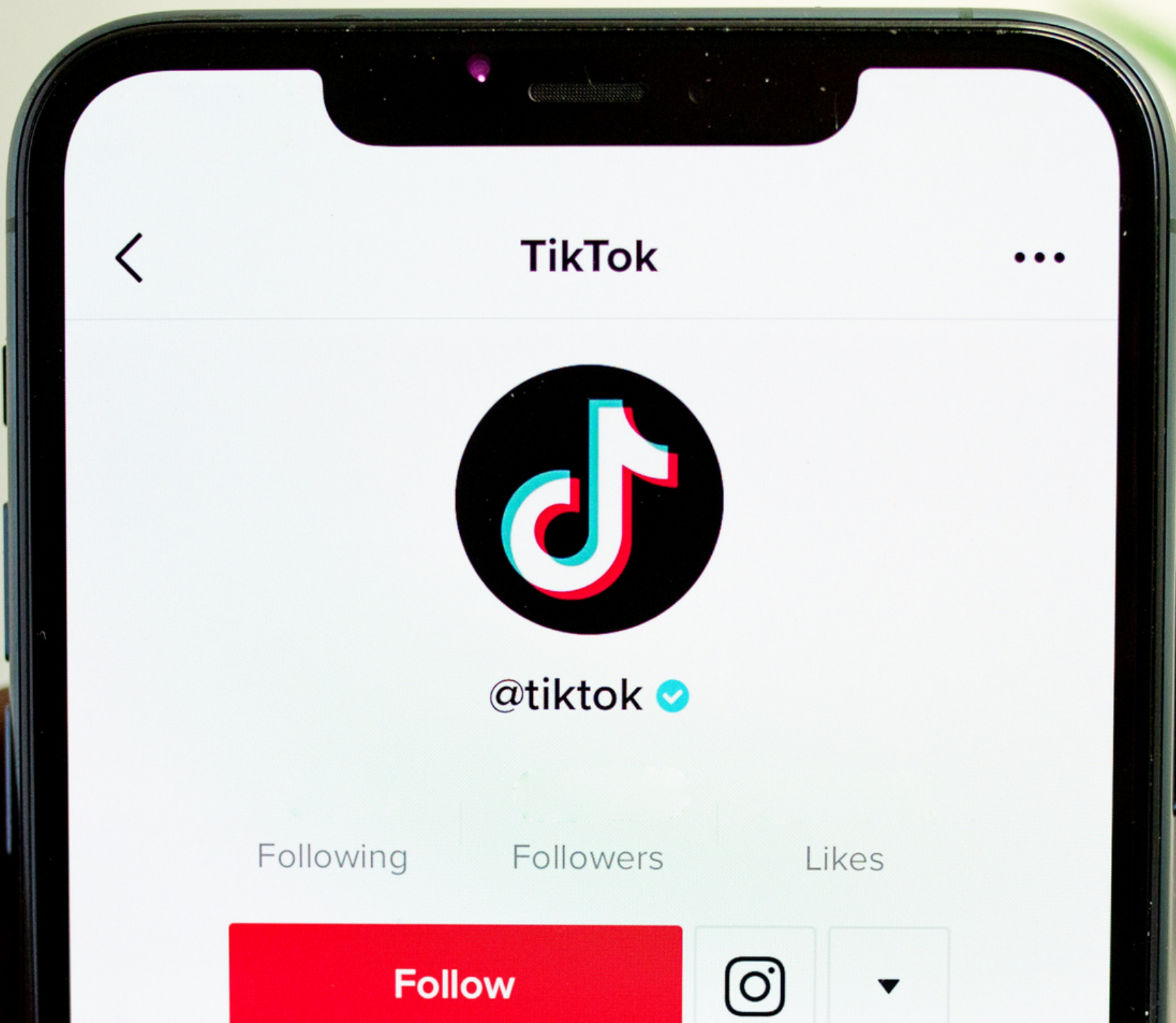




ACCOUNT CREATION

— TIKTOK —

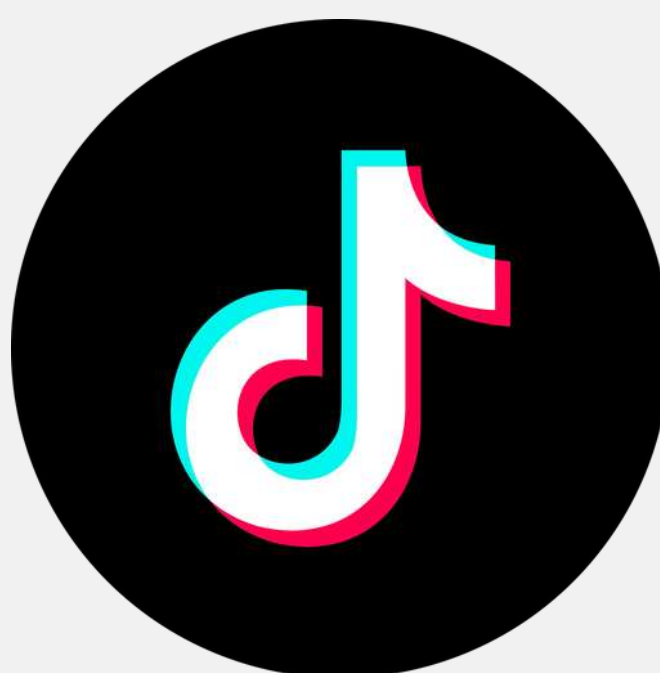
BY TMS MEDIA





TIKTOK

Welcome to the Part-Time Creator Academy's guide on how to create and set up a TikTok account for optimal success. TikTok is the new kid on the block when it comes to social media platforms but quickly becoming one of the highest-hanking platforms. Here's a step-by-step guide to get started on TikTok.



Part 1:

Creating Your TikTok Account

1. Download the TikTok App:

- Download the TikTok app onto your smartphone. Then launch the app.

2. Choosing 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.

3. Entering Your Information:

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

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.

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. You do not want to convert your account to a business 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!