

# TikTok



# TikTok - The social network with videos and music

The app TikTok has been around since 2016, but until now it had mainly become known in China. It is only in the last few months that the app has become more and more popular in the rest of the world, and in 2020 it was even downloaded more frequently than Instagram and Whatsapp.

With TikTok, users upload small videos of themselves singing, dancing or doing other things. The individual films are relatively short. The clips may last just 60 seconds. But that's enough to let off steam creatively. The platform offers various options for this, with which you can, for example, cut together individual recordings. You also have the option of adding small effects to your videos or converting the individual shots into small loops.

Other users can watch your videos, like them and send them to their contacts. Particularly successful clips get even more attention and are recommended by the app on your homepage. This allows you to see what other users like as soon as you log in, so you can possibly find new users to follow yourself.

But the little films can be distributed not only in the app itself. TikTok uses the so-called TikCode. This allows you to post movies that you like on other platforms, such as Whatsapp or Instagram. Watching the shared codes then also works without the app. # What features does TikTok offer?

TikTok is all about creating and uploading small videos. You can either use movies that you already have on your smartphone or you can shoot new movies with the app and edit them on TikTok. This is very easy, so that even beginners can create their first works relatively quickly. One of the reasons for this is that you are limited to 60 seconds when recording videos. But also the editing options let your videos become something special with just a few clicks. For example, you can cut music to your recordings and specify exactly when the music should start. But you can also copy funny sound effects or other audio snippets into your movies.

A large selection of filters then offers you the possibility to put your clips in a different light. For example, you can easily smooth out small imperfections or add effects and backgrounds. The selection of filters is regularly expanded, so there are almost no wishes that cannot be fulfilled in the area of filters.

To add your clip to certain topics, you can tag it with hashtags. These keywords allow other users to easily search for your movie later, even if they don't know the name of your account.

Once you're done editing your videos, they can be published and shared on the platform with a simple click. If you're not satisfied with the results, you can delete your videos just as easily. You decide what TikTok can and cannot publish.

A particularly fun mode is also the singing duet. Here you can sing a short song in duet with a friend or acquaintance via TikTok or lip-sync a movie quote. As with regular movies, there are no limits to creativity here and the results are often all the funnier.

### # Who is TikTok suitable for?

TikTok is a platform that is especially popular with young people because it offers many opportunities to create and design small videos. Many celebrities have also noticed this and regularly share their insights on TikTok. The key to the app's success is its ease of use and wide range of filters and editing features. Unfortunately, the app lacks a way to weed out inappropriate content. Although there is an age restriction for the app from 13 years, it does not check whether the users are actually that old. That's why it can quickly happen that young users see things for which they are still much too young. Apart from that, TikTok is a fun app for a small pastime in between.

### Avantages / Désavantages

Easy video creation options  
Many different video filters  
Short clips for the fun in between

No possibility to block inappropriate content  
No user age control  
App works worse with older smartphones