

100 - Essentials

01 - What is Tiktok?	1:30
02 - Size & Importance of TikTok	1:24
03 - How is TikTok Different From Other Social Media Platforms	3:03
04 - TikTok Key Features	1:25
05 - How TikTok Works	2:20
06 - How Users Discover Content on TikTok	3:15
07 - What Can You Do On TikTok?	1:51

Total Topics = 7

Total Time = 15 minutes

200 - Finding Success on TikTok

08 - Who Uses TikTok?	1:00
09 - How People Use TikTok	3:47
10 - How Businesses & Brands Use TikTok	6:12
11 - 6 Steps to TikTok Success	1:20

Total Topics = 4

Total Time = 12 minutes

300 - Best Practices

12 - TikTok Profile Best Practices	2:20
13 - TikTok Network Best Practices	2:05
14 - How to Grow Followers on TikTok	1:47
15 - TikTok Posting Best Practices	4:25
16 - Types of Content on TikTok	2:48
17 - How to Use Hashtags on TikTok	3:10
18 - Posting Power Tip: Choosing a Cover for Your Post	1:27
19 - What is the Best Time to Post on TikTok?	1:39
20 - How Often Should You Post on TikTok?	2:15
21 - How Businesses Are Posting on TikTok	2:55
22 - TikTok Posting Mechanics	4:45
23 - Adding Sounds and Music on TikTok	2:44
24 - How to Create a Great TikTok Description	2:21
25 - How to Participate on TikTok	2:56

Total Topics = 14

Total Time = 37 minutes

400 - Advanced

26 - TikTok Advertising & Promotion	3:35
27 - TikTok Optimization	2:15
28 - TikTok Analytics Overview	4:26
29 - TikTok Power Tips: Video Editing	1:15
30 - TikTok Power Tips: How to Get on the For You Page	2:15
31 - How Businesses are Getting Found on TikTok	2:11
32 - Fitting TikTok Into Your Content Mix	1:20

Total Topics = 7

Total Time = 17 minutes

Resources:

TikTok Quick-Start Guide
TikTok Tips & Tricks

Course Total Topics = 32
Course Total Time = 1 hour 20 minutes