



# TIKTOK 101

## What is TikTok?

It is a vertical, short-form video-sharing app used to create and share 15-second or longer videos. The app offers different filters and sounds to create unique content.

## Why use TikTok?

TikTok is great for increasing your audience reach, consumer engagement and creativity.



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# TIPS FOR USING TIKTOK

## DO...

- + **When it comes to TikTok, the videos that perform the best are off-the-cuff unedited videos that show you're organic and relatable.** That being said, there is a way to come across as spontaneous while also planning your content.
- + **You'll need to identify your ideal audience, use popular sounds, add popular real estate or other relevant hashtags, and hop on trends when appropriate.** Whether this is dancing, lip syncing, or acting out a question you are frequently asked.
- + **All videos need captions**
- + **Post every day once or more for 6 months about 1 topic.** \*Ex. Spokane, Real Estate, Market
- + **Trending sounds will get you far**
- + **Ideal time to post is at 1 pm on weekdays**

## DON'T...

- **Don't sound too sales-y or too serious.**
- **Don't make your videos too long.** Tik Tok is all about short, quick videos. You only have a few seconds to make a good first impression or your audience is likely to swipe past
- **NEVER ask for business**
- **DON'T use "link in bio"**
- **If cross-posting, don't have TikTok watermark on Reels video;** it will get deprioritized

## Get ready to be creative!

TIKTOK VIDEOS ARE REAL,  
RAW, AND AUTHENTIC.

## POST DAILY

*You'll grow your followers with posting every day at least once.*



# TIKTOK CONTENT

## TYPES OF VIDEOS

### Lip Sync

Choose a sound to mouth the words to/create a scenario to.

*EX. Carys Eccleshall*

### SKIT

Act out scenarios that happened between you and a client, buyer process questions, or questions sellers might have. This is a good method for teams/partners.

*EX. mortgagesareboring*

### Collage

Great to use for listings and a slideshow effect with photos, or highlighting restaurants in your local city (Local Restaurant shoutout).

*EX. Heider\_reaslestate*

### Green Screen

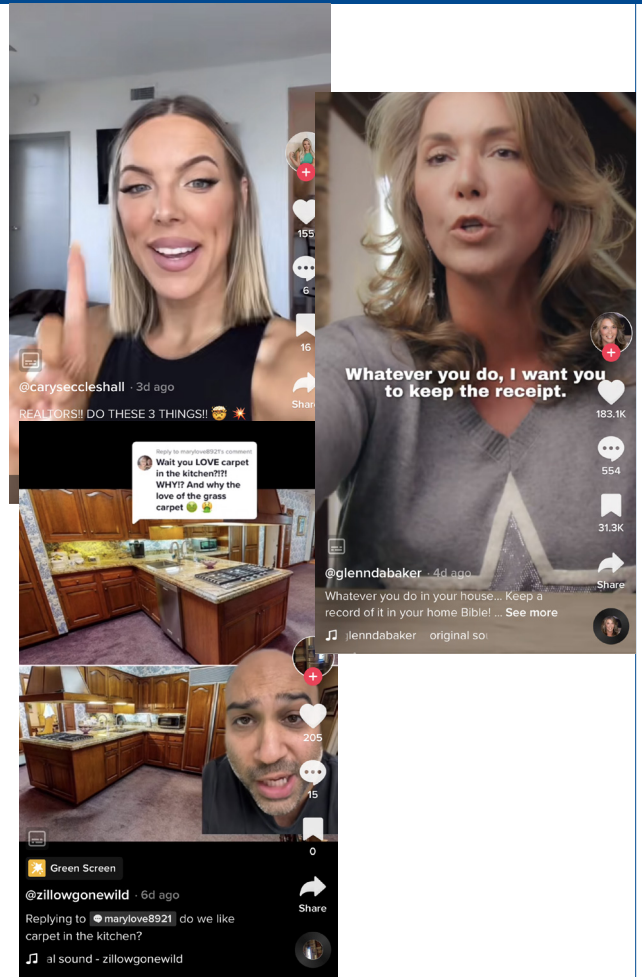
This provides a green screen format that allows you to do a voice-over as you do a tour video of your listing

*EX. zillowgonewild or zillowtastrophes*

### Talking Head

Involves talking to the camera, either right into it or slightly to the side, interview style

*EX. GlendaBaker*



## CONTENT IDEAS

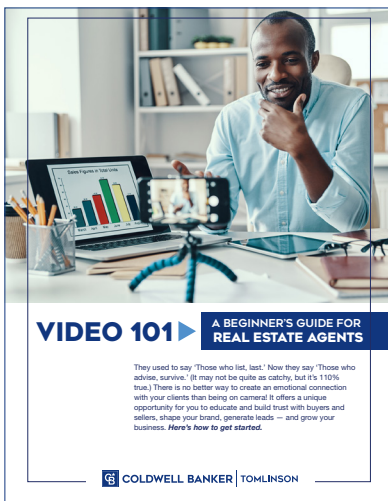
- Quick tips/advice for buyers + sellers
- Local video content - restaurants, activities, etc in the area
- Share market trends in your area
- Share your listings in a way that makes them stand out
- Host Q&A live videos

## BEST DAY TO POST?

*According to Later.com, Thursday and Friday get the best engagement.*

# OTHER HELPFUL RESOURCES

We've got other 101 guides to help you succeed! Video 101, Social Media 101 and Facebook 101.



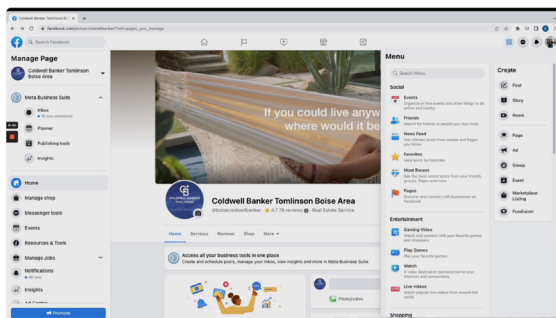
**Video 101**



**Social Media 101**

Helpful for beginners!

THESE GUIDES HAVE HELPFUL TIPS, POSTING IDEAS AND INDIVIDUALS TO FOLLOW FOR INSPIRATION!



**Facebook 101**

