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What hashtags do i use on tiktok

If you feel like the app TikTok came out of nowhere, you're not wrong. Since launching in early 2018, TikTok's been covered by seemingly every major news publication and racked up millions of downloads globally. Despite TikTok's major early success, the app still feels like a bit of a mystery, especially to marketers. In fact, until recently, its parent company, ByteDance, hasn't disclosed many metrics at all. In TikTok's first year, all we really knew was that an odd-ball video app was going viral, topping global app store charts, and gaining a huge fanbase from Gen-Z. But now, shortly after TikTok's first birthday, we know a lot more about it as sites like Digiday, AdWeek, and our own Marketing Blog regularly cover it. Even if you still aren't quite sure what TikTok is, you've probably seen a video meme on social media that was created and published in the app first. Here's one for example of a TikTok post which went viral on Twitter: Now THIS is a tiktok I could watch all day pic.twitter.com/u1dBKH20Aa — Alexandra Daniels (@alexandanielsxo) July 11, 2019 When making decisions about your social strategy, you're probably more interested in numbers than virality as proof of an app's staying power. As someone who's gotten sucked into the app, blogged multiple times about it, hearted hundreds of posts, and even made a few embarrassingly mature videos of my own, I'm fairly certain that this platform will stick around for quite some time. But, luckily, with mounting data on TikTok, you don't just have to take my word for it. To help you make informed decisions about your strategy and whether TikTok is right for your brand, I've compiled a list of 26 interesting stats and facts to know before venturing on to the app. 26 TikTok Stats to Know in 2019 Userbase, Downloads, and Growth Within TikTok's first year, it reportedly reached 500 million monthly active users. Wondering if this was just a fluke or a viral trend that will simmer down? Think again. According to TikTok and its company heads, the audience might be larger and more promising than we think. According to a leaked advertising pitch deck from October 2019, TikTok reports having 800 million monthly active users worldwide. (AdAge) Musical.ly, a lip-syncing app which ByteDance purchased and merged with TikTok, reportedly had 100 million monthly active users when it was purchased by TikTok in 2018. (The Verge) Douyin, TikTok's original standalone app in China, had 300 million users at the time Musical.ly merged with TikTok. (The Verge) As of early 2019, TikTok is the third-most downloaded app globally. (Business of Apps) By February 2019, TikTok hit 1 billion downloads, beating Instagram and Facebook in app stores. (Business Insider) As of late October 2019, TikTok was the Top Free App in the Entertainment section of the Apple App Store. (Apple App Store) Demographics While TikTok's user base is dominated by Gen-Z in the United States, many millennials have adopted it around the world. And, although it might feel like TikTok is huge in the U.S., the app's biggest audience actually comes from China, where the platform is called Douyin. Here's a breakdown of TikTok's major demographic stats. Roughly 50% of TikTok's global audience is under the age of 34 with 26% between 18 and 24. (MarketingCharts) Just over one in eight adults have joined TikTok. (MarketingCharts) 56% of TikTok users are male. (AppApeLab) TikTok is now available in 155 countries. (Oberlo) Over 500 million of TikTok's monthly active users are Chinese. (AdAge) The app has 26.5 million monthly active users in the U.S. (Digiday) 60% of TikTok's U.S. audience is between the ages of 16 and 24. (Digiday) User Behavior TikTok is a fast-paced app. The second you log in, you see a video at the top of a feed that's algorithmically curated around your interests. If you enjoy the video you're watching, you can follow, comment, and like the content directly from the video post. If you're not loving what you see, you can keep swiping in an upward motion to immediately see more odd videos. From my own experience, I've found that TikTok can easily cause you to spend more time than expected watching an endless stream of often comedic videos. Since these videos are usually between 15 seconds and one minute, it makes the app ideal for people who need quick entertainment on their morning commute or when they're bored at home. Because of TikTok's quick pace and entertainment factor, the stats below aren't that surprising: The average user spends 52 minutes per day on TikTok. (BusinessOfApps) 90% of TikTok users visit the app more than once per day. (GlobalWebIndex) Users open the app eight times per day on average. (Digiday) TikTok claims that the average session is nearly 5 minutes, which is longer than Snapchat or Instagram's. (Digiday) Viral Trends and Influencers on TikTok Like YouTube, Vine, Instagram, as well as other past and present video apps, TikTok has opened doors for influencers, comedians, meme creators, and even some brands. While it's still a bit too early to see how successful its influencers and trends will be in the long run, here are a few interesting tidbits: The most followed individual on TikTok is a comedic poster and influencer named Loren Gray. She has 34.4 million followers. (TikTok) One of the earliest branded hashtag challenges was Guess' #InMyDenim challenge. According to TikTok, videos marked with this hashtag have received a grand total of 38.8 million views. (TikTok) Rapper Lil Nas X credits the success of his song "Old Town Road" to TikTok. The song was propelled to #1 on the Billboard Top 100 in 2019 after the artist uploaded it to TikTok. (BuzzFeed News) Here's a compilation of TikTok's #CowboyChallenge where people wearing normal clothing cut to themselves in cowboy costumes to the song "Old Town Road." Business, Revenue, and Competition The launch of TikTok not only put its parent company, ByteDance, on the map, but it also resulted in competition from apps like Facebook, which launched a very similar app called Lasso shortly after TikTok went viral. While TikTok and ByteDance are less transparent about revenue and other major details, here's what we know: TikTok now offers five advertising tiers aimed at big brands. One of which, a branded hashtag challenge, reportedly costs \$150,000 per day. (TikTok Pitch Deck Notes First Reported by Digiday) TikTok's revenue more than tripled between 2017 and 2018. (Sensor Tower) In 2018, TikTok made \$3.5 million on in-app purchases from users. (Sensor Tower) TikTok has a 4.7-star rating in the Apple App Store with over 2.1 million reviews. (Apple App Store) Lasso, a competing app launched by Facebook in November 2018, has been downloaded by over 70,000 users. (Sensor Tower) ByteDance, TikTok's parent company is valued at \$75 million, making it the world's most valuable startup. (CBInsights) ByteDance's collection of apps, including TikTok, has a total of 1 billion monthly active users. (CNN) The Mysteries of TikTok Although TikTok is a top social platform and is ramping up its options for advertisers, it's still rather new. When a company or startup is new, it's not uncommon for leadership to hide early numbers, even when a brand is successful. In fact, we've seen this with other major companies like Snapchat and Netflix. There's still a lot more to learn as TikTok's global teams and ByteDance continue to remain hush-hush about major metrics. In the coming years, as TikTok tries to woo advertisers, it wouldn't be surprising if we started to see more transparent information about the app and its user base. In the meantime, if you want to learn more about TikTok, you can read up on its short history and early success in this post, or click here to find a how-to guide for using the app. Want to see what other businesses are doing on TikTok? Check out this roundup of brands on TikTok. Originally published Nov 26, 2019 7:00:00 AM, updated February 18 2020 As social media platforms struggle to get U.S. election misinformation under control with varying degrees of success, TikTok has taken new actions to stop people from searching and browsing select hashtags associated with misinformation and conspiracies related to the U.S. election results. The video app has redirected some hashtags — including #RiggedElection, #SharpieGate and others — where users have been publishing election misinformation. And it has taken down various videos making claims of "election fraud." TikTok takes down election misinformation aimed at younger users However, based on our scans of the app and other election-related hashtags today, it's clear that it's still an uphill battle for TikTok in terms of getting a handle on violating content. Because of TikTok's size and scale, even smaller videos from unknown publishers can rack up thousands of views before they disappear. Media Matters, for example, reported yesterday it was able to identify 11 examples of election misinformation spreading across TikTok, with more than 200,000 combined views. The videos shared conspiracies that ranged from unfounded "magic ballot" narratives to the completely untrue allegations that Arizona poll workers handed out markers to Trump voters so their votes wouldn't count. Image Credits: TikTok screenshot via Media Matters TikTok says all the videos Media Matters reported have since been removed except one where a user made a premature declaration of victory. That one was shadowbanned — meaning its discoverability on the platform was reduced. It also has a banner pointing to authoritative information about the election results. These individual takedowns are a drop in the bucket compared to the number of videos that are still out there making claims of election fraud. And, so far, TikTok has only removed a small number of hashtags on this subject. Image Credits: TikTok screenshot via TechCrunch TikTok confirmed it has removed content and redirected searches for the hashtag #RiggedElection as of yesterday. Now, when you try to find videos flagged with this term in the app, you'll get to a blank page with a notification that says the search term "may be associated with behavior or content that violates our guidelines." The page also provides a link to TikTok's Community Guidelines. "Promoting a safe and positive experience is TikTok's top priority," the message reads. This is the same playbook that TikTok recently used to address the spread of QAnon-related content on its platform. By redirecting searches and hashtags, it makes misinformation harder to find. TikTok's QAnon ban has been 'buggy' While TikTok declined to share an exhaustive list of hashtags it has taken action on during the elections, we found a few hashtags that returned either no results — like #RiggedElection and #SharpieGate — as well as those that returned only a small handful videos, or what TikTok considers "counter speech." The TikTok community will often create videos with counter speech or other content related to a misinformation-related hashtag. In these videos, they'll provide factual information or will dispute the claims being made in another video. TikTok says this sort of counter speech doesn't violate its policies. That's why you may see videos listed under hashtags that would otherwise be associated with misinformation, as opposed to seeing the hashtag entirely silenced. We also found some lesser-used hashtags like #RepealtheSteal and #VeritasArmy, which have been seen on Twitter, were not showing on TikTok at all. (However, upon reaching out to TikTok, the company chose to redirect these hashtags, too.) A popular misinfo hashtag, #StoptheSteal, was also not available, but its variation, #StoptheStealing, had seven videos. Many other hashtags were being used, too, as of the time of writing, including #VoterFraud (and its misspelling #VoterFraud), #DemsCheat, #CorruptElection, #ElectionCorruption, #StoptheStealing, #ElectionFraud (and misspelling #ElectionFraud), #CrookedJoeBiden, #CrookedDems, #Fraud (and its misspelling #Fraud), #Rigged, #Rigged2020, #MailinBallots, #CoupdEtat, #ElectionMeddling, #DemocratsAreDestroyingAmerica and #BallotHarvesting, to name a few. While some hashtags had little content, many were filled with videos that weren't just expressing their political views — they were making claims of election fraud. Combined, these hashtags have tens of millions of views, or even more. Image Credits: TikTok screenshot, video republished previously removed content; screenshot via TechCrunch For example, when we searched for the hashtag #VoterFraud (20.9 million views), we first encountered videos posted in the months leading up to Election Day that were responding to the Republican-driven claims of voter fraud associated with mail-in ballots. But many videos under this hashtag have been published by Trump supporters this week, and are videos where the supporters are directly disputing the election results. Close US election results plunge social media into nightmare misinformation scenario Among the videos we found were those reposting videos TikTok had already taken down. These included videos featuring Trump supporters' protests against or for the counting of ballots in various states, calling them proof of election fraud. In other videos, users opine about how Trump's lawsuits will prove fraud took place and win him re-election. They sometimes use screenshots of website vote tallies as their "proof." Image Credits: TikTok app screenshot via TechCrunch We also saw videos using text labels overtop their video footage. The text was used to make their claims of election fraud, while the video itself may have them talking in more measured terms about their disappointment with the election results. (It's unclear if this is a viable workaround to avoiding rule enforcement, however.) TikTok says its list of blocked hashtags continually grows as new terms and phrases emerge and it's able to determine how the terms are being used on its platform. It also said it block more election misinformation hashtags in the hours, days and weeks to come. To be clear, TikTok's decision to keep this sort of content online doesn't make it much different from other social networks. During election season, Facebook and Twitter have taken to labeling election misinformation from high-profile accounts (like Trump's). Facebook even ran in-app notifications to inform users that votes are still being counted. But both platforms today still easily allow users to click through on a wide range of hashtags that promote this idea of election fraud or rigged results. Facebook and Instagram notifications warn US users there's no winner yet in presidential election TikTok may not much be doing much better, overall, in addressing the sizable amount of content promoting election misinformation on its video network. But TikTok's ban of top election misinformation hashtags works differently from hashtag bans on other social networks. Once TikTok has made the decision to ban a term like "SharpieGate," for example, the content won't be surfaced whether you use the hashtag symbol (#) itself or not. Facebook, on the other hand, may ban the hashtag specifically, but not the term entirely. That means you can still find content about SharpieGate on its platform — even if it's largely posts and videos from news organizations. Facebook blocks hashtags for #sharpiegate, #stopthesteal election conspiracies #SharpieGate was also among the hashtags Facebook began blocking today related to election misinformation. It also blocked #StoptheSteal and a related group. what hashtags should i use on tiktok

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