



TN Healthcare Worker Recruitment TikTok Best Practices

Best Practices Objective

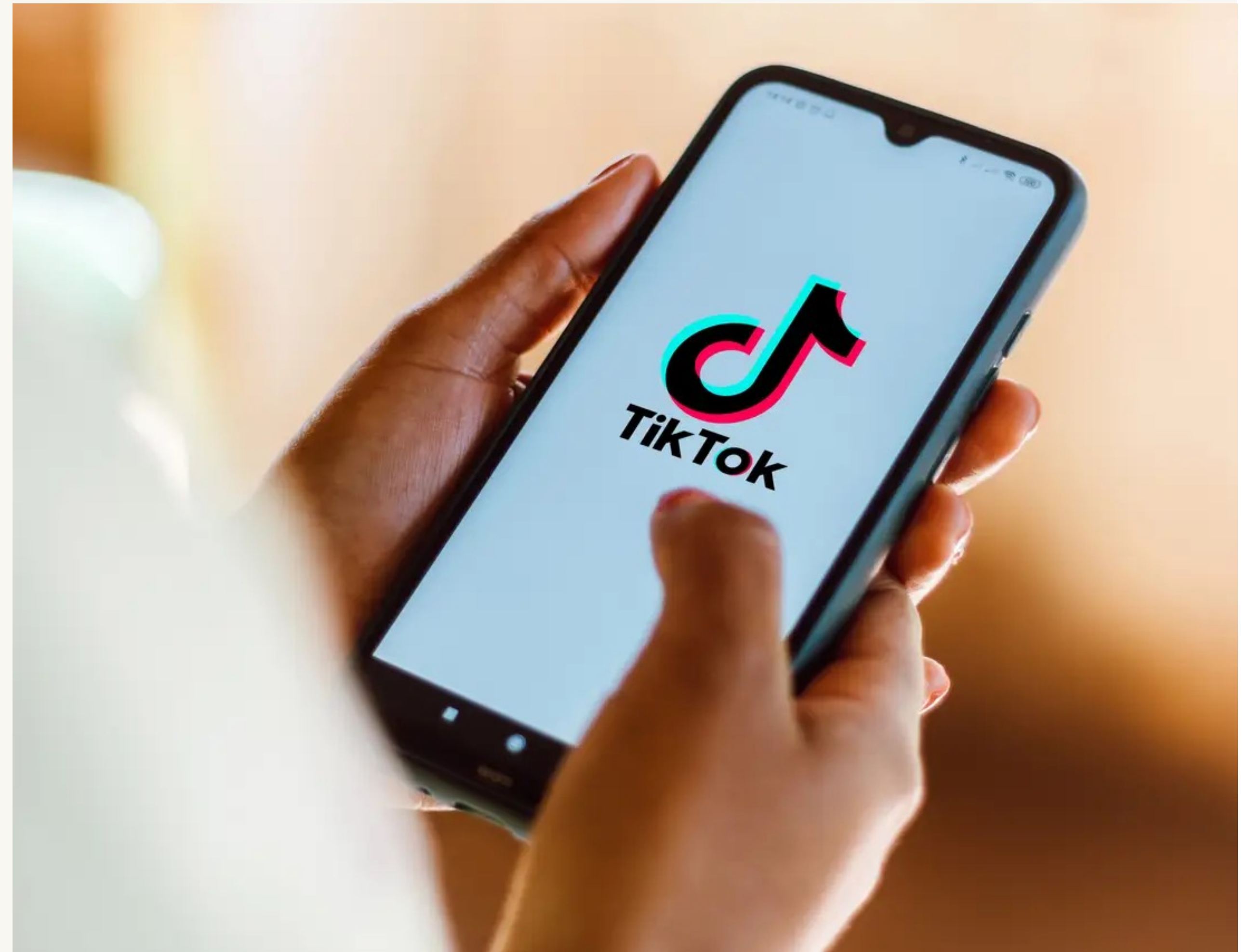
Equip Tennessee Hospital Association and their hospitals with the knowledge to feel confident sharing TikTok content.

Hospitals and staff have gotten used to navigating Instagram on a professional level, but the addition of TikTok has left many professional organizations behind. With short-form video content spreading across many social media networks, TikTok-style videos are becoming the norm.

40% of Gen Z users prefer using TikTok and Instagram to search over Google.

Overview

1. Using audio
2. Editing within the app
3. Using text
4. Perfectly imperfect
5. Storytelling
6. Hashtags
7. Resources

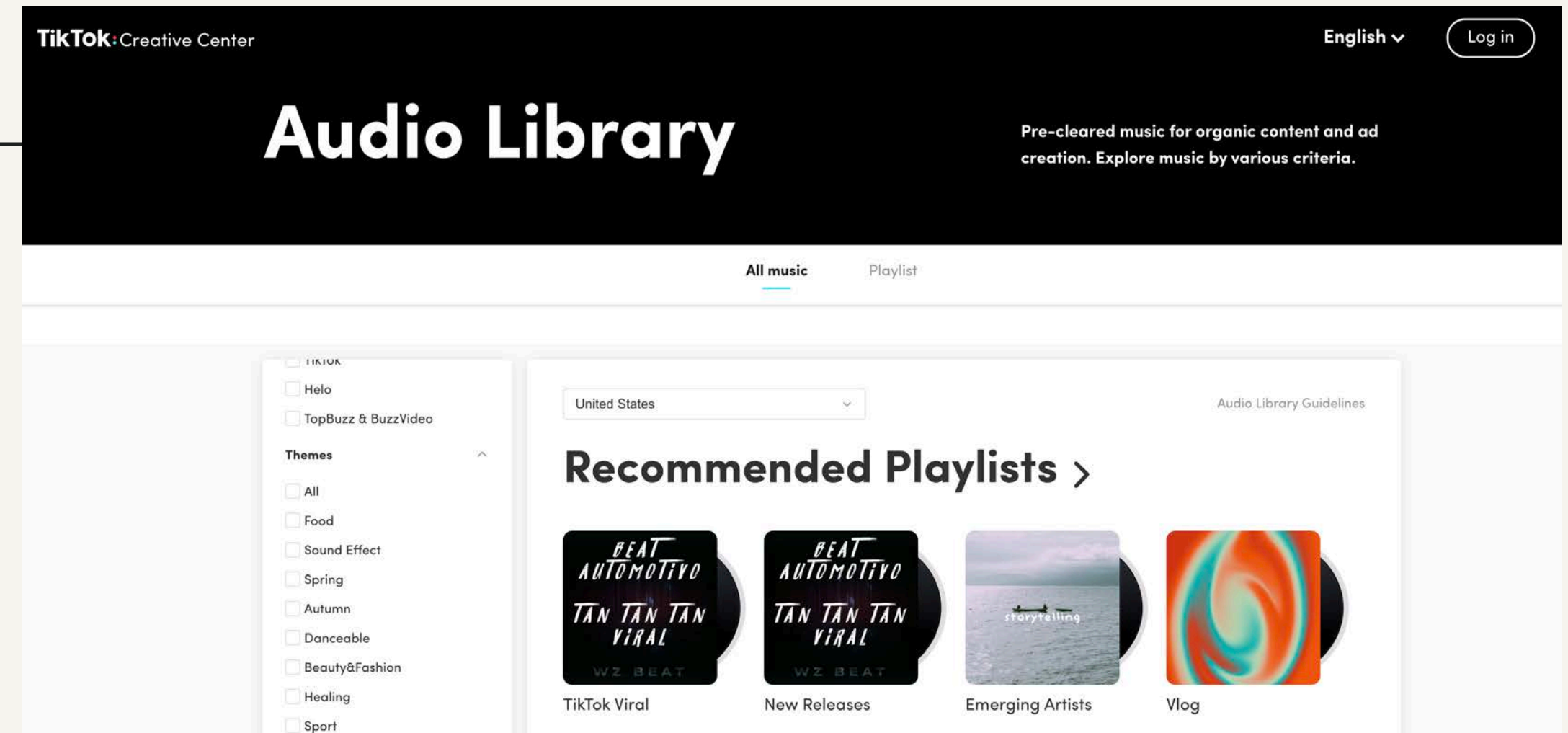




Using Audio

Sound is #1

- TikTok opens directly to a full-screen viewing experience with the For You feed. And it does so with the sound on.
- When it comes to making a good TikTok video, what viewers hear is just as important as what they see. That's why TikTok has a massive library of songs and sounds to accompany your videos.
- Using sounds is a huge boost for potential virality because, from the start, you're already part of the conversation happening around that sound. Others can also pick up your own original audio and reach more people—and still credit it to you. Trends often start this way on the platform.
- The four main categories are popular music and original songs, snippets of music, meme sounds, and media clips.
- Best practices include using sounds that match the vibe of your video, and consider timing your actions to match the beat of the sound you choose.
- To save businesses the expense of royalties and licensing agreements, TikTok created a Commercial Music Library (linked in resources). This is to avoid issues that arise from the use of copyrighted material for promotional purposes.
- You are free to use originally-produced sound in your content if you prefer. If you want to use an original song that is not in the Commercial Music Library, you are responsible for making any relevant copyright, usage or licensing arrangements.

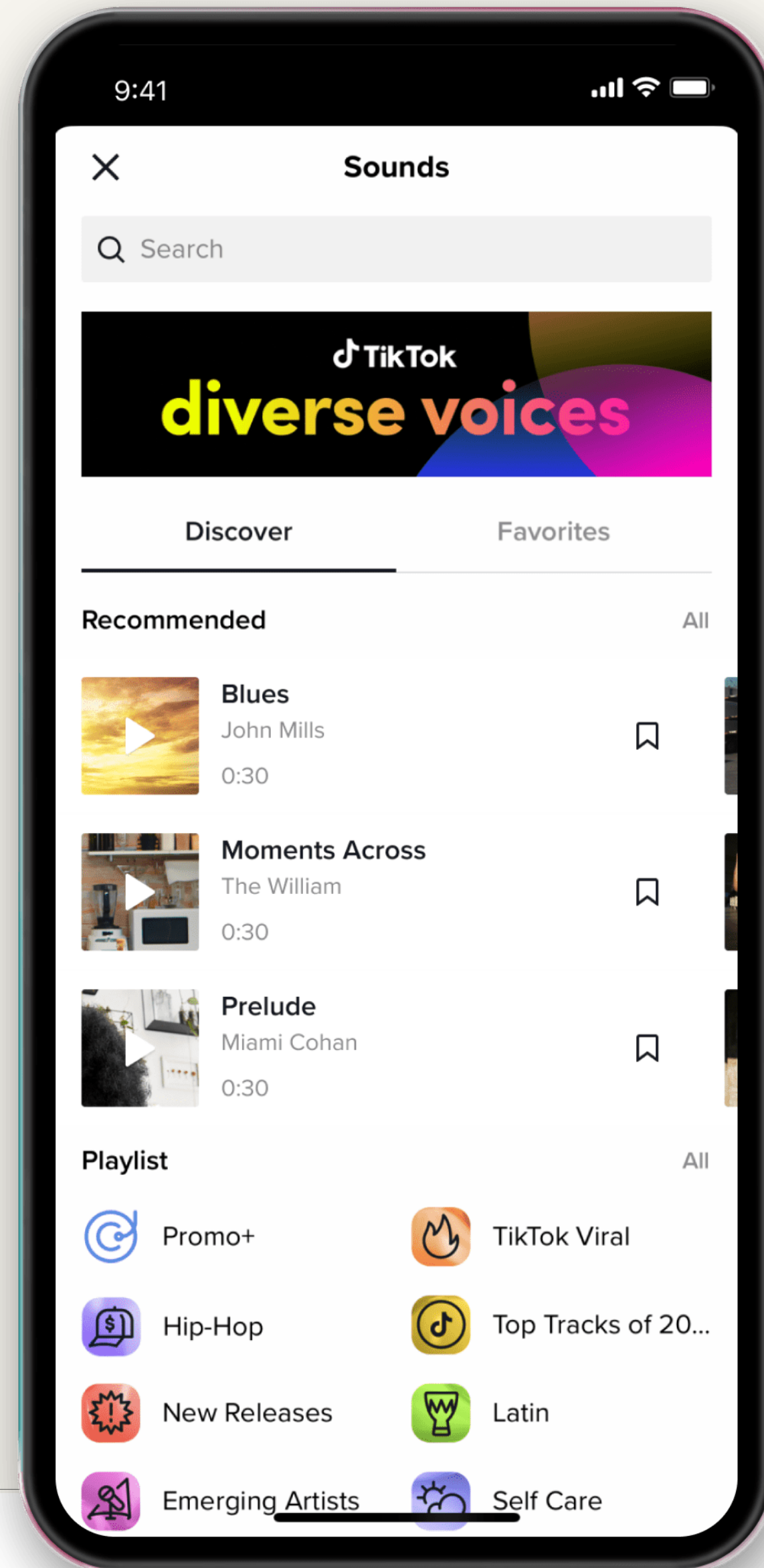


88%

of TikTok users say sound is vital to their experience.

65%

of TikTok users say they prefer content from brands that feature original sound.



Navigating the Sounds page

Consider using a sound that the community is already loving. This may help to make your video stand out and connect with audiences most likely to enjoy what you share.

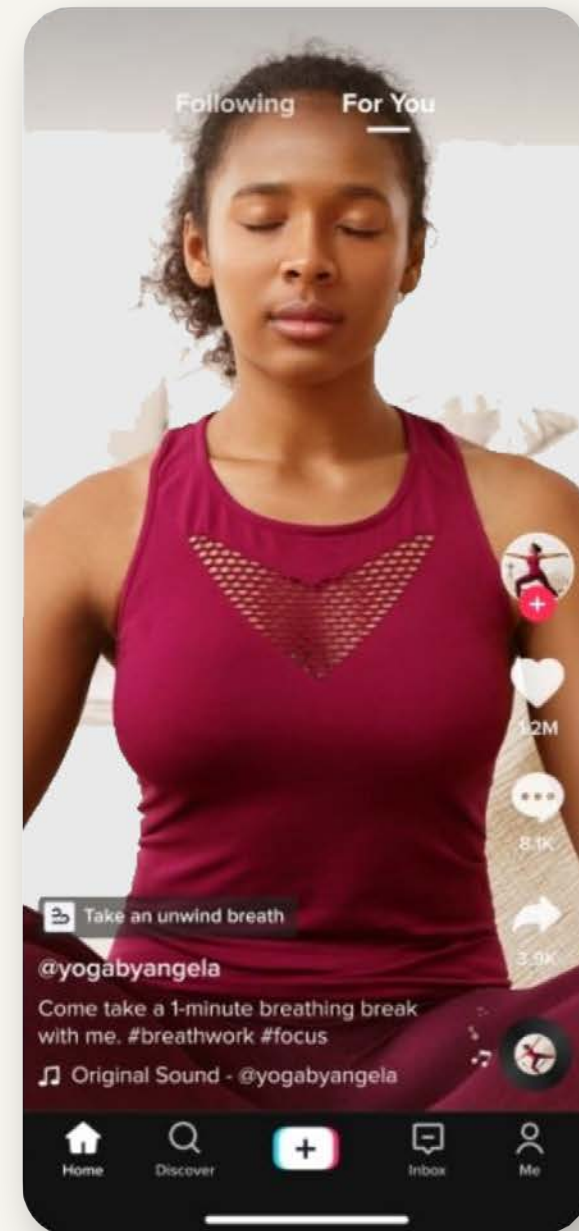
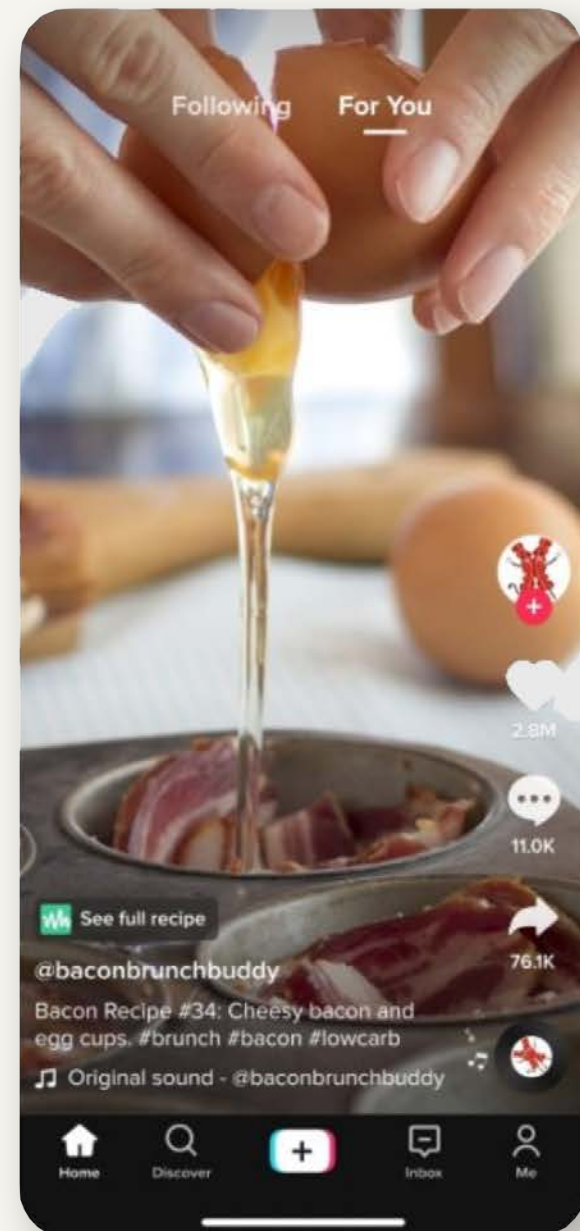
To access the Sounds page:

1. Tap the “+” icon located at the bottom bar of your screen when you open TikTok.
2. From here, tap the “sounds” icon located at the top of the screen on the Record Video page.
3. This will take you to the Sounds page where you can explore TikTok’s sound library.

The Sounds page features some of the top trending sounds on the platform, some of the biggest global hits, and playlists that make it easier than ever to find just the right soundtrack for your creativity.



Editing with the App



Editing

Your videos on TikTok can be different lengths:

- **Videos you create on TikTok can be up to 60 seconds long.**
- **Videos you upload can be up to 3 minutes long.**

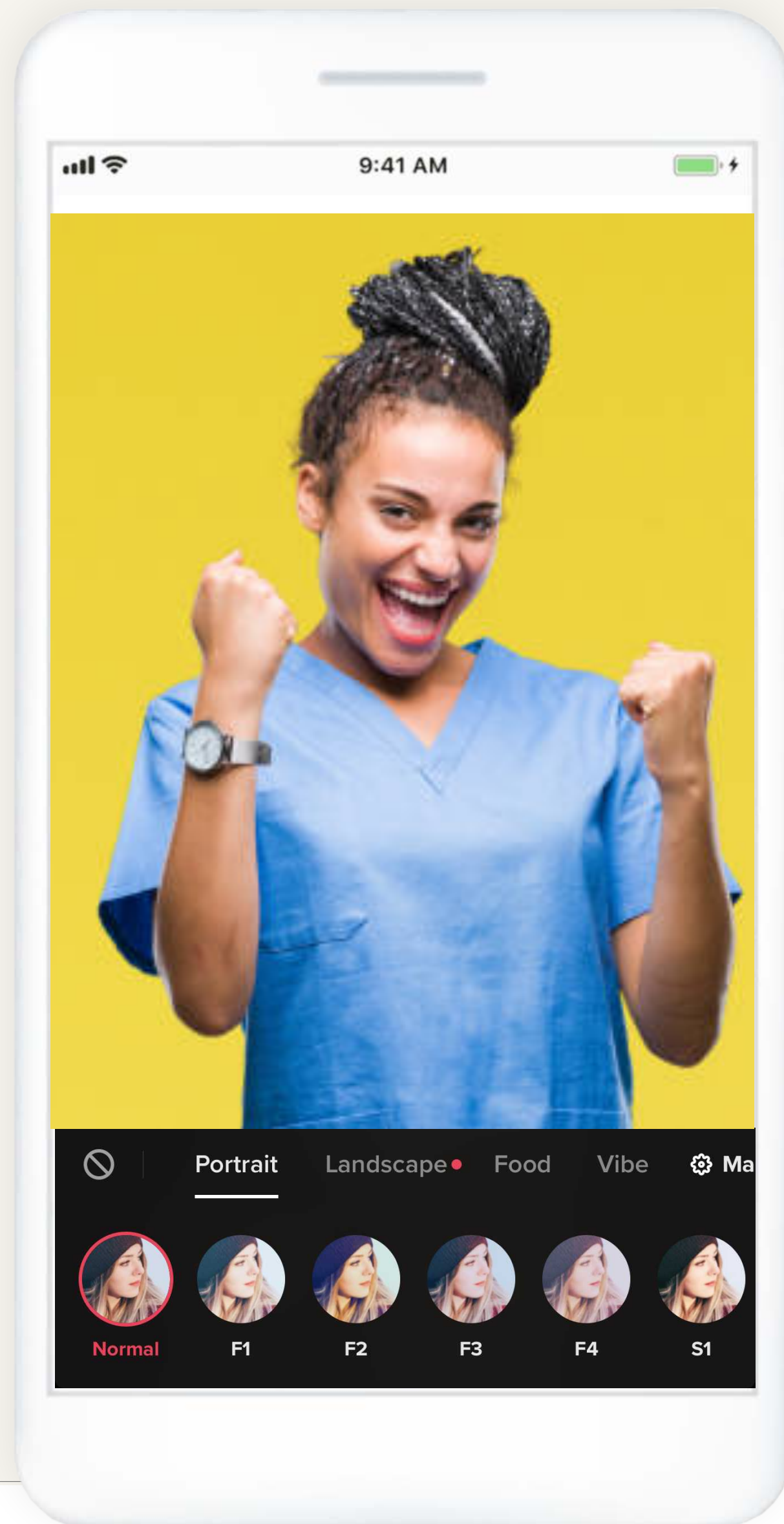
To operate the in-app camera, press and hold the red icon to record a video, and release it to stop. Easy, right? You can do this step as many times as necessary to grab all of your shots. You can also tap the record icon to film a video without holding your phone.

TikTok has a few different options to vary the speed of your shots. Use the slider at the bottom of the screen to record in slow motion (e.g., 0.3x, 0.5x) or fast motion (e.g., 2x, 3x).

While shooting a video, you may want to show your audience what you're looking at. If you want to change the camera's direction while recording, you can use the flip feature to change to the front or back camera.

TikTok has a variety of filters to change the look and feel of your video. It's always a good idea to sample them all to find which ones work with your aesthetic.

TikTok also has a selection of timers that allow you to shoot videos without having to hold down the record icon. For instance, let's say you want to grab a full-body shot with a scenic backdrop. Consider using the 10-second timer to allow yourself time to get in frame.



Effects

Before you shoot your videos, it's almost always worthwhile to sketch out your production plan first. Consider how you want to edit your video in post-production. Perhaps think about things like the type of lighting you want or the transitions you want to attempt.

Creative effects can add a whole new dimension to your videos. Fortunately, TikTok has a variety of creative effects and editing tools creators can take advantage of when creating their videos.

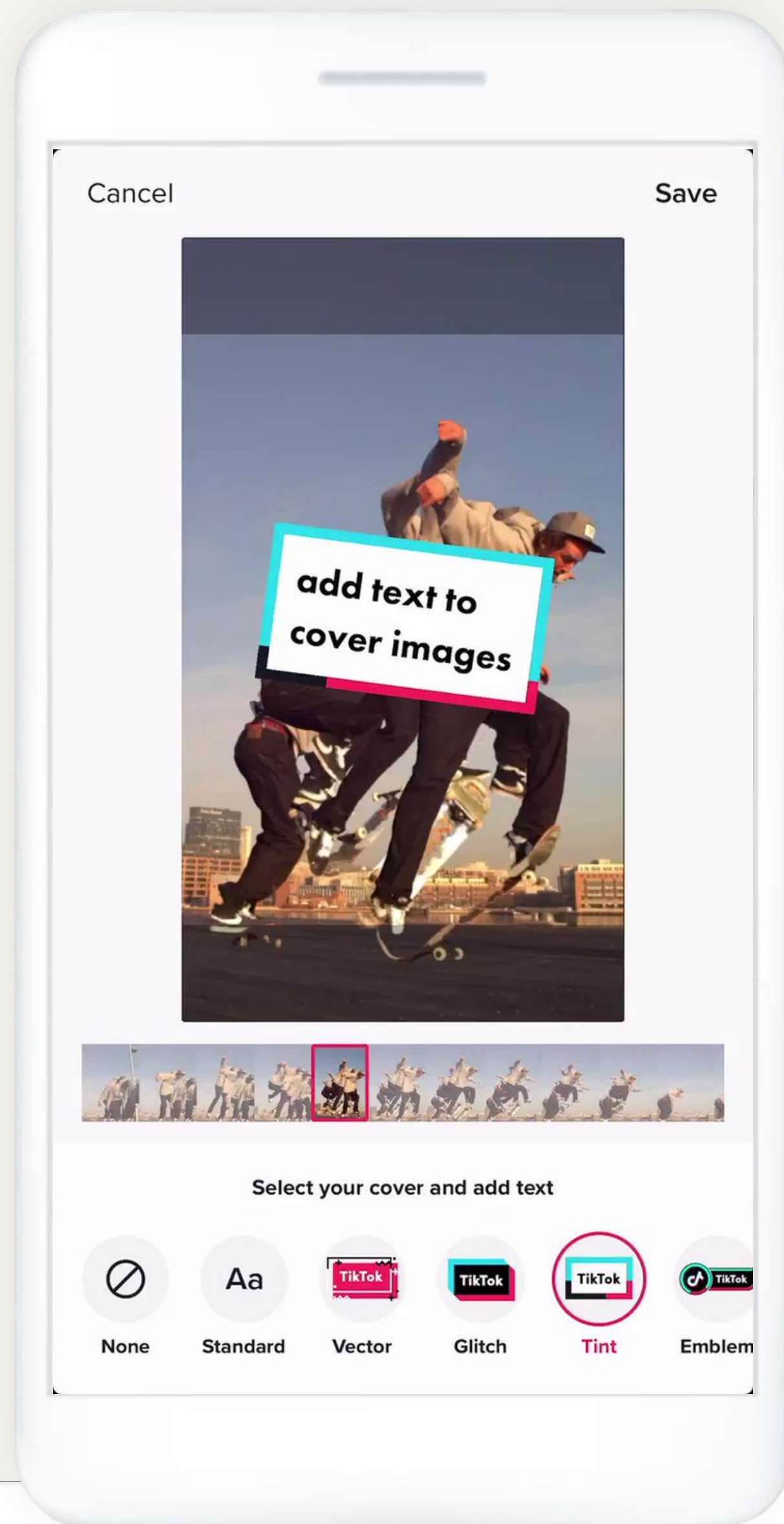
On the bottom of the video creation screen, locate the effects icon on the left. Once inside the effects menu, TikTok divides creative effects into a few categories, including trending, new, interactive, editing, and beauty.

The adjust clips feature helps you reorganize, cut, and even replace sections of your TikTok video with a new clip. This allows creators to edit within TikTok without the need for other editing apps.

Transitions give creators another opportunity to impress viewers by cutting quickly between two shots. Creators can choose between several fun options, including turn off TV, which makes your transition look as if a scene is beginning or ending like a TV shutting off, or scroll, which makes your transition look as if you're scrolling from one shot to another.

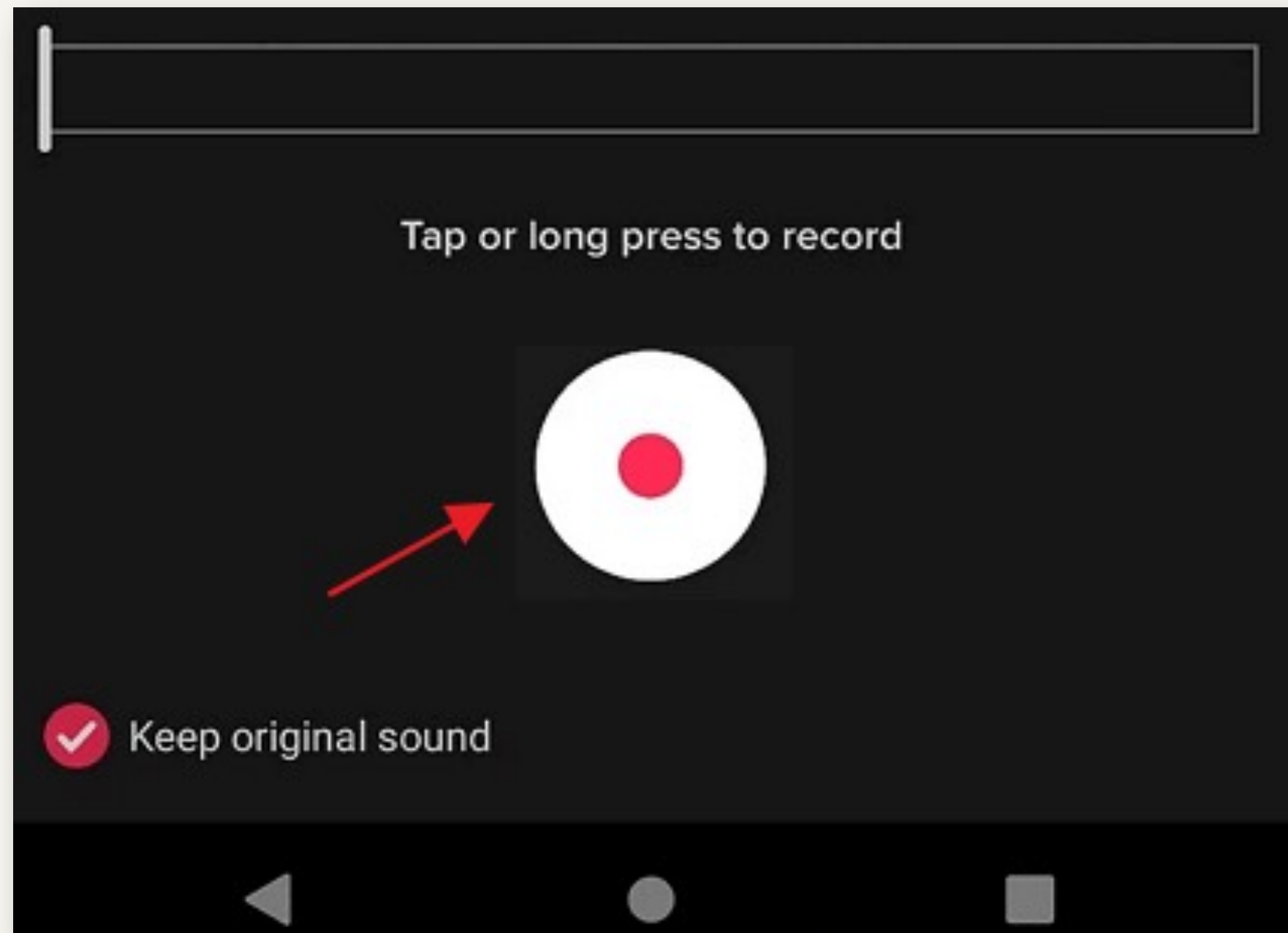


Using Text



Using Text

If you want an easy way to explain to users what your video is all about, consider adding text to your cover image. When you add a title or label to your videos, it'll appear on the cover thumbnail. Now when users browse your profile page, Discover page, or Sound page, they can quickly see what your video is about before watching it. This may provide an extra incentive that they'll click in to watch.

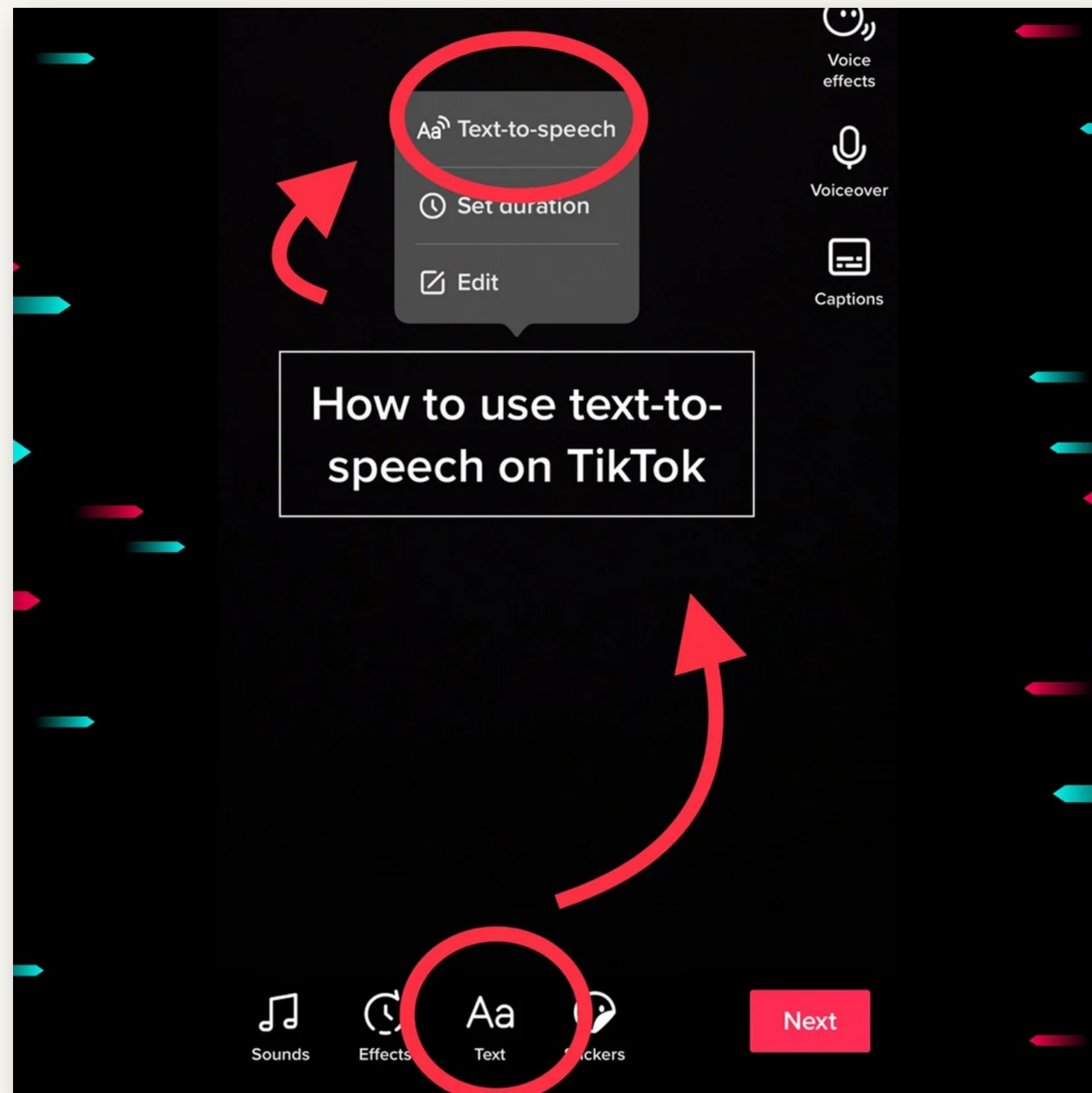


Using Voiceover

Voice-over is a simple tool creators can use to elevate their videos. Whether it's a vlog, a recipe, or a DIY project, voice-over lets you tell your story over video.

This feature lets you add voice-over or audio dubbing to your videos during the editing stage of creation. You can narrate a story, add your voice to a song, or even just describe what's going on in front of the camera. If you want to elevate your storytelling and connect even further with your audience, it might help to give voice-over a try.

Speaking of voices, voice effects can change how your voice sounds in videos. Ever wanted to sound like you're holding a megaphone? How about a robot? This is the tool for you.



Accessibility

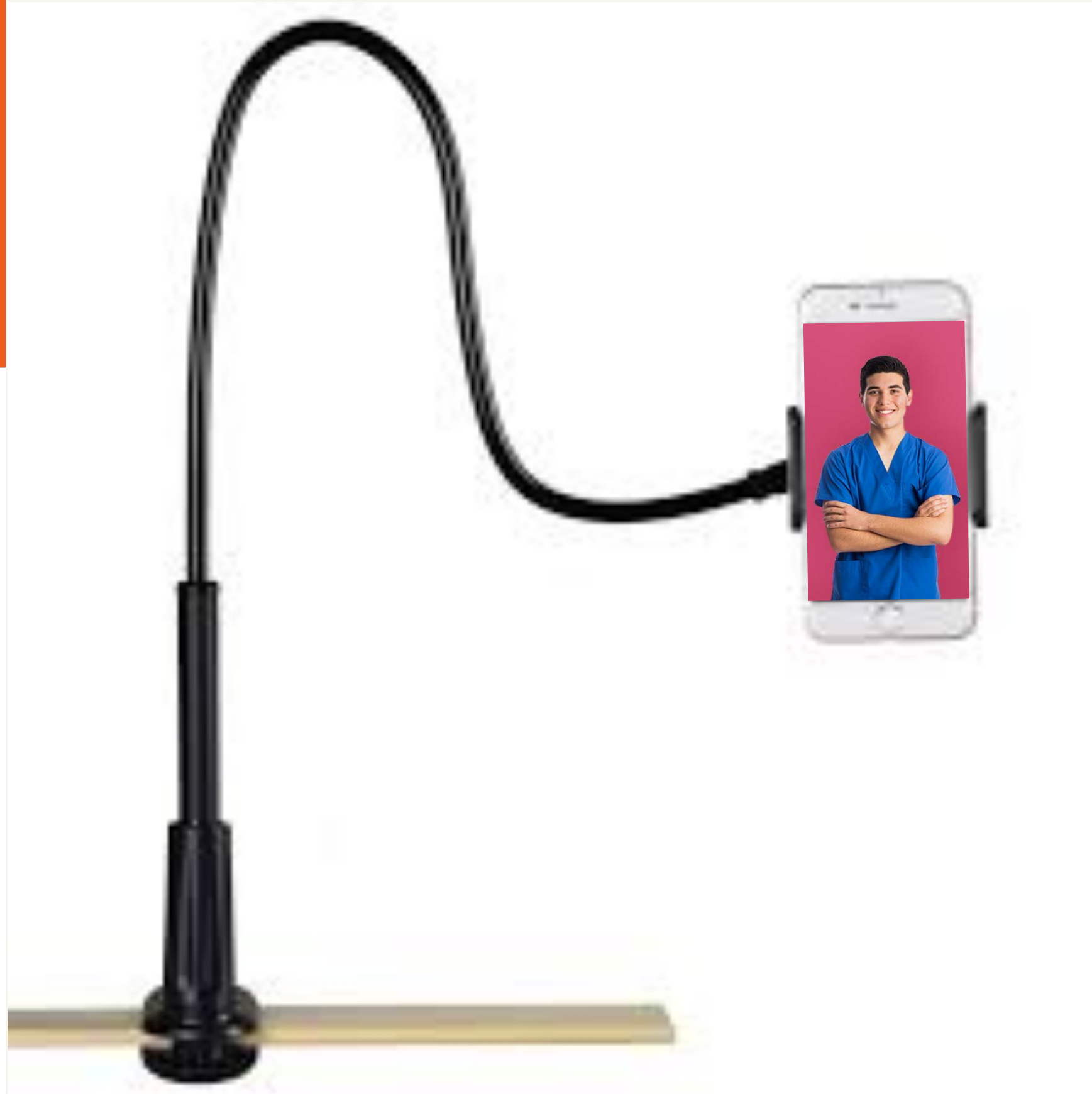
One feature that can be particularly helpful to the visually impaired or blind communities is text-to-speech. This feature lets you convert typed text to a voice-over that plays over the text as it appears in the video. Available in select countries with more to follow, text-to-speech can be found in the video editing page and can be enabled by holding down on the text until the “text-to-speech” prompt appears.

Auto captions automatically generate subtitles, allowing viewers to read along with your video content. This feature helps viewers who are deaf or hard of hearing enjoy your content (launching soon in select countries, with wider availability to follow). You can select auto captions in the editing page after you’ve uploaded or recorded a video, and then text is automatically transcribed and displayed on your videos. You may also consider creating intro cards to let the audience know what they’re about to see.

Remember: Making your videos more accessible allows you to reach more people globally and support communities that may not consume content in the same way.



Perfectly Imperfect



Cameras

There's no reason to feel intimidated by the video creation process. And you don't need a complicated or expensive setup to create good videos.

Believe it or not, you have everything you need to make TikTok videos right on your phone. That's right. You don't need to buy any additional equipment if you have a camera phone. You may, however, want to inspect your lens before shooting to make sure it's clean and free from anything that could change the way your videos come out. Because TikTok is a platform for vertical videos, best practices suggest shooting your video vertically to maximize screen space. Composition is also important, so be mindful of where your subject is in the frame. For example, it's a good idea to have your subject away from the right side of the screen where TikTok's icons appear. Next up: movement. Consider moving the camera around your subject. This allows the user to engage with your videos in a more dynamic way. As you record, having the camera be mobile can make your video more interesting and shows viewers how creative you are. You could also shoot in new backgrounds or locations and show your audience something different.

Want to record a steady shot or two? Stands are your friend. They not only help you frame up your shot, but they provide a stable, consistent view for viewers. Here is where you can also get creative. While it's true that there are a lot of affordable camera stands you can buy on the internet, many successful creators often use items they already own. Books, chairs, bags, pillows, you name it. If it provides a stable support for your camera or phone, it works.

Depending on what type of videos you make, consider experimenting with how you frame your shots. Whether it's placing your phone in unique locations for point-of-view shots or shooting from different camera angles, try to give your audience something they haven't seen before.



Lighting

Lighting is an important element to making a successful TikTok video. Good lighting helps to set the mood or tone you’re going for with your videos. It also lets your viewers know where to focus their attention. If your videos are well-lit, they’re more likely to grab users’ attention when they come across it on TikTok.

In terms of getting great lighting, some of the best videos are filmed in areas with even and natural lighting, like outside or near a window. What’s just as important, however, is where your subject is placed in that lighting. Try to avoid harsh shadows that might cover up your face, unless you want a more stylized or dramatic effect.

There are lots of opportunities to get creative with your lighting, as you can achieve custom lighting effects with things like color bulbs, table lamps, and Christmas lights. You might be surprised to find out how many of these things you already have.



Storytelling



Storytelling

Storytelling is at the heart of TikTok. And a good story can come from anywhere. You can create a compelling TikTok video about a DIY project, a beauty tutorial, or even just a day in your life. Some best practices include structuring your videos like a story with a beginning, a middle, and an ending. You want your viewers to stay with you until your video ends, so really think about innovative ways to tell your stories.

Clever storytelling is quintessentially TikTok, which means doing cool things with your video—usually through editing—to tell a story. Perfect loops and videos with multiple characters all played by one person are popular techniques you’ll see. It could also mean using collaborative features unique to the app to do something interesting. Duets let you feature someone else’s clip side-by-side with yours. Stitch, meanwhile, is where you use a short clip from another video to open or set-up your own TikTok.

Are flashy effects and cool editing tricks necessary to do well on TikTok? Hard no. If anything, candid and unpolished videos with little to no production design are just as common—even from the platform’s biggest names. These all contribute to TikTok’s authenticity, a defining feature of the social network. At the end of the day, it’s all about the vibe on TikTok—and you don’t need fancy techniques for that.

https://www.tiktok.com/@theisleofparadise/video/6892078262357396738?is_copy_url=1&is_from_webapp=v1&lang=en



Hashtags



Short, sweet, and simple

If you are familiar with TikTok, you know that there are two main tabs for content: the “For You” page and the “Following” feed. Whereas the “Following” page is full of content created by accounts the viewer follows, the “For You” page is a more-used area of TikTok where users are shown videos based on their previous engagement history. This is where hashtags will become your best friend.

In order to ensure your brand’s content is showing up on the “For You” page, you need to use one to two trending hashtags and two to three other appropriate hashtags when posting. By utilizing second-tier hashtags, TikTok can better place your video to be at the top of the feed.

You can help your videos resonate with a few key details that make discovery that much easier. Think about writing clear descriptions in your videos so viewers can quickly understand what you’re trying to say.

Consider using relevant hashtags to make it easier for viewers to find your videos. Avoid using hashtags #fyp #tiktok that reach a more general audience. The more niche the better when it comes to TikTok.

[It Happens In a Hospital Campaign Guidance](#)



Resources

Resources

- [Cleared audio library](#)
- [Creation Essentials](#)
- [TikTok 101](#)
- [Camera Tools](#)
- [Effects](#)
- [Editing, posting, and deleting](#)
- [Accessibility](#)
- [3 quick and easy tips for small businesses to get started on TikTok](#)
- [Trending Audios and how they're used](#)

