

# What the Heck is TikTok?

Presented by Jennifer Taggart



**Tik Tok**



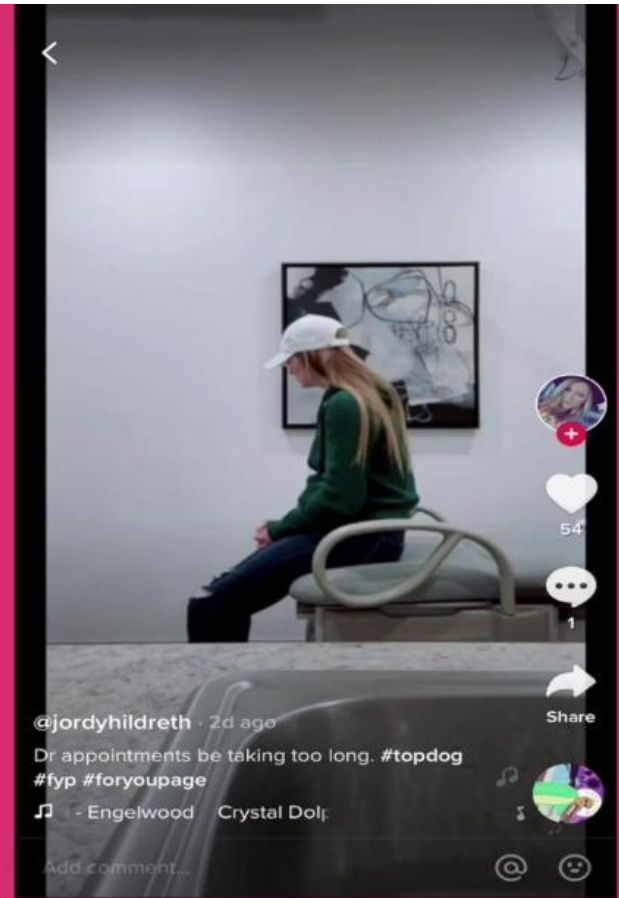
# Speaker Introduction & Today's Agenda



**Tik Tok**

# Things to Consider

- Security concerns
- New docs are digital natives
- TikTok can serve as a recruiting tool
- There's only so much time in the day






# What You Need to Know About TikTok

- TikTok is a **video-sharing social networking** service
- TikTok added **188 million new users** in the first 3 months of 2019 and is the **fastest growing social media app** to date
- TikTok is available in over 150 countries, has over 1 billion users, and has been **downloaded over 123 million times in the U.S.** alone



DrNicoleBaldwin

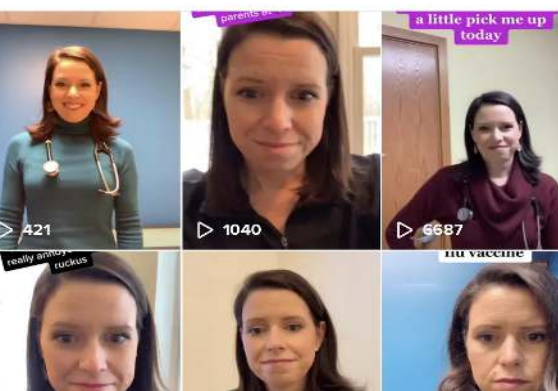


@drnicolebaldwin

54 Following 7333 Followers 98.4K Likes

Message

Pediatrician (MD), mom, lover of glitter. Follow me on IG



parents

a little pick me up today

421

1040

6687

really annoy ruckus

flu vaccine

TikTok @drnicolebaldwin

Let's talk about the flu vaccine



Vaccines PREVENT...

Influenza

Measles

HPV


Polio

Meningitis

Pertussis

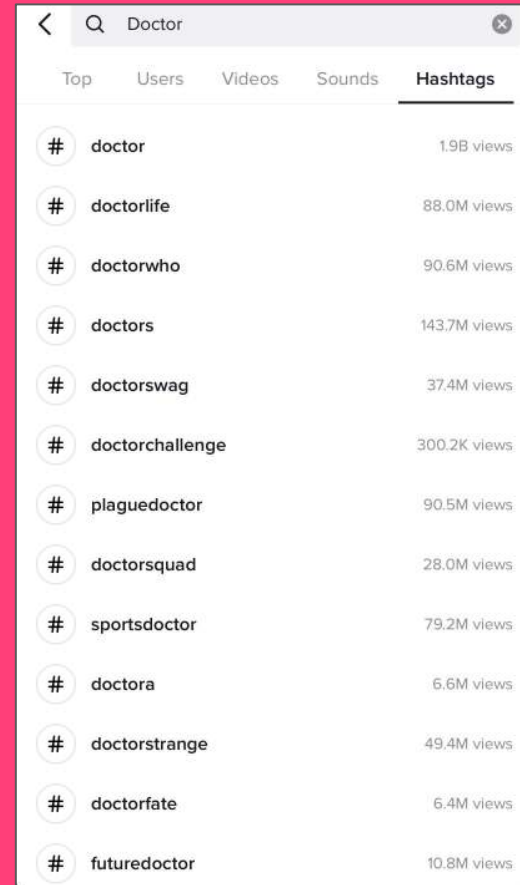
Hepatitis

TikTok @drnicolebaldwin



# Hashtags & TikTok

- Hashtags on TikTok help content **gain more visibility** and help users find what they're looking for
- Just like SEO is important for a website, hashtags are important on Tik Tok
- “#doctor” currently has **1.9B views** meaning it was used that many times in a post and thats how many people saw it
- The NFL used one to boost the Super Bowl #weweready receiving **874M view**



A screenshot of the TikTok search results for the hashtag #doctor. The search bar at the top shows 'Doctor' with a magnifying glass icon and a close button. Below the search bar are navigation tabs for 'Top', 'Users', 'Videos', 'Sounds', and 'Hashtags', with 'Hashtags' being the selected tab. The results are a list of 15 hashtags, each with a circular icon containing a hash symbol, the hashtag name, and the number of views. The top result is '# doctor' with 1.9B views. Other notable results include '# doctorchallenge' with 300.2K views and '# doctorfate' with 6.4M views.

Hashtag	Views
# doctor	1.9B views
# doctorlife	88.0M views
# doctorwho	90.6M views
# doctors	143.7M views
# doctorswag	37.4M views
# doctorchallenge	300.2K views
# plaguedoctor	90.5M views
# doctorsquad	28.0M views
# sportsdoctor	79.2M views
# doctora	6.6M views
# doctorstrange	49.4M views
# doctorfate	6.4M views
# futuredoctor	10.8M views



# TikTok Pros & Cons

## Pros

- You can become very popular very quickly (especially with a young audience)
- Builds trust and authority
- Ease of sharing to other platforms
- Super casual environment - allows users to showcase personality
- You can go live and run ads

## Cons

- Pro account needed for analytics  
*(no cost to create)*
- Not a lot of content restrictions
- The negative gets out QUICK
- Learning curve - misuse of content
- Ads can be expensive to run, depending on target selected
- Spending resources on TikTok means spending less on other platforms





# Do's and Dont's When it Comes to TikTok

- DO... keep in mind **a post is available for everyone** to see (patients, staff, family, friends)
- DO... use it to **educate your patients** on preventative care and best practices
- DO NOT... **diagnose a patient** EVER
- DO NOT... **mock patients for Googling** symptoms



Questions? Comments?

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