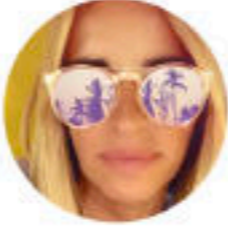


Coneix Tiktok i descobreix noves tendències

Mònica Urrútia Azcon



Juliol 2020

< **Mònica Urrútia**




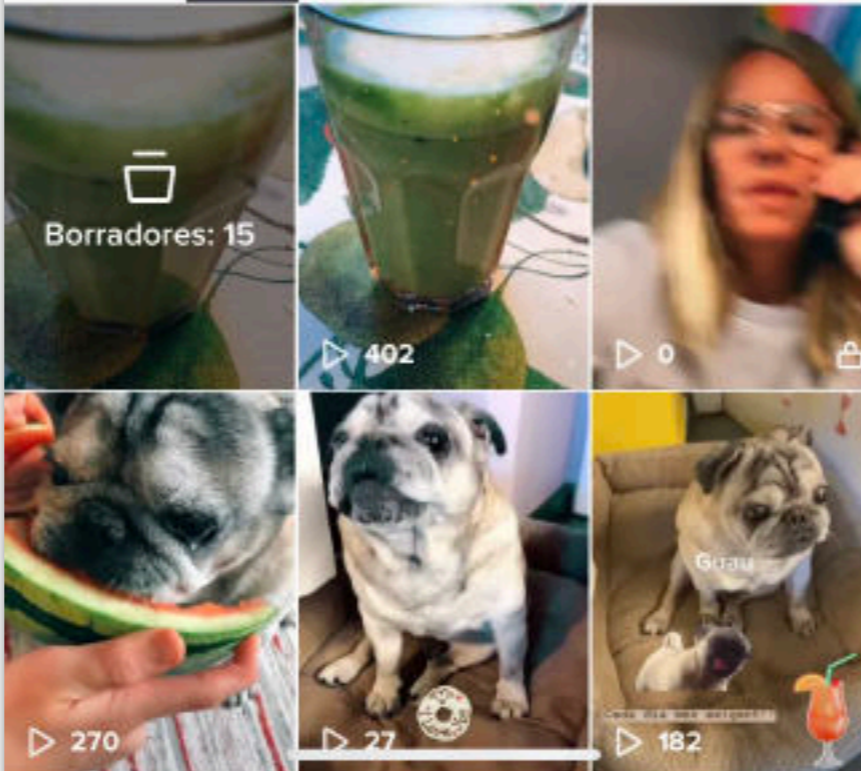
@monikaurrutia

83 Siguiendo | **20** Seguidores | **89** Me gusta

Editar perfil  

Pug lover 🐶
Sommelier 🍷
Social media 📱

☰ 





monikaurrutia

1353 Publicaciones 6086 Seguidores 814 Siguiendo

Mònica Urrútia Sommelier
Discovering poetry in wine ❤️
My daily beauty ✨ #Winelover 🍷
Comunicació en xarxes 📱
Continguts multimèdia 📺
www.youtube.com/watch?v
Le siguen jasminrovira, gerardsaltor y 41 personas más
Ver traducción

Siguiendo Mensaje

Grid of posts: 1. Two people at a table, 2. A white wall with a light fixture, 3. A blue sky with clouds, 4. A bottle of wine, 5. A bottle of wine.

Objectius de la Classe



Entendre Tiktok

Quins continguts es comparteixen

Com funciona

Tenir info per valorar si m'intessa

Veurem molts vídeos

“ Tiktok de 2 hores”



Evitar que ens passi això



En el cas que ens interressi, tenir els elements per crear una estratègia per Tiktok i donar visibilitat als vídeos

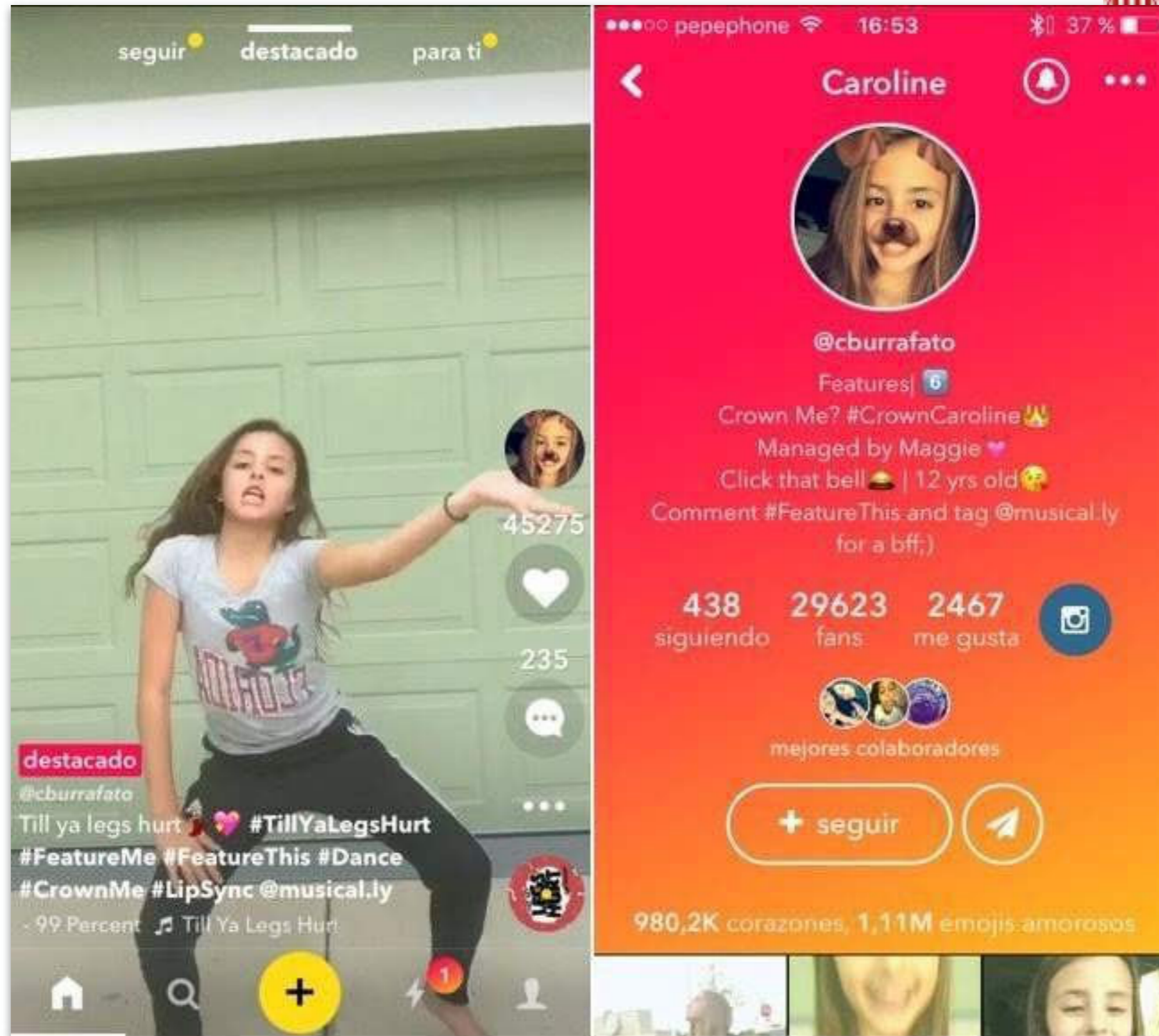
Dades sobre tiktok



Orígen d'on ve



Abril de 2014

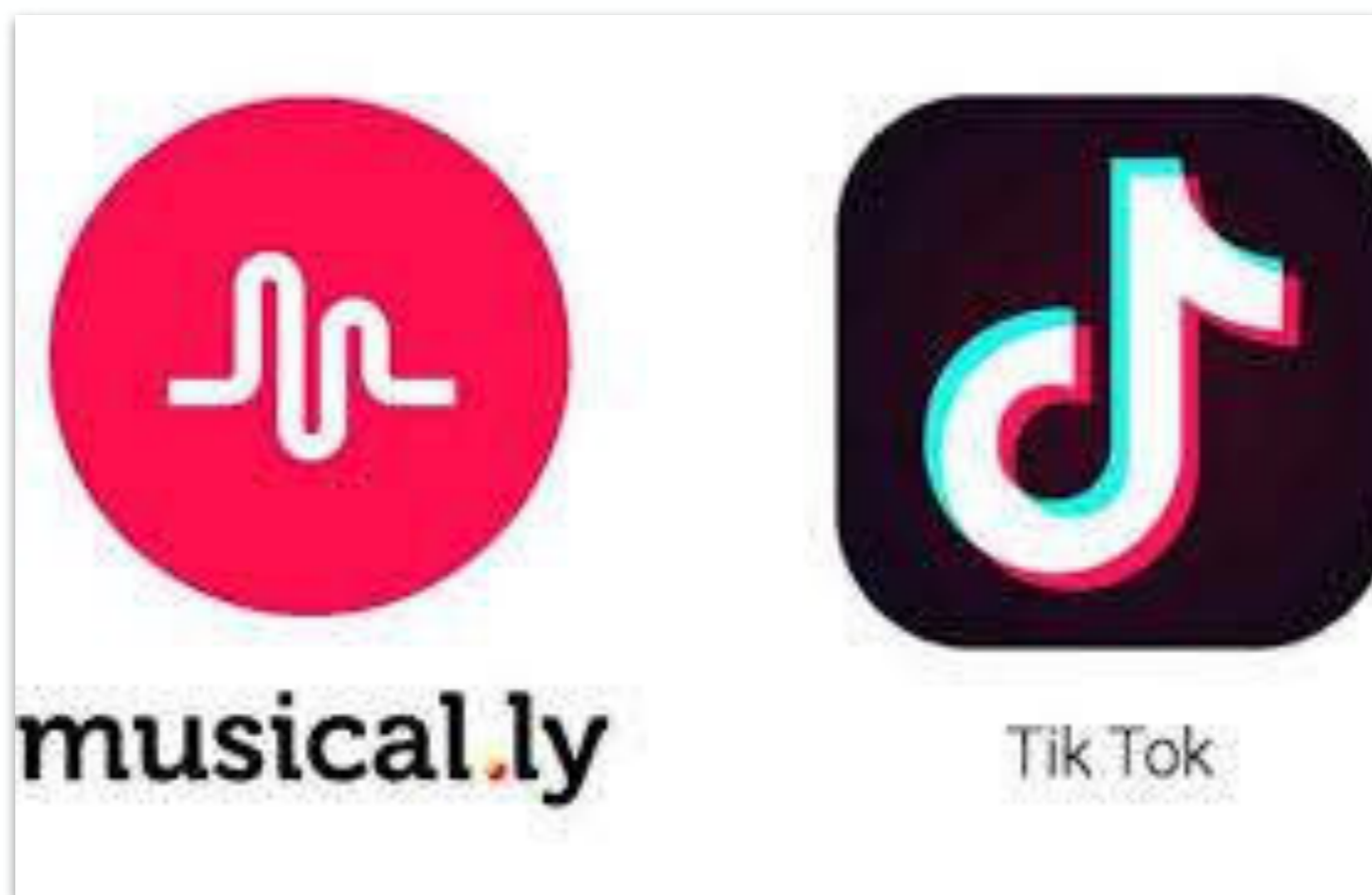


Vídeos musicals,

Velocitats, filtres, efectes

Concerts...

Tiktok . Douyin (xina)



Novembre 2017
Bytedance compra musical.ly

La app més descarregada a finals del 2019

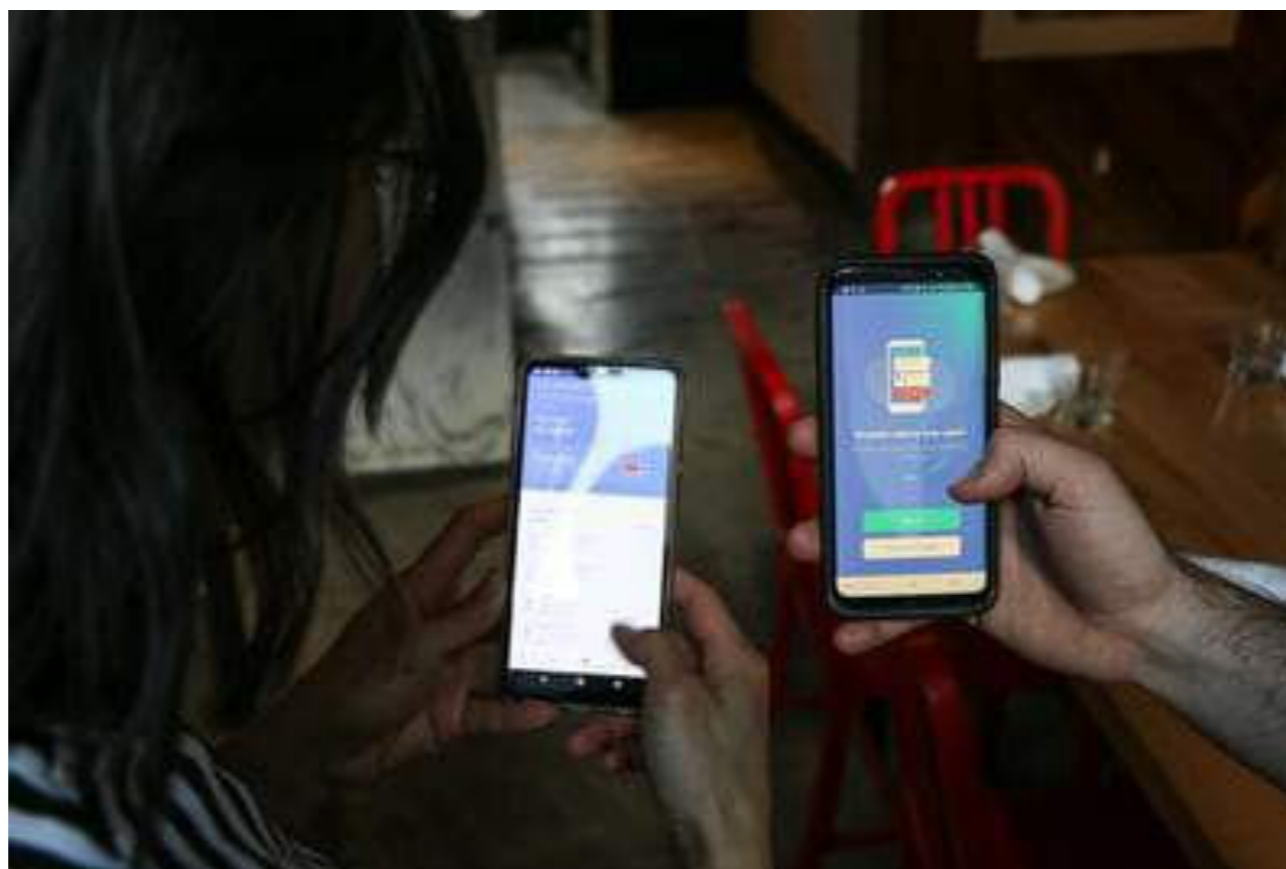


| Apps més descarregades en iOS | |
|-------------------------------|-------------------------------|
| 1 | <i>Tik Tok</i> |
| 2 | <i>Youtube</i> |
| 3 | <i>Instagram</i> |
| 4 | <i>WhatsApp</i> |
| 5 | <i>Messenger</i> |
| 6 | <i>Facebook</i> |
| 7 | <i>Netflix</i> |
| 8 | <i>Google Maps</i> |
| 9 | <i>Study the Great Nation</i> |
| 10 | <i>Gmail</i> |

2020 Confinament

800 milions de persones usuàries

Ens han arribat vídeos per tot arreu,

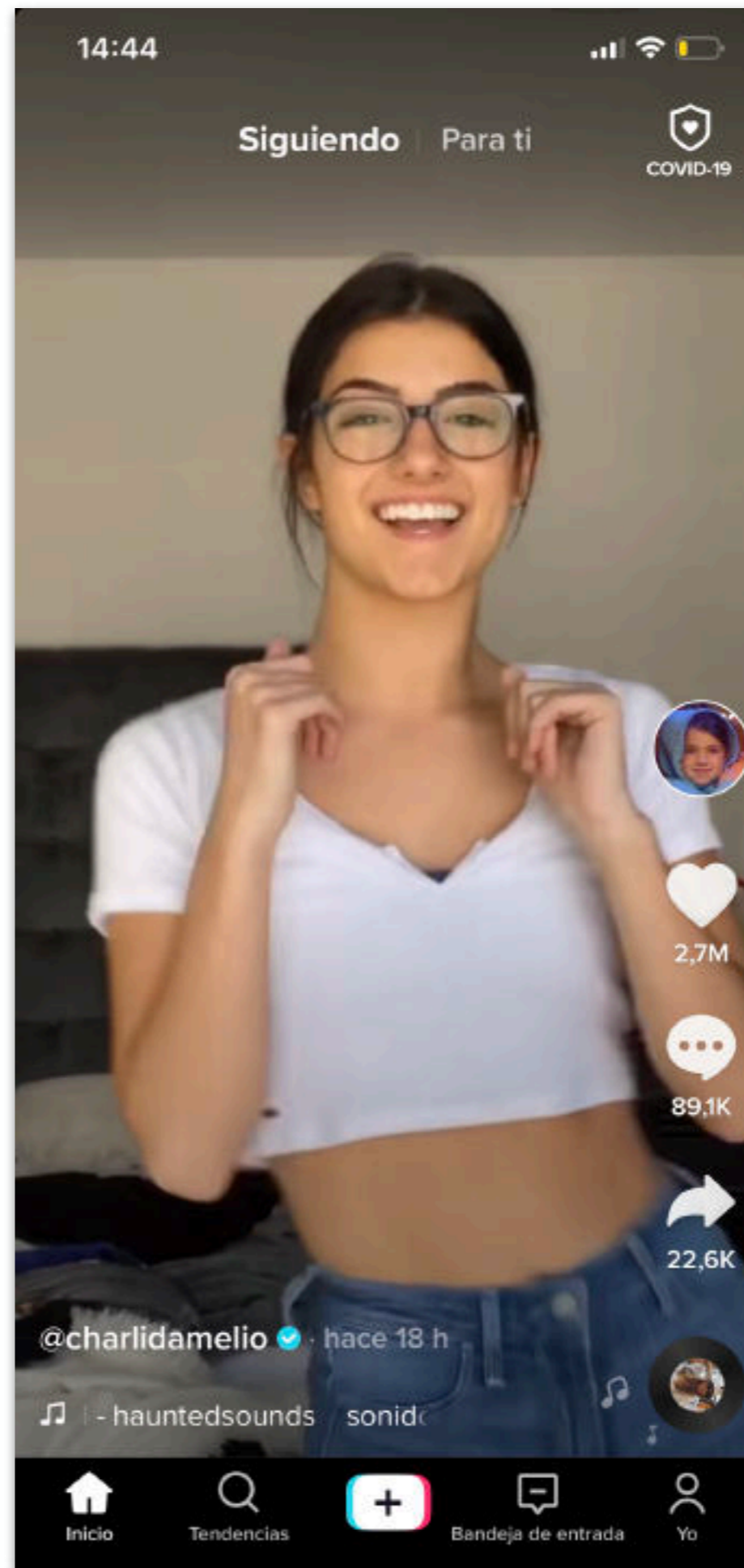


Segur que l'has descobert

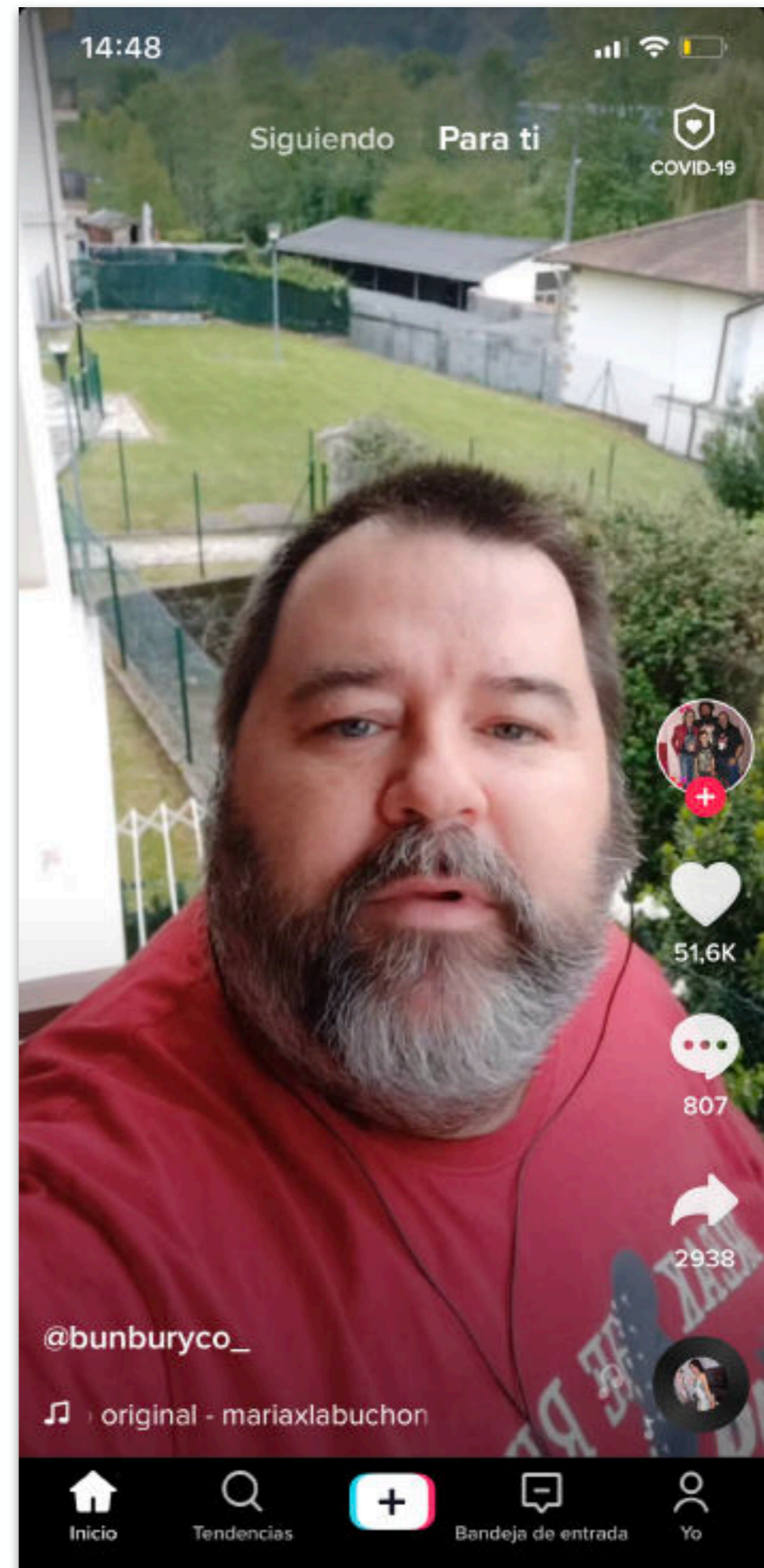
Perfil de persones usuàries



Target abans de confinament
41% entre 16 i 24 anys



Target després de confinaments



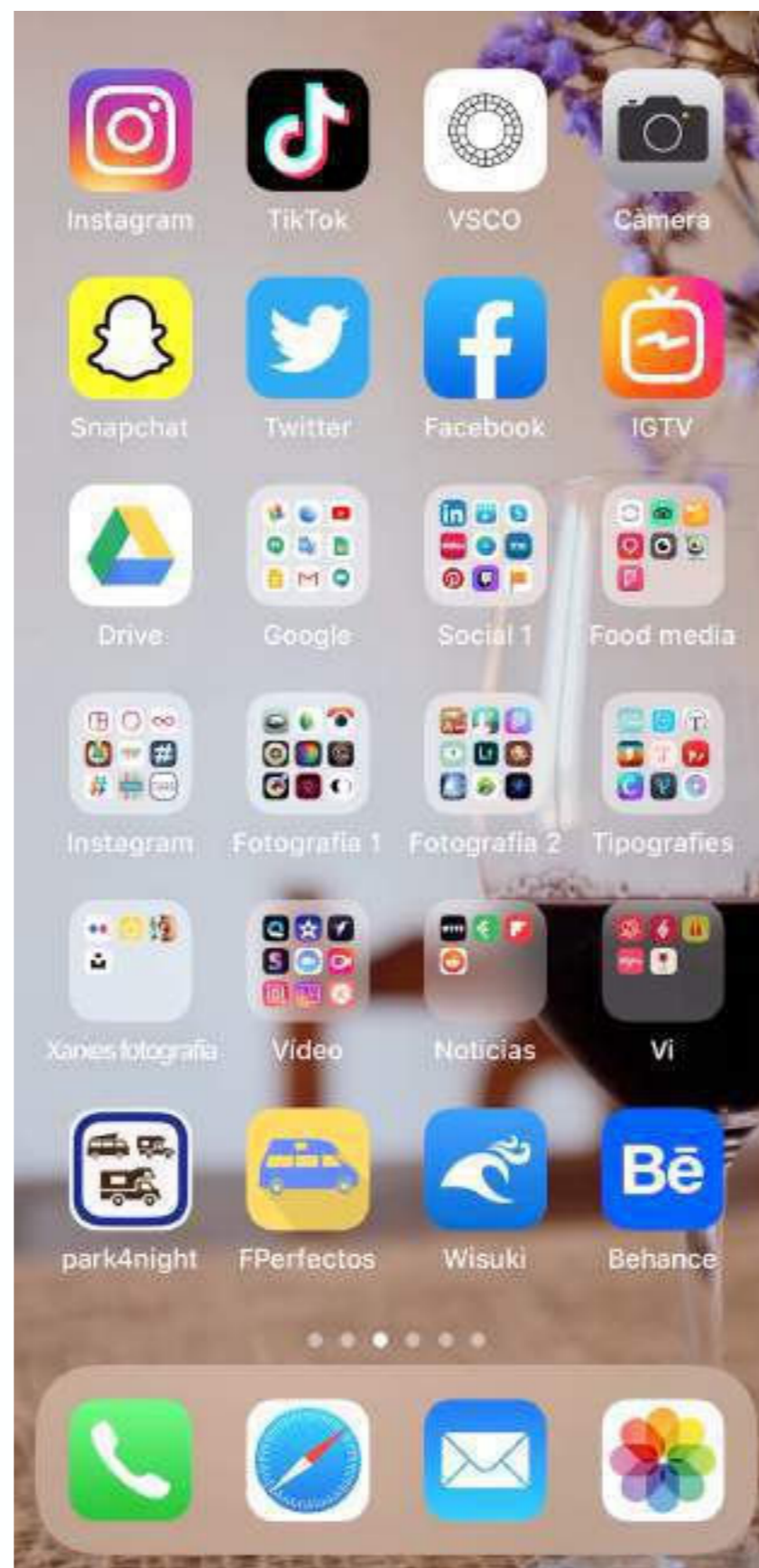
**Ha sigut una eina que ens
ha unit pares i fent tiktoks**



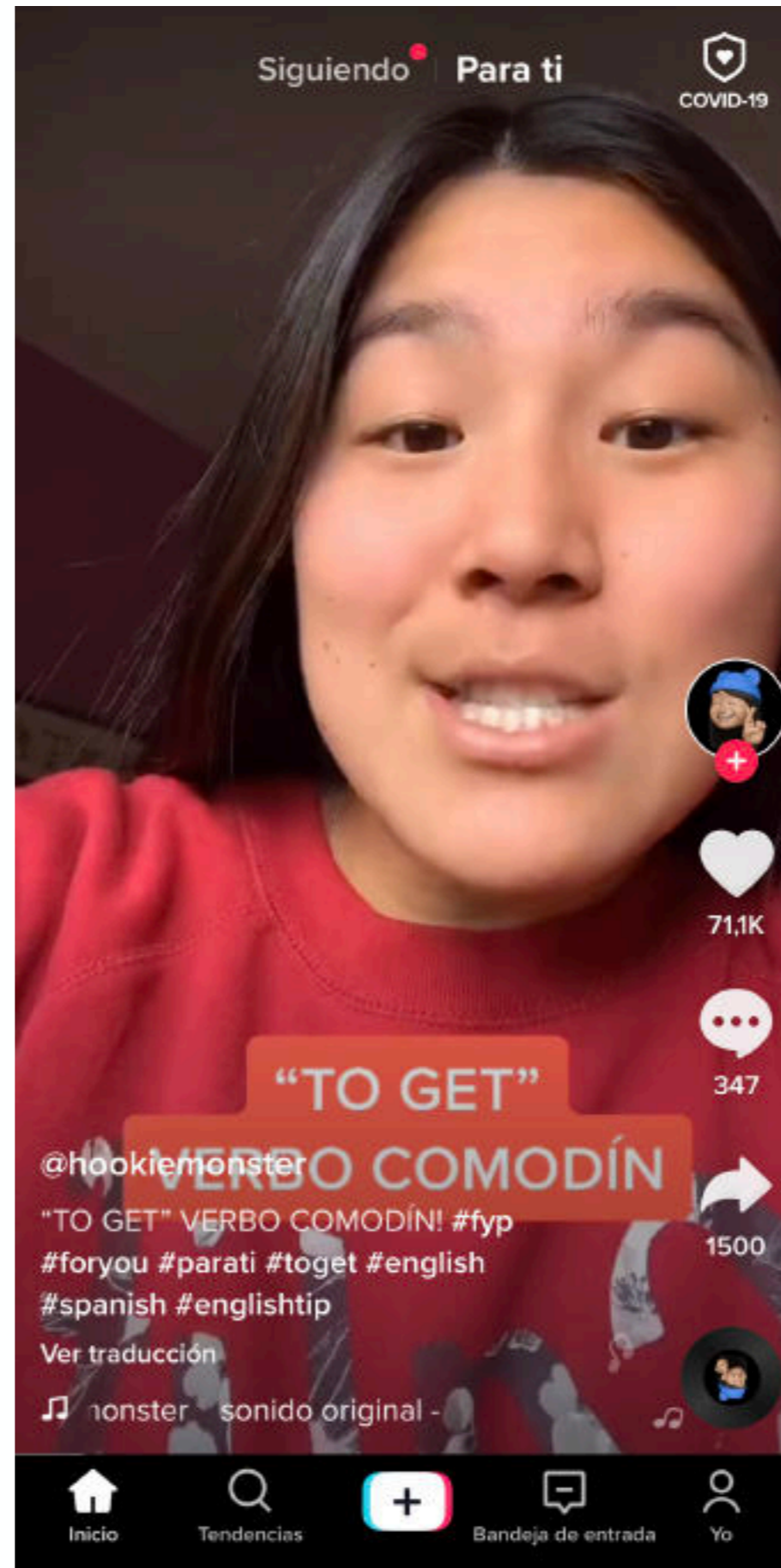
Famílies fent Tiktoks



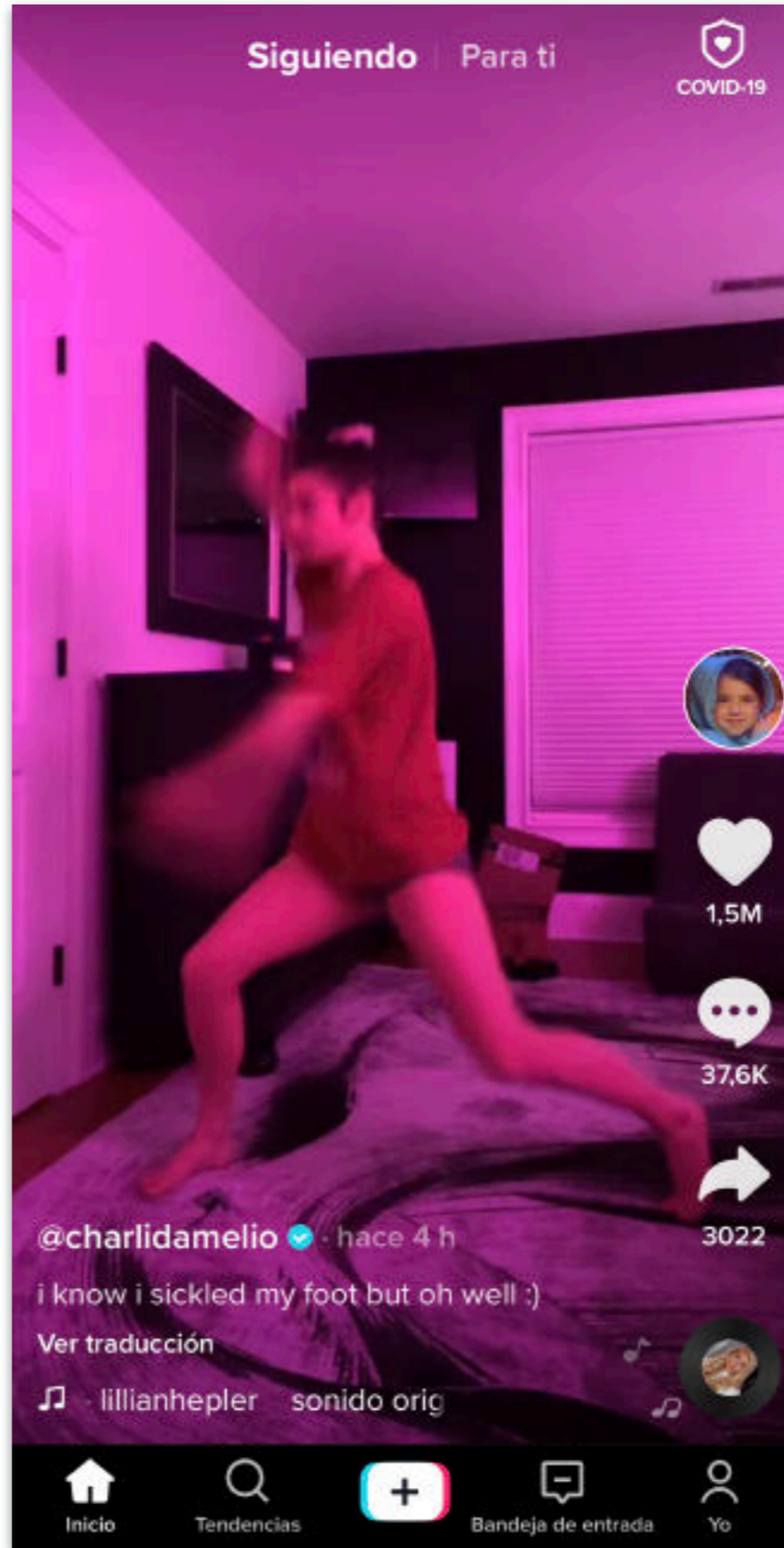
Primer contacte amb tik tok

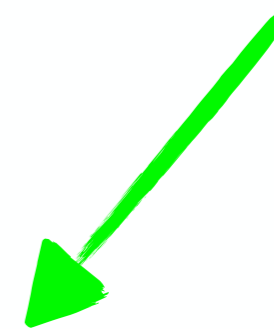
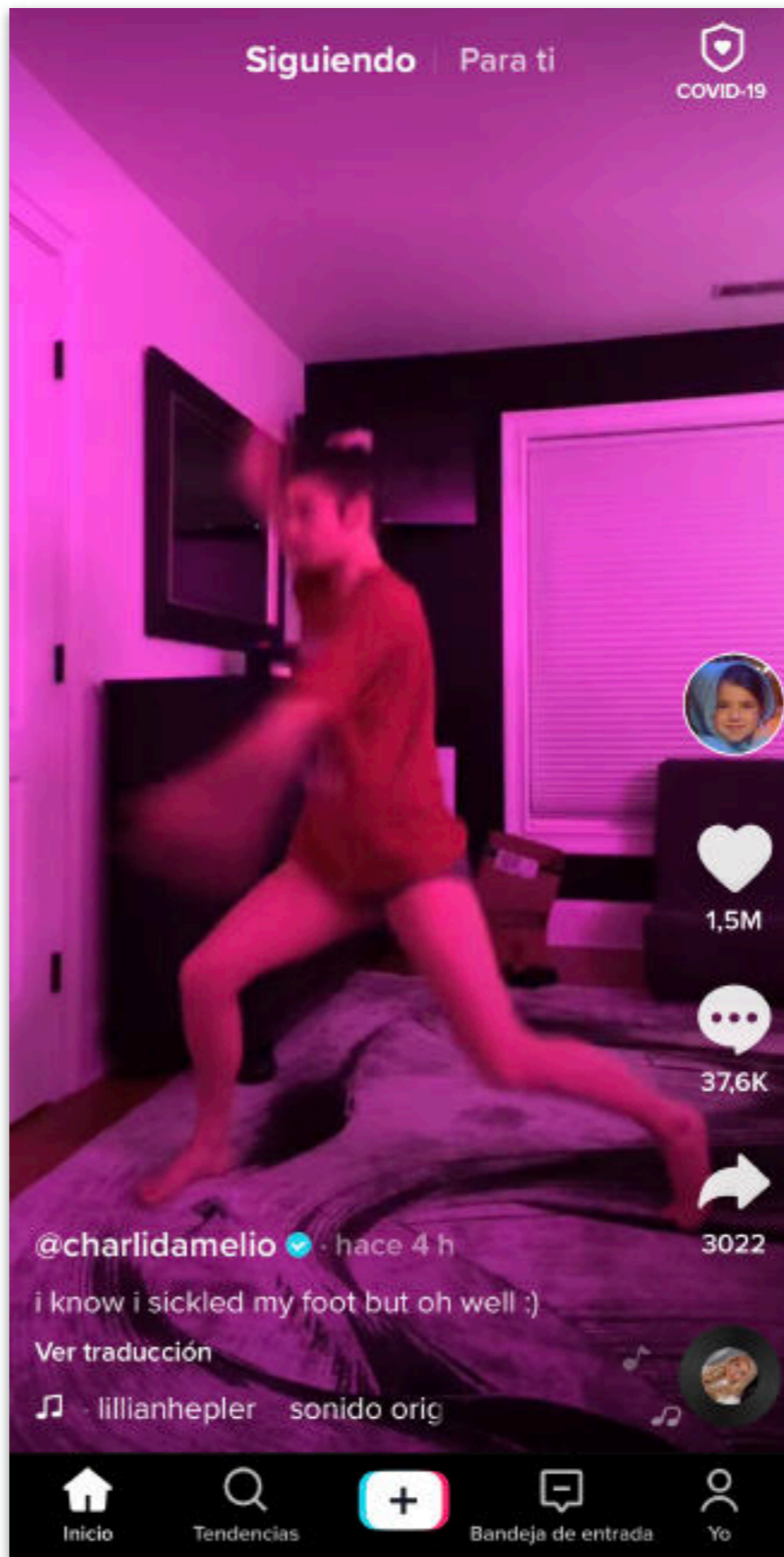


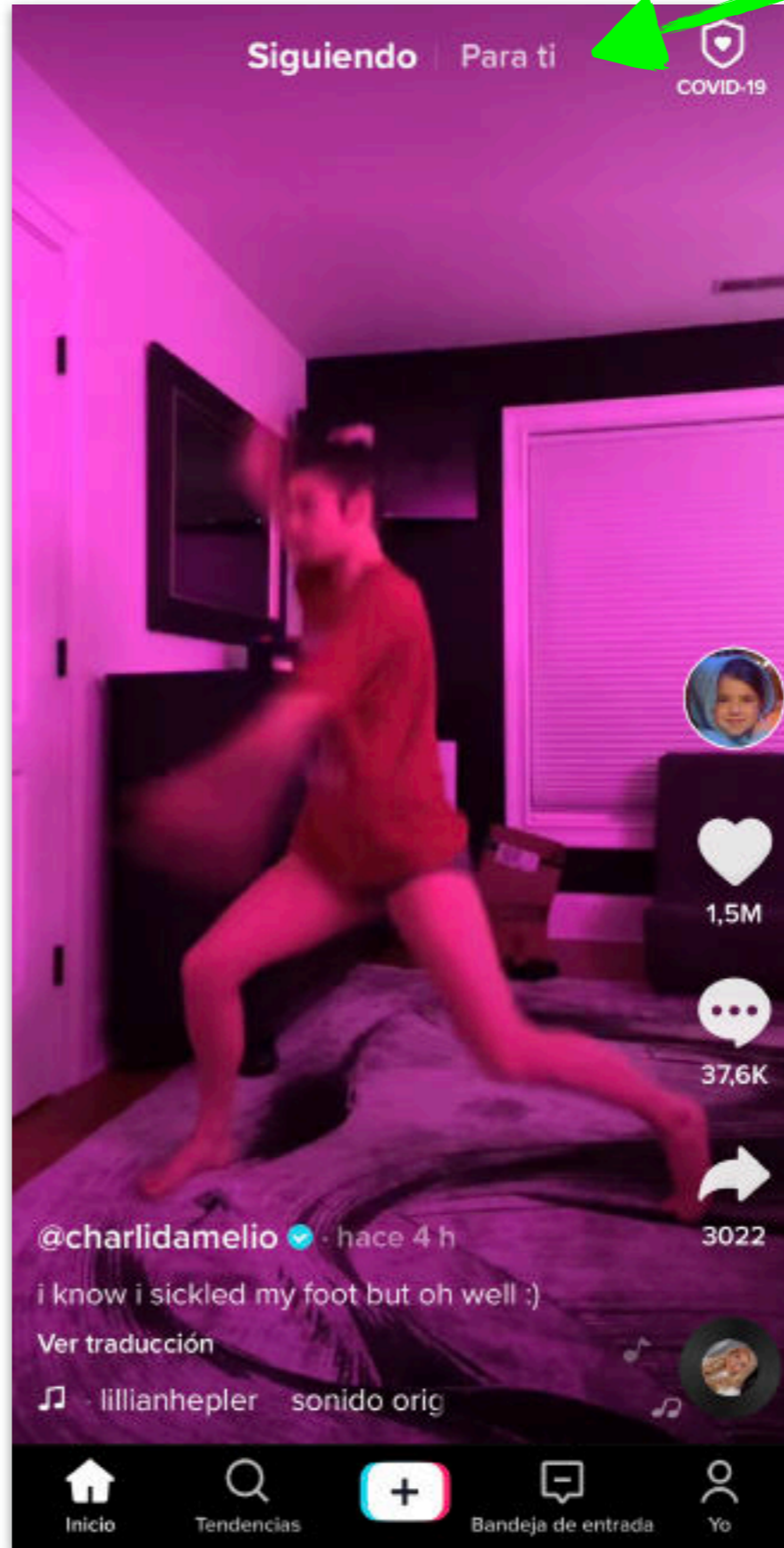
Videos de 15s a 1 min



Verticals pantalla completa





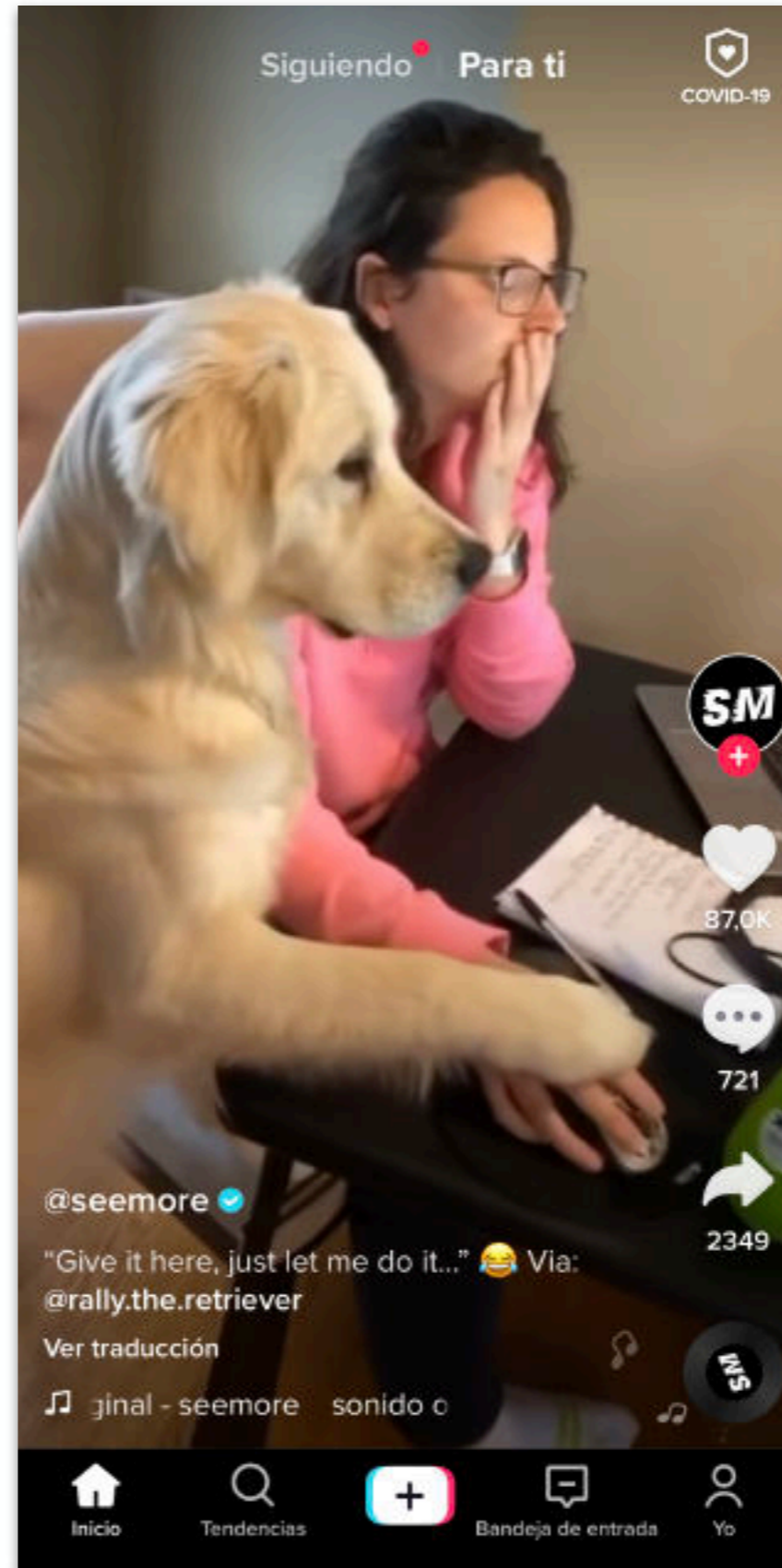


Perquè l'èxit de tiktok?



Vídeo vertical

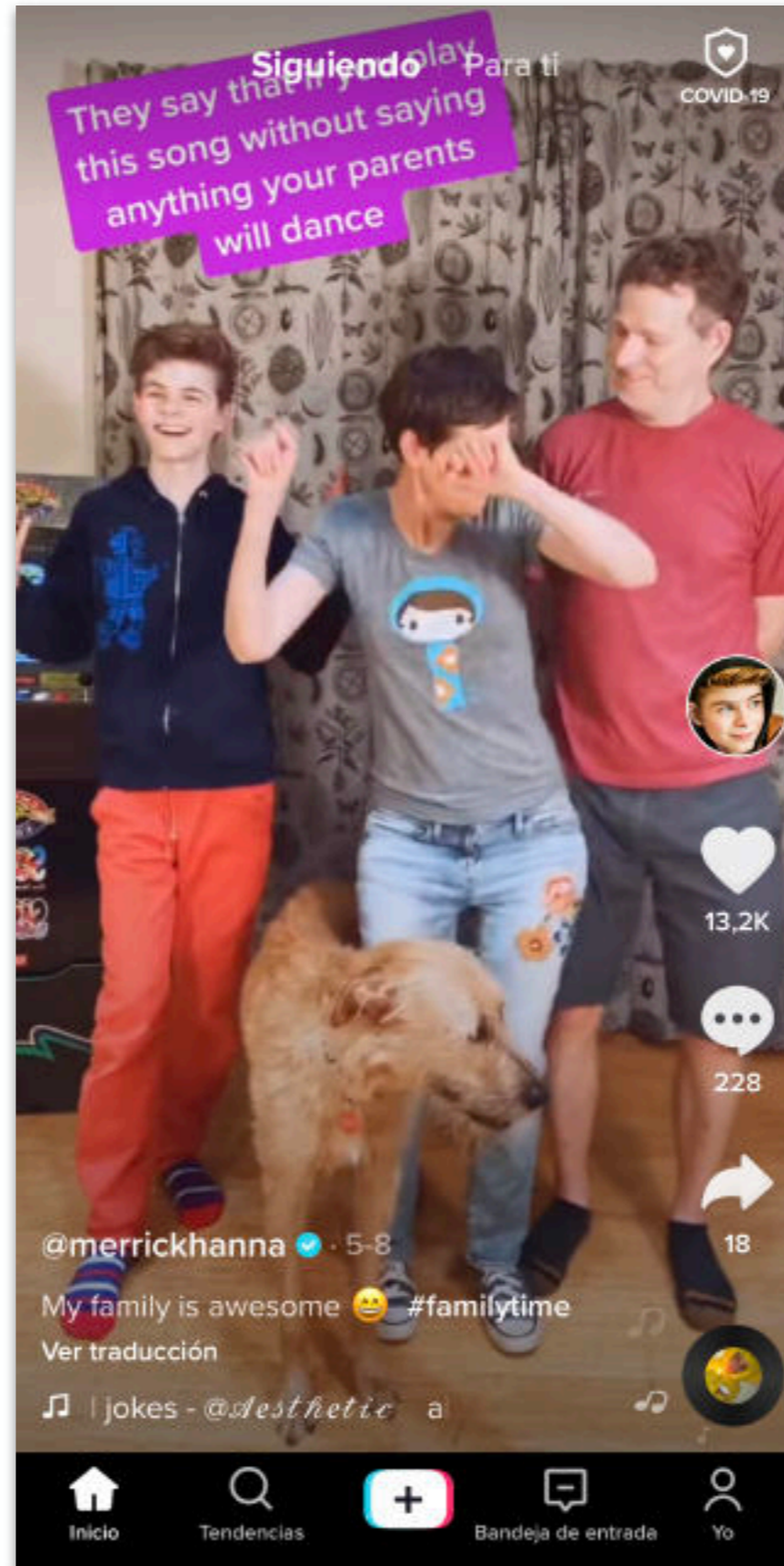
El vídeo ara mateix és el que més es comparteix i més impacte.



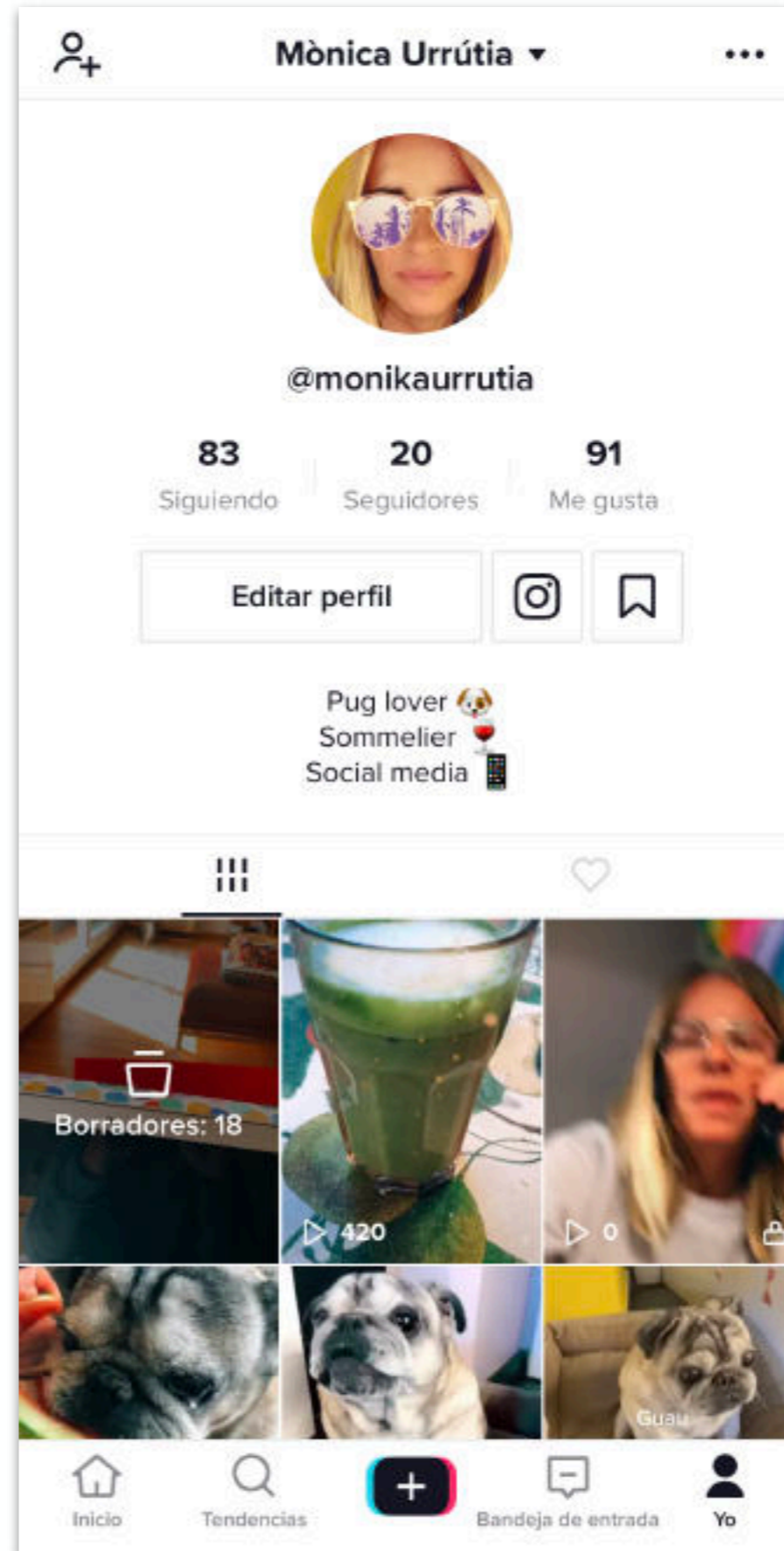
Creativitat, música, filtres i resultats espectaculars!



Et diverteixes fent els videos, és interactiva



**Eina per crear vídeos al
borrador o privats, et distreus
creant sense compartir.**



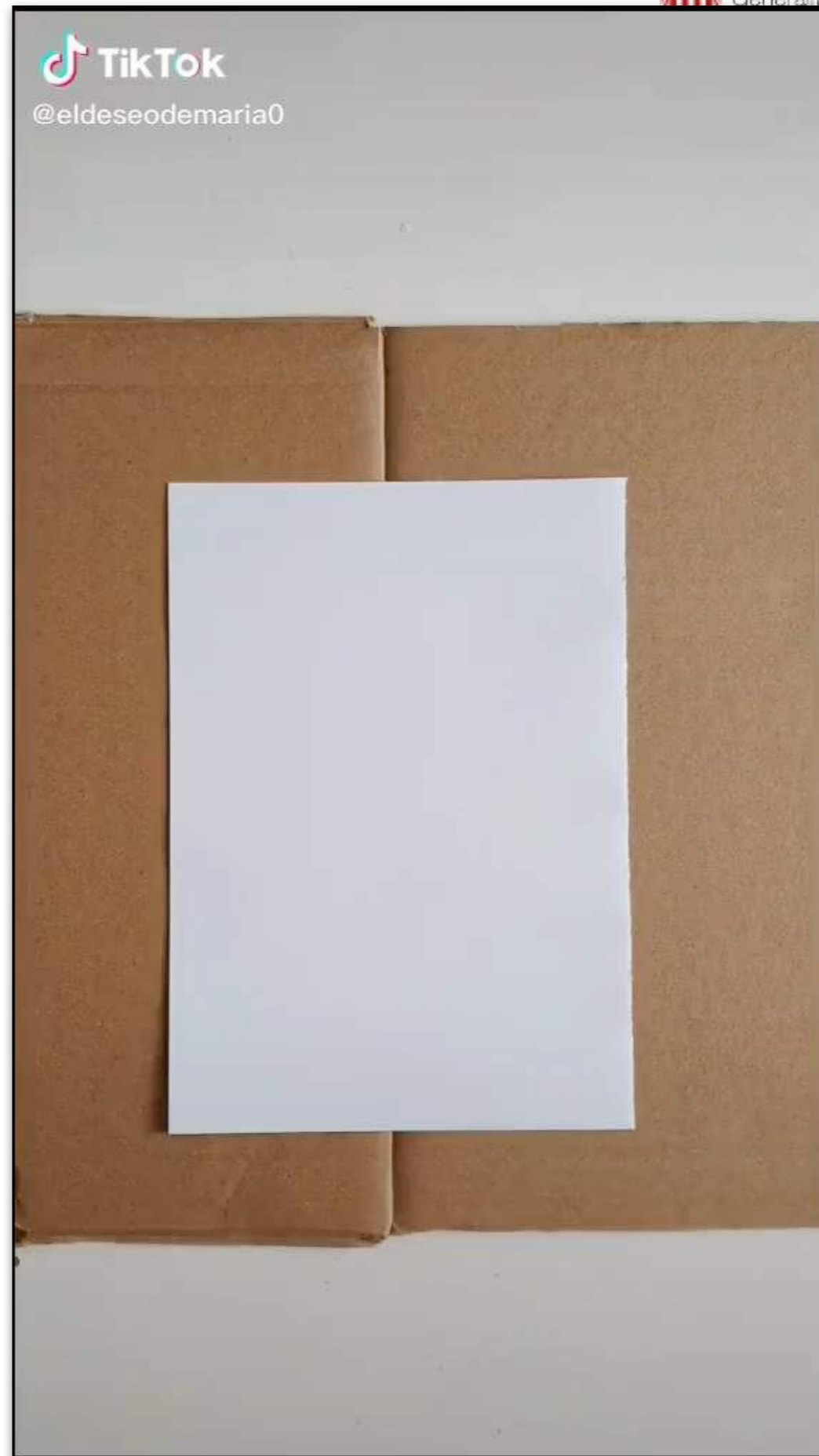
Divertida

Sentit de l'humor

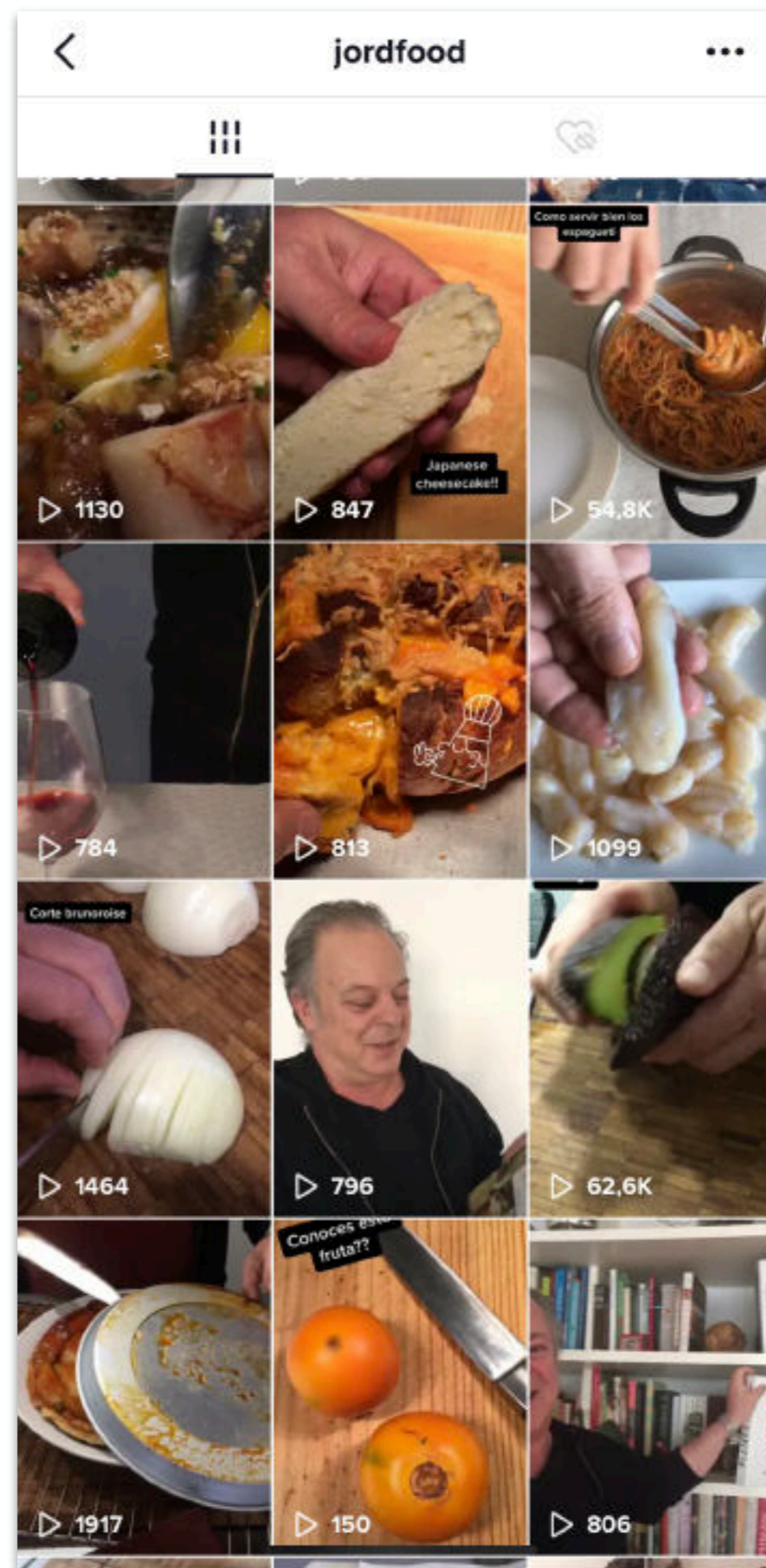
Molts vídeos divertits



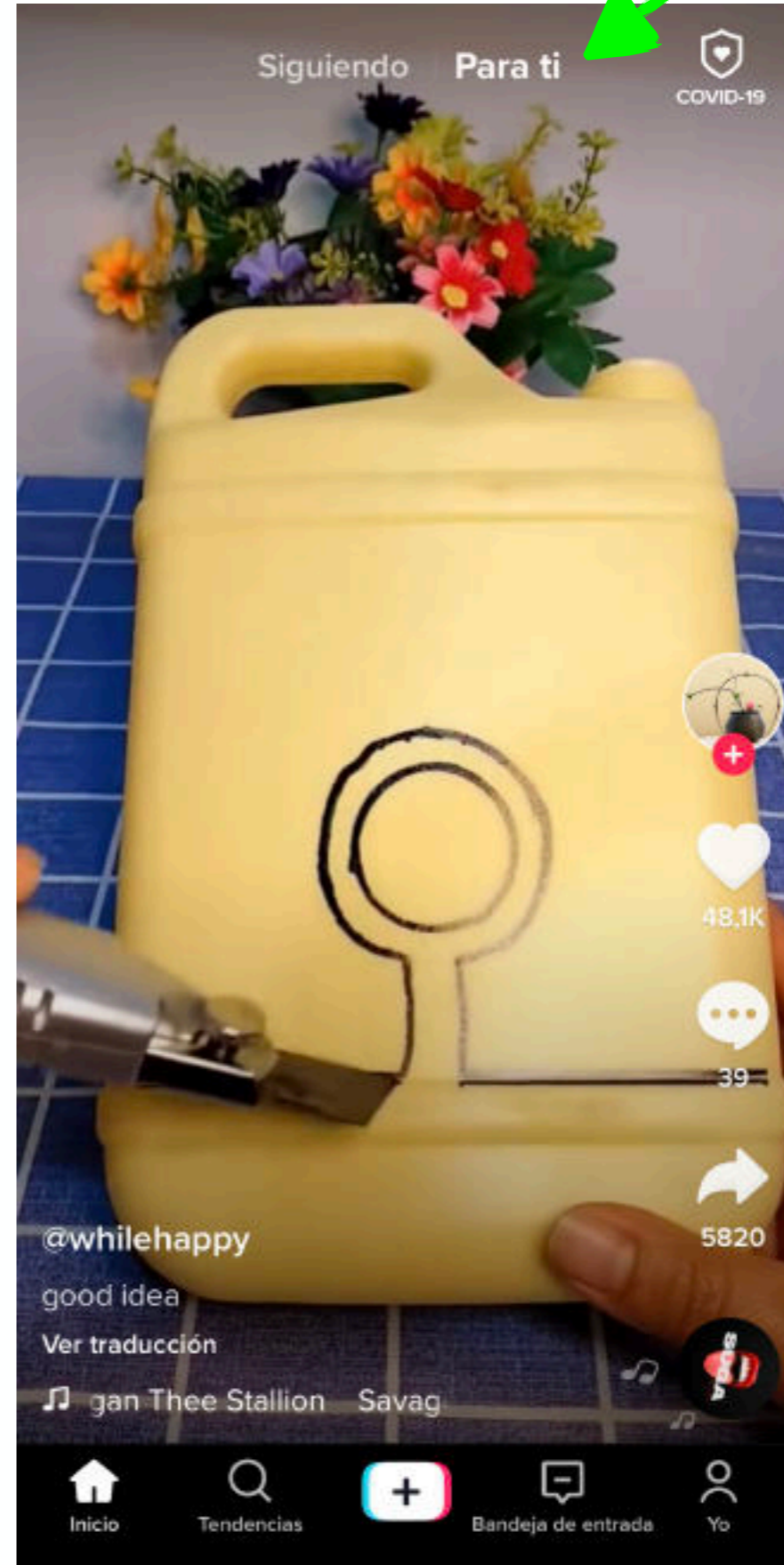
**Per aprendre
es comparteixen molts trucs**



**Dóna molta visibilitat a usuaris nous,
els videos viralitzen ràpidament**

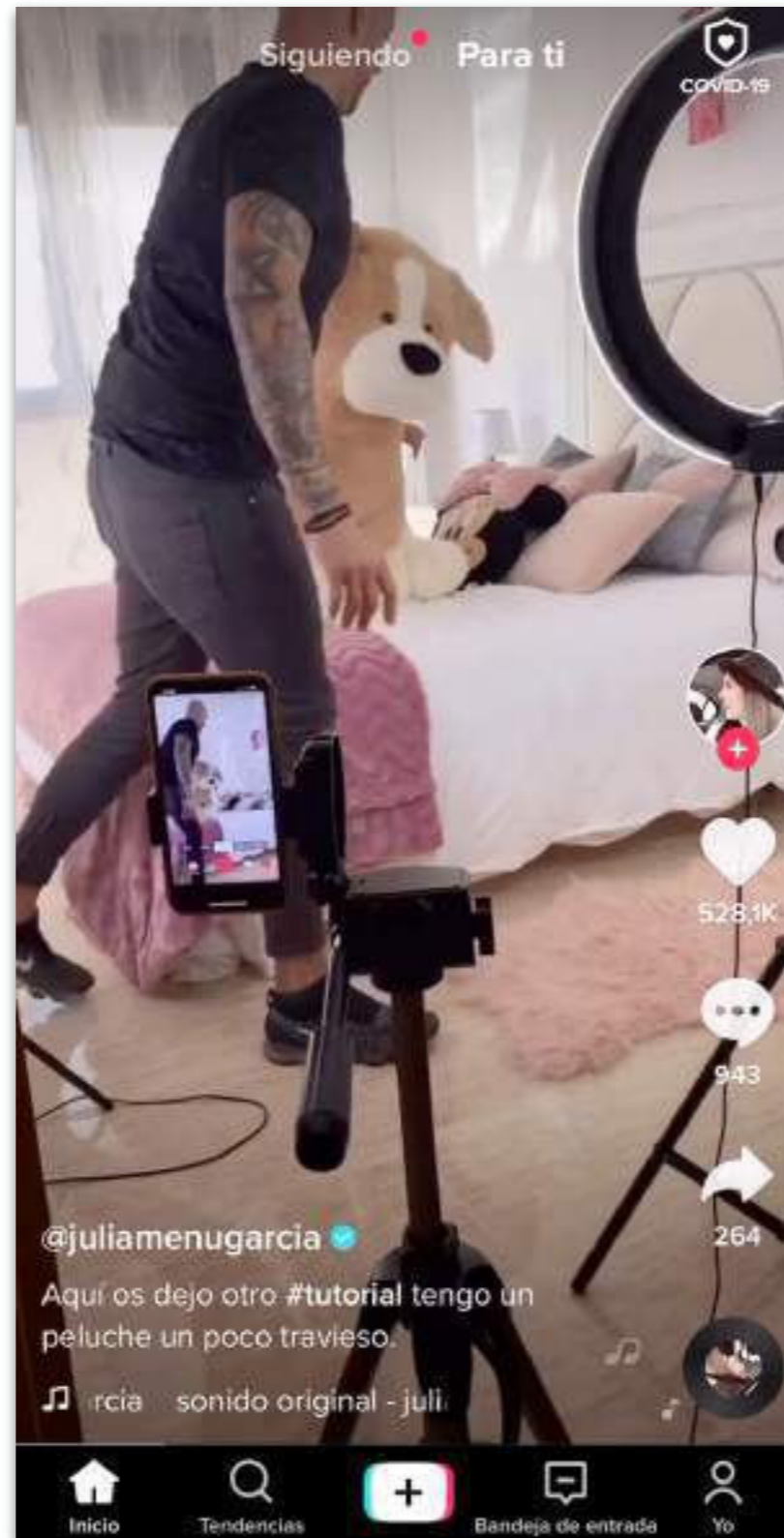


L'algorimte treballa molt bé s'ajusta ràpidament al que t'interessa



No són vídeos espontanis

Vídeos treballats



Tendències màrqueting 2020

Divertir i entretenir

T'ajudin a aprendre

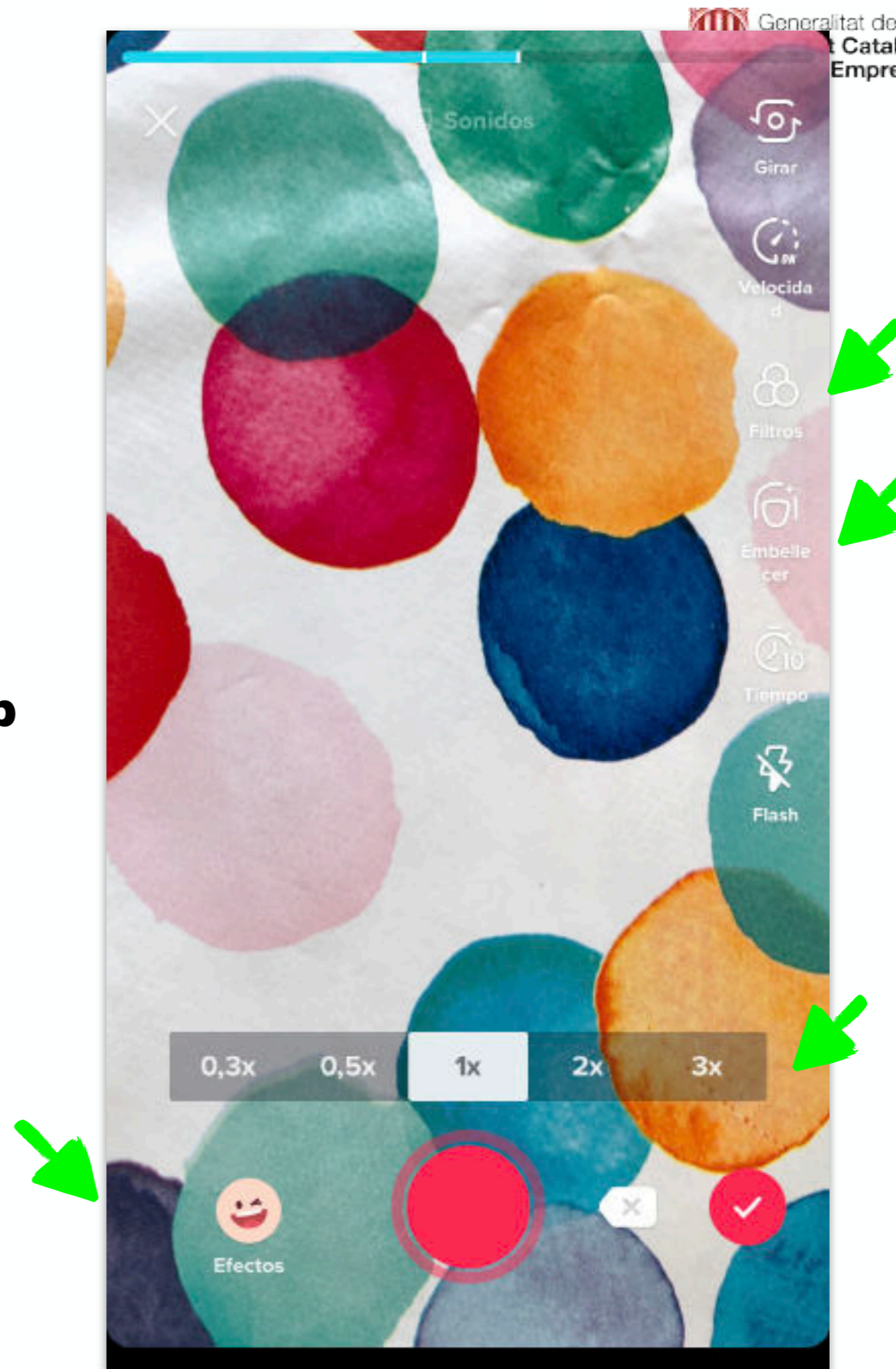


Compleix aquest requisits!



Com són els continguts que es comparteixen?

**EL 99% estan creats amb l'app
Utilitzant filtres i plantilles.**



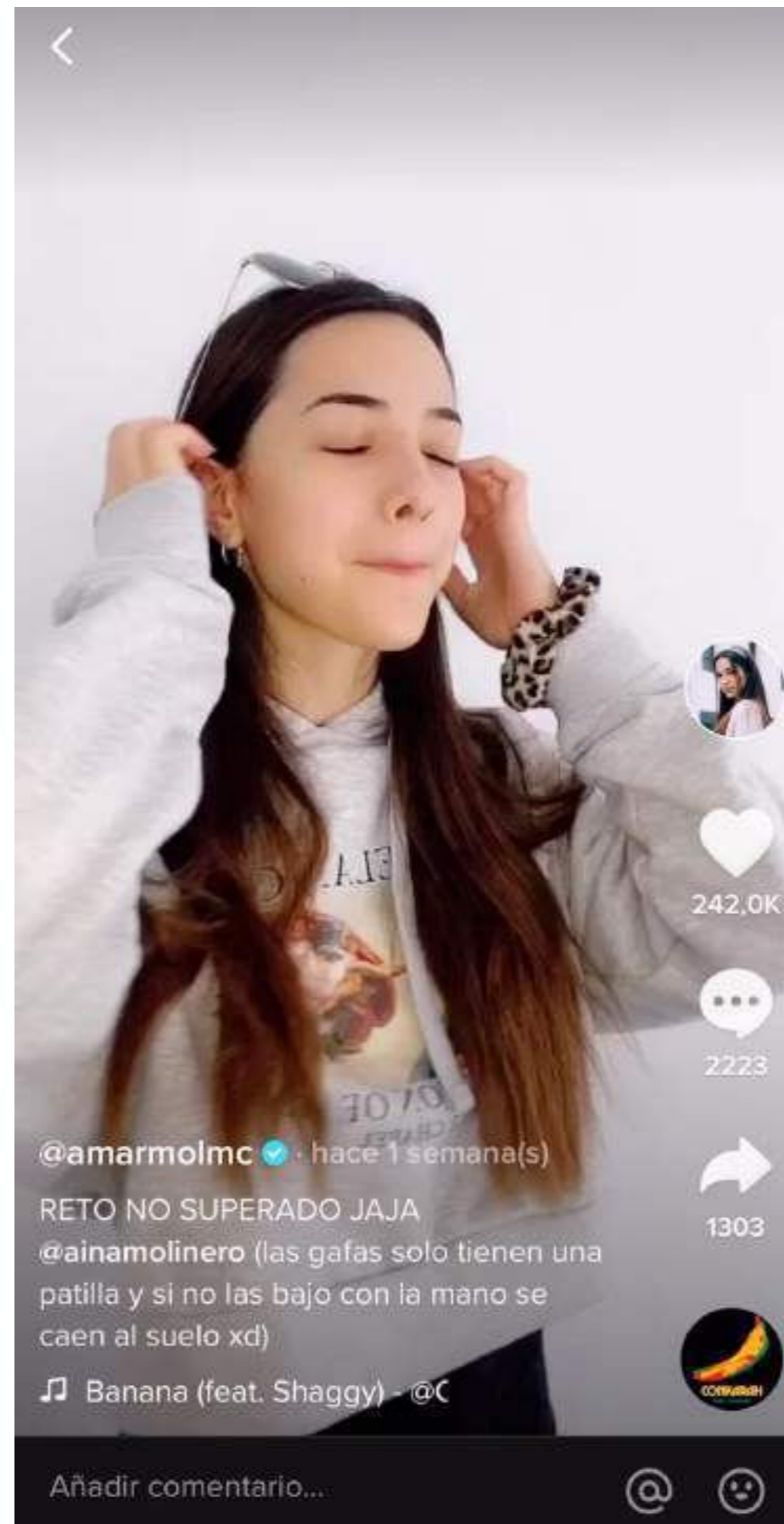
**La majoria són perfils personals,
les marques encara no han entrat
massivament**



Anem a veure com són els vídeos!

Majoritàriament són vídeos de balls

Video selfies musicals



Balls en grup

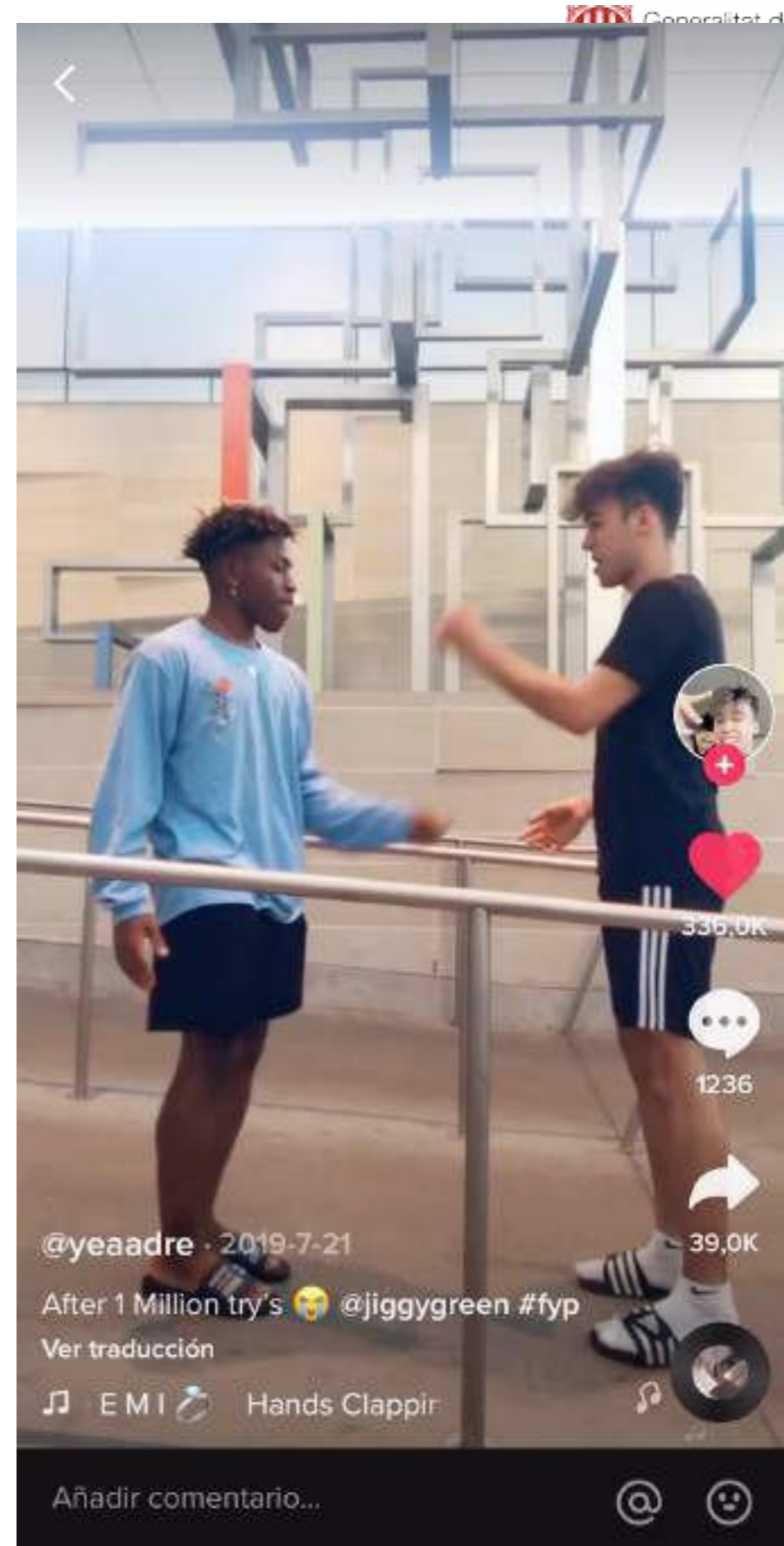






Videos familiars









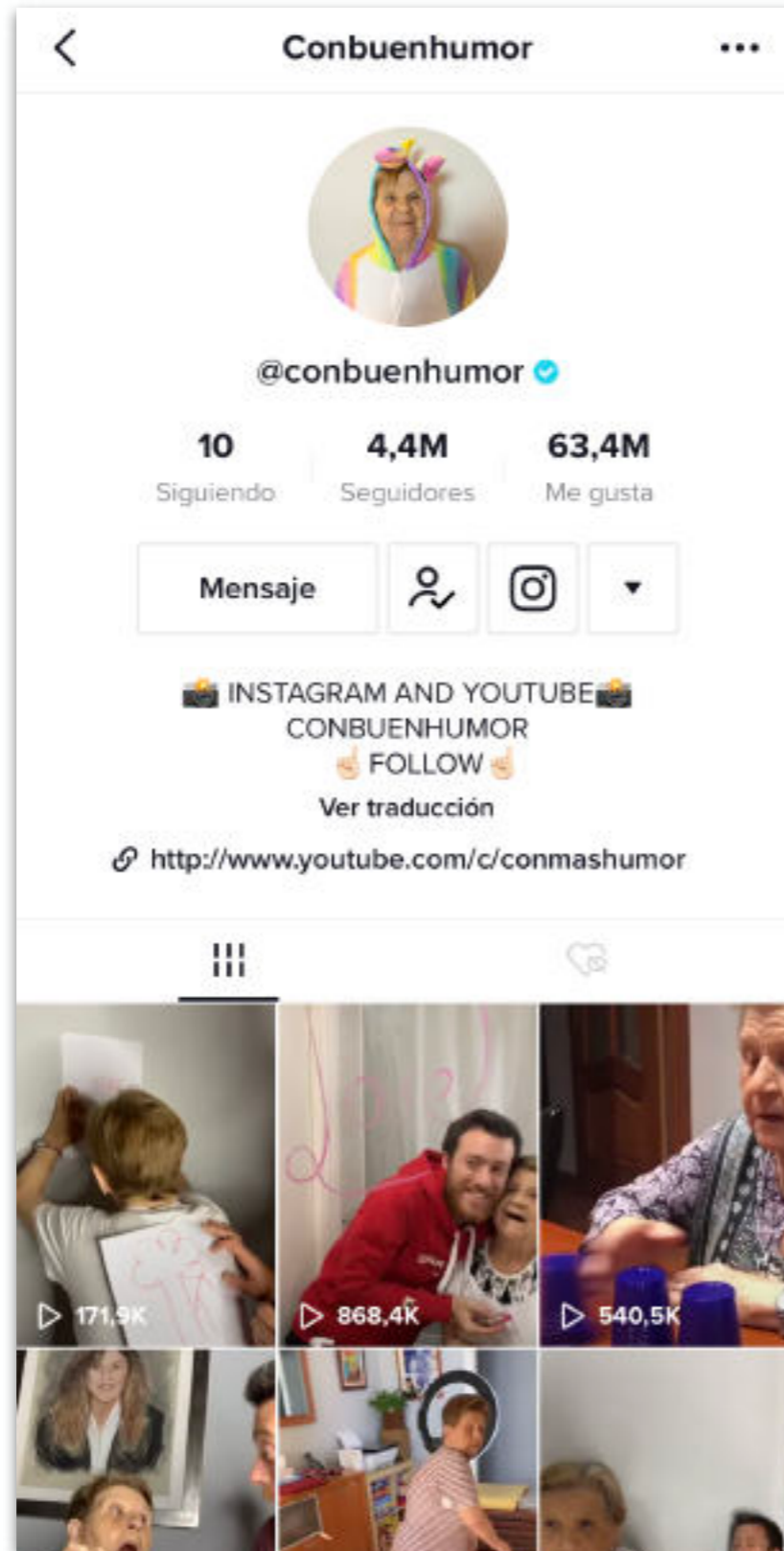
“la tendència la marca la gent, no famosos és inversa”

**Cançons que viralitzen a tiktok i després són núm 1 a la radio
(els mitjants van tard)**

Utilitzar aquestes músiques et dóna visibilitat

Videos gracietes

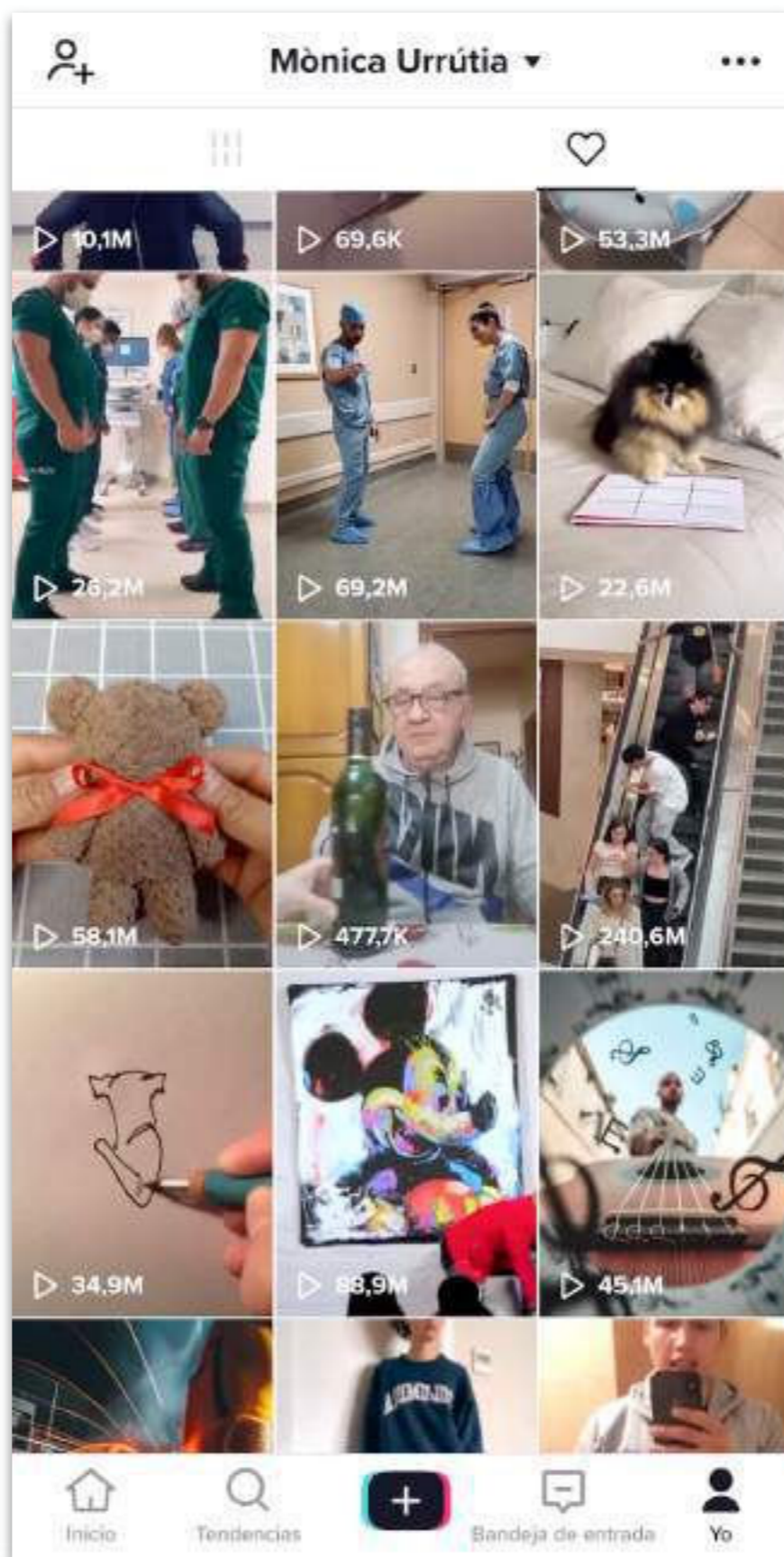




Bromes





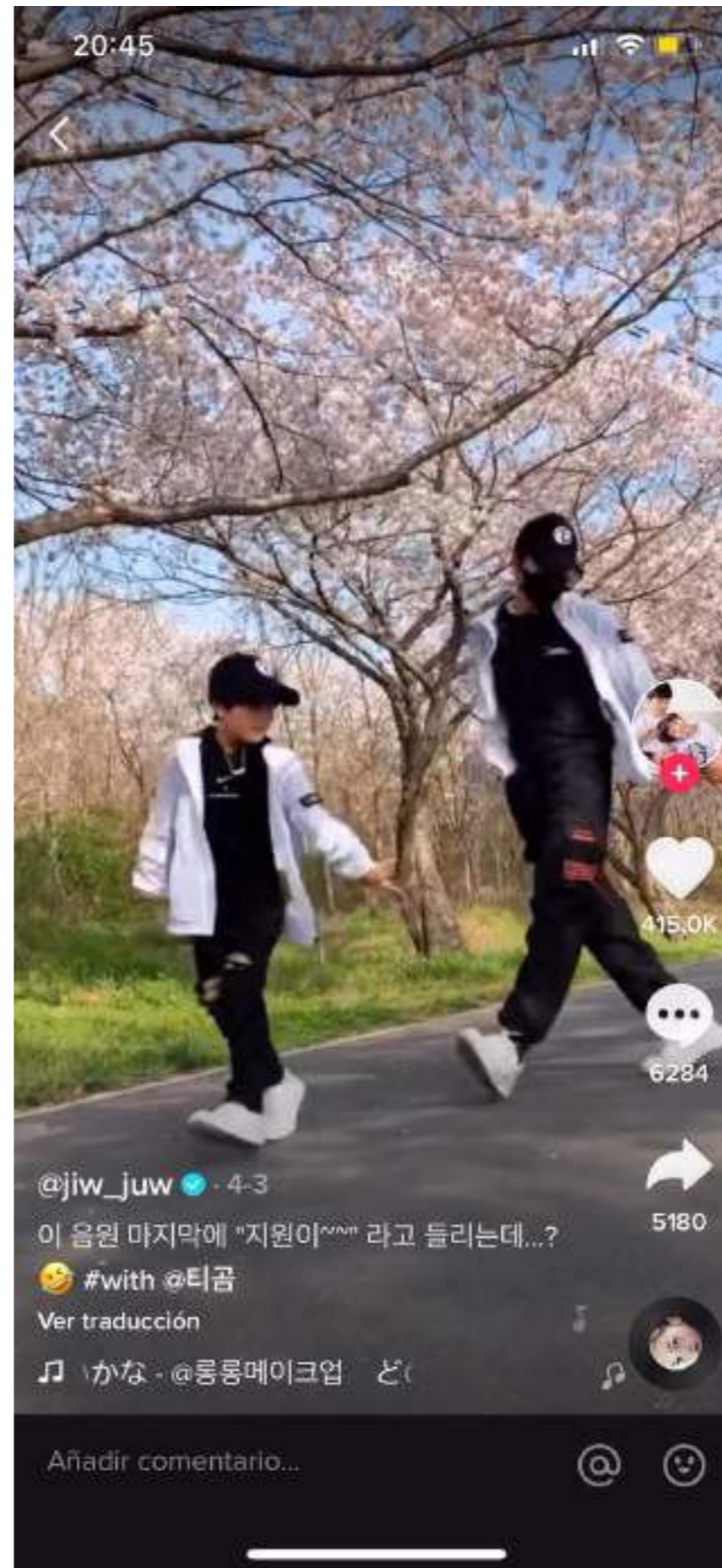


Frases que es viralitzen

“tipus karaoke”

Trucs i tutorials

Shuffle

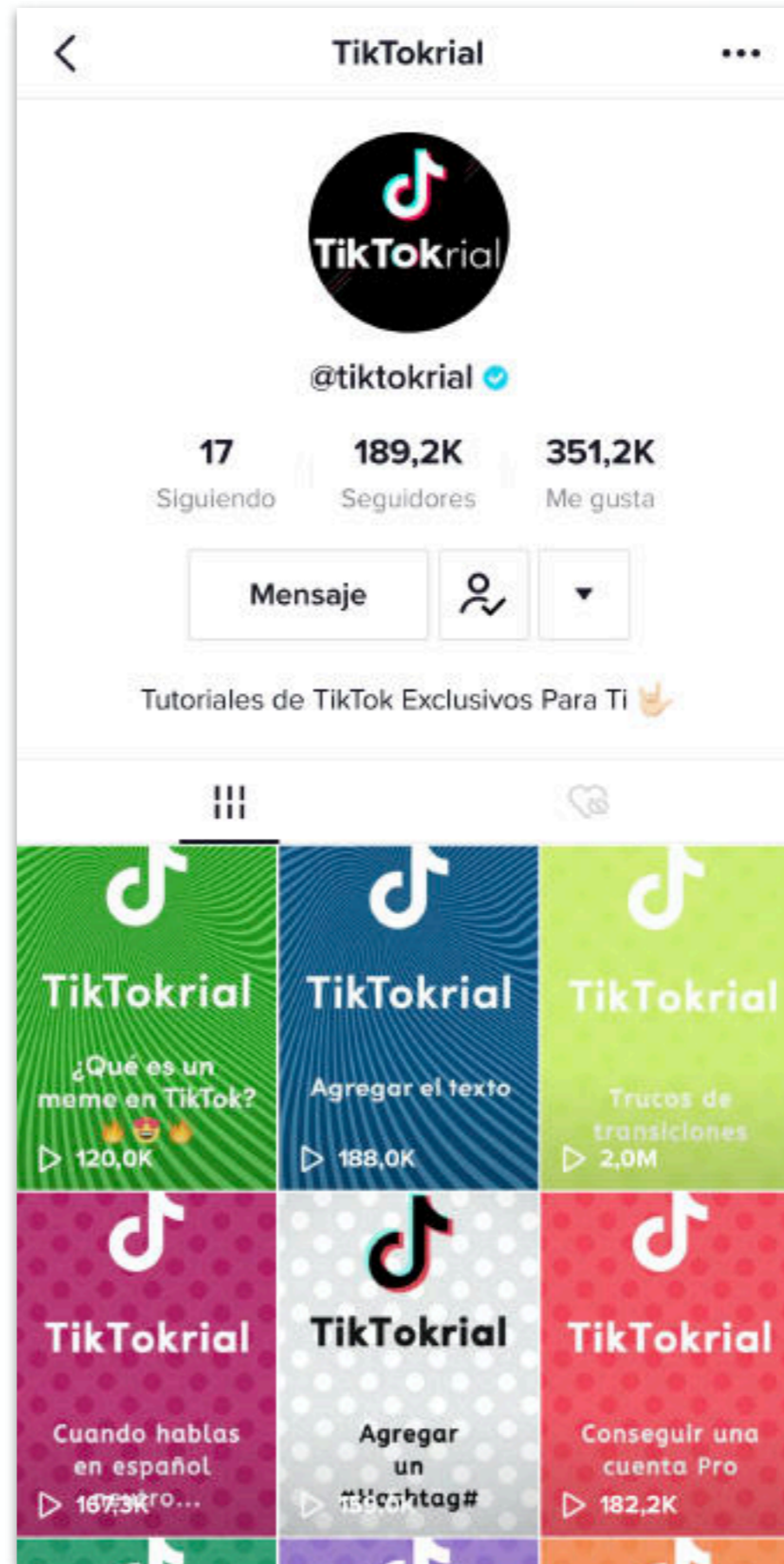


Videos consells i tutorials







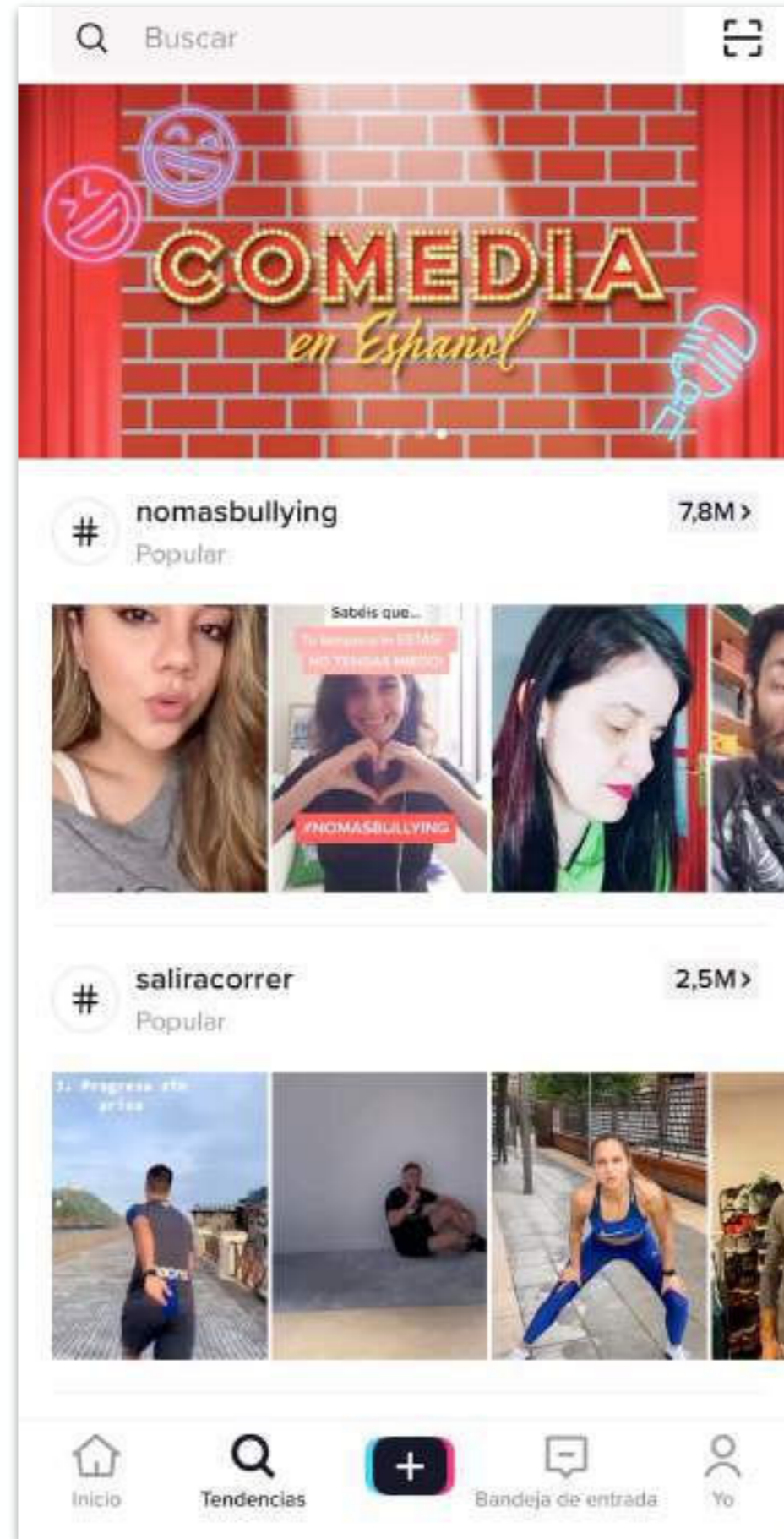


Tutorials de fer videos

Challenges

“Els Challenges”

On veure vídeos tendència



Vídeos fitness
Músiques de moda

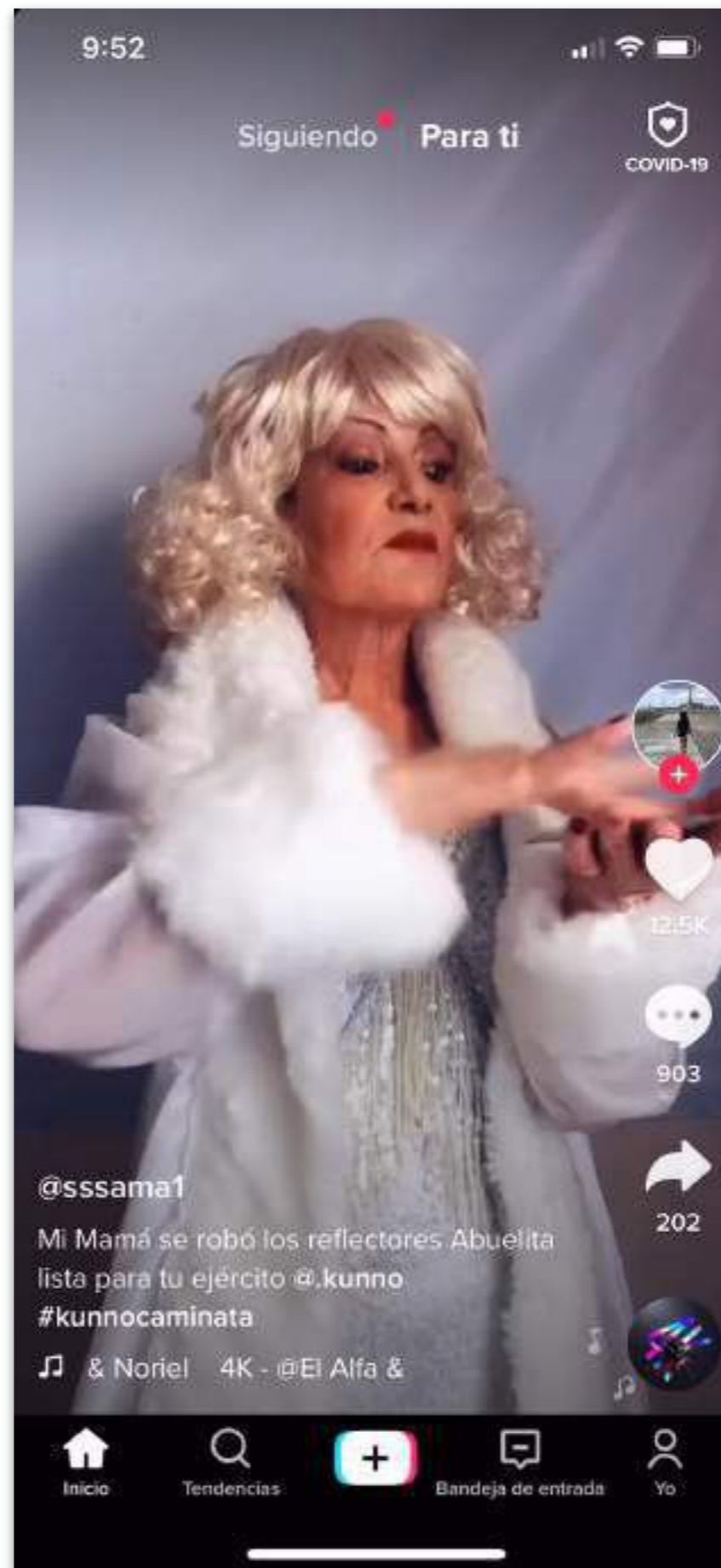




El 80% són vídeos que es fan amb plantilles







Coses molt creatives





Videos que funcionen molt bé

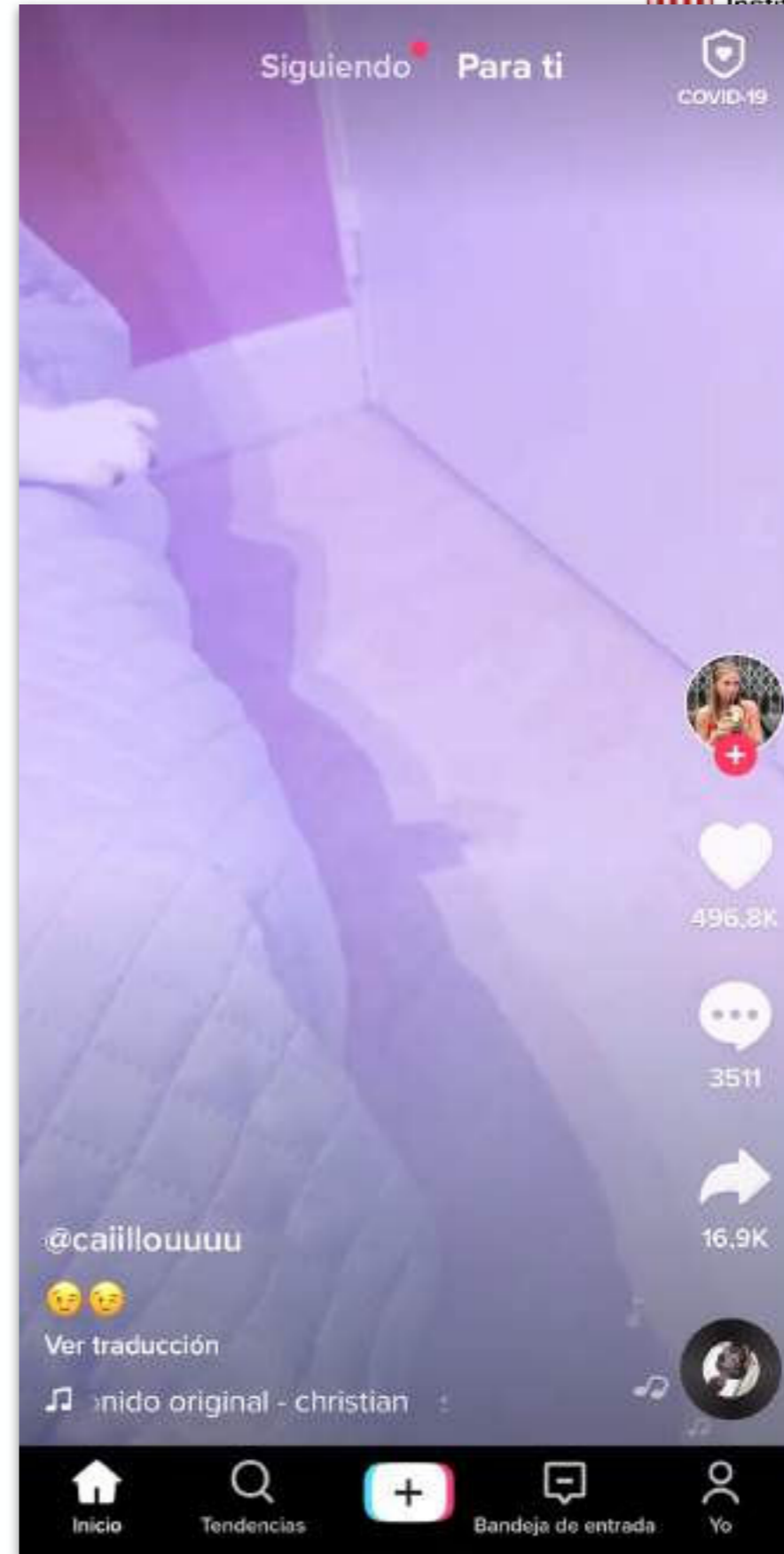
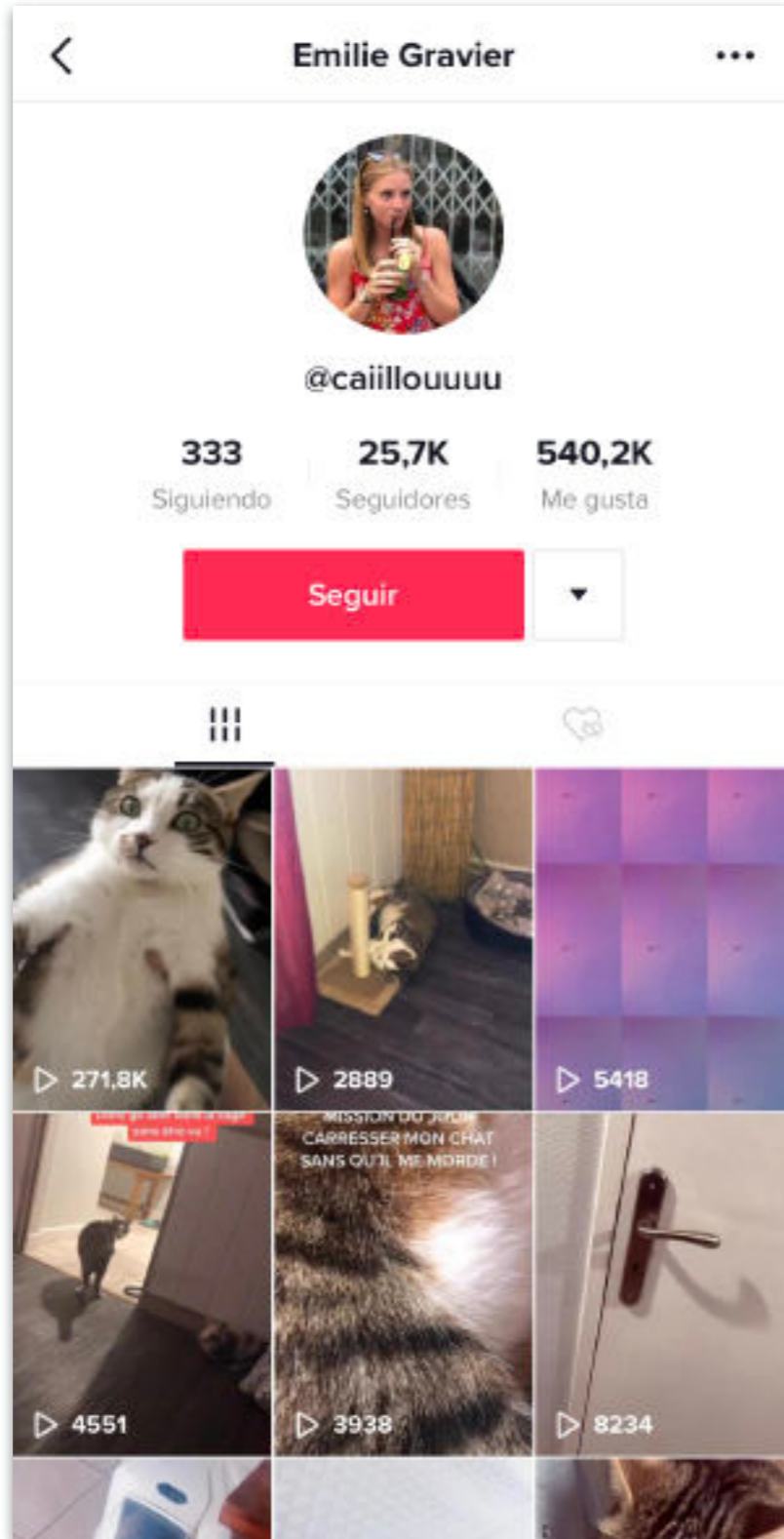
Sensibilitat

ASMR

Videos ganxo sorollets







Mascotes videos

Tiktok encara és més personal que les Stories!



No és contingut espontàni

Són vídeos molt preparats i molt editats

Com les están utilitzant les marques?

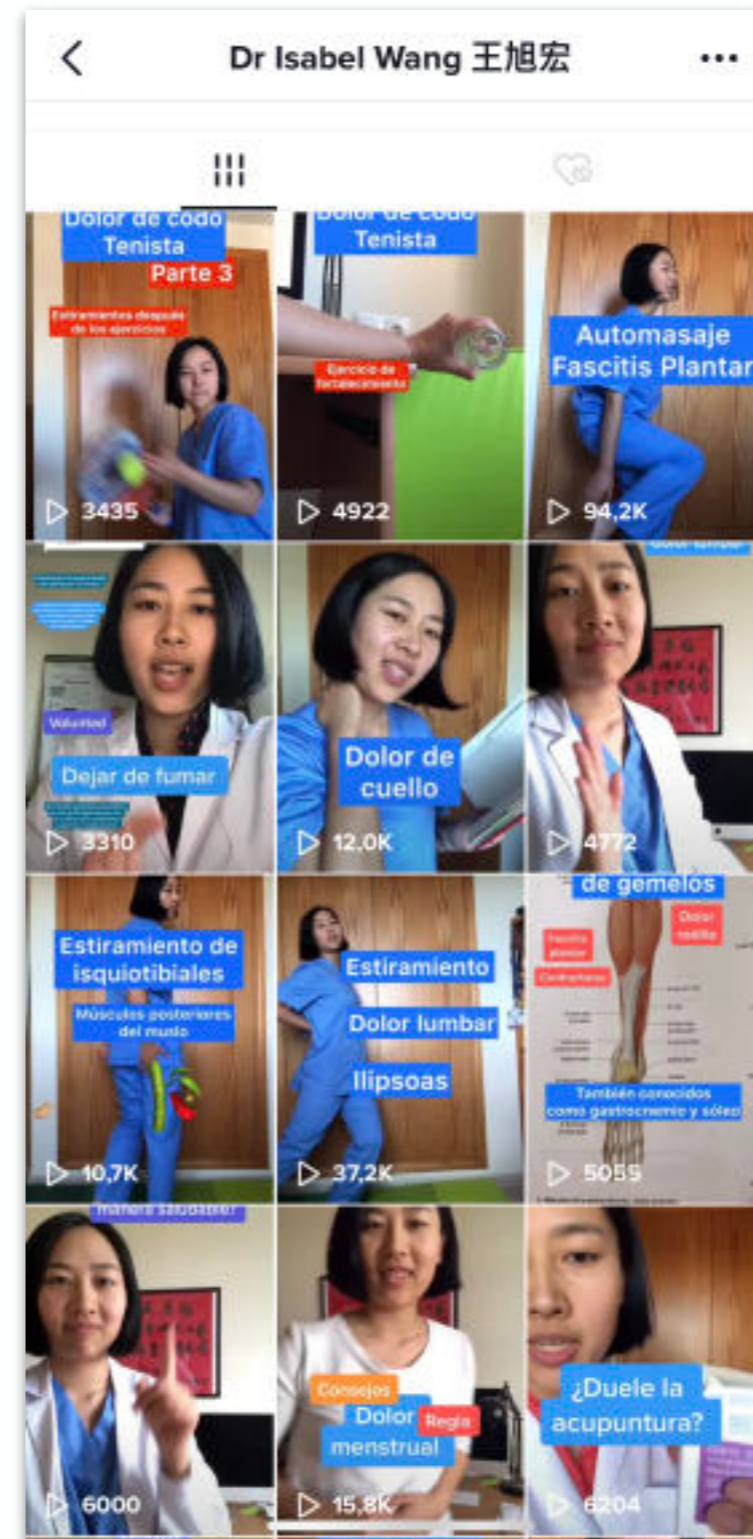
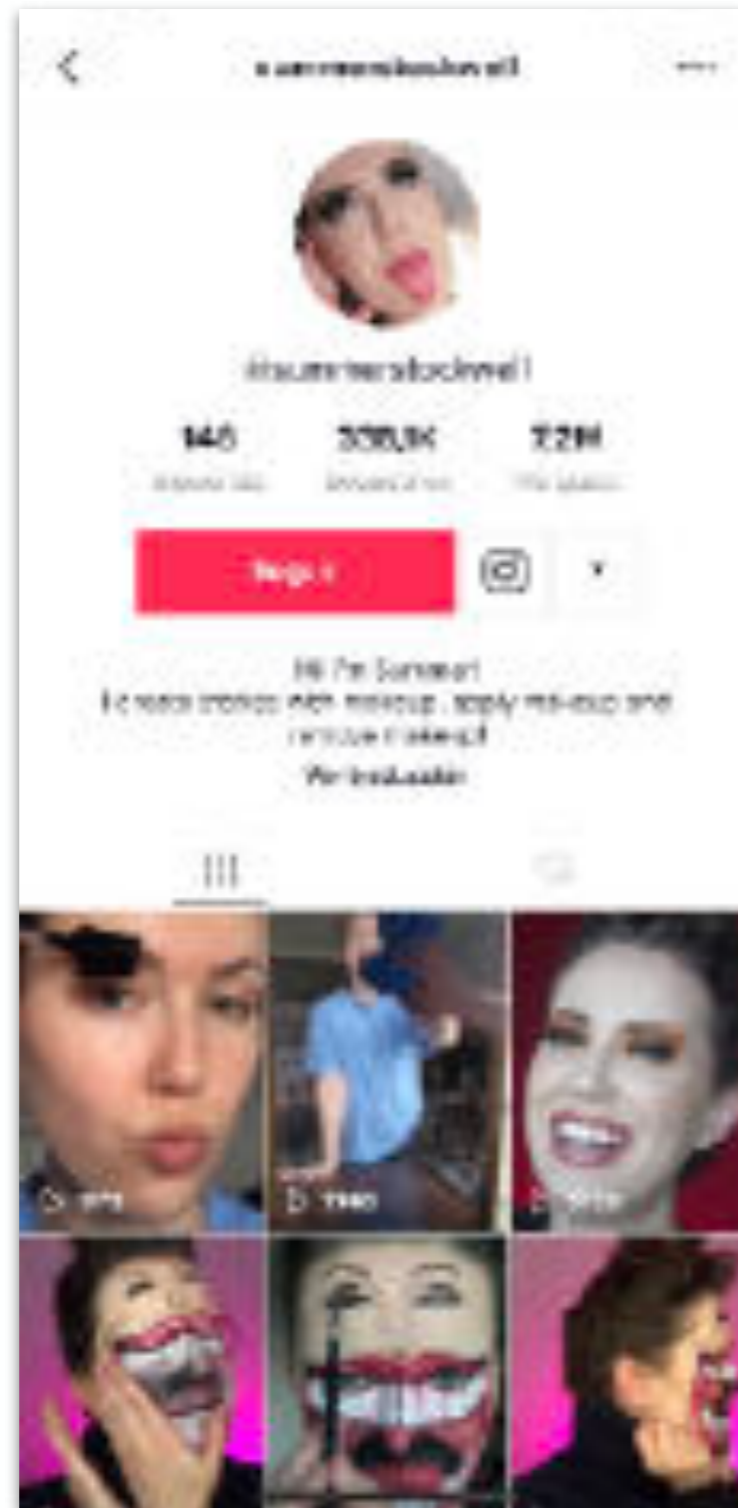
Marques personals

loga Tutorials

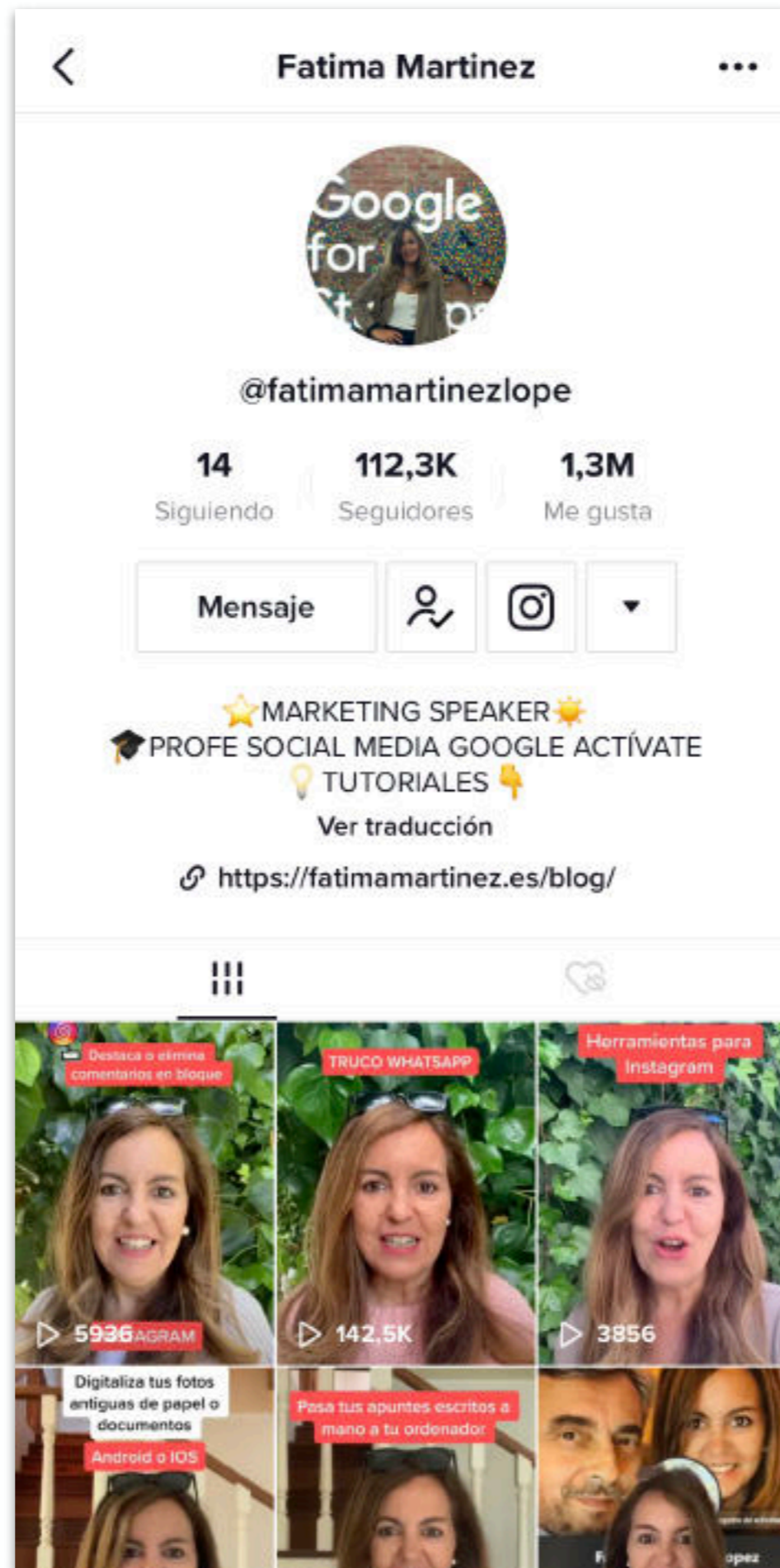
Instagram profile of Alba Safe (@albafityoga). The profile shows a circular profile picture of her performing a handstand outdoors. Below the picture, her name is @albafityoga. Statistics show 72 followers, 9397 followers, and 33,1K likes. A red 'Seguir' button is visible. Her bio reads: 'Personal Trainer-Nutrition Coach Rocket | Ashtanga Vinyasa Yoga From Barcelona'. Below the bio is a grid of six video thumbnails: a close-up of an eye (967 views), a dog (8331 views), a handstand with a red arrow (39,6K views), a handstand with a poop emoji, a handstand, and another handstand.

Instagram video post by Alba Safe. The video shows her performing a handstand on a blue mat. The text overlay reads: 'Sigue abriendo hombros y pecho'. The video has 5665 likes and 82 comments. The caption includes: '@albafityoga · 5-6 Tutorial Salto a #pinchahollowback 🦄 #rocketyoga #pinchamayurasana #yogatutorial #yogabarcelona #tutorialyoga'. The audio is 'yoga sonido original - al'. The bottom of the screen shows the 'Añadir comentario...' field and icons for tagging and emojis.

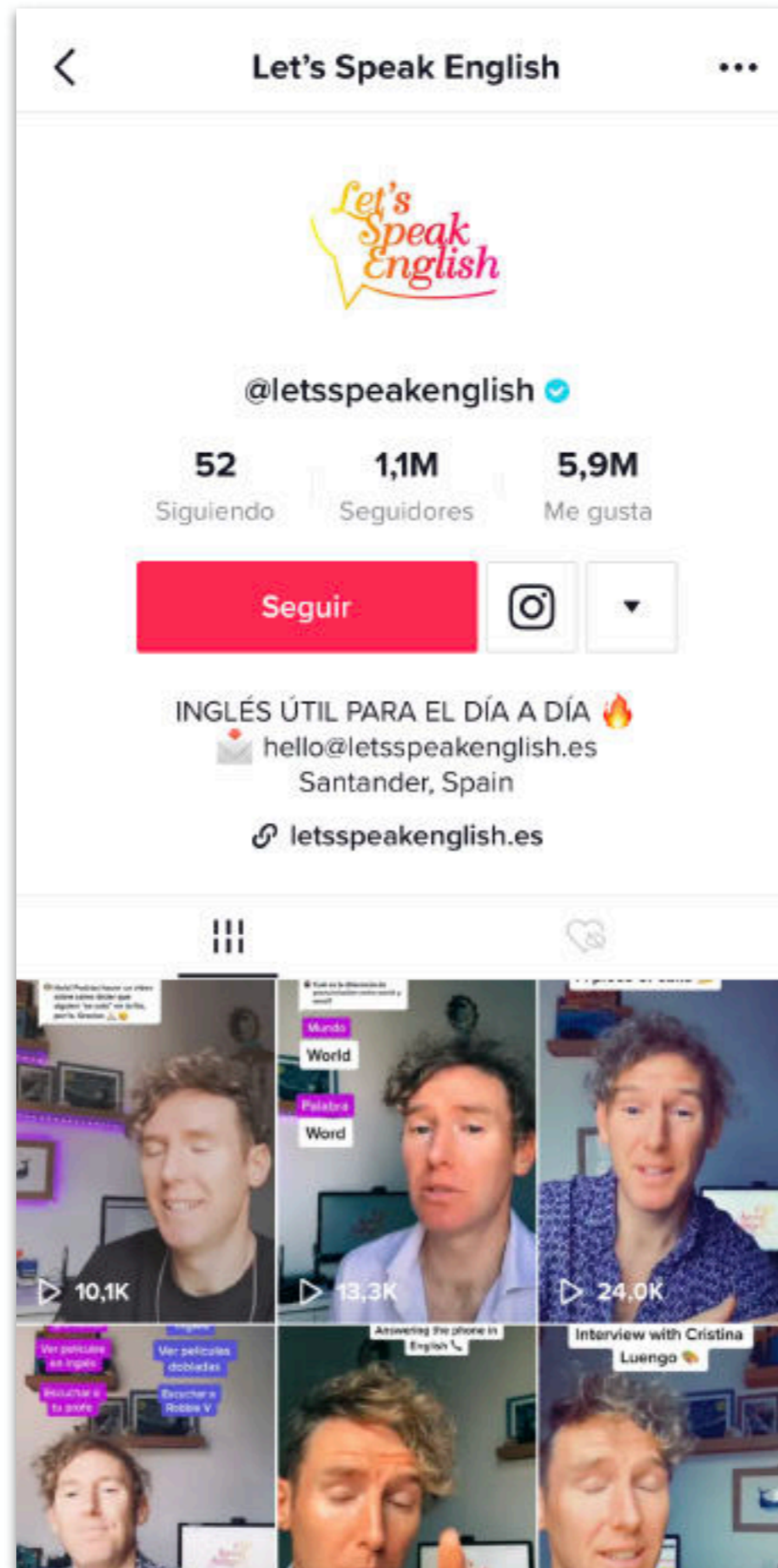
Maquillatge



Màrqueting



Profe angles



Profe Carlos Maxi

@aprende.mates

26 Siguiendo 149,7K Seguidores 420,2K Me gusta

Seguir

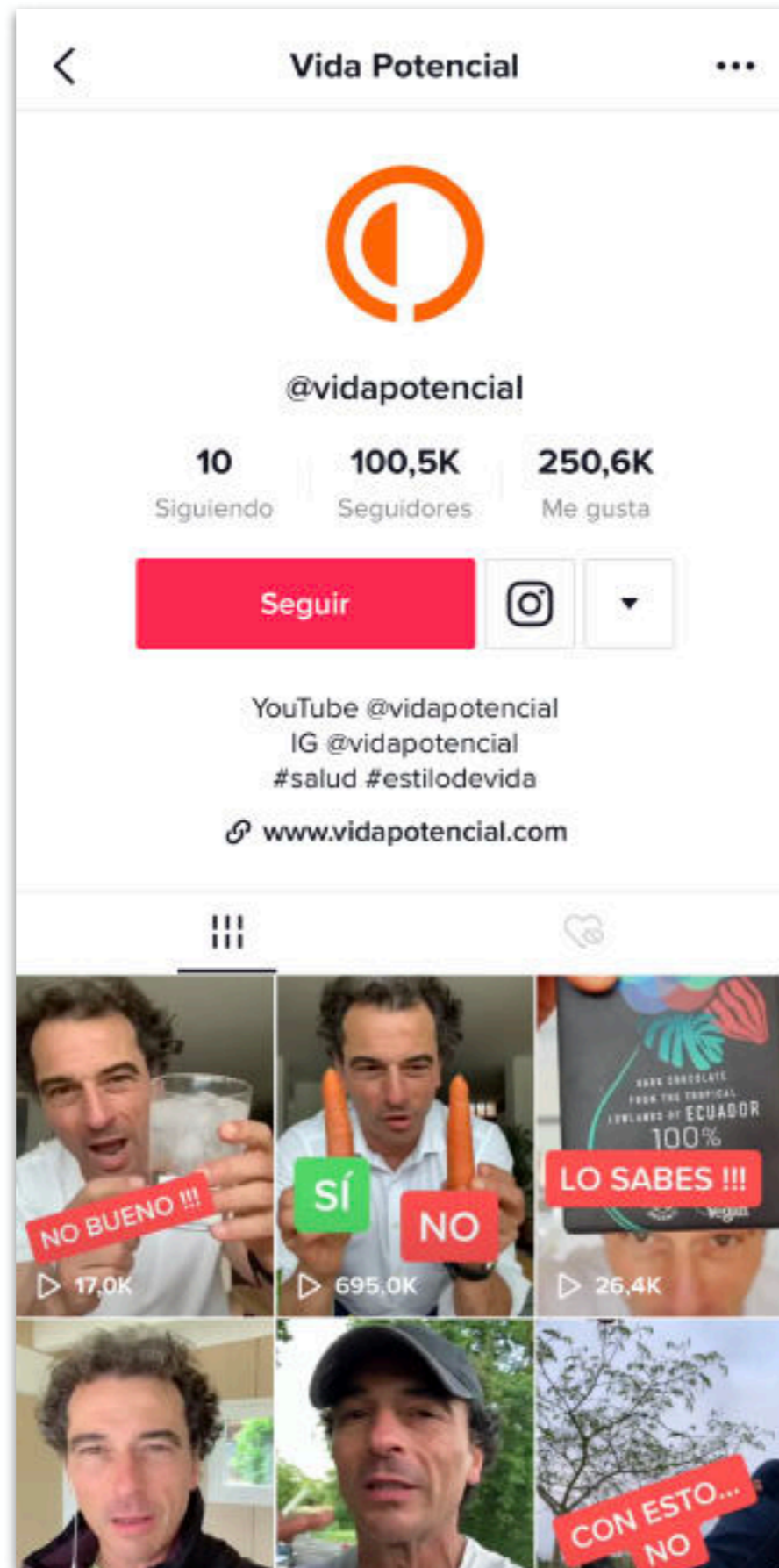
Las matemáticas fáciles en vídeos cortos!
info@barcelonaformacion.com
<http://profecarlosmaxi.com>

Grid of video thumbnails:

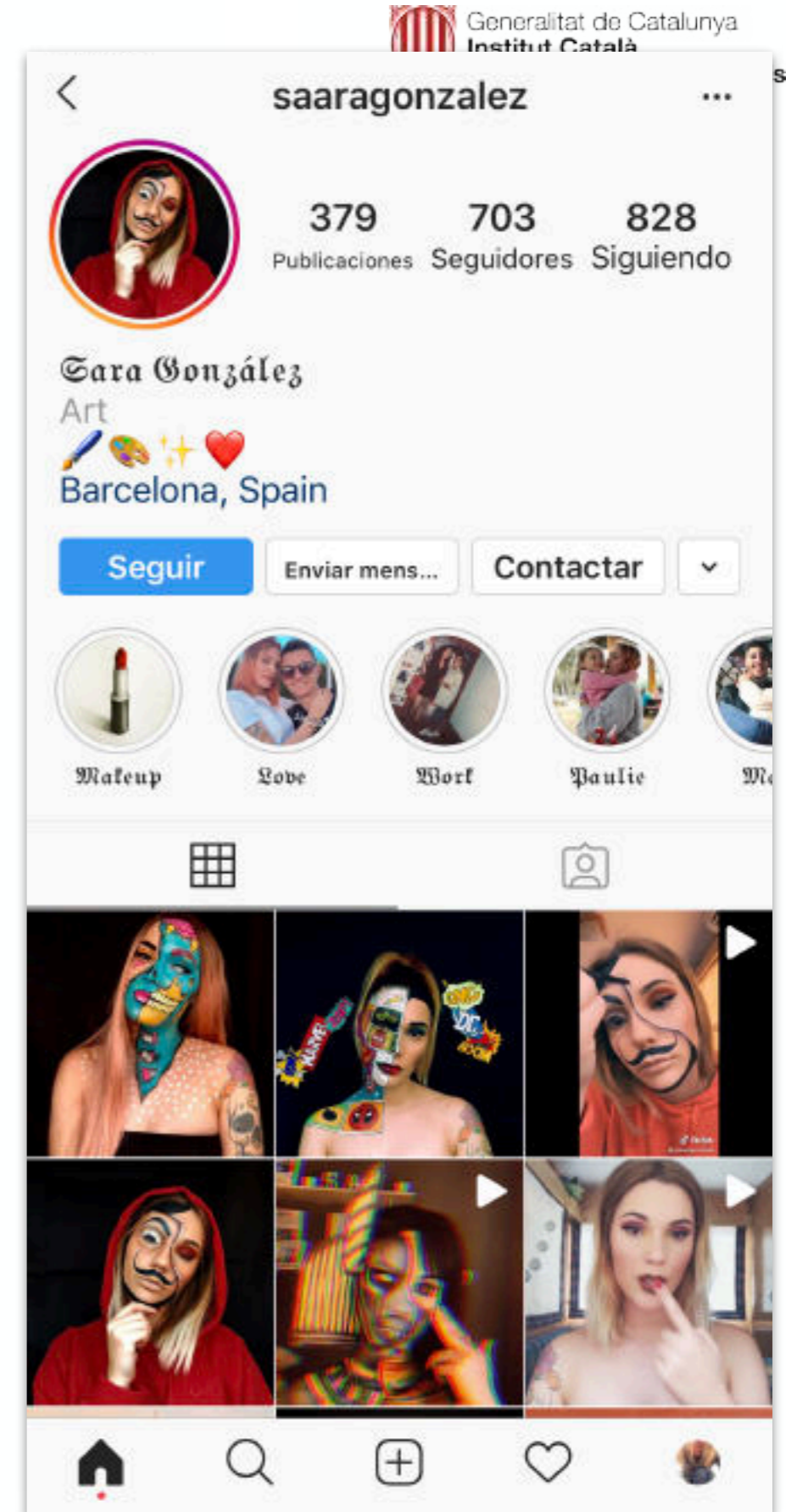
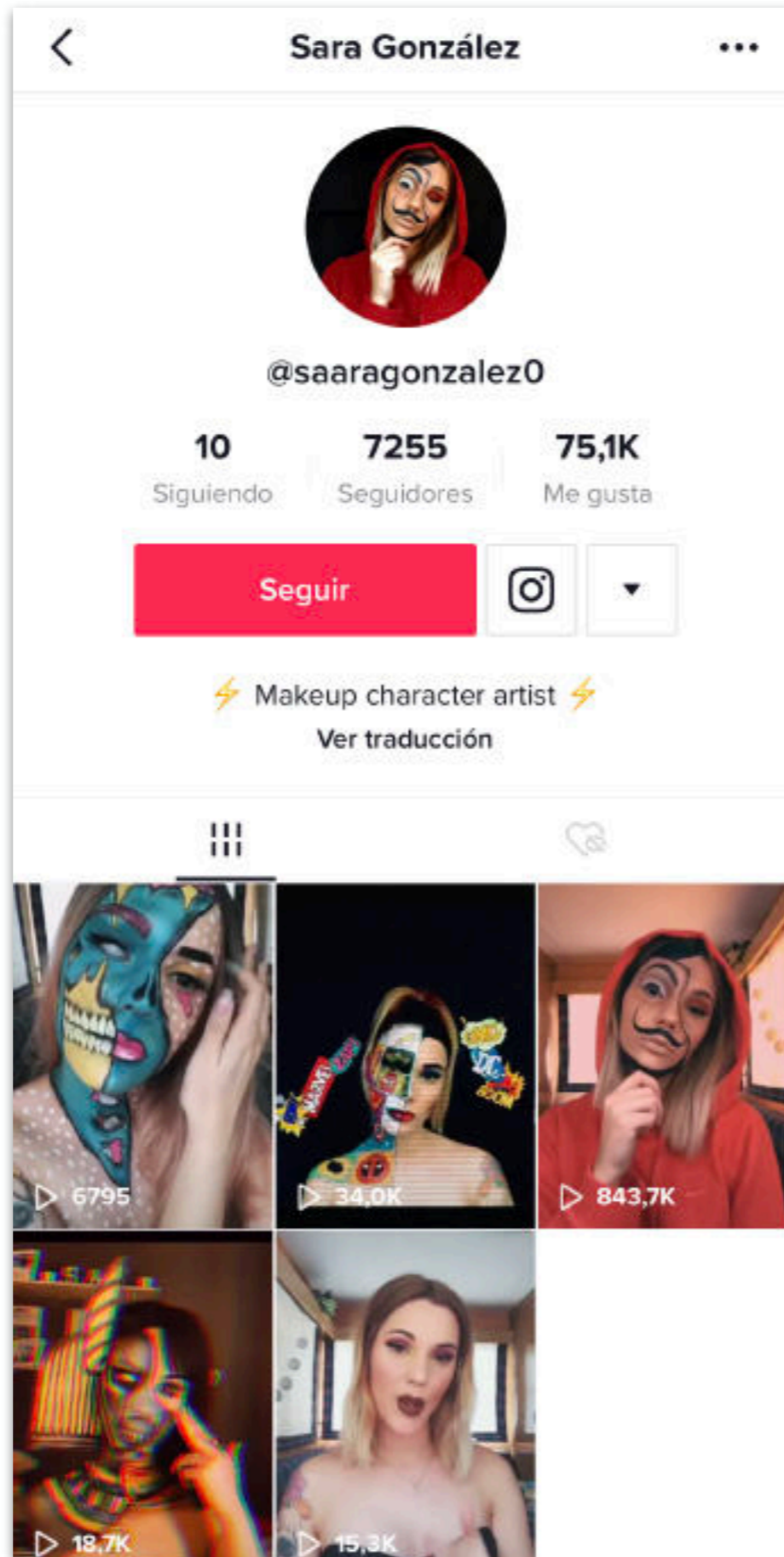
- Signo de las potencias. Pregunta ✨: Signo de las potencias. 981 views.
- Qué vaya genial la Selectividad! 5525 views.
- Prueba de la división. Pregunta ✨: Prueba de la división. 8318 views.
- Curiosidad 2!!!
- Integral cuasi inmediata
- Más @aprende.mates para estas vacaciones!!

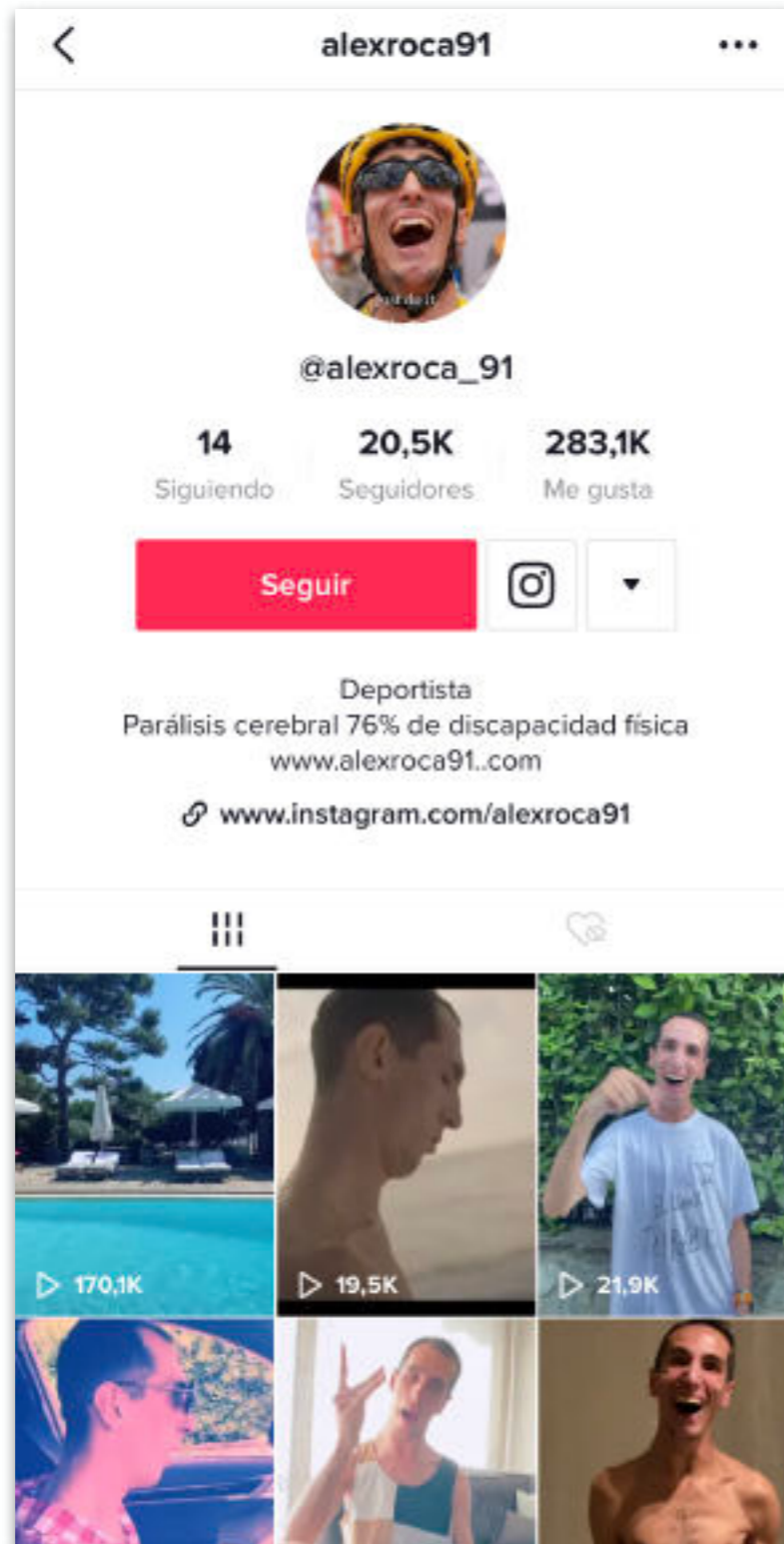
Nutricionista

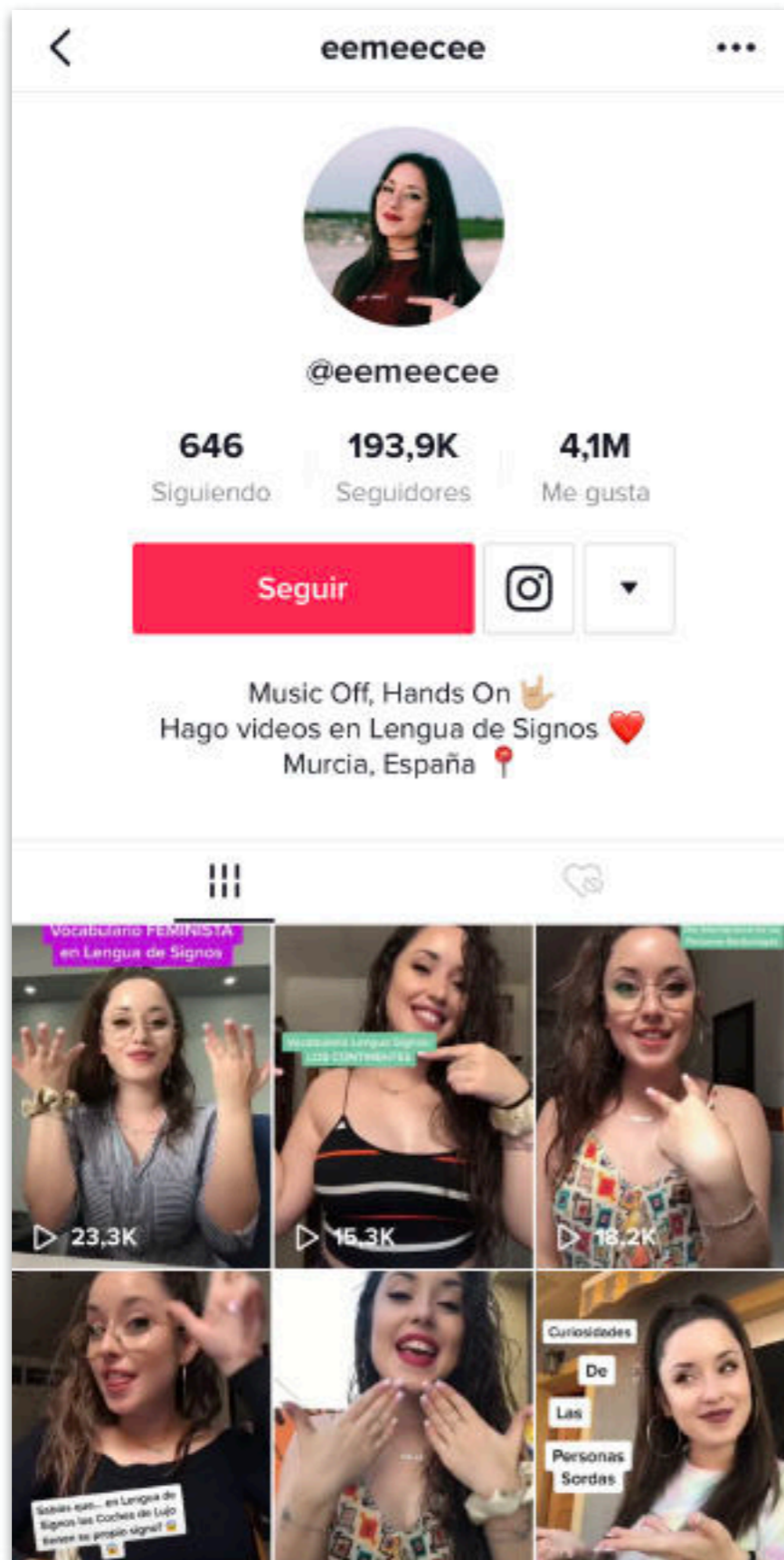
Consells



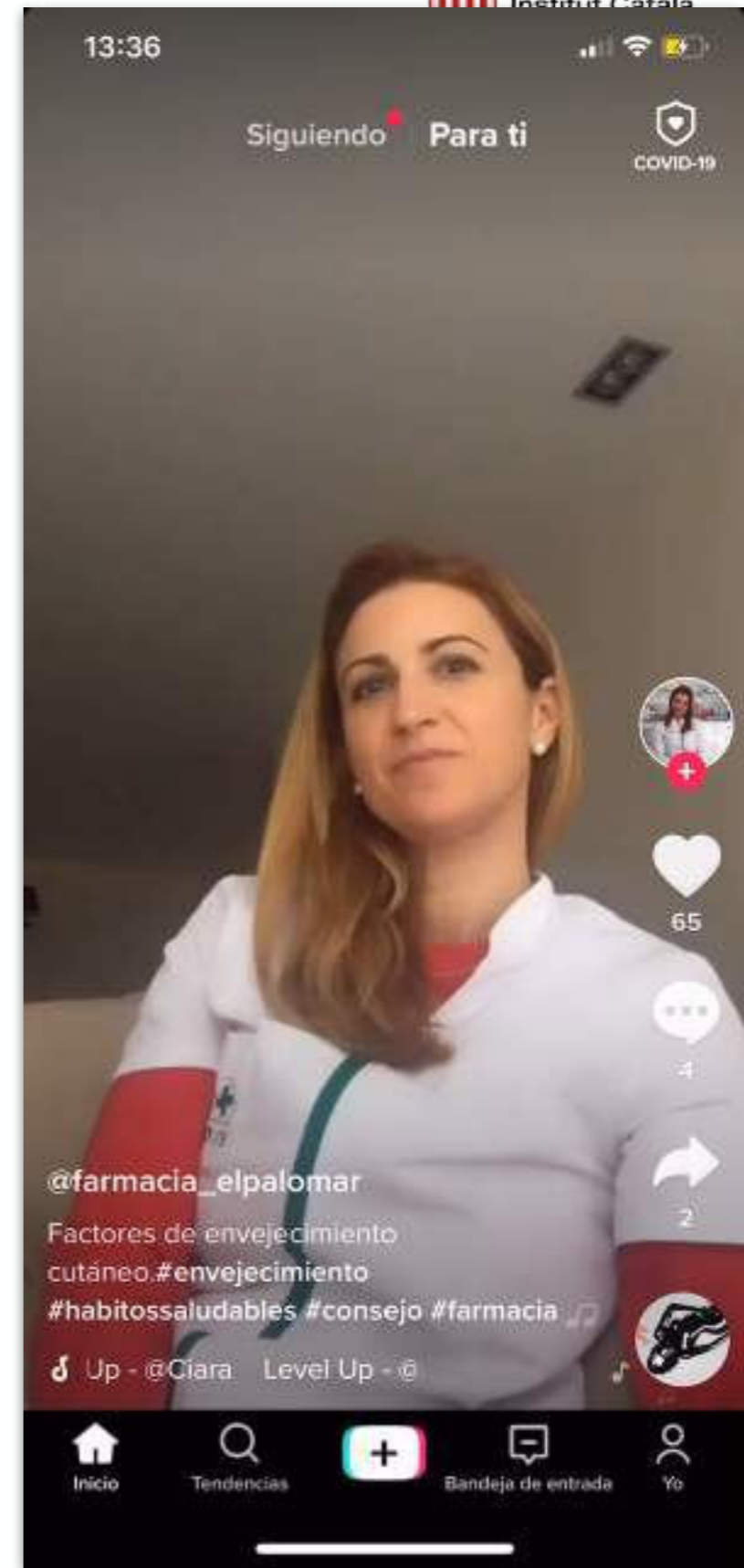
Maquillatge artístic
















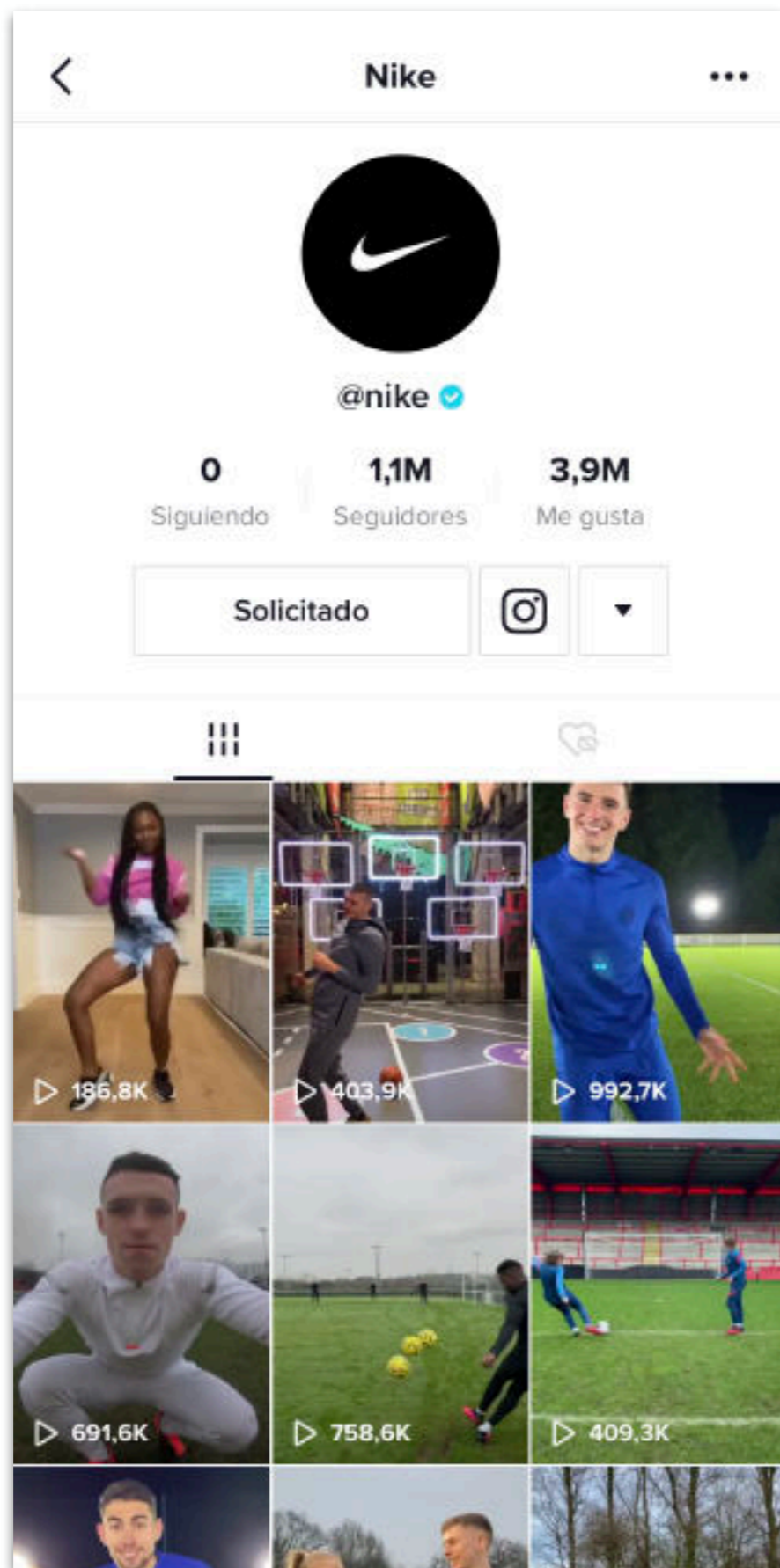
Farmàcia

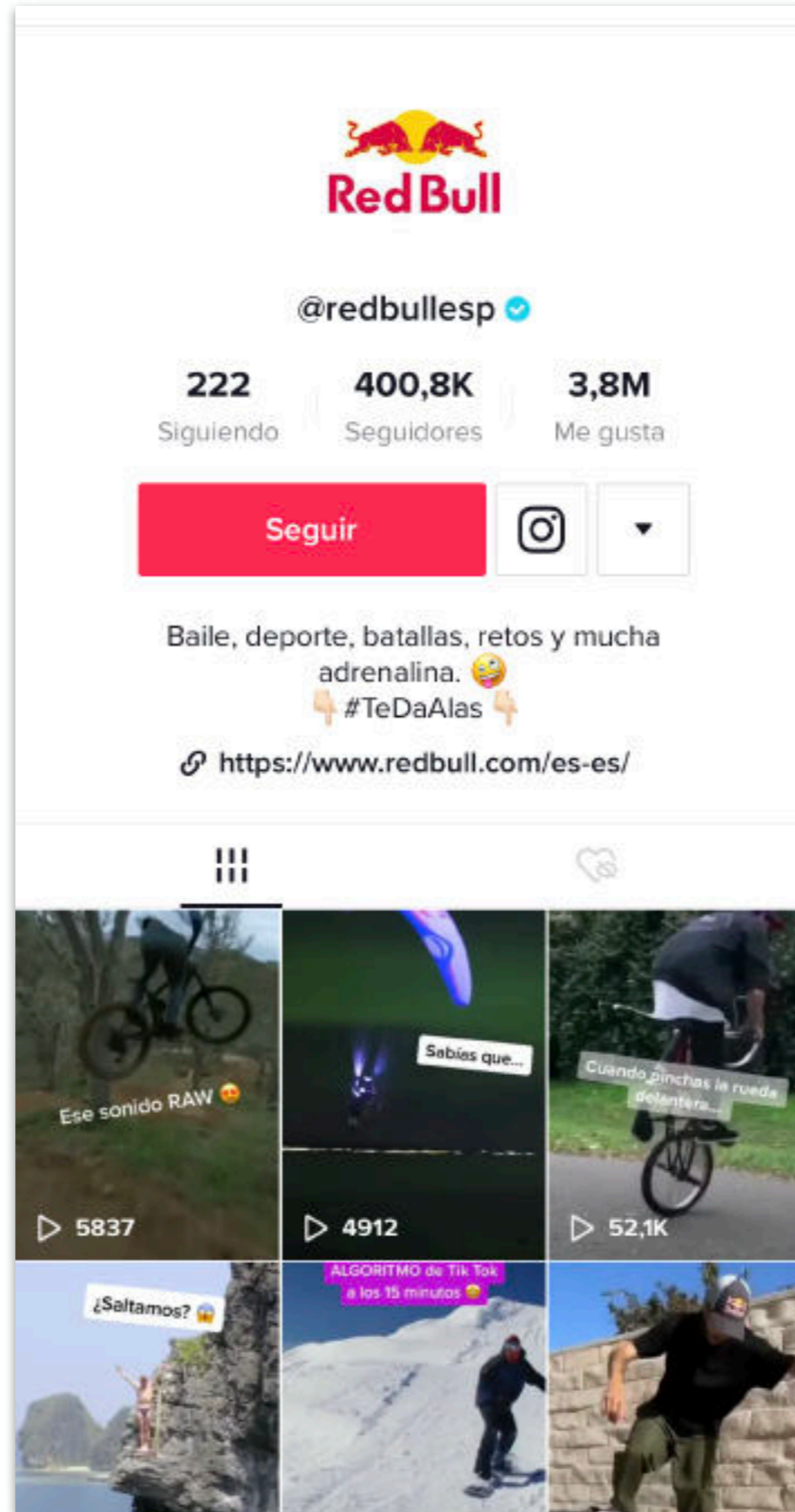


< X

Populares **Usuarios** Vídeos Sonidos Hashtags

-  **farmacia25**
Farmàcia 🤪
18,9K seguidores · 68 vídeos
-  **farmamontserrat**
Farmacia Montserrat
3388 seguidores · 20 vídeos
-  **farmacia_elpalomar**
Farmacia El Palomar
550 seguidores · 38 vídeos
-  **farmaciaticinese**
CiaoLove
2219 seguidores · 160 vídeos
-  **farmaciasiman**
Farmacia Simán
2290 seguidores · 2 vídeos
-  **farmaciamarchi**
LaFarmacia
280 seguidores · 10 vídeos
-  **farmacia_terrateig**
farmacia_terrateig
312 seguidores · 128 vídeos
-  **c.a.t.e.n.a**
farmacia
106 seguidores · 0 vídeos
-  **farmacia87**
user6564377452275





The image shows the Instagram profile page for @redbullesp. At the top is the Red Bull logo, featuring two red bulls facing each other with a yellow sun between them, and the text "Red Bull" in red. Below the logo is the username "@redbullesp" with a verified badge. The profile statistics are: 222 Siguiendo, 400,8K Seguidores, and 3,8M Me gusta. There is a red "Seguir" button, an Instagram icon, and a dropdown menu icon. The bio reads: "Baile, deporte, batallas, retos y mucha adrenalina. 🤪 #TeDaAlas 🙌". Below the bio is a link: "https://www.redbull.com/es-es/". At the bottom, there are six video thumbnails in a 2x3 grid. The top row shows a cyclist with the text "Ese sonido RAW 🤪" (5837 views), a close-up of a blue object with "Sabías que..." (4912 views), and a cyclist with "Cuando pinchas la rueda delantera..." (52,1K views). The bottom row shows a person on a cliff with "¿Saltamos?" (no view count), a person on a snowy slope with "ALGORITMO de Tik Tok a los 15 minutos 🤪" (no view count), and a person in a black shirt and green pants (no view count).

Què tenen en comú?

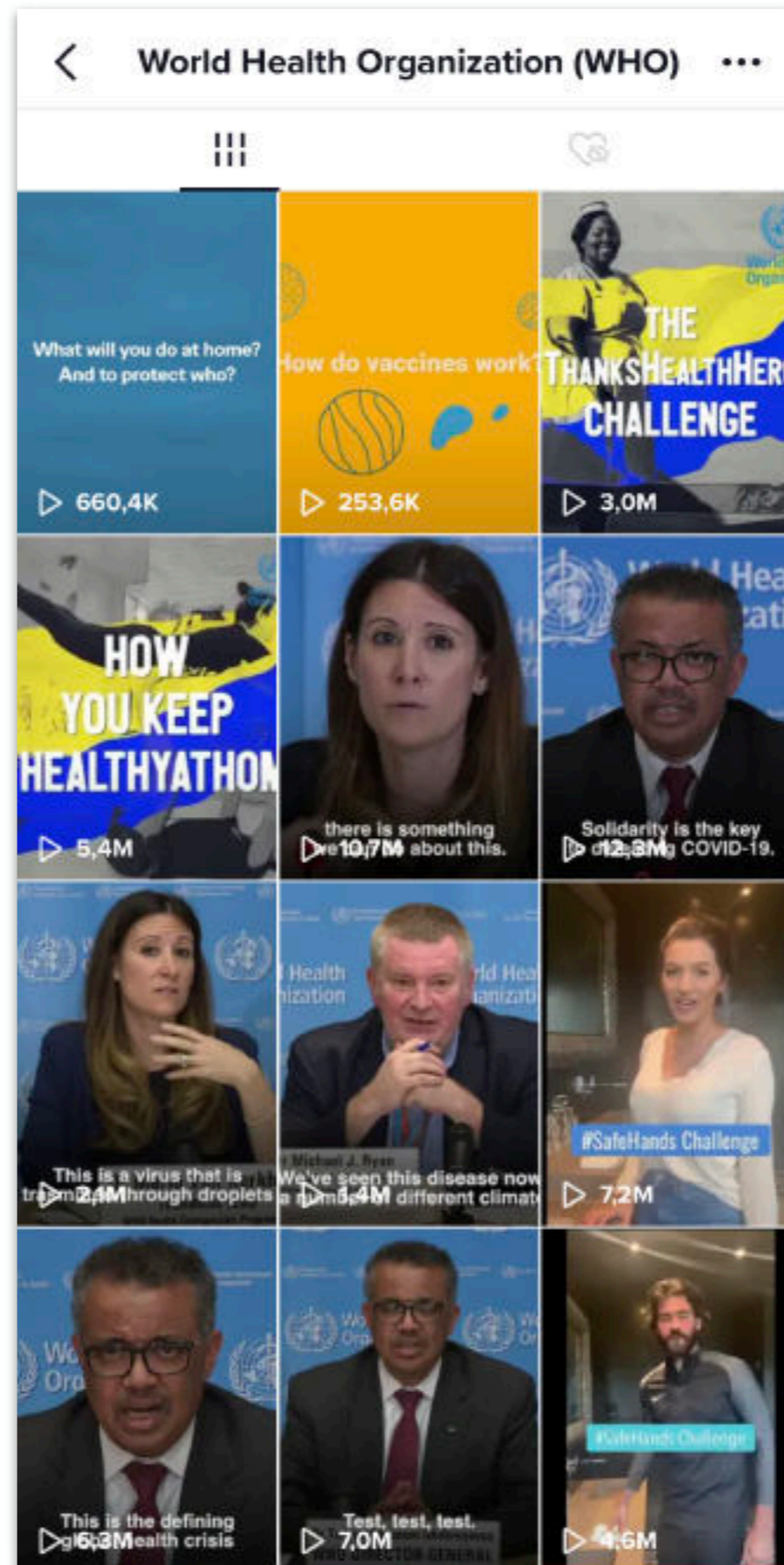
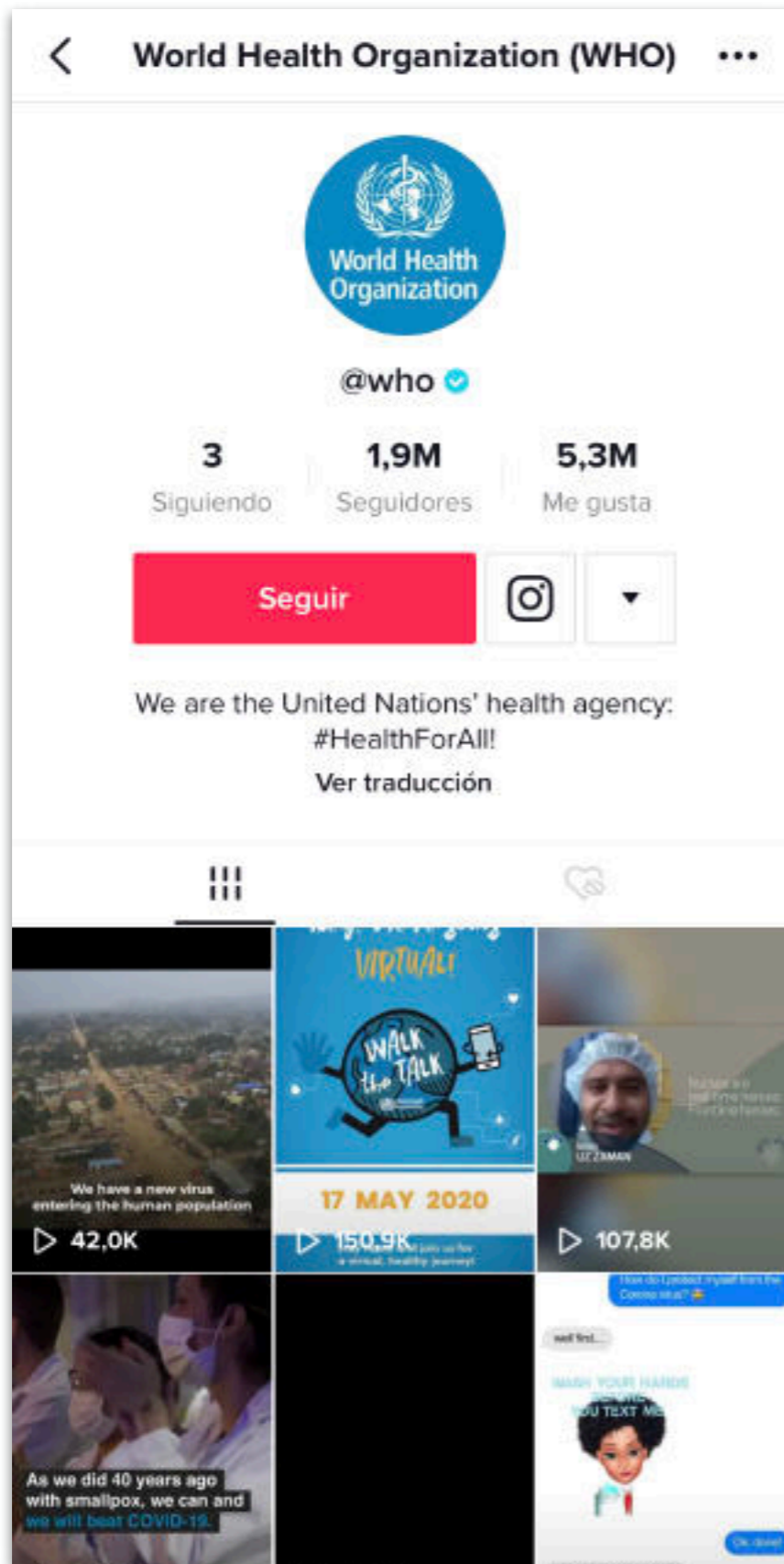
És contingut d'utiitat.

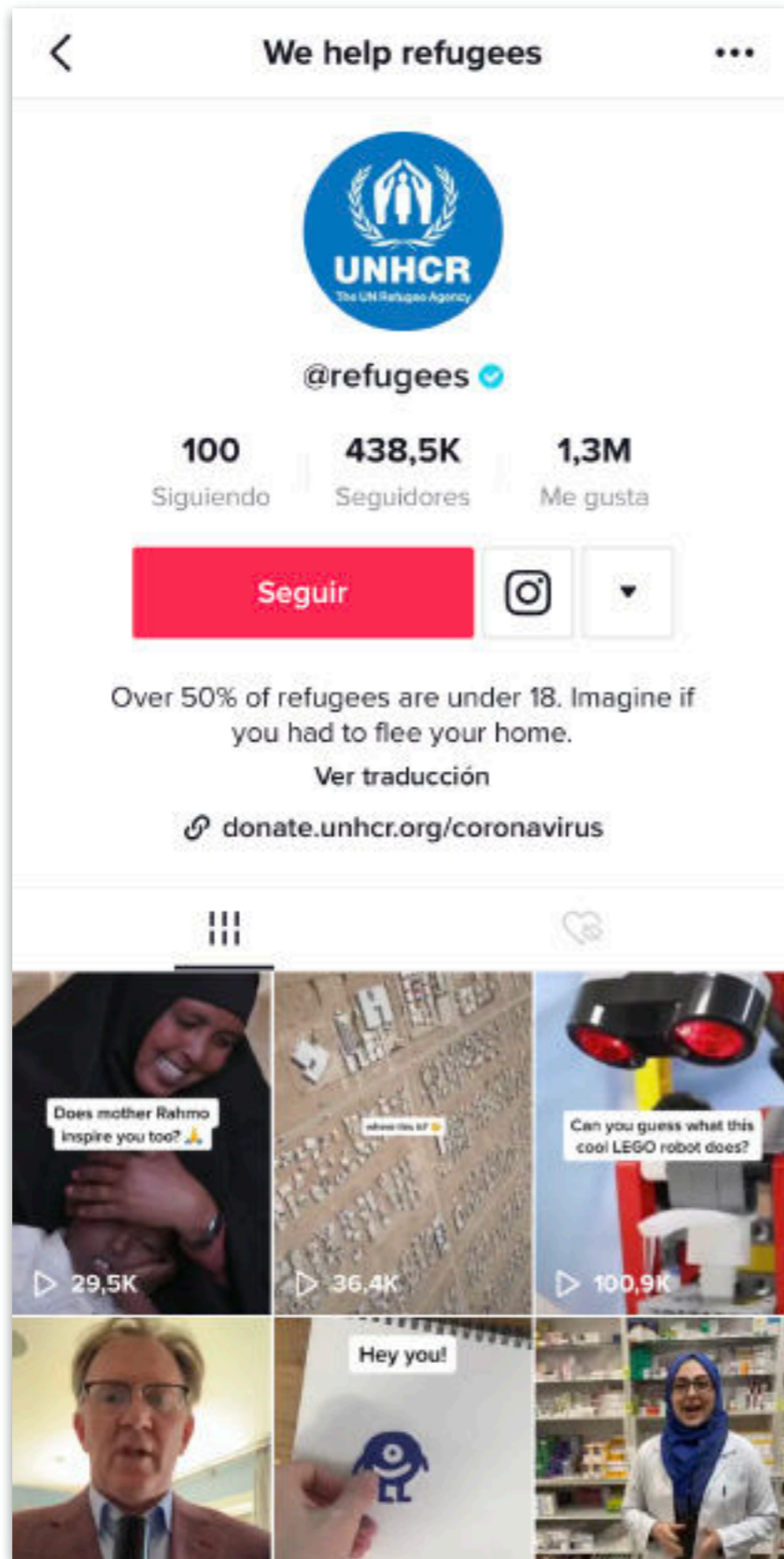
Aprenem

Contingut que ens diverteix


Organitzacions

ONG





< **Rato Baltin** ...



motivo?

@beartsyngo

2 Siguiendo 262 Seguidores 10,3K Me gusta

Mensaje

<http://bit.ly/RatoBaltin2020> - beartsy.org - Menstrual taboo in Nepal #Chhaupadi
 Ver traducción

Grid of 9 video thumbnails with view counts: 17, 125, 172, 1592, 2044, 1683, 1846, 2131, 142.8K

< **Rato Baltin** ...

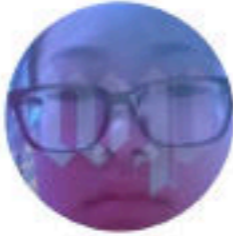
Mensaje

<http://bit.ly/RatoBaltin2020> - beartsy.org - Menstrual taboo in Nepal #Chhaupadi
 Ver traducción

Grid of 9 video thumbnails with view counts: 17, 125, 172, 1592, 2044, 1683, 1846, 2131, 142.8K



Mitjans de comunicació

< We are a newspaper. ...




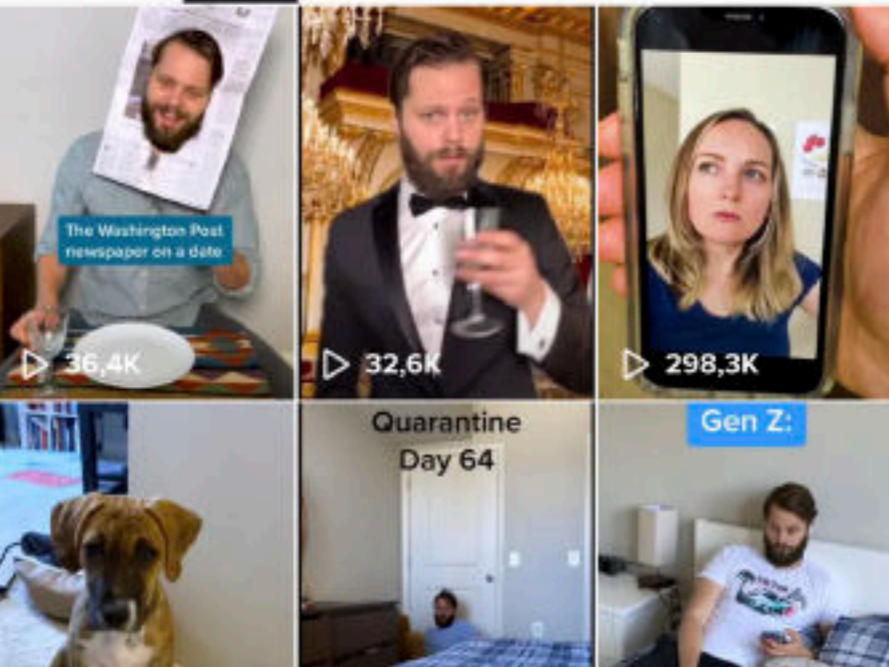
@washingtonpost ✓

3 Siguiendo | 498,2K Seguidores | 22,5M Me gusta

Mensaje  

Email Dave at tiktok@washpost.com
Tag us in your quarantine videos!
[Ver traducción](#)
[washingtonpost.com/Dave](https://www.washingtonpost.com/Dave)

☰ 



The Washington Post newspaper on a date 36,4K

32,6K

298,3K

Quarantine Day 64


Gen Z:

TikTok @washingtonpost

Newspapers trying to reach Gen Z:





< **Diario Público** ...




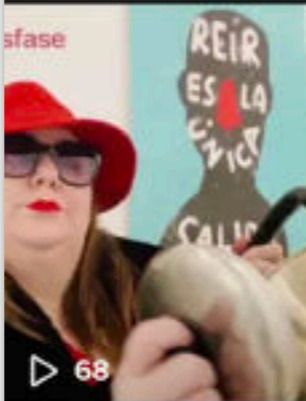


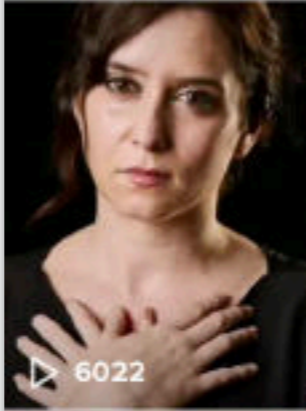


@publico_es

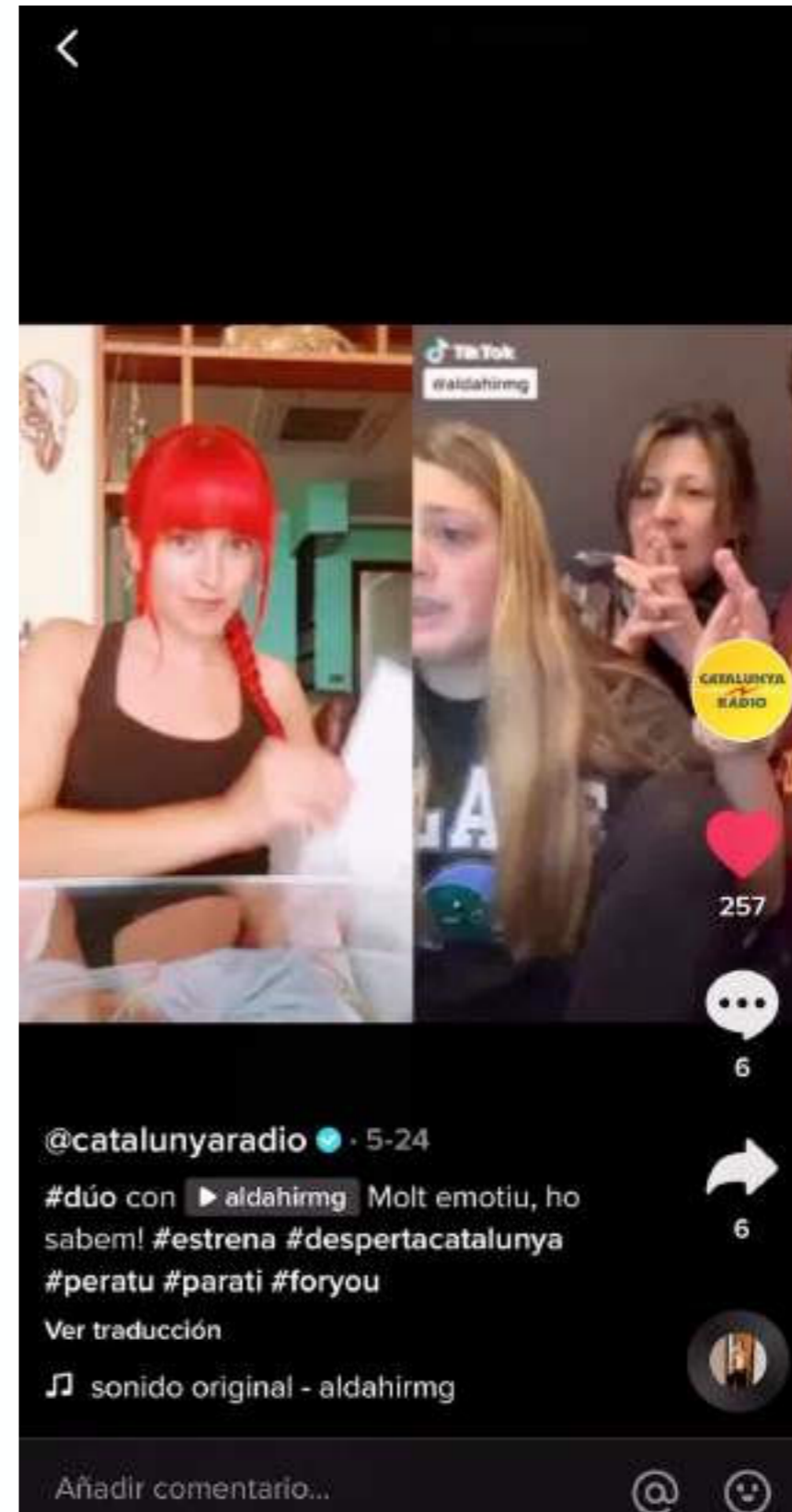
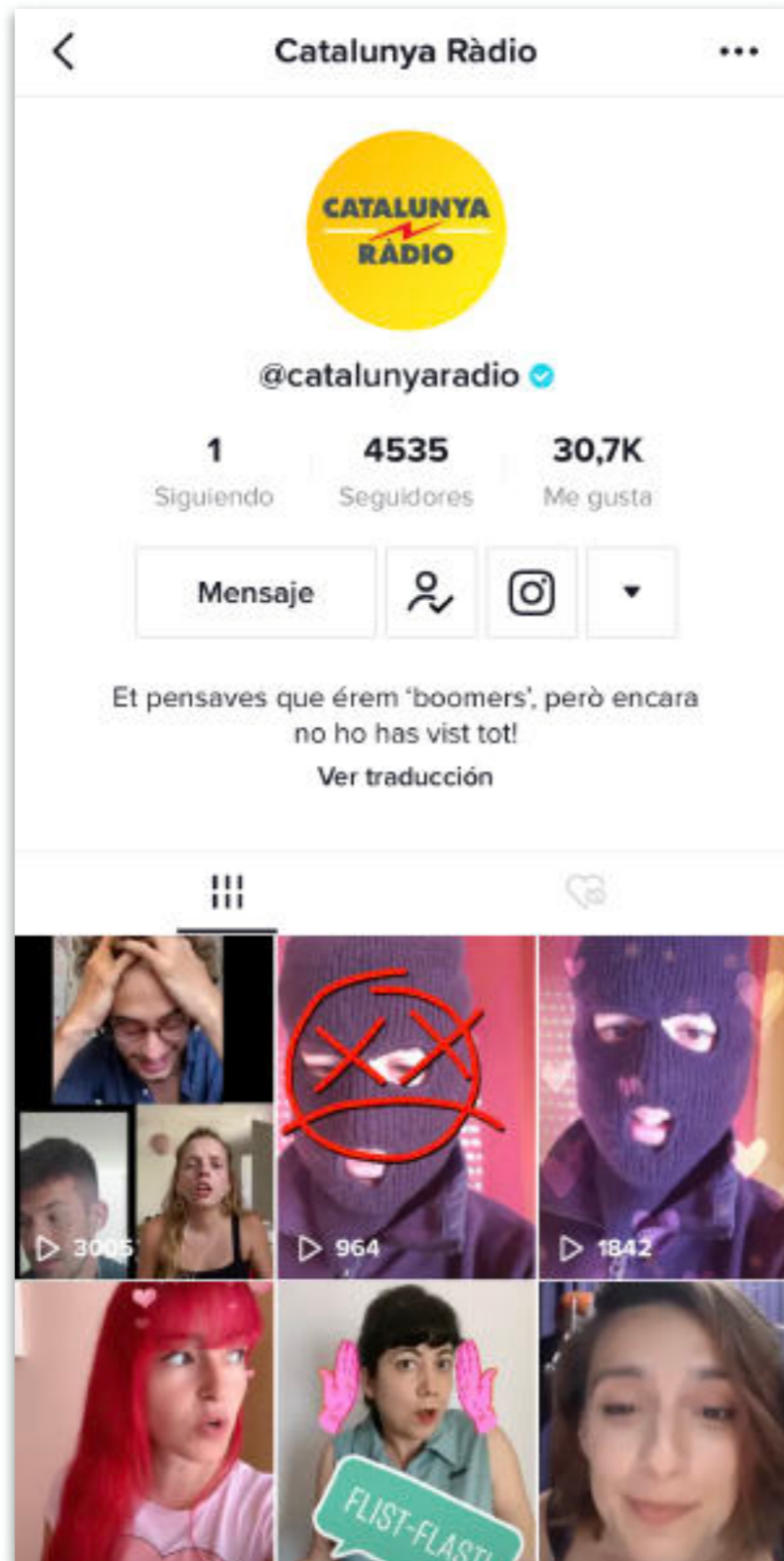
2 Siguiendo | 1306 Seguidores | 18,9K Me gusta

Seguir  

Sigue toda la actualidad en www.publico.es

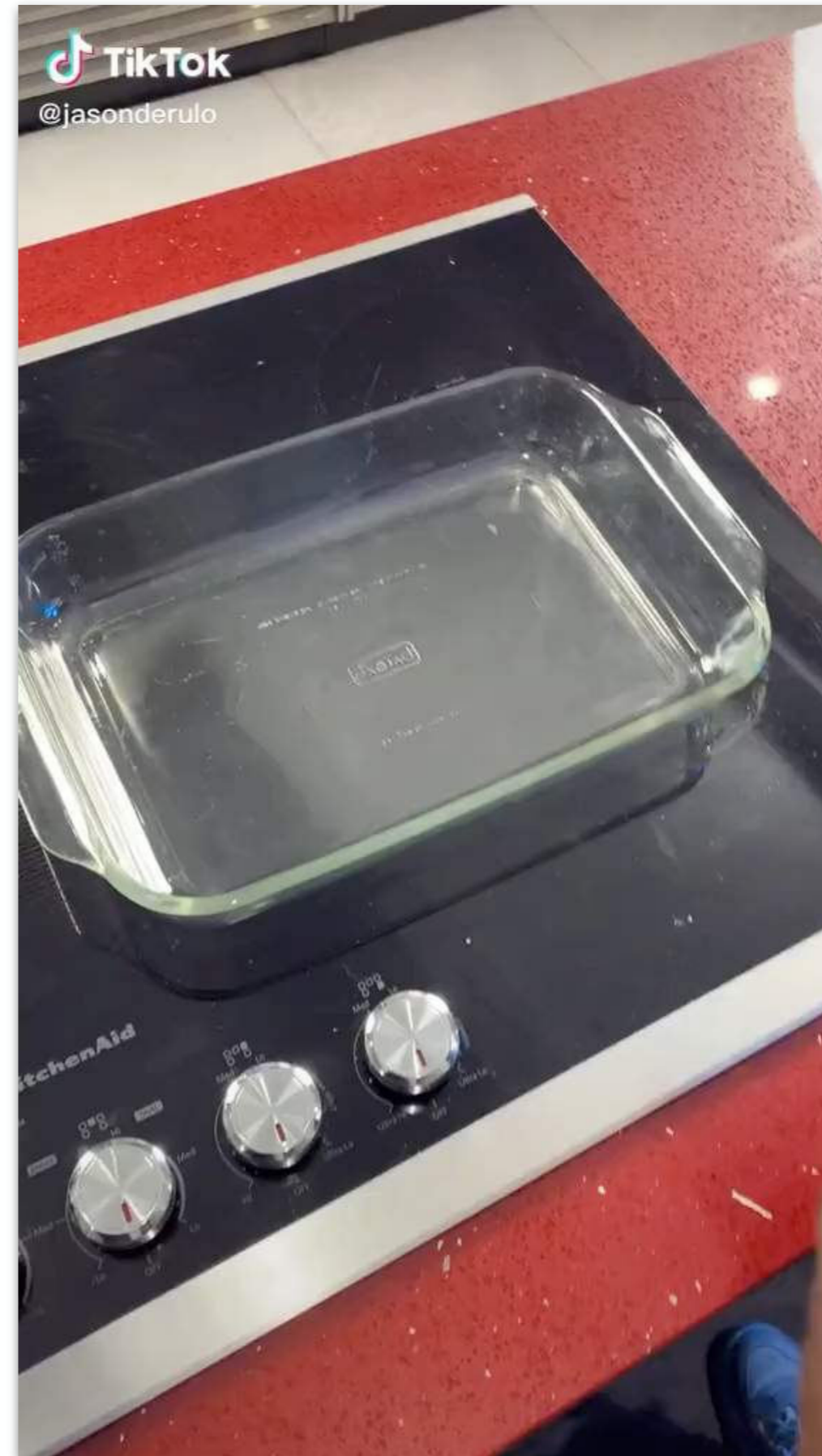
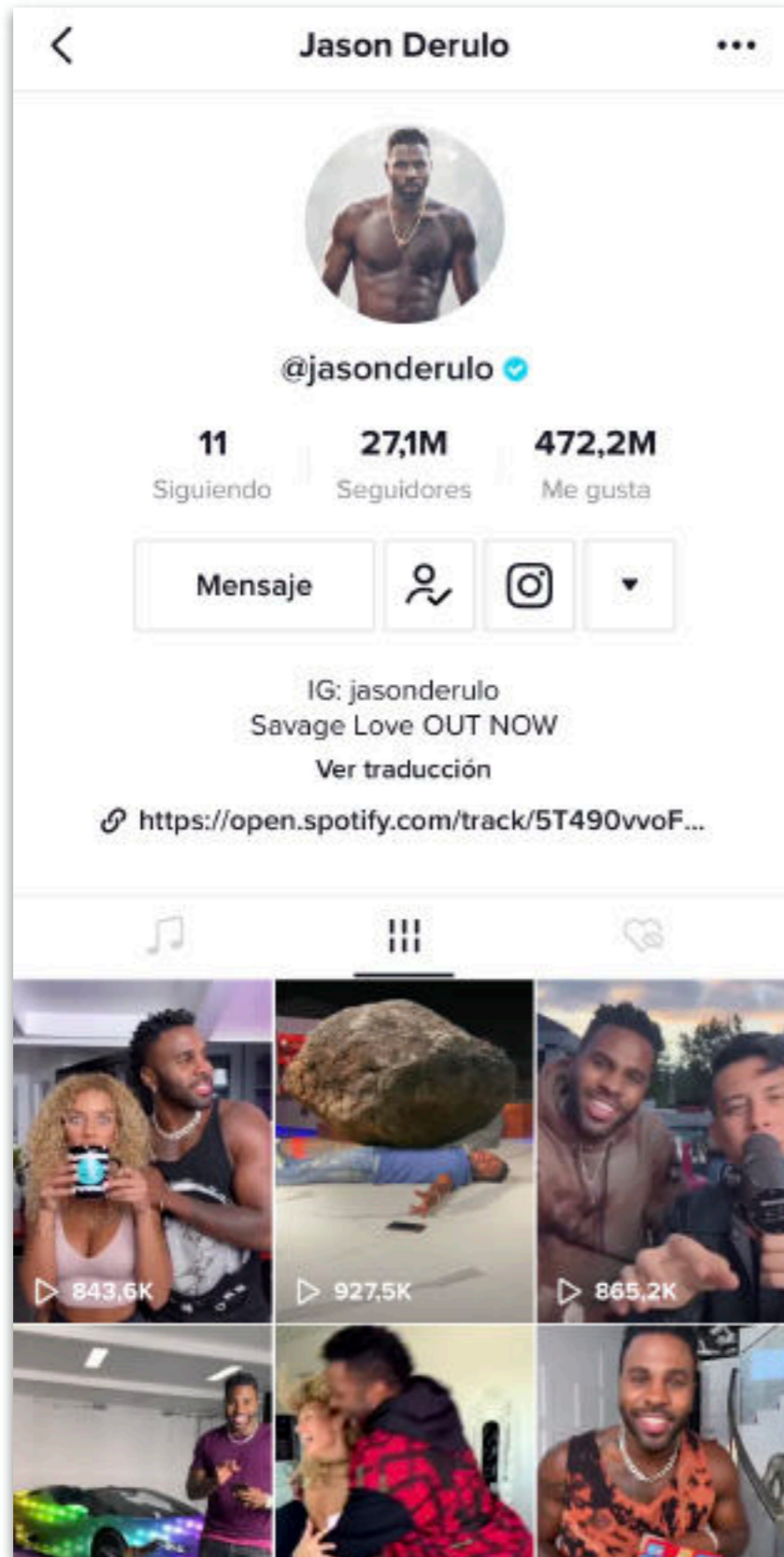
☰ 

| | | |
|--|--|---|
|  <p>68</p> |  <p>LOS PROBLEMAS DEL</p> <p>1327</p> |  <p>305</p> |
|  <p>6022</p> |  <p>2851</p> |  <p>2420</p> |





Més exemples sector cultural

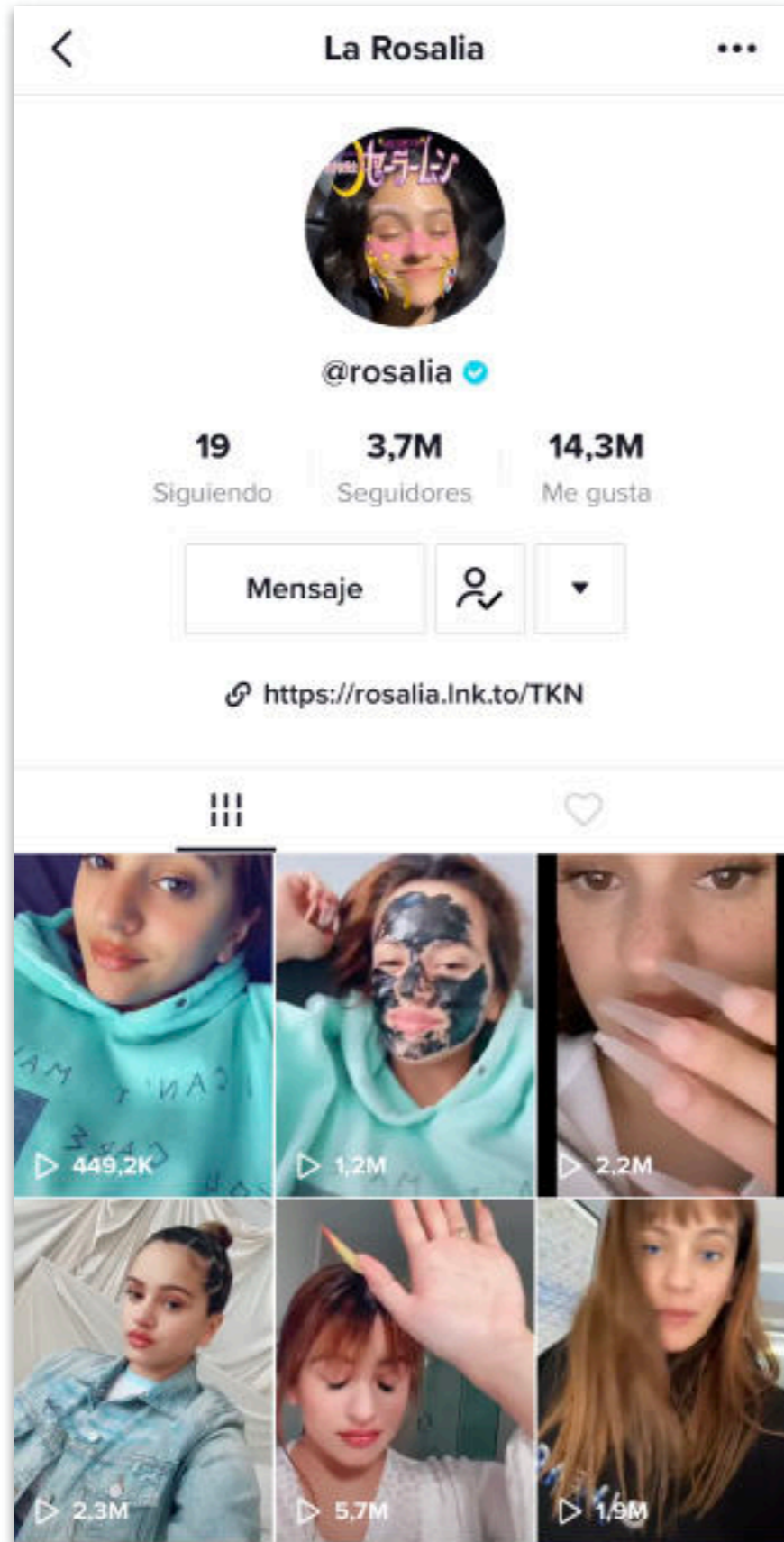


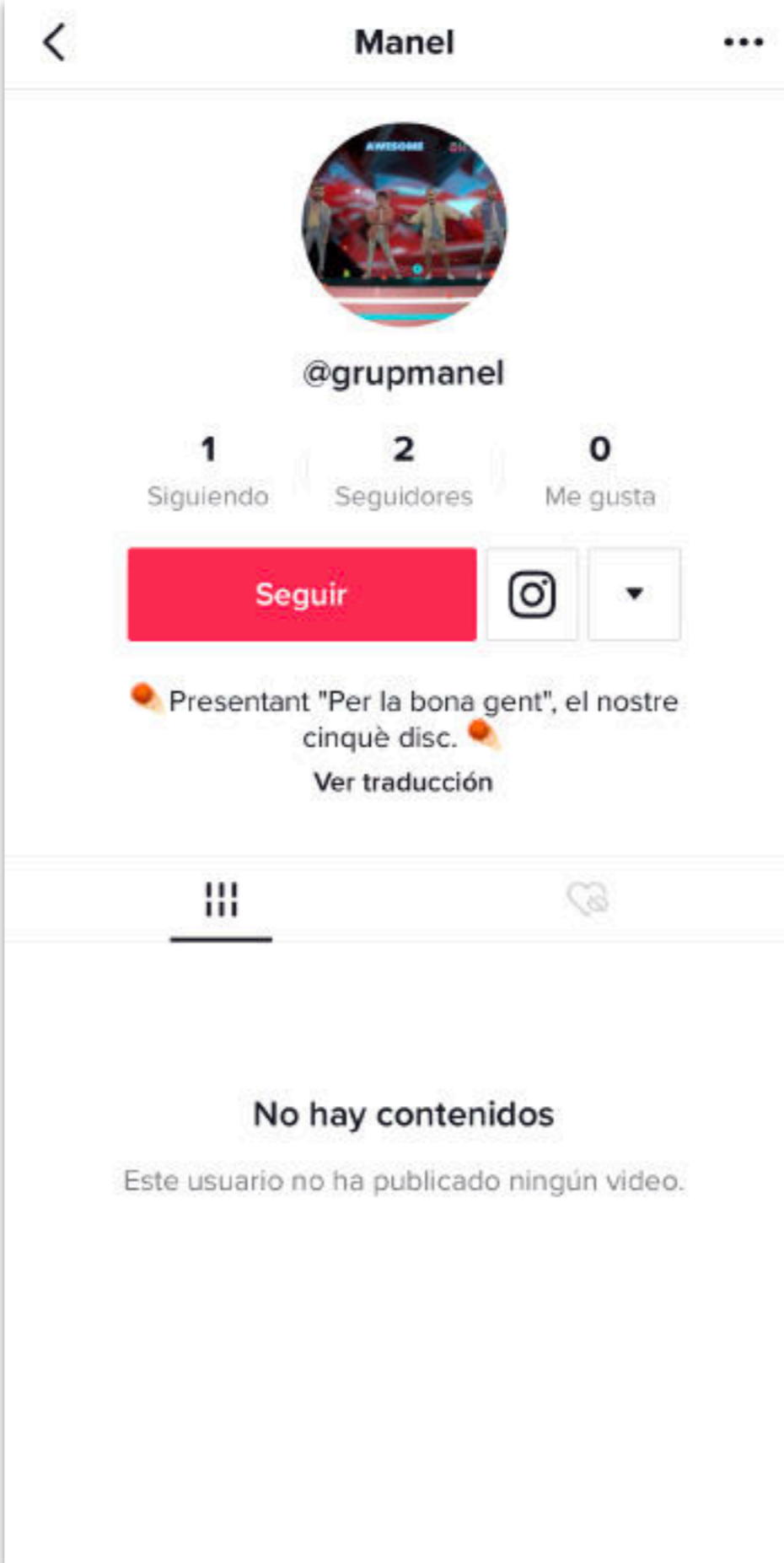





No s'entén com a plagi és un altre concepte

**La gràcia és la versió particular de cadascú
(L'original té menys rellevància)**







< **Manel** ...




@grupmanel

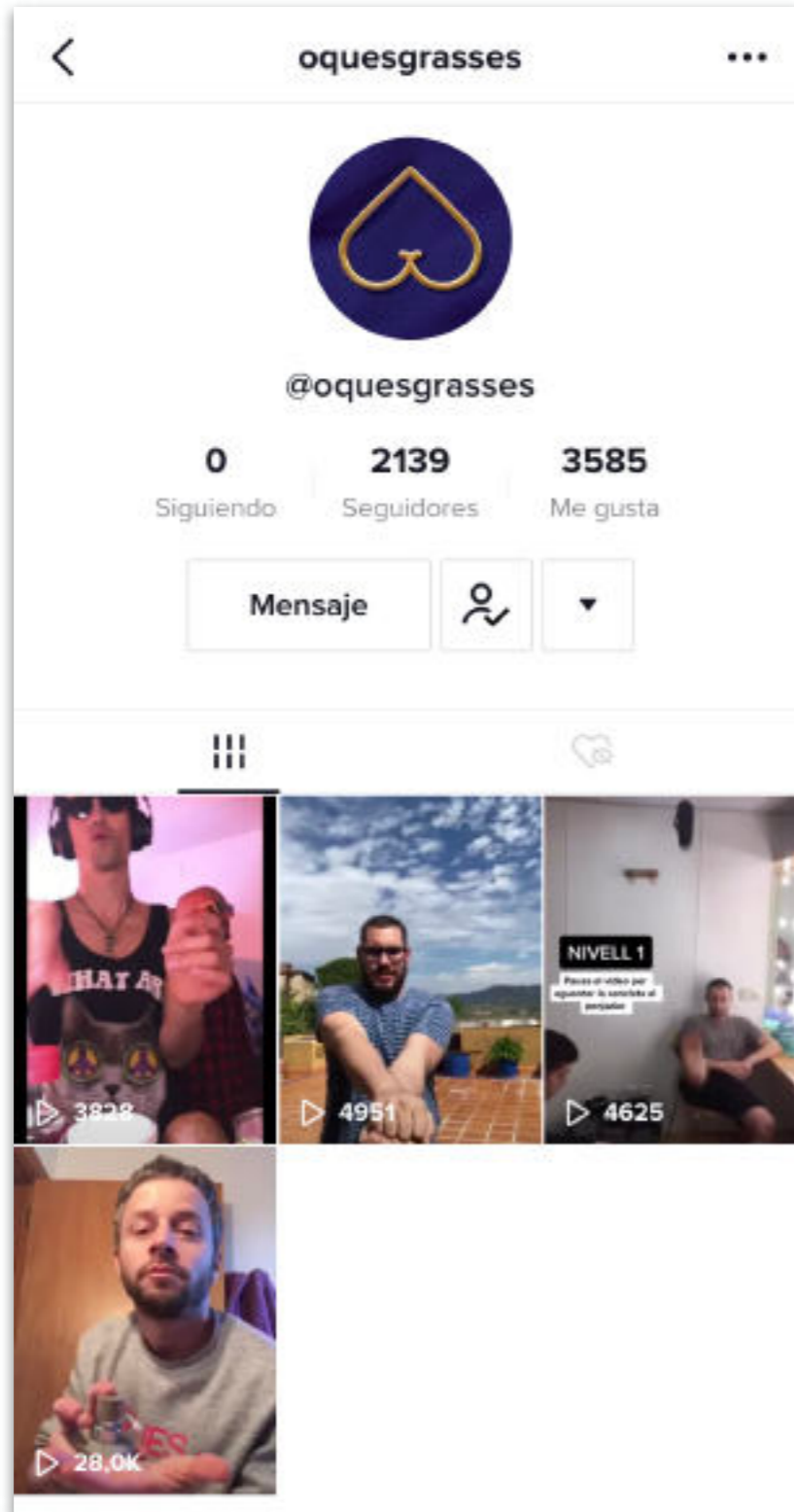
1 Siguiendo **2** Seguidores **0** Me gusta

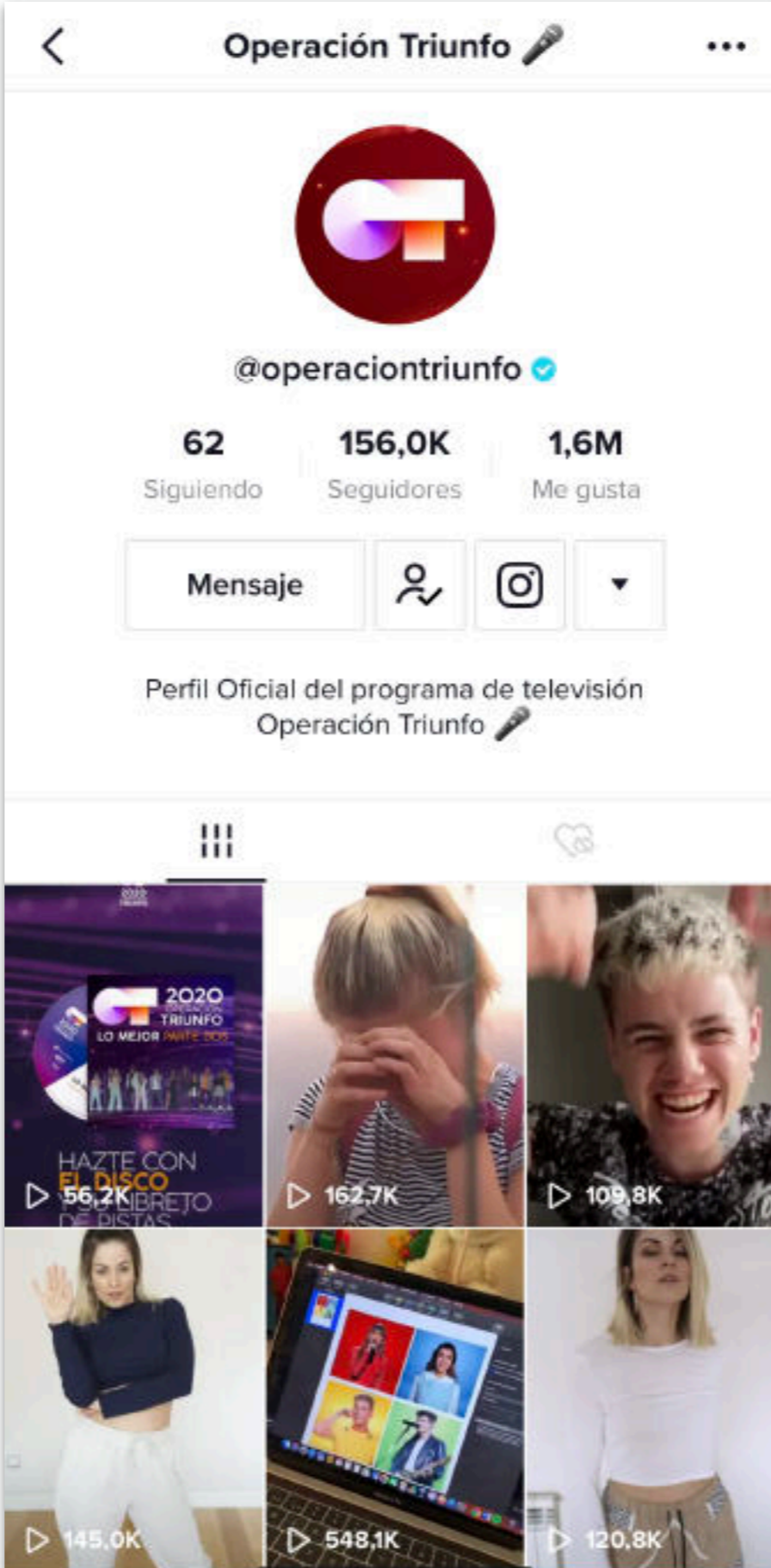
Seguir  

👉 Presentant "Per la bona gent", el nostre cinquè disc. 👉
[Ver traducción](#)

☰ 

No hay contenidos
Este usuario no ha publicado ningún video.





The screenshot shows the Instagram profile for 'Operación Triunfo'. At the top, there is a back arrow, the profile name 'Operación Triunfo' with a microphone icon, and a three-dot menu. Below this is the profile picture, a red circle with a white 'OT' logo. The username '@operaciontriunfo' is displayed with a verified badge. Statistics show 62 followers, 156,0K following, and 1,6M likes. There are buttons for 'Mensaje', a person icon, the Instagram logo, and a dropdown arrow. Below the buttons, it says 'Perfil Oficial del programa de televisión Operación Triunfo' with a microphone icon. At the bottom, there are icons for a grid and a heart. The main content area shows a grid of six video thumbnails with their respective view counts: 56.2K, 162.7K, 109.8K, 145.0K, 548.1K, and 120.8K.

Operación Triunfo

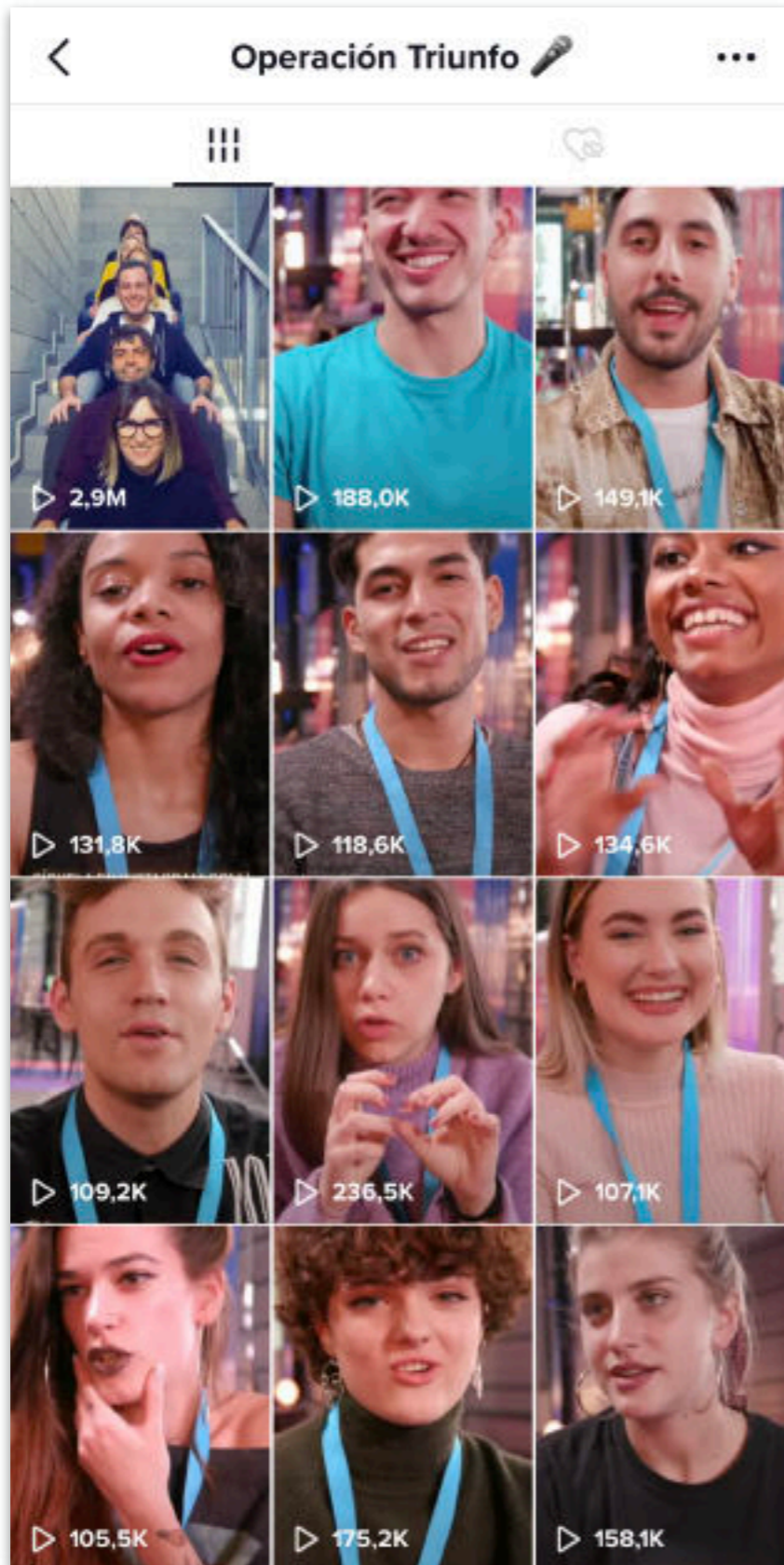
@operaciontriunfo ✓

62 Siguiendo 156,0K Seguidores 1,6M Me gusta

Mensaje

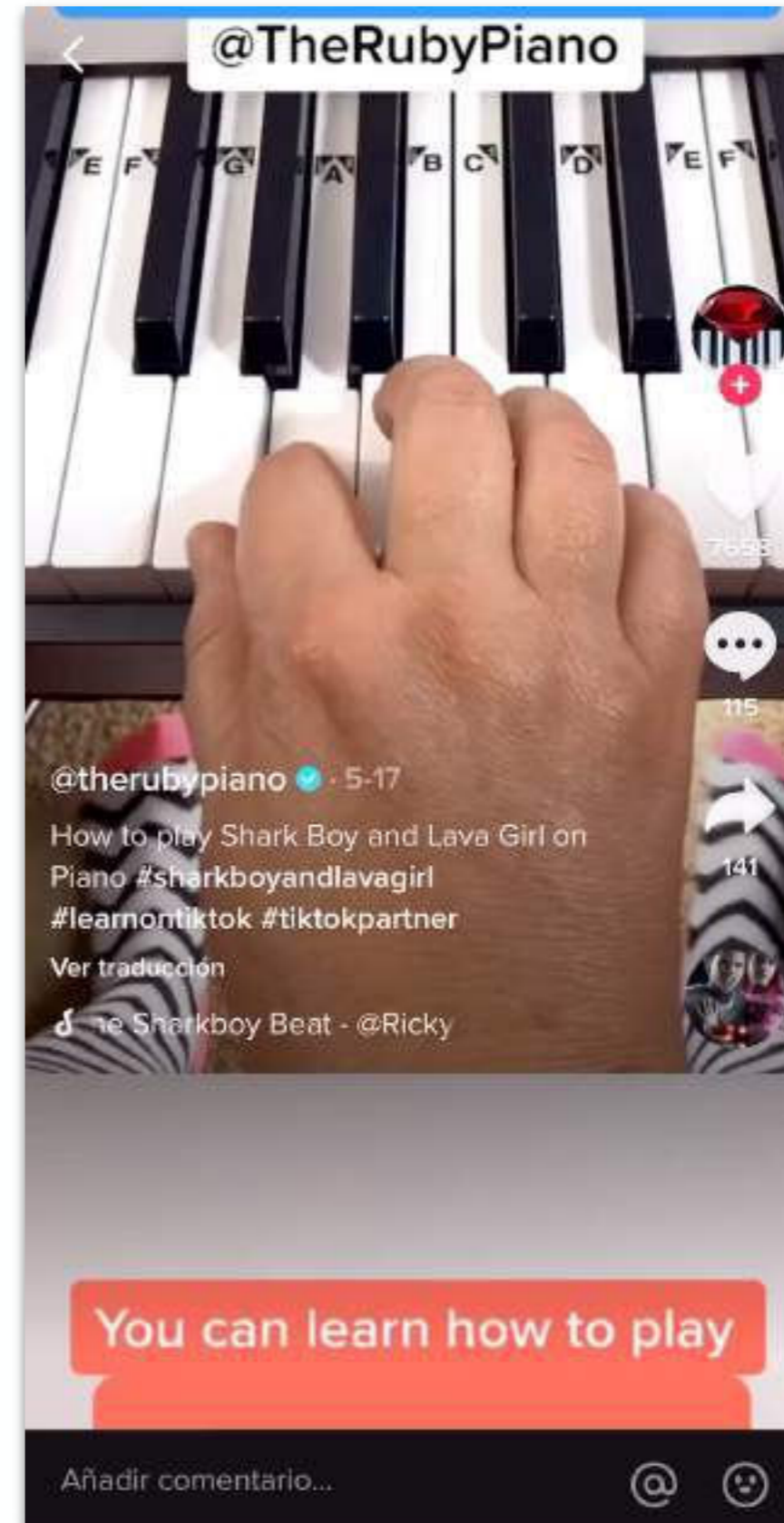
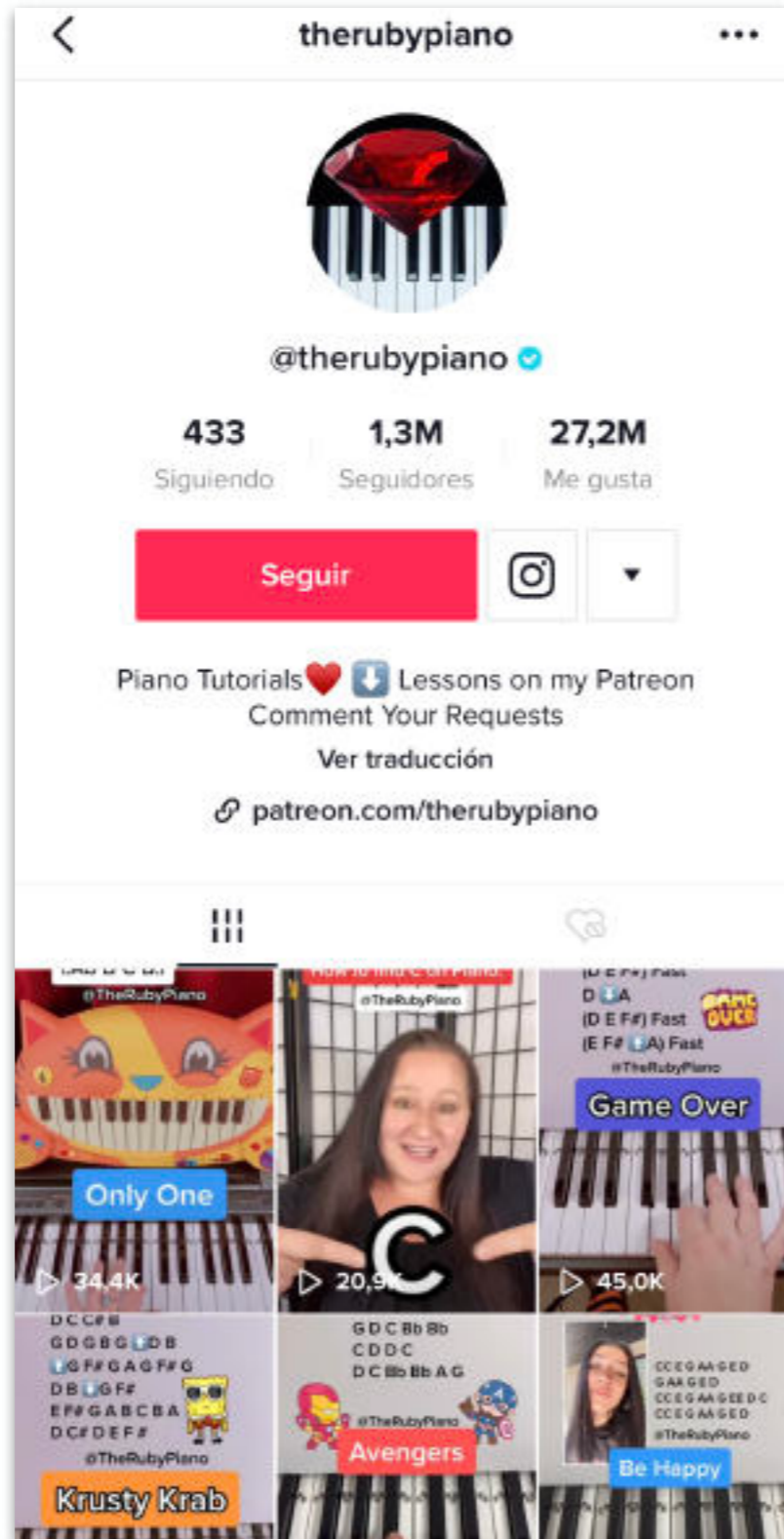
Perfil Oficial del programa de televisión Operación Triunfo

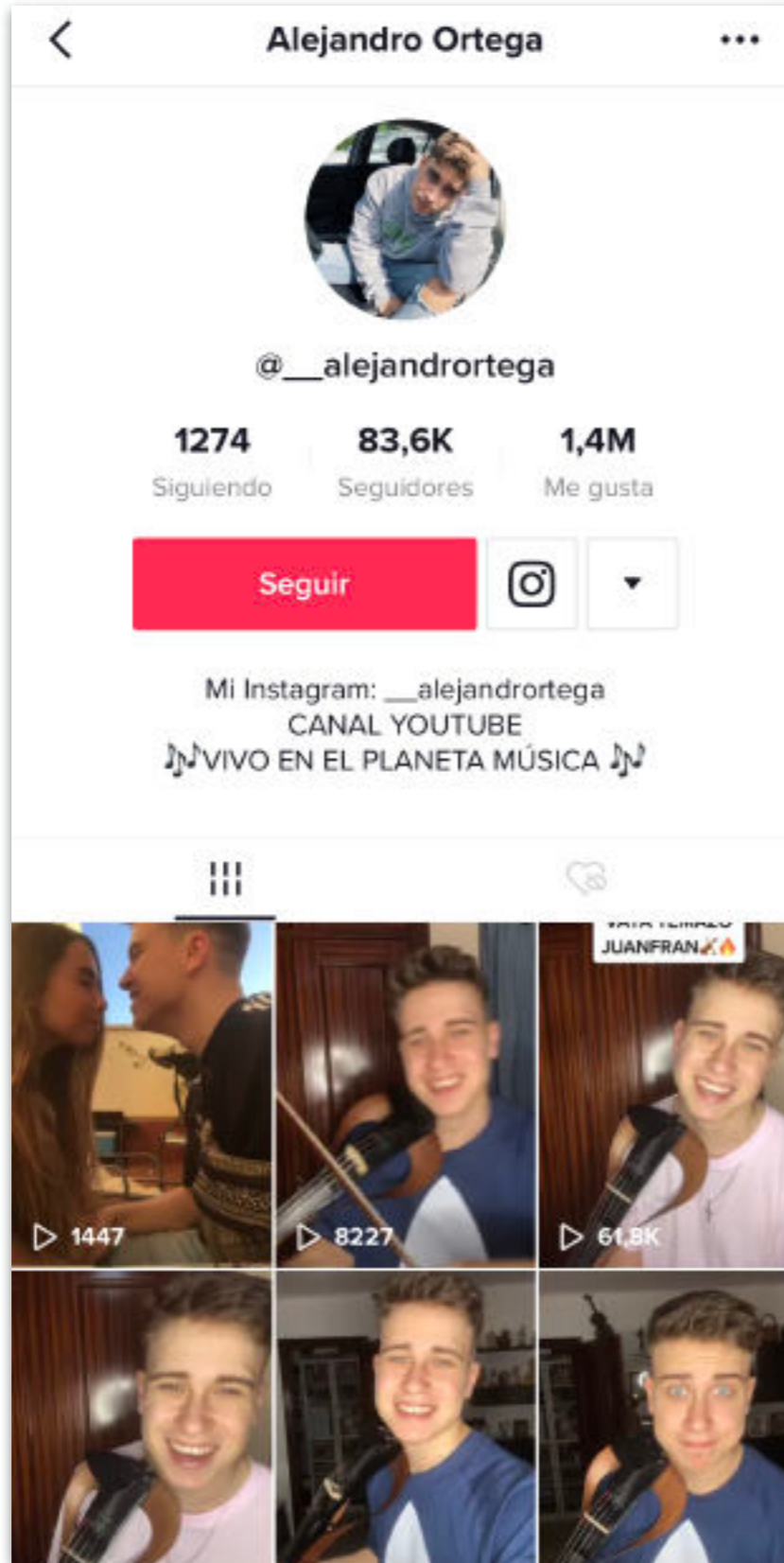
56,2K 162,7K 109,8K 145,0K 548,1K 120,8K



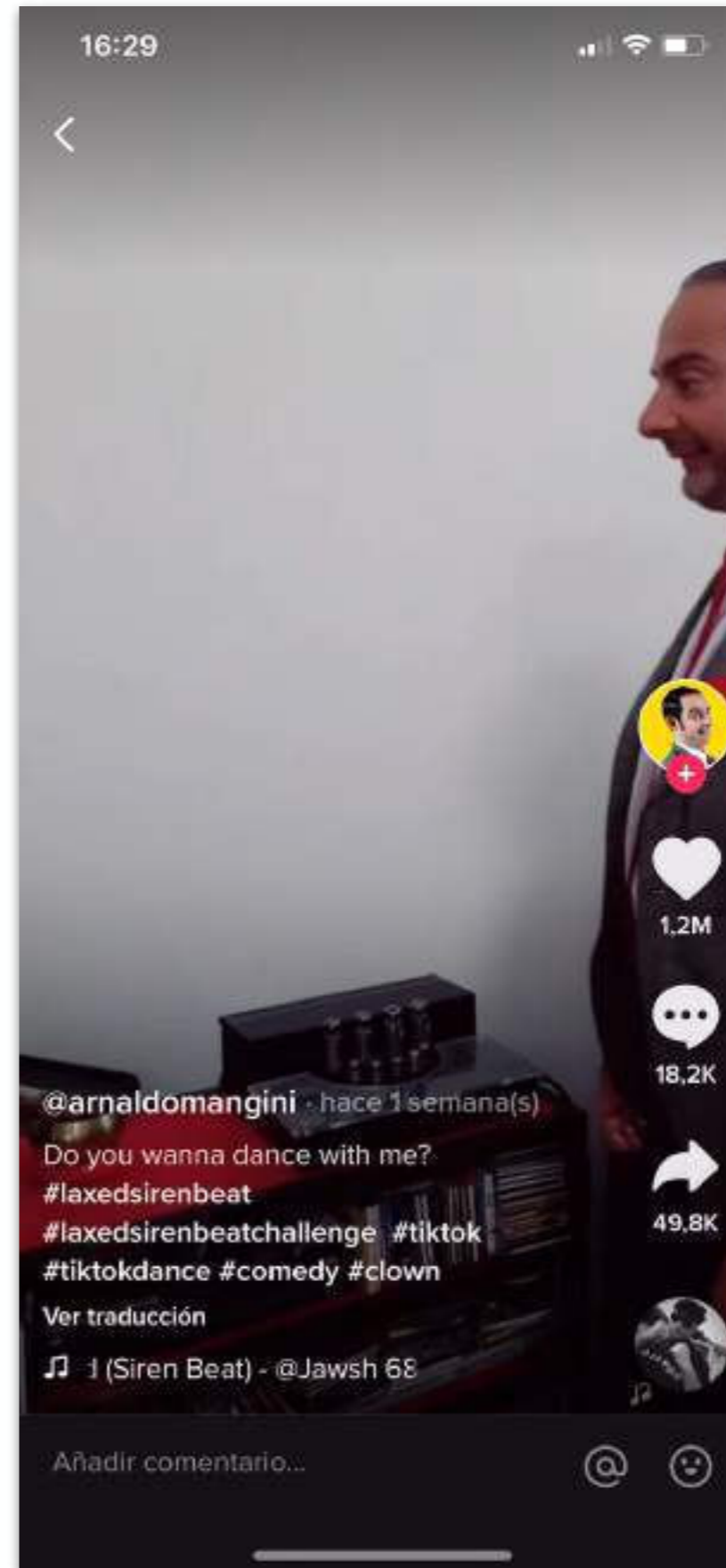
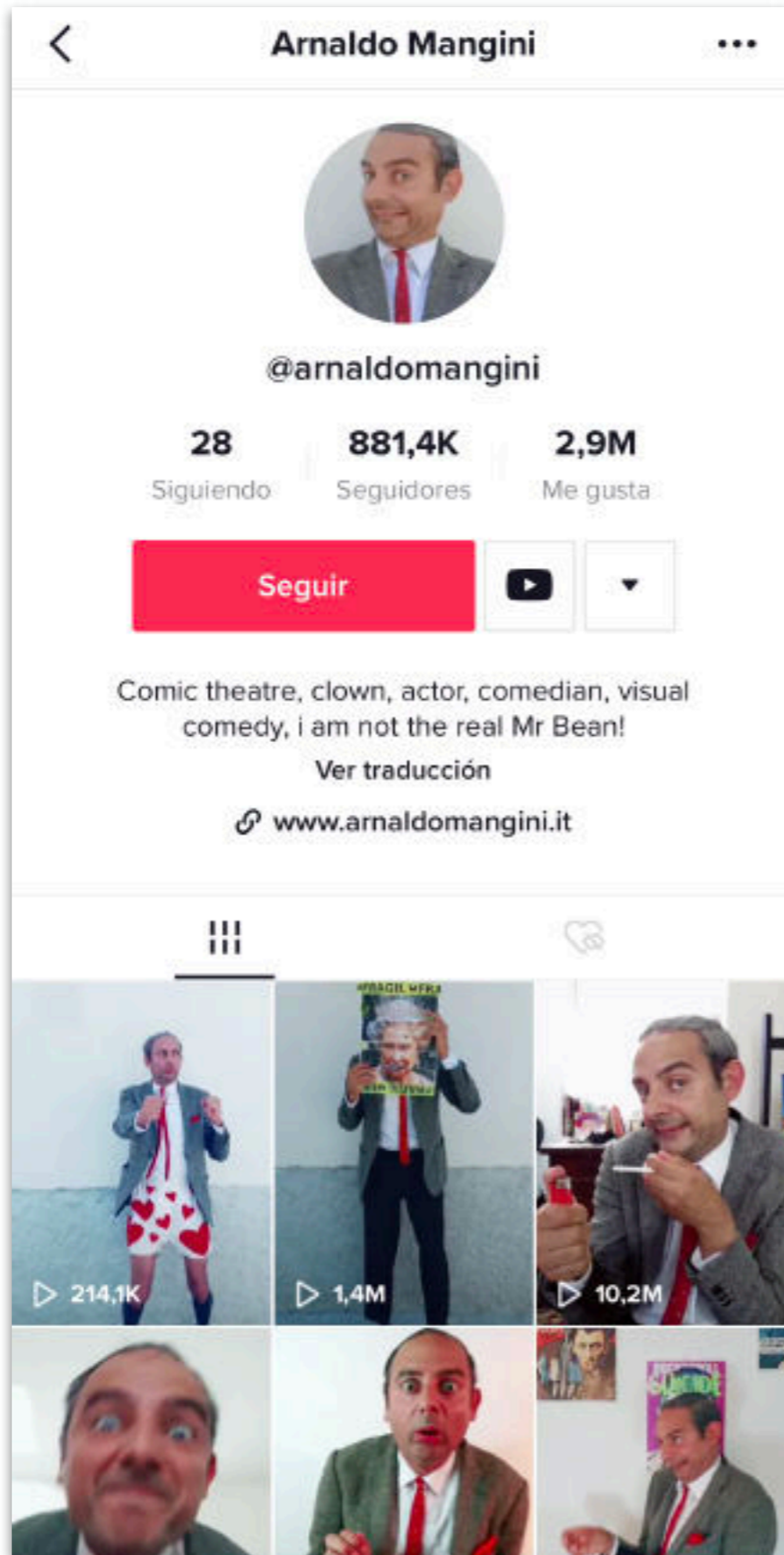


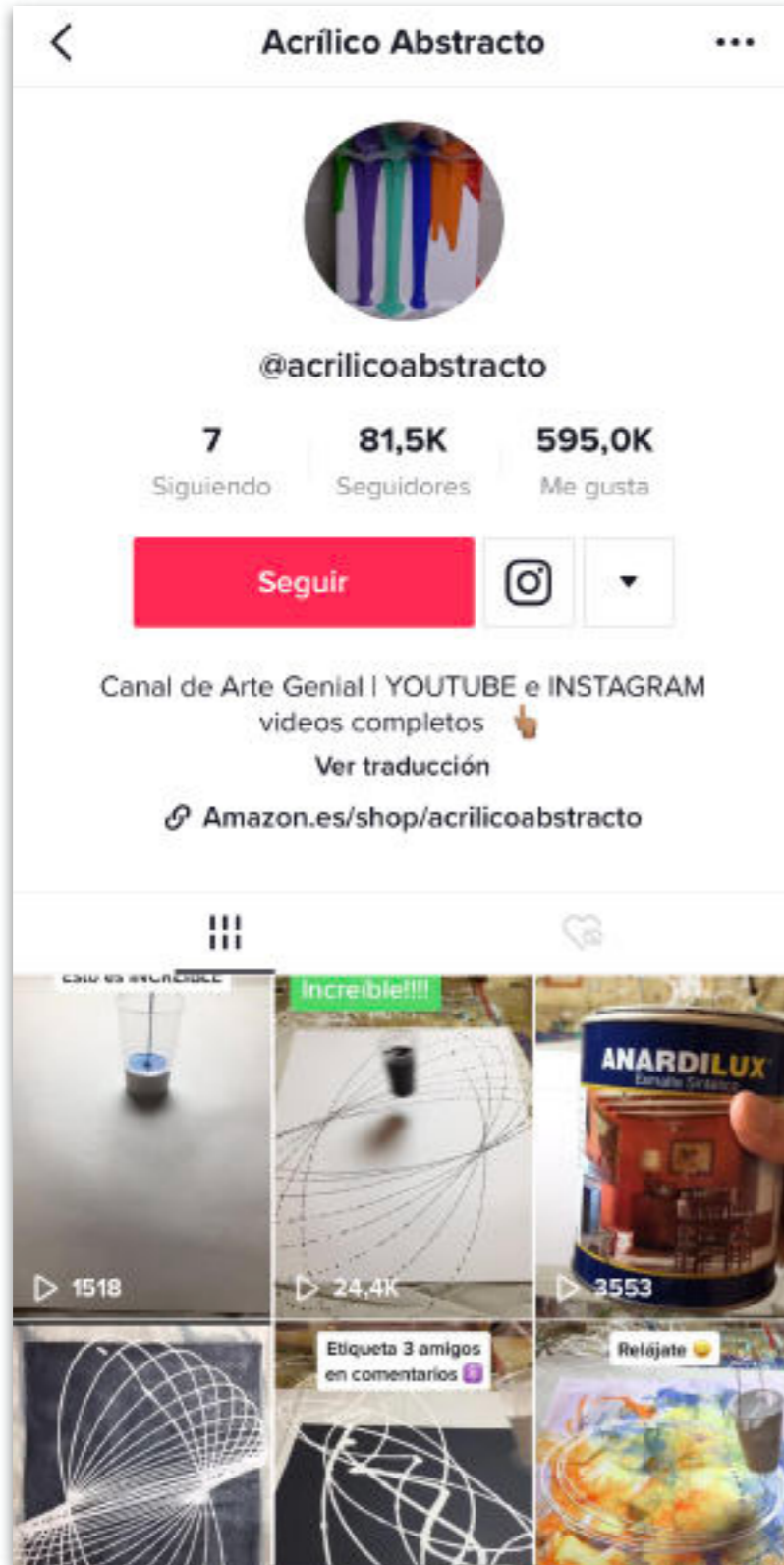
Músics



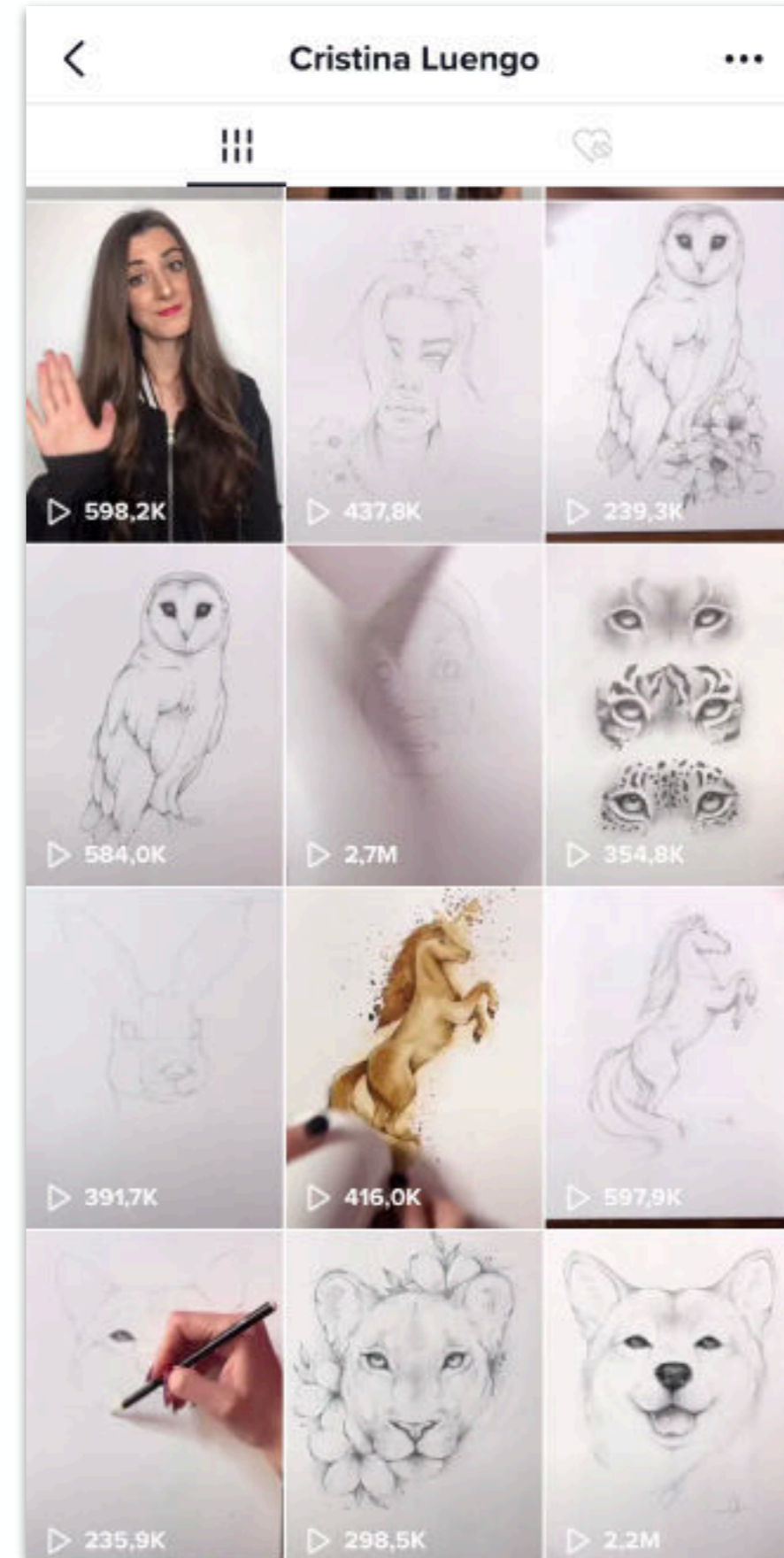
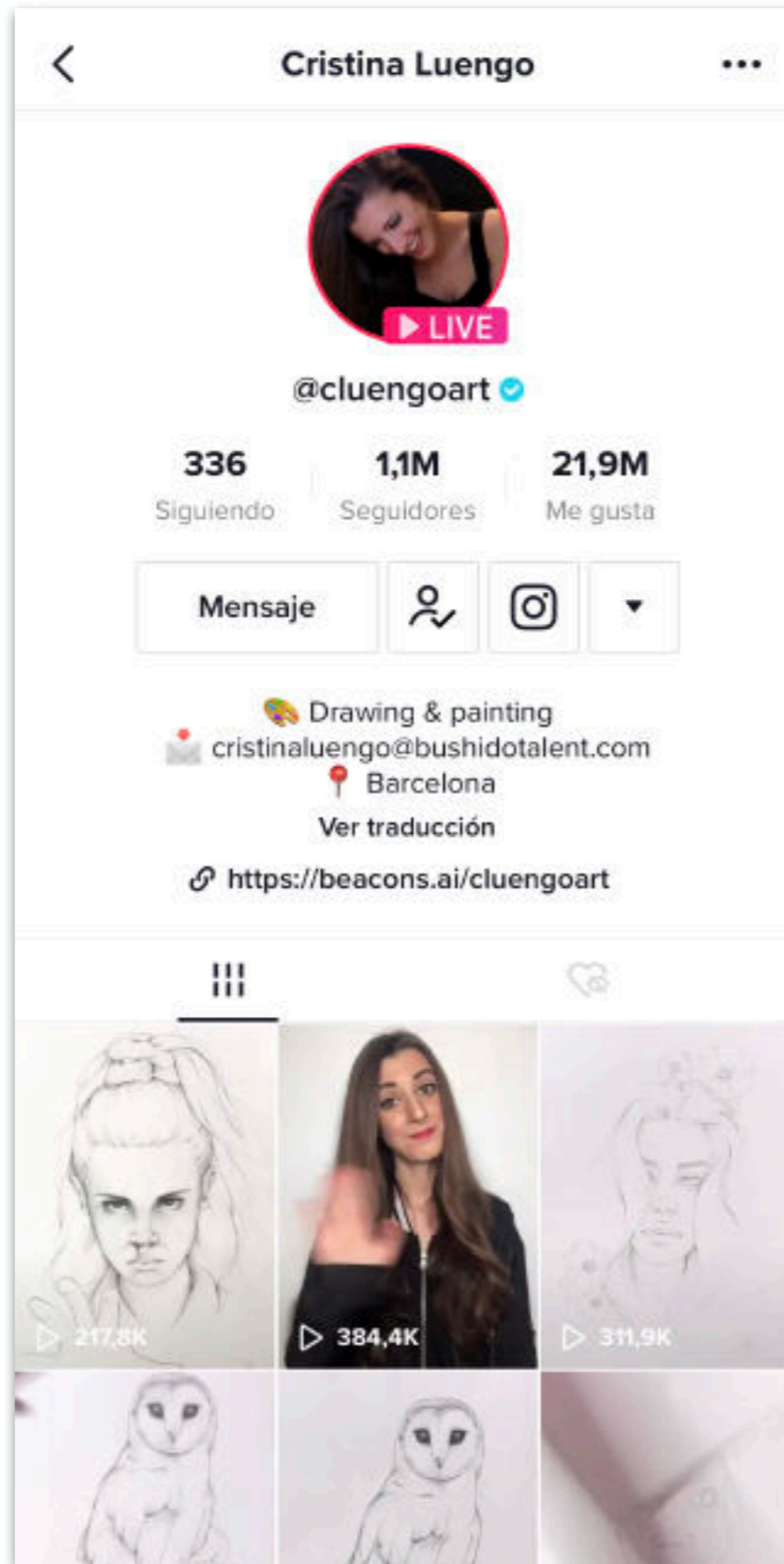


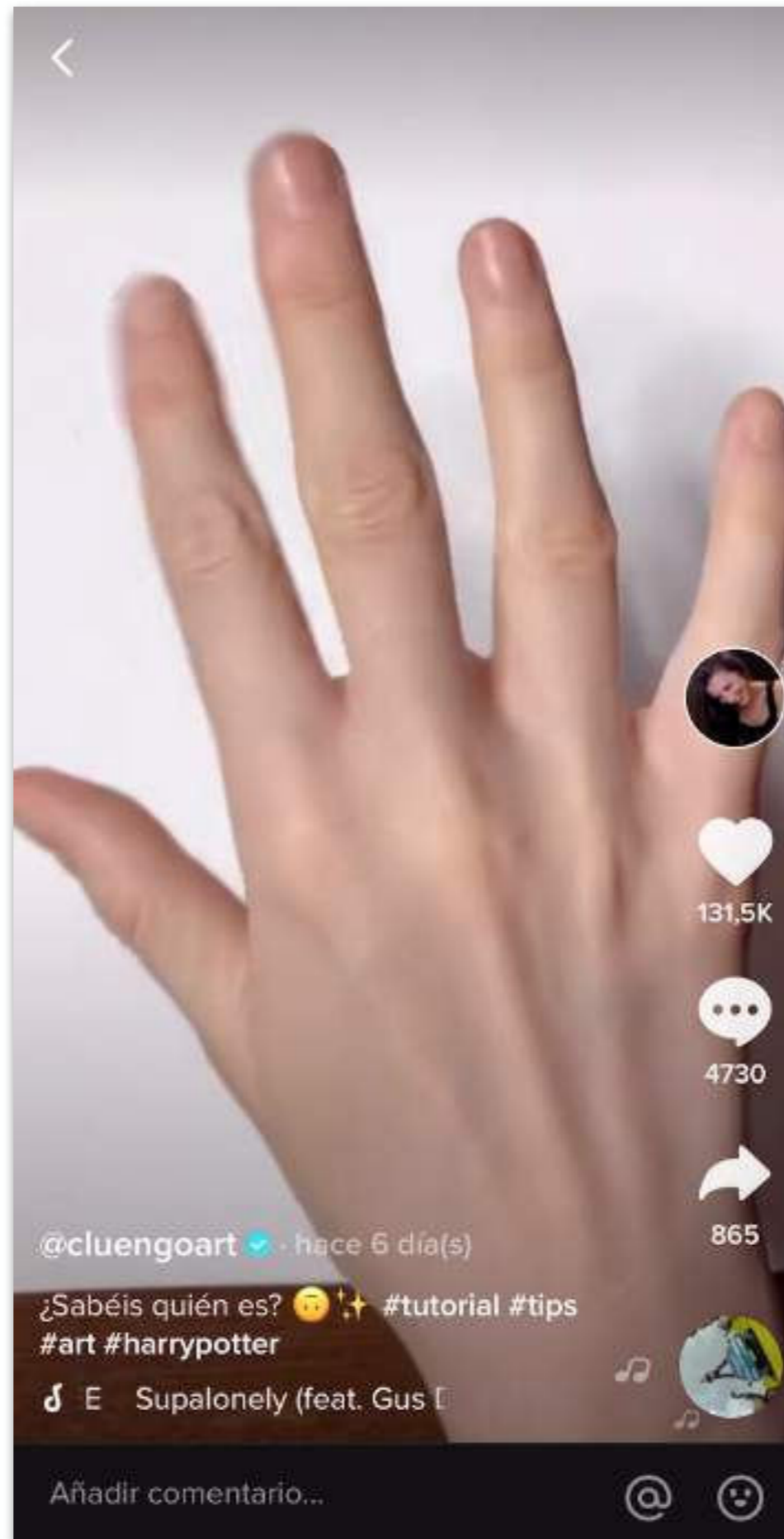
Actors

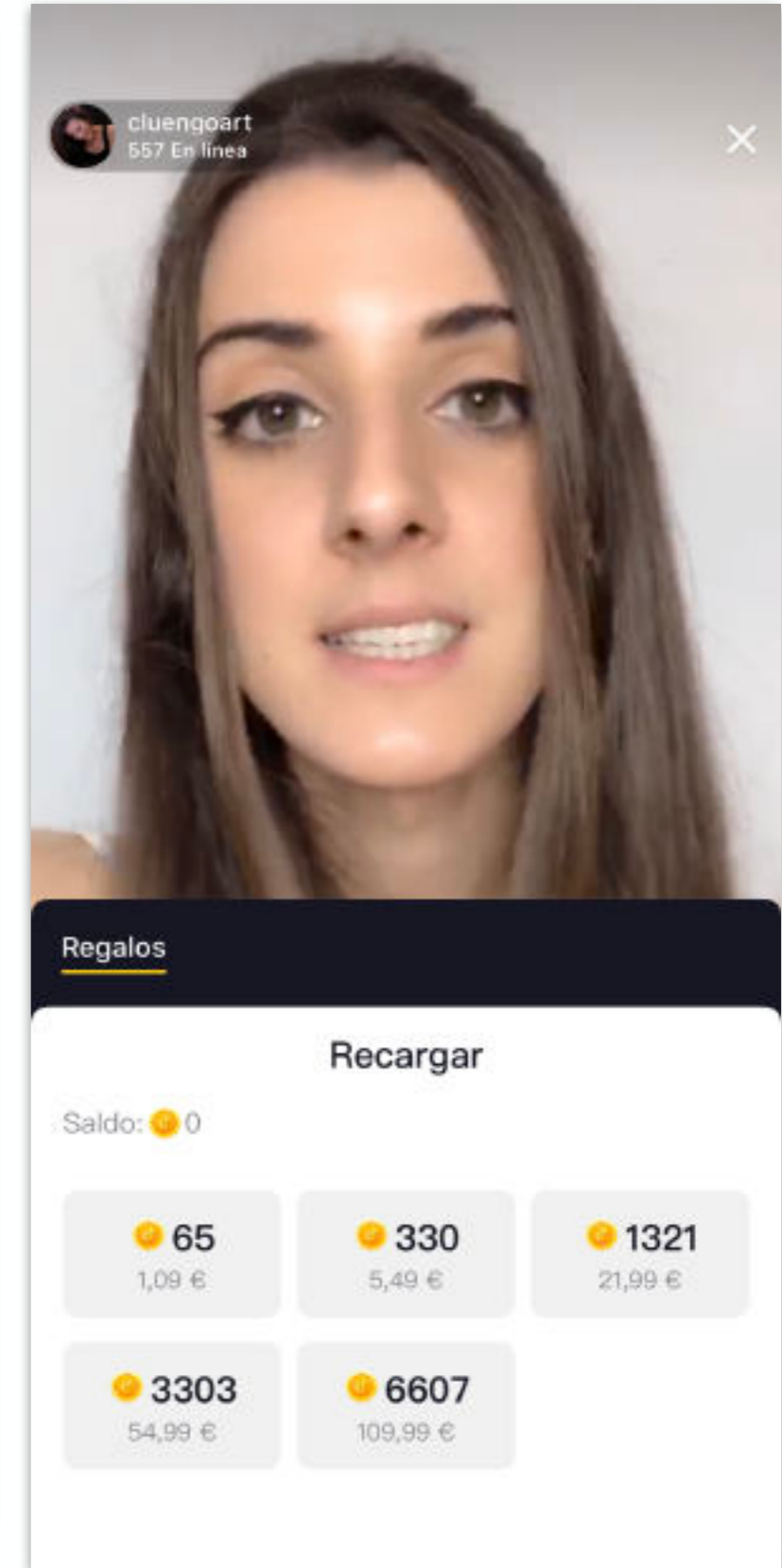
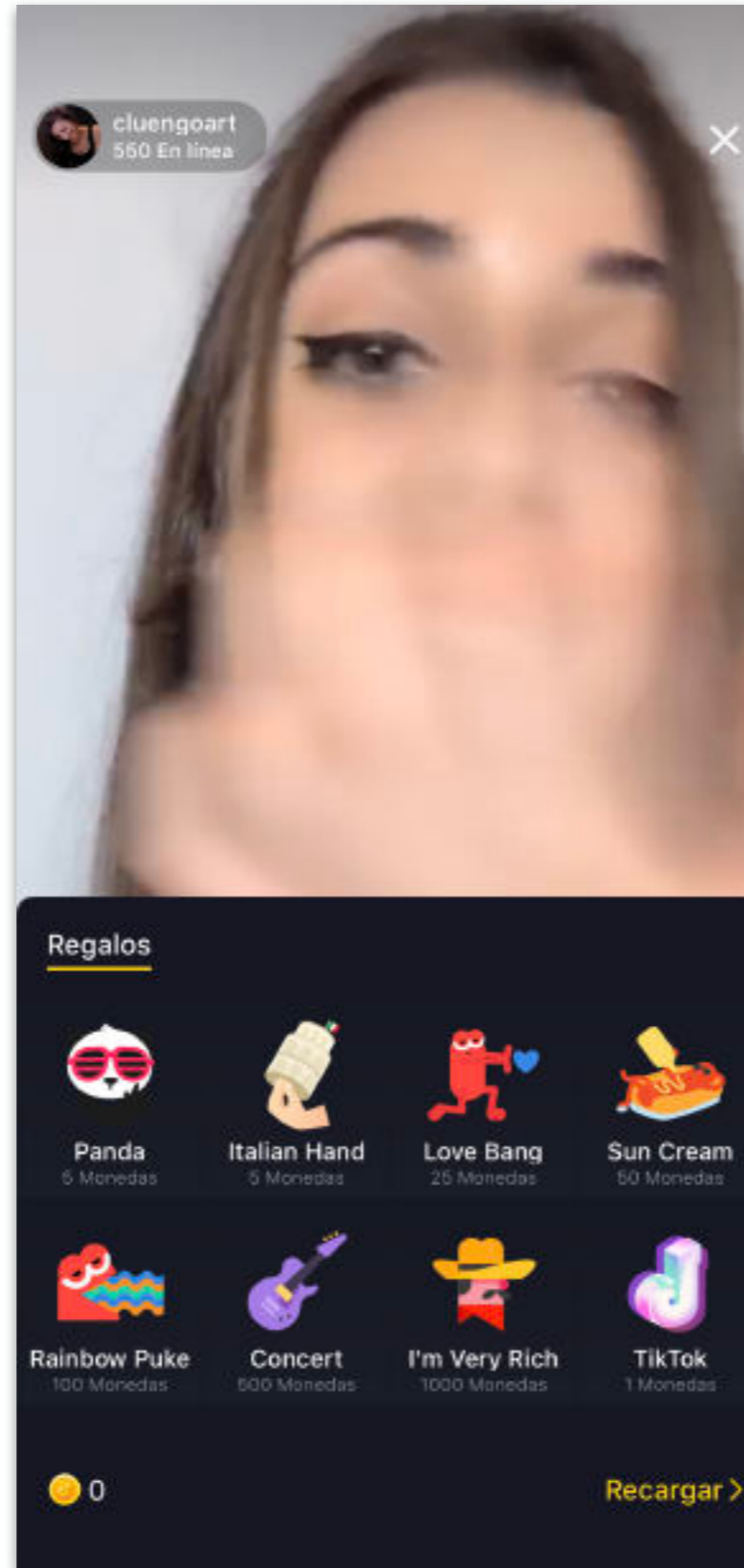
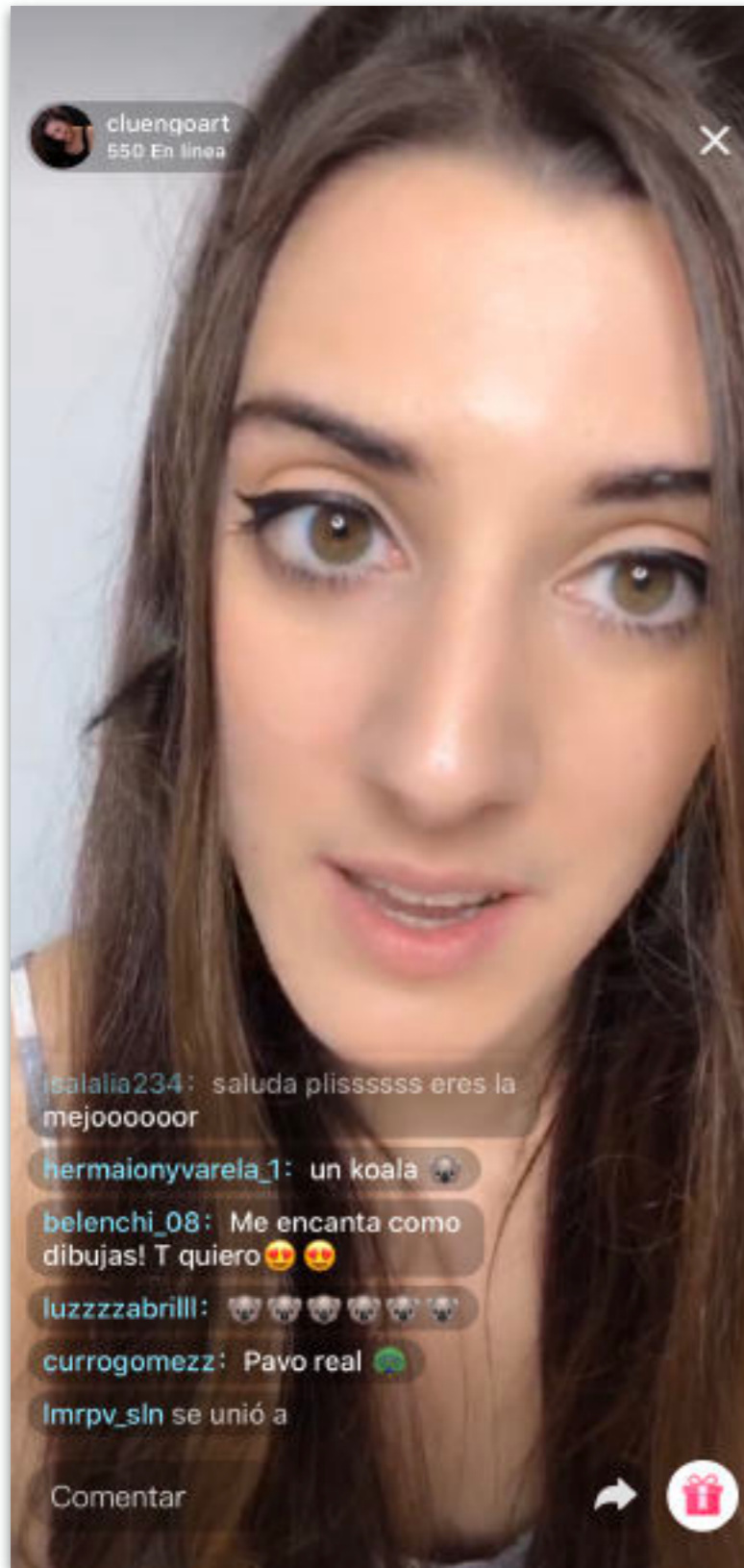




ilustradora







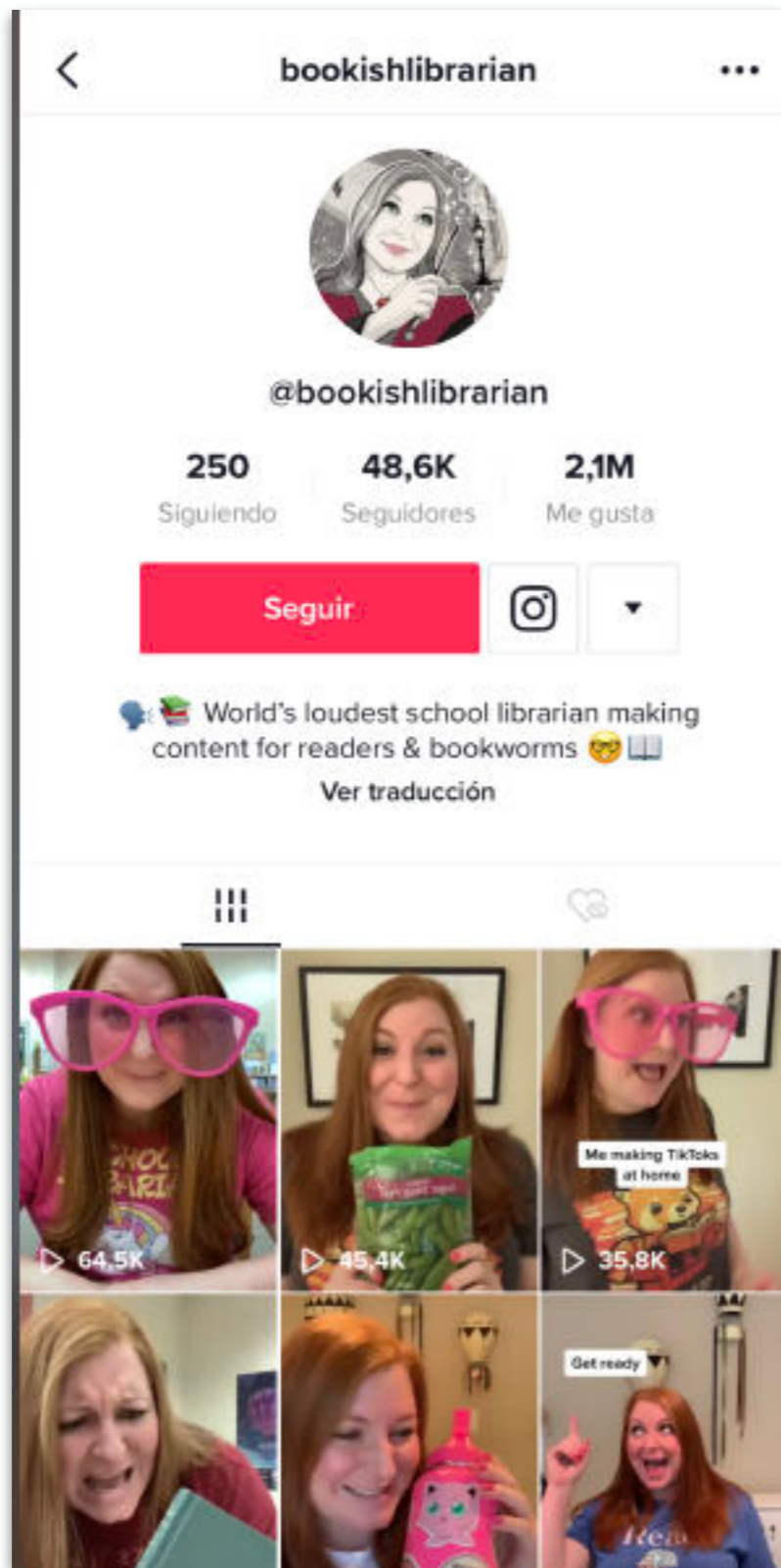
Monetitzar

Instagram profile page for @Jordi.koalitic. The profile shows a circular profile picture of a man, the handle @jordi.koalitic with a verified badge, and statistics: 75 following, 15.8M followers, and 256.7M likes. Below the statistics are buttons for 'Mensaje', a person icon, an Instagram icon, and a dropdown arrow. The bio reads: 'Creative photography 📷 info@jordikoalitic.com 5 VIRAL photos for TIKTOK Ver traducción'. A link is provided: <https://youtu.be/JefkSc8WTok>. At the bottom, there is a grid of nine video thumbnails with view counts: 670.5K, 926.7K, 18.1M, 2.5M, 1.6M, 8.6M, 874.1K, 926.2K, 2.5M, 1.1M, 1.1M, and 1.5M.


A grid of 12 video thumbnails from the Instagram profile of @Jordi.koalitic. The thumbnails are arranged in a 4x3 grid. The top row shows a man with a dog (670.5K), a person on a path (926.7K), and a person with a glowing 'C' (18.1M). The second row shows a person with a glowing 'C' (2.5M), a woman's face (1.6M), and a person on a staircase (8.6M). The third row shows a person on a staircase (874.1K), a person with a glowing sphere (926.2K), and a person in a hallway (2.5M). The bottom row shows a person in a field of red flowers (1.1M), a person in a field of red flowers (1.1M), and a person in a field of red flowers (1.5M).

Fotograf






< thebookishlibrarian ...



363 1256 2013
Publicaciones Seguidores Siguiendo


Michelle ❤️ s 📖
NY based librarian & book blogger 🧑🏻
📖 2020: 193/365
📖 Summer Longing by Jamie Brenner
www.thebookishlibrarian.com

Seguir Mensaje ▾



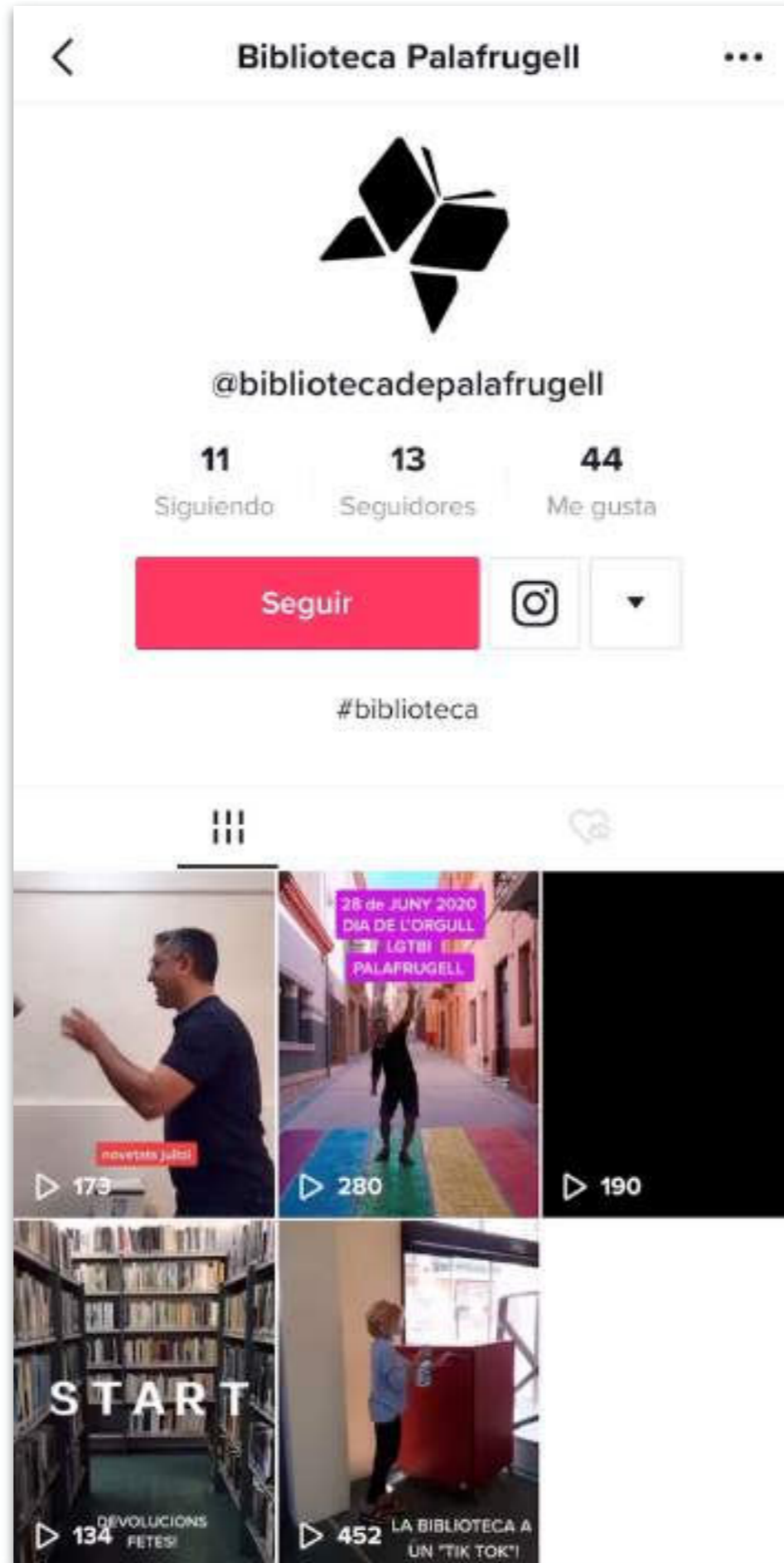
Book Recs

🏠 🔍 + ❤️ 🌐



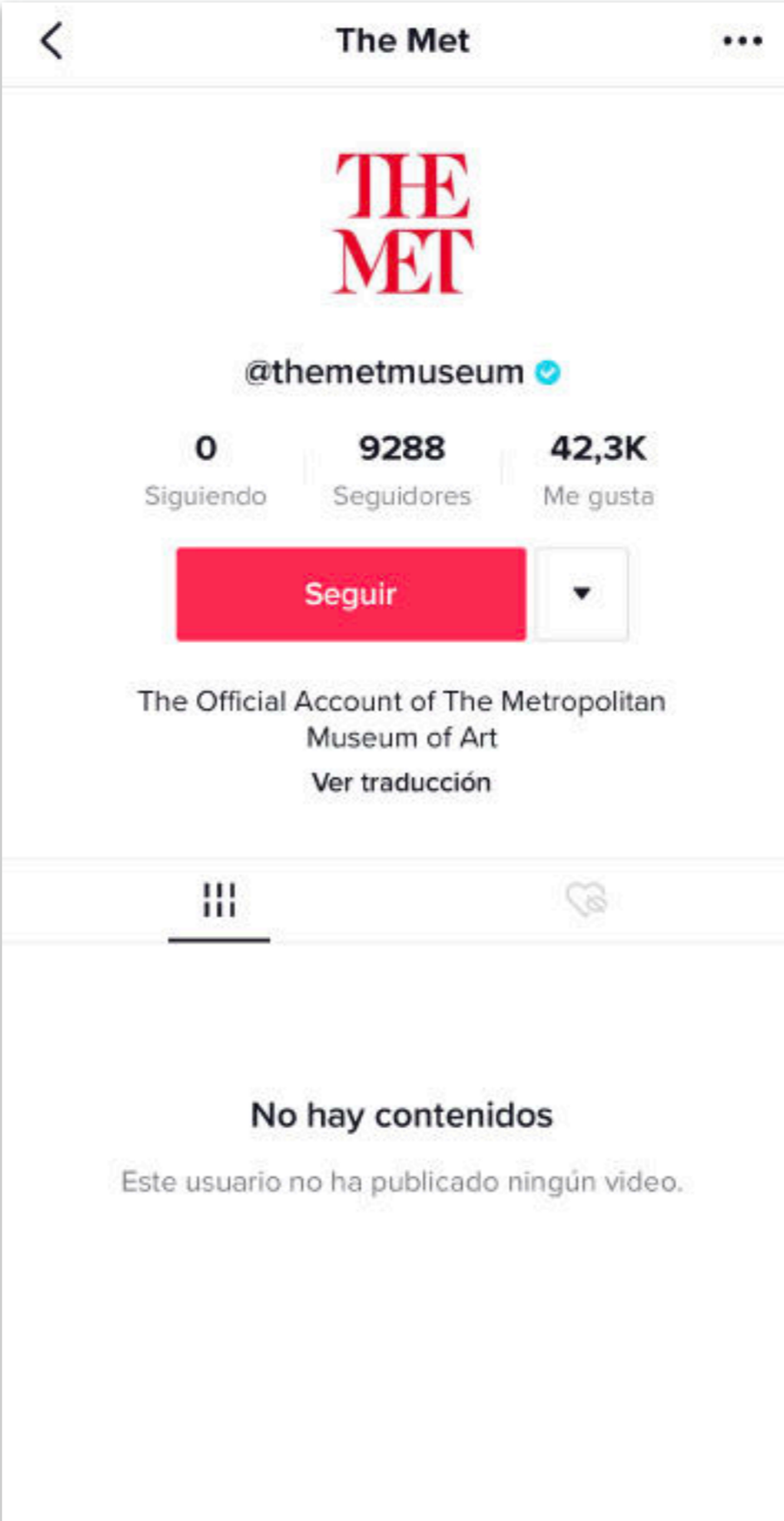
The grid contains six photos of books and book-related items:

- Top-left: A stack of books including Stephen King's '11/22/63' and 'The Graveyard Book'.
- Top-middle: A stack of books including 'Red, White & Royal Blue', 'Confess', 'Snowbirds', 'Honestly', and 'The Last of the Summer Wine'.
- Top-right: The book 'Summer Longing' by Jamie Brenner.
- Bottom-left: The book 'Waco' by David Thorneley.
- Bottom-middle: A stack of books including 'Stalling for Time', 'The Book of Mirrors', 'Little Secrets', 'The Summer House', and 'Queente'.
- Bottom-right: A hand holding the book 'The Book of Mirrors' by Mira Niro.



The screenshot shows the Instagram profile page for 'Biblioteca Palafrugell'. At the top, there is a back arrow, the profile name 'Biblioteca Palafrugell', and a three-dot menu icon. Below this is the profile picture, a stylized black logo consisting of several overlapping leaf-like shapes. The username '@bibliotecadepalafrugell' is displayed below the profile picture. Underneath the username, there are three statistics: '11 Siguiendo', '13 Seguidores', and '44 Me gusta'. A red 'Seguir' button is located below the statistics, followed by an Instagram icon and a dropdown arrow icon. Below the button is the hashtag '#biblioteca'. At the bottom of the profile page, there are two icons: a grid icon and a heart icon. Below these icons is a grid of five video thumbnails. The first thumbnail shows a man in a dark shirt pointing at a whiteboard, with a red text overlay 'novetats juliol' and a play button icon with the number '173'. The second thumbnail shows a person in a black outfit performing a dance move on a colorful rainbow floor mat, with a purple text overlay '28 de JUNY 2020 DIA DE L'ORGULL LGTBI PALAFRUGELL' and a play button icon with the number '280'. The third thumbnail is a solid black square with a play button icon and the number '190'. The fourth thumbnail shows a library aisle with bookshelves, with the word 'START' in large white letters and a play button icon with the number '134' and the text 'DEVOLUCIONS FETES!'. The fifth thumbnail shows a person in a light blue shirt standing next to a red circular table, with a play button icon and the number '452' and the text 'LA BIBLIOTECA A UN "TIK TOK!"'.





The screenshot shows the Instagram profile page for 'The Met' (@themetmuseum). At the top, there is a back arrow, the name 'The Met', and a three-dot menu icon. Below this is the profile picture, which is the 'THE MET' logo in red. The username '@themetmuseum' is displayed with a verified badge. The statistics show 0 followers, 9288 following, and 42,3K likes. A red 'Seguir' button is present, along with a dropdown menu icon. The bio reads 'The Official Account of The Metropolitan Museum of Art' and includes a link to 'Ver traducción'. At the bottom, there are icons for a menu and a heart. The main content area displays the message 'No hay contenidos' and 'Este usuario no ha publicado ningún video.'

< The Met ...

THE MET

@themetmuseum ✓

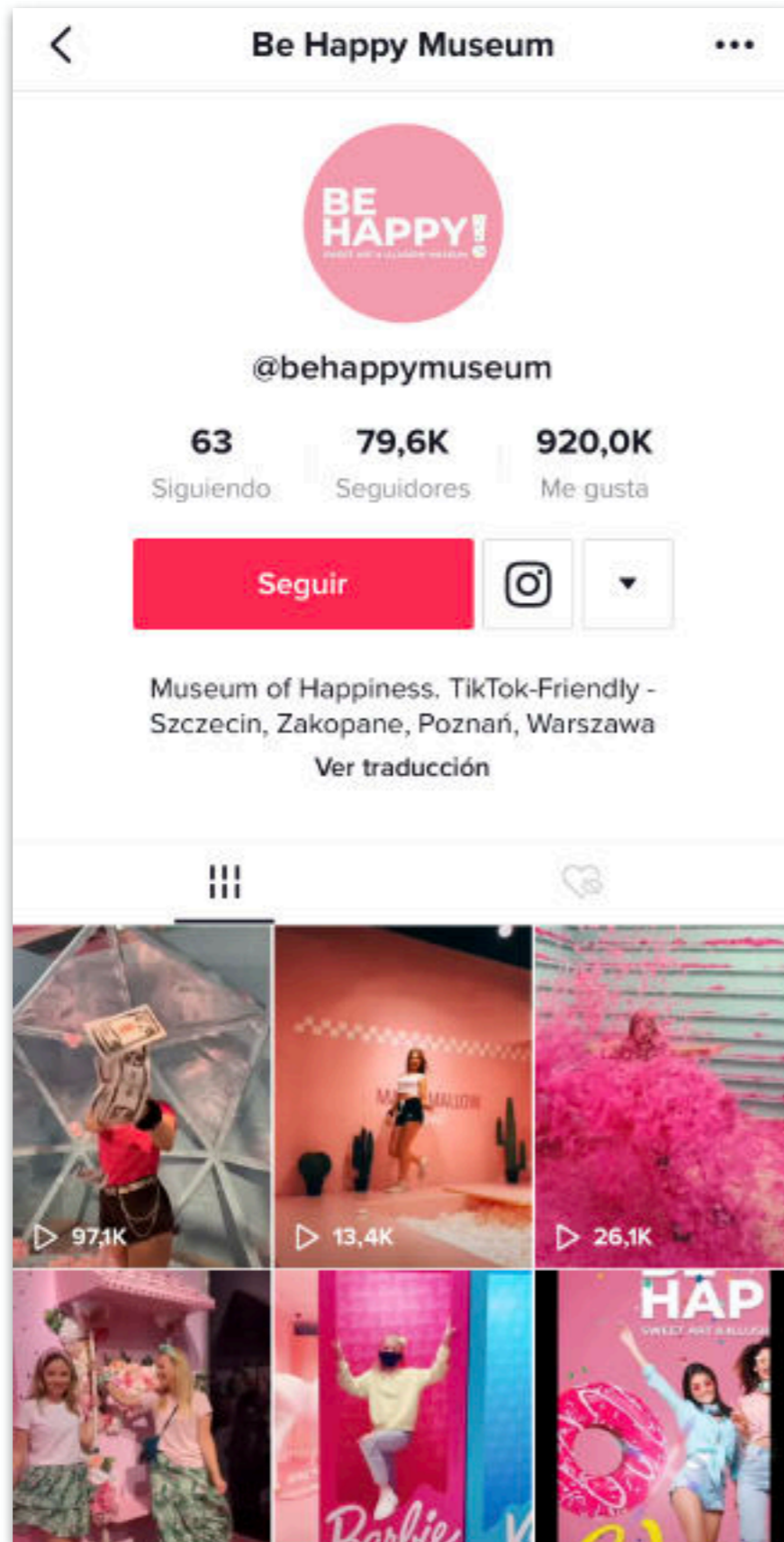
0 Siguiendo | 9288 Seguidores | 42,3K Me gusta

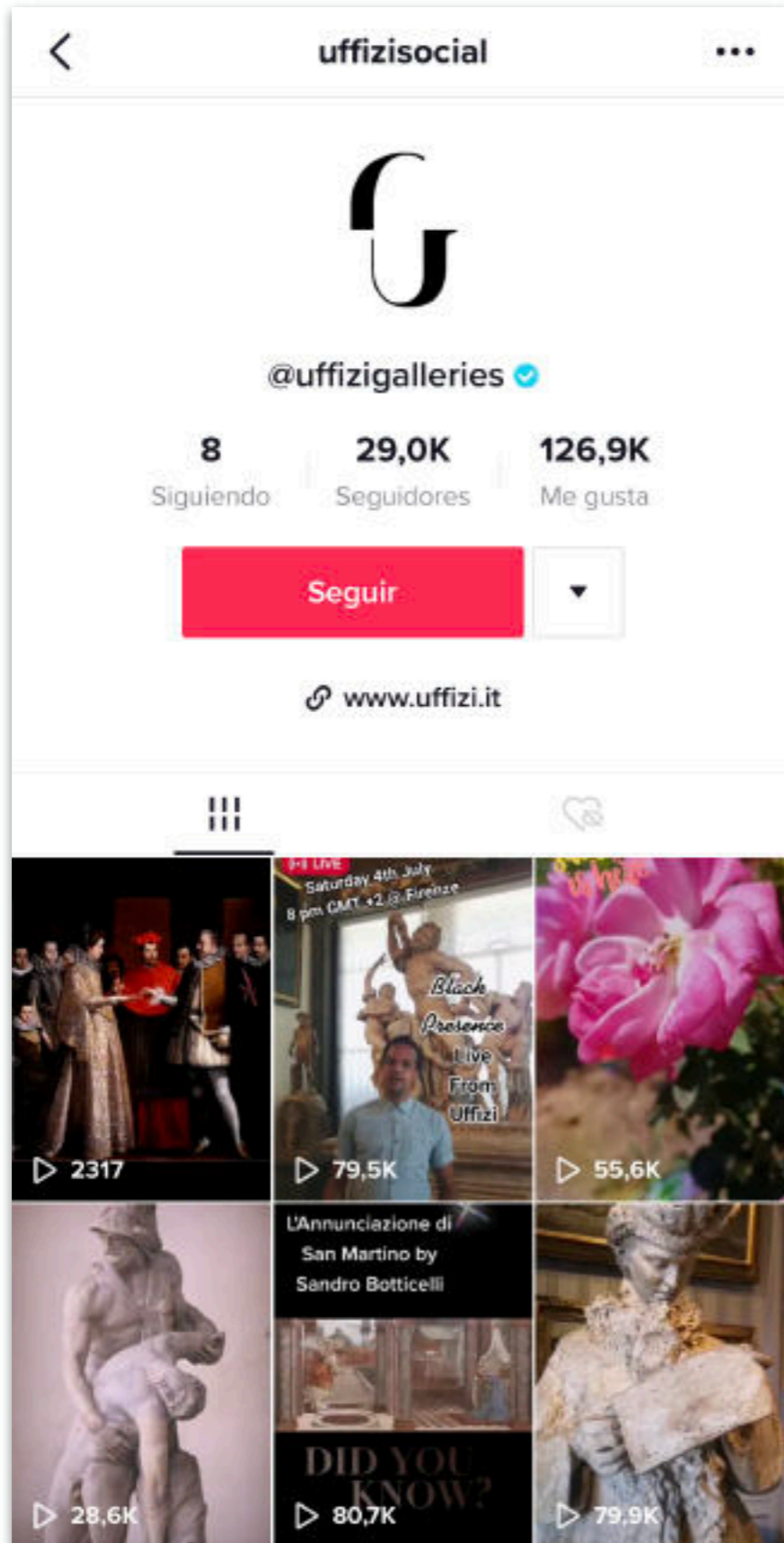
Seguir ▼

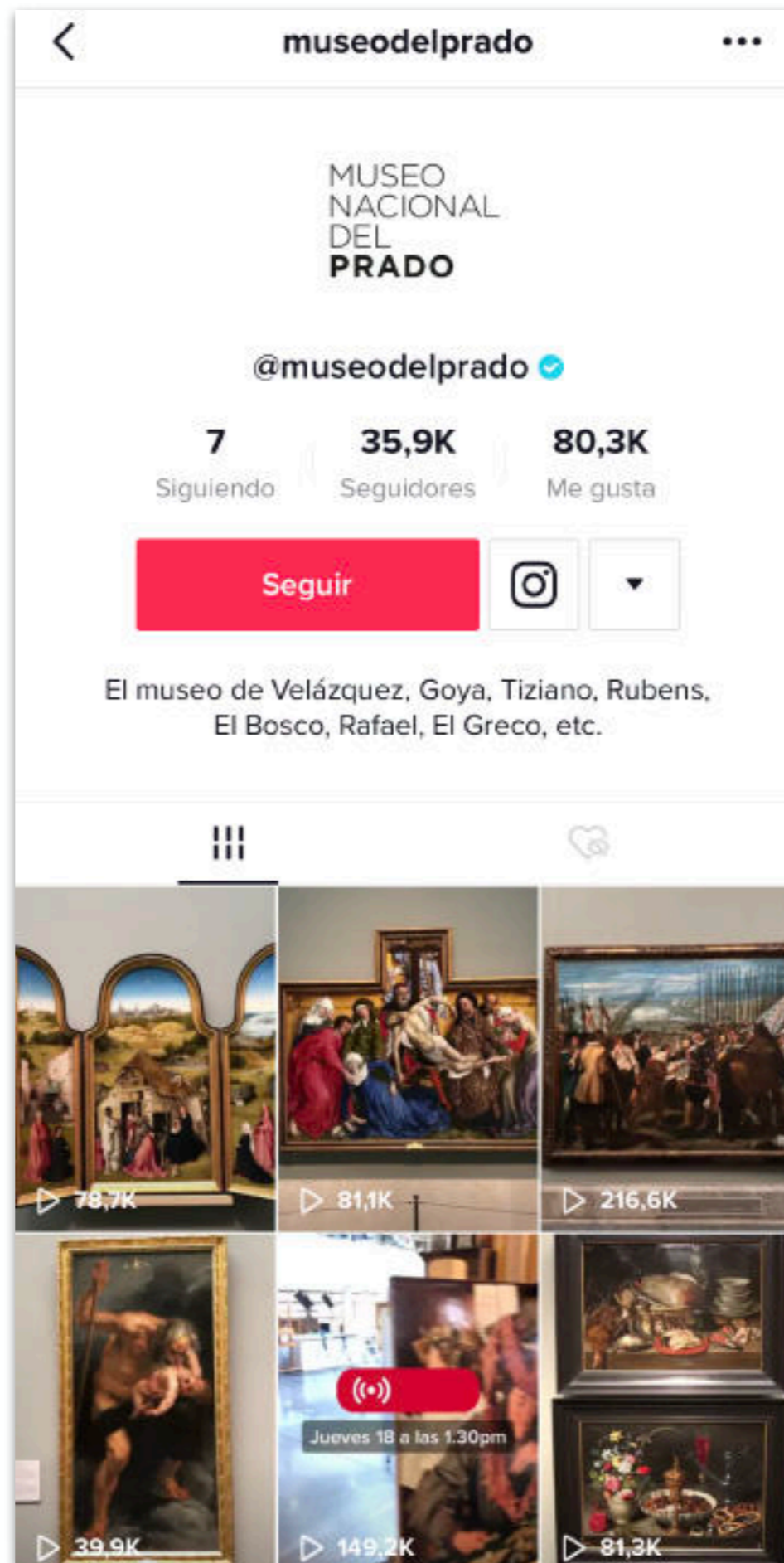
The Official Account of The Metropolitan
Museum of Art
[Ver traducción](#)

☰ ❤️

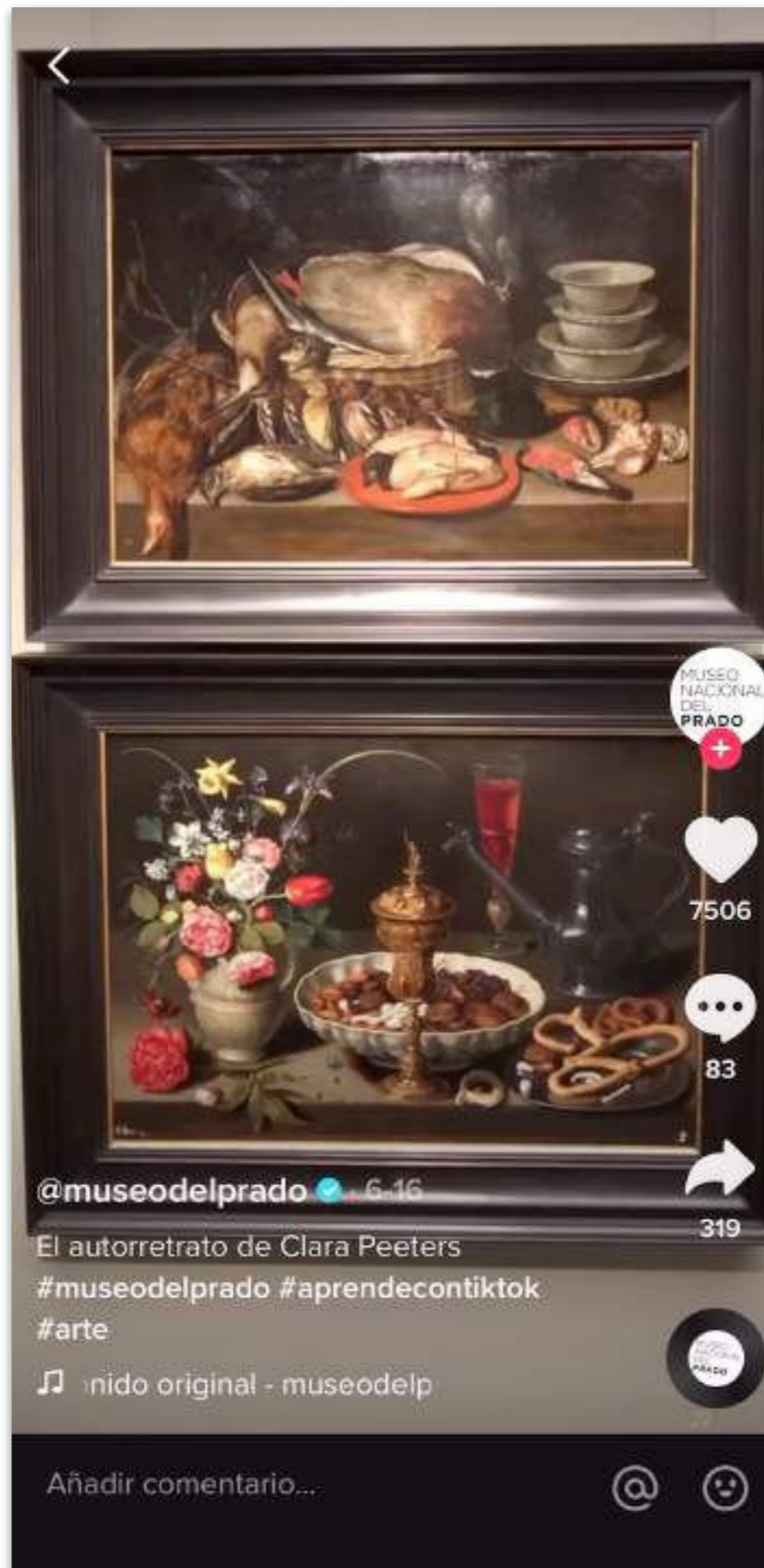
No hay contenidos
Este usuario no ha publicado ningún video.







The screenshot shows the Instagram profile page for the Museo Nacional del Prado. At the top, there is a back arrow, the username 'museodelprado', and a three-dot menu icon. The profile name 'MUSEO NACIONAL DEL PRADO' is displayed in a bold, sans-serif font. Below the name is the handle '@museodelprado' with a verified account badge. The profile statistics are shown as follows: 7 'Siguiendo' (Following), 35,9K 'Seguidores' (Followers), and 80,3K 'Me gusta' (Likes). A red 'Seguir' (Follow) button is prominently displayed, along with an Instagram icon and a dropdown arrow. The bio text reads: 'El museo de Velázquez, Goya, Tiziano, Rubens, El Bosco, Rafael, El Greco, etc.' Below the bio are icons for a grid of posts and a heart icon for likes. The main content area features a grid of six video thumbnails, each with a play button icon and a view count: 78,7K, 81,1K, 216,6K, 39,9K, 149,2K, and 81,3K. A red button with a camera icon and the text 'Jueves 18 a las 1.30pm' is overlaid on the middle thumbnail.





Desde el taller de restauración

LIVE

MUSEO NACIONAL DEL PRADO

Jueves 18 a las 1.30pm

2092

72

66

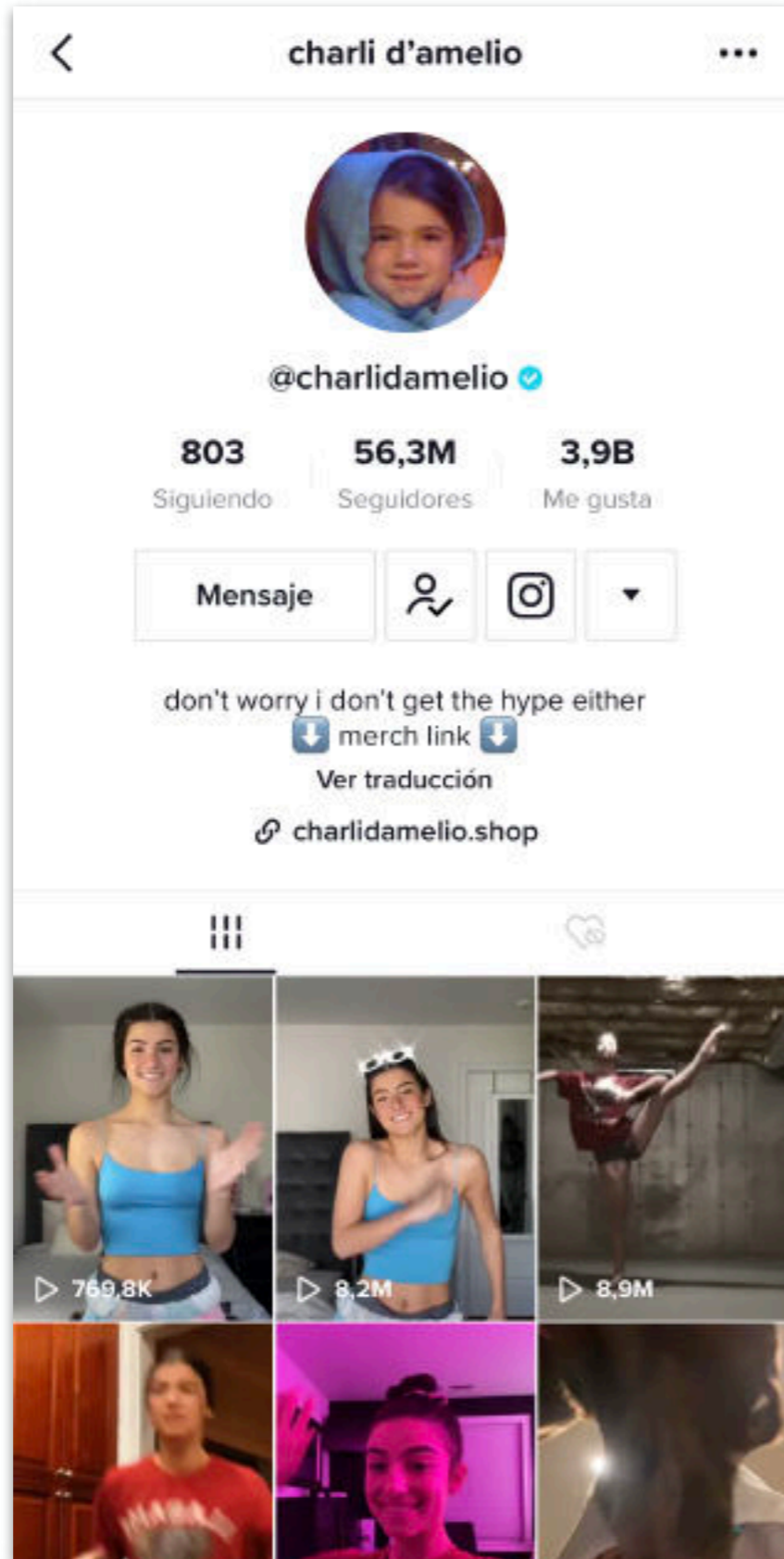
@museodelprado · 6-17

El jueves 18 a las 1.30pm vídeo en directo desde el taller de restauración del #museodelprado #aprendecontiktok #livestream

ean Redmond EXPERIEN

Añadir comentario...




Tiktokers



charli d'amelio

@charlidamelio ✓

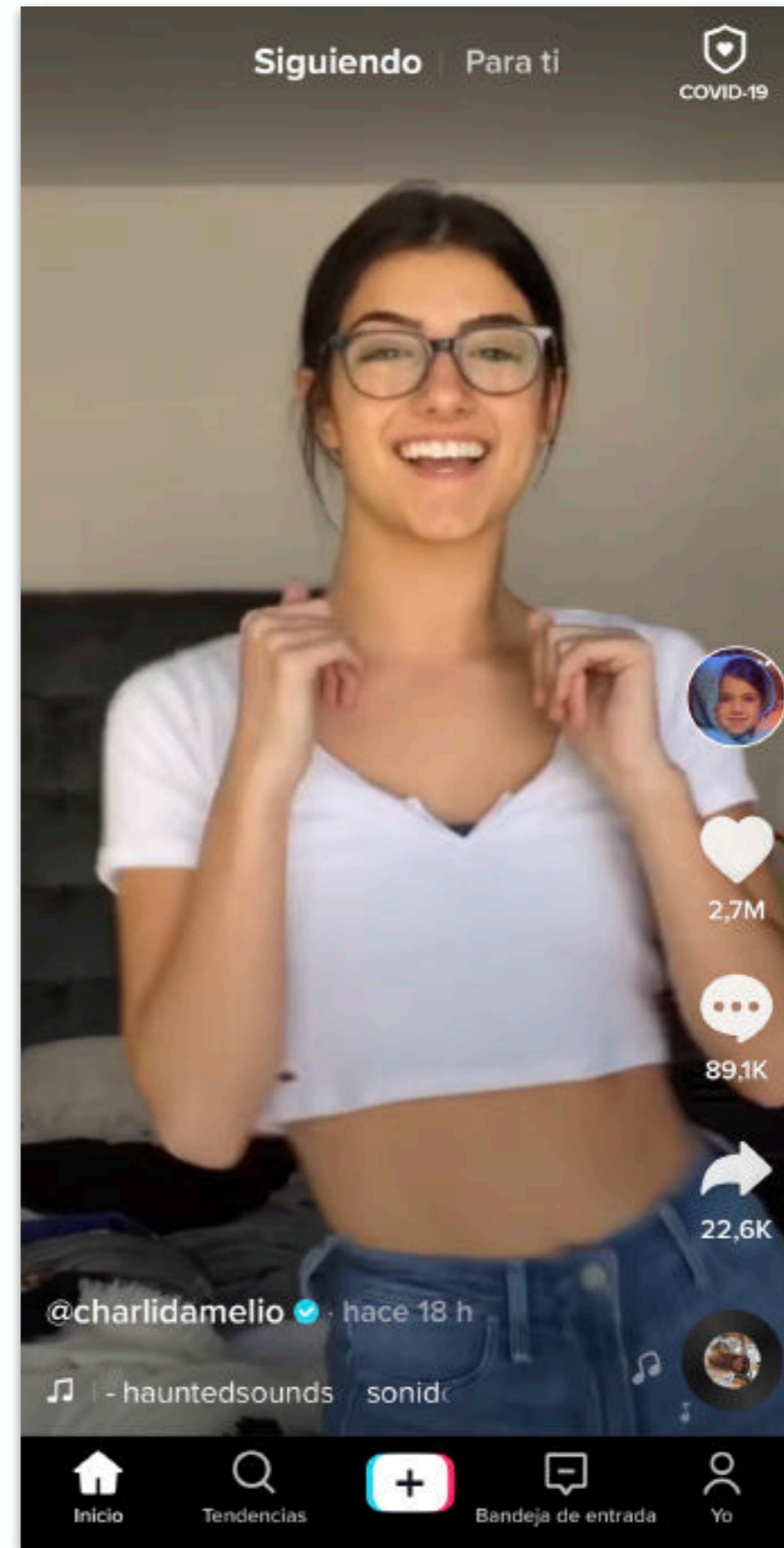
803 Siguiendo | 56,3M Seguidores | 3,9B Me gusta

Mensaje   

don't worry i don't get the hype either
↓ merch link ↓
Ver traducción
charlidamelio.shop

Grid of 6 video thumbnails:

- 769.8K
- 8.2M
- 8.9M
-
-
-



Siguiendo Para ti COVID-19

2,7M

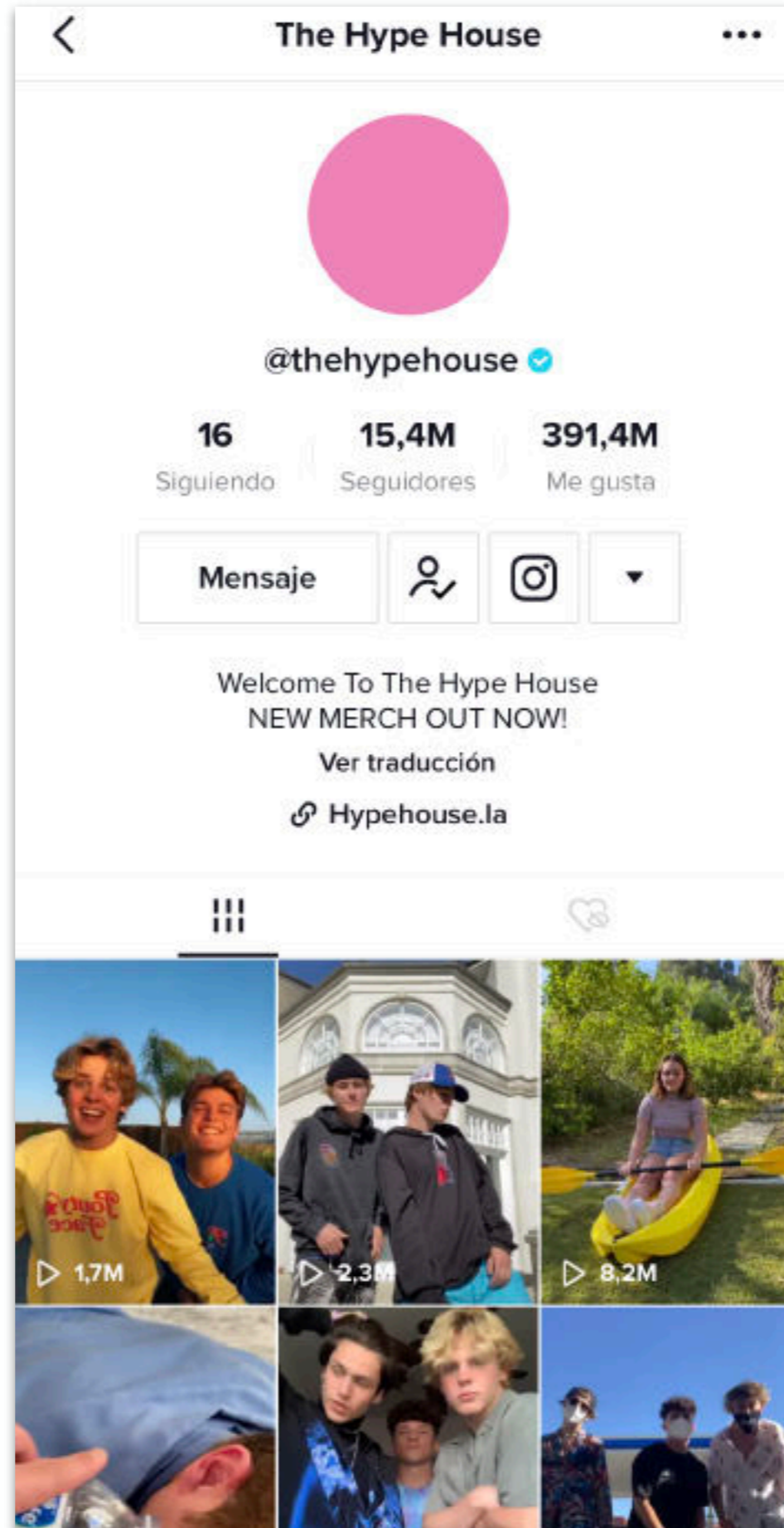
89,1K

22,6K

@charlidamelio ✓ · hace 18 h

- hauntedsounds sonido

Inicio Tendencias + Bandeja de entrada Yo



The screenshot shows the Instagram profile page for 'The Hype House'. At the top, there is a back arrow, the profile name 'The Hype House', and a three-dot menu icon. Below this is a large pink circular profile picture. The username '@thehypehouse' is displayed with a verified badge. The profile statistics are: 16 following, 15.4M followers, and 391.4M likes. Below the statistics are four buttons: 'Mensaje', a person icon, the Instagram logo, and a dropdown arrow. The bio text reads: 'Welcome To The Hype House', 'NEW MERCH OUT NOW!', 'Ver traducción', and a link to 'Hypehouse.la'. At the bottom, there are icons for a grid of posts and a heart icon. The main content area shows a grid of six video thumbnails. The top row contains three videos with view counts: 1.7M, 2.3M, and 8.2M. The bottom row contains three more video thumbnails.

Michael Le

@justmaiko

114 Siguiendo 32,7M Seguidores 840,5M Me gusta

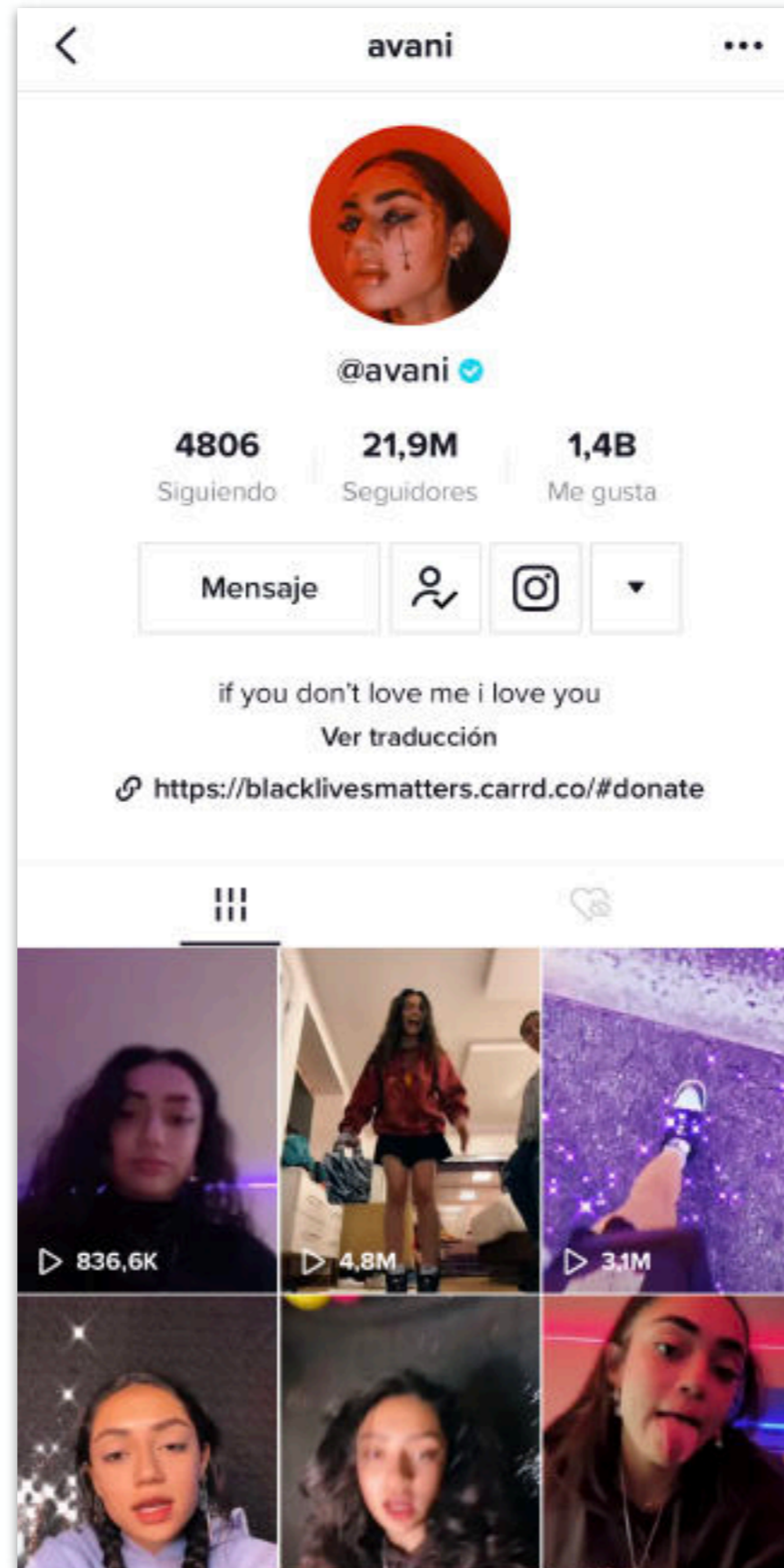
Mensaje

♥ SHLUV GANG ♥
BLACK LIVES MATTER 🍌
Ver traducción

✉ Correo electrónico 🔗 <https://youtu.be/...>

53,5K 7,5M 6,5M

her: i have trust issues, im insecure, i fight alot, and i have a big butt



The image shows a screenshot of an Instagram profile for the user @avani. At the top, there is a back arrow on the left and a three-dot menu on the right. The profile picture is a circular image of a woman with dark hair and a red headband. Below the profile picture, the username @avani is displayed with a verified badge. The profile statistics are shown as follows: 4806 followers (labeled 'Siguiendo'), 21,9M followers (labeled 'Seguidores'), and 1,4B likes (labeled 'Me gusta'). Below the statistics are four interactive buttons: 'Mensaje', a person icon with a checkmark, the Instagram logo, and a dropdown arrow. The bio text reads 'if you don't love me i love you' followed by a link to 'https://blacklivesmatters.carrd.co/#donate' and a 'Ver traducción' option. At the bottom of the profile, there are icons for a grid of posts and a heart icon. The main content area displays a grid of six video thumbnails. The top row contains three thumbnails: a close-up of the woman's face (836,6K views), her standing in a hallway (4,8M views), and her foot stepping on a purple light display (3.1M views). The bottom row contains three more thumbnails, all featuring the woman's face in different settings.

< Liza Koshy ...

IN DEFENSE OF BLACK LIFE M4BL

@lizza ✓

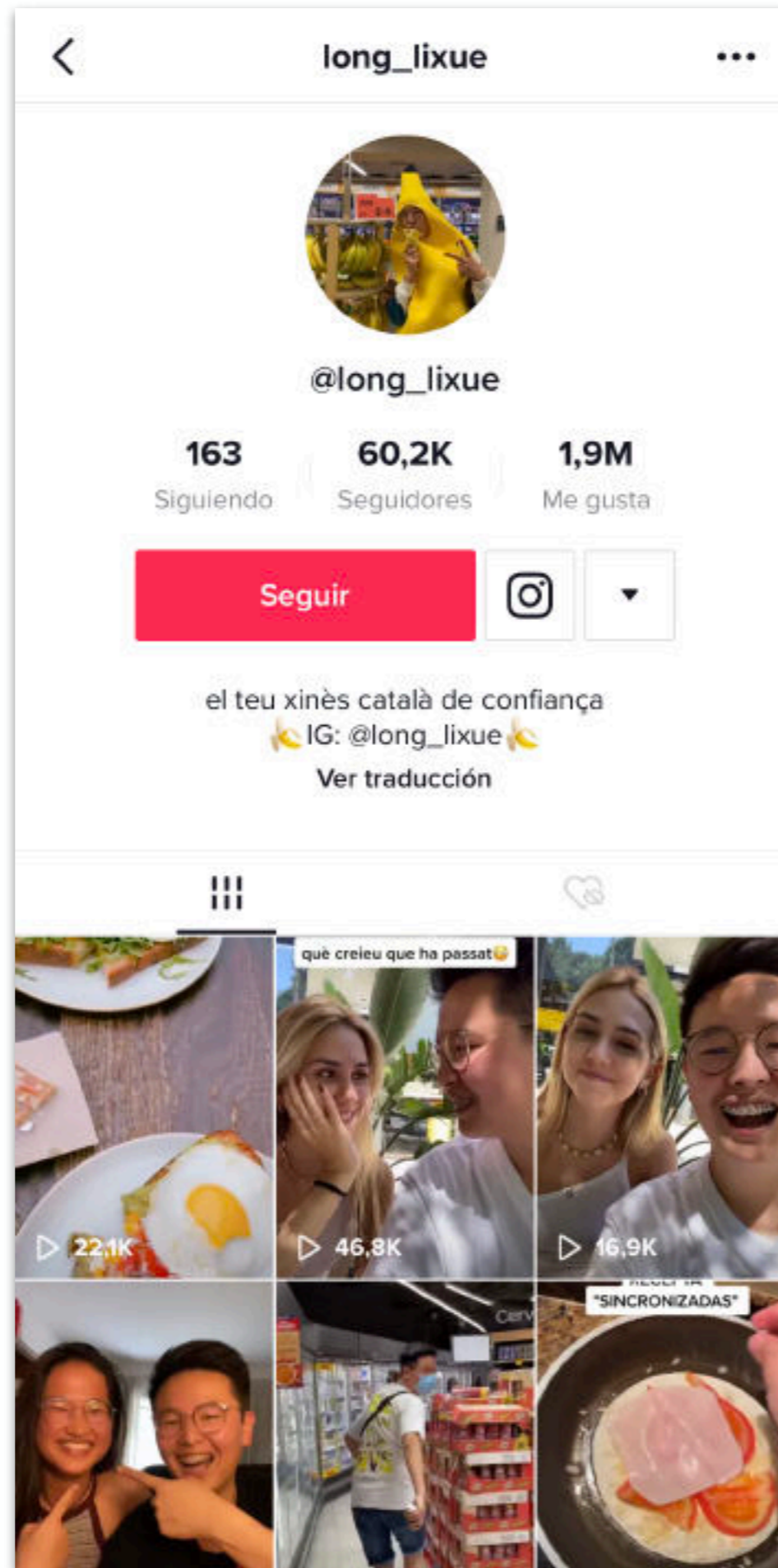
71 Siguiendo | 22,3M Seguidores | 219,3M Me gusta

Seguir


No bio yet
Ver traducción
ctt.ac/Fo4zU

⋮

The image shows a screenshot of the Instagram profile for Taylor Holder. At the top, there is a back arrow, the name "Taylor Holder", and a three-dot menu icon. Below this is a circular profile picture of Taylor Holder, a young man with dark hair, shirtless, looking at his phone. Underneath the profile picture is the handle "@itstaylerholder" with a verified badge. The profile statistics are displayed: 1742 "Siguiendo" (Following), 12,8M "Seguidores" (Followers), and 568,4M "Me gusta" (Likes). Below the statistics are four buttons: "Mensaje" (Message), a person icon, the Instagram logo, and a dropdown arrow. Further down, it says "Insta 📍 Taylorholder Business - TaylorHolder@abramsartistsagency.com" and "Ver traducción". At the bottom of the profile section is a link: "https://instagram.com/taylerholder?igshid...". Below the profile information is a grid of six video thumbnails. The first three thumbnails in the top row have view counts: 3,5M, 1,8M, and 1,6M. The thumbnails show Taylor Holder in various settings, including intimate moments and solo shots.



< long_lixue ...



@long_lixue

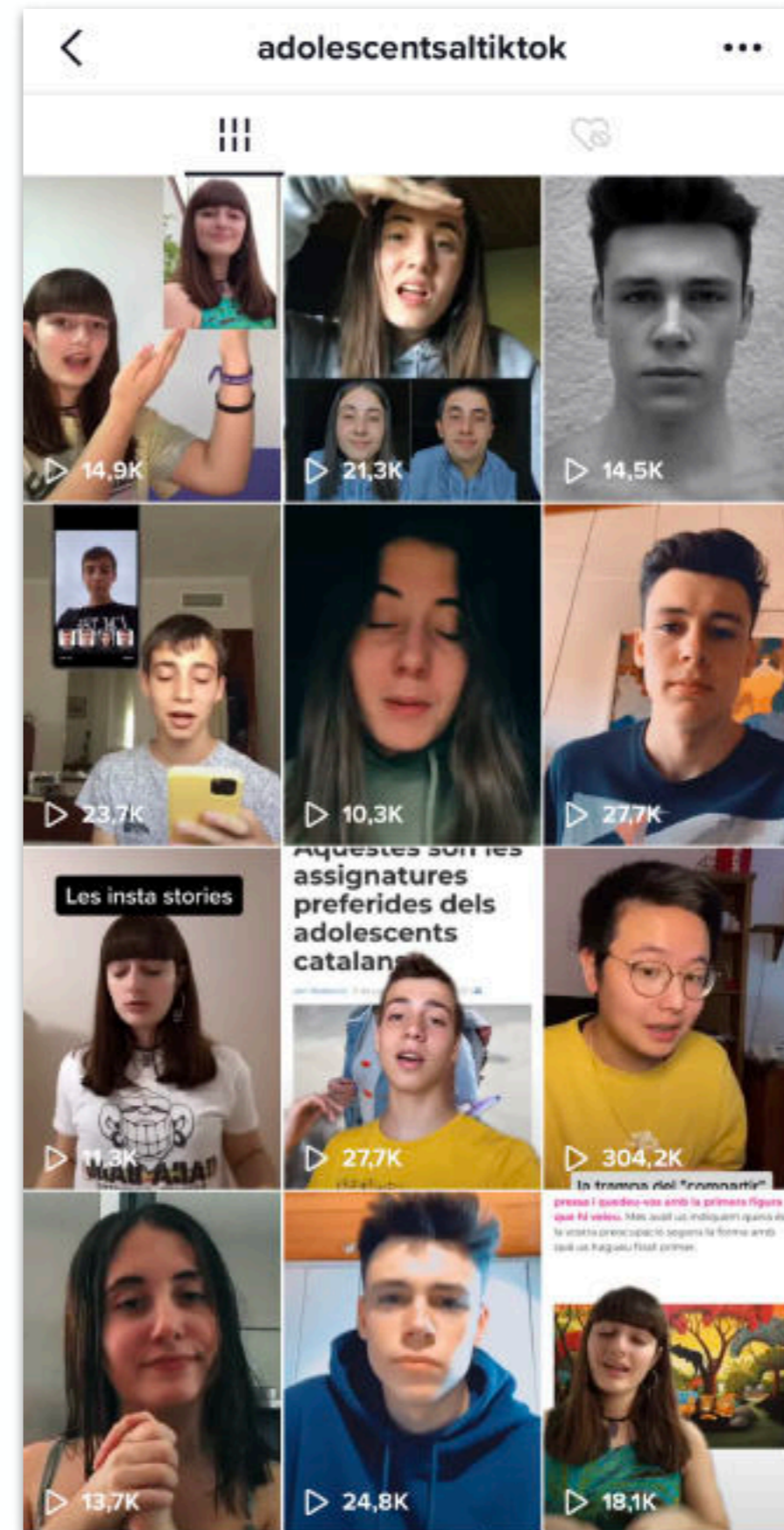
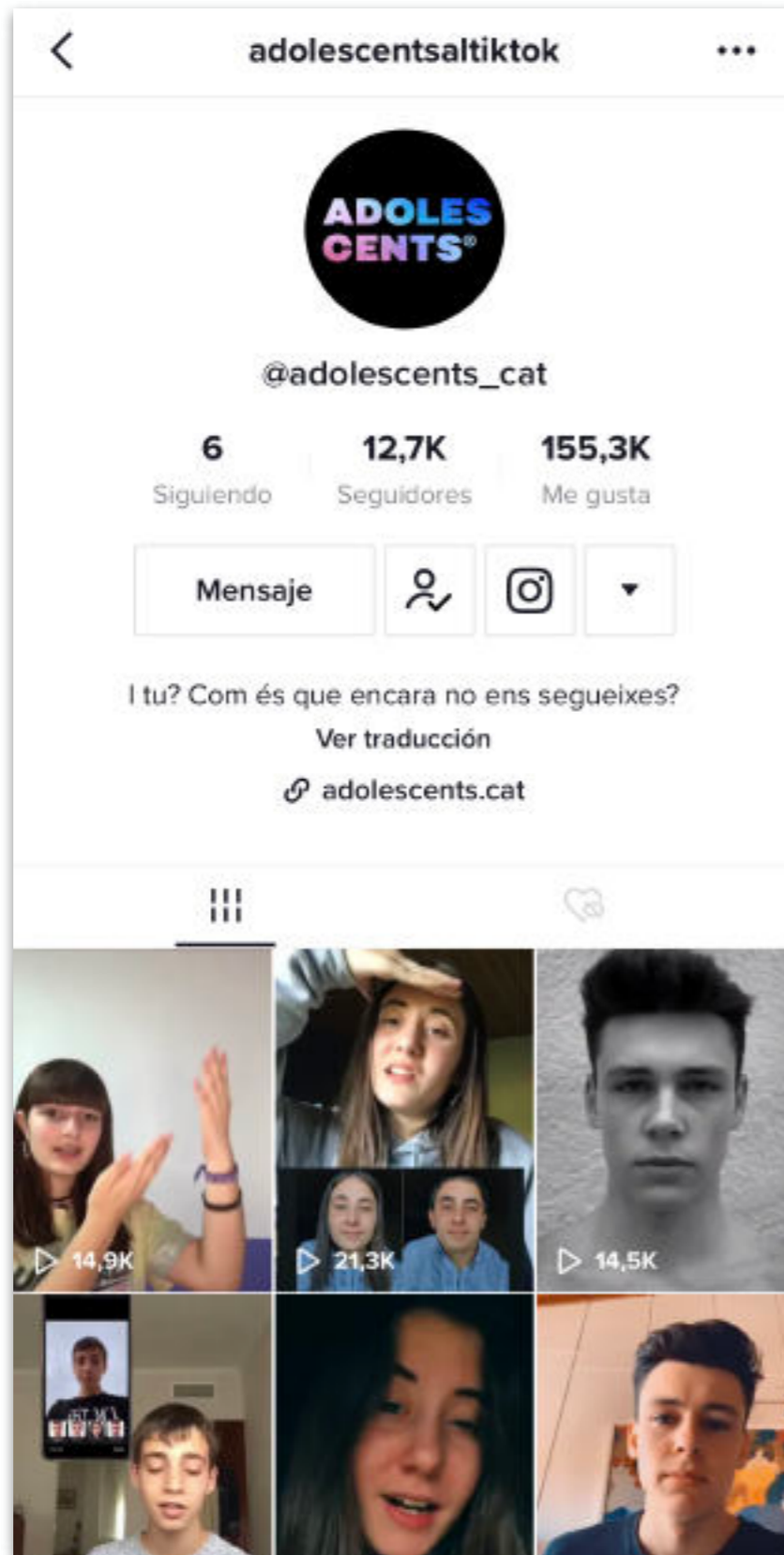
163 Siguiendo 60,2K Seguidores 1,9M Me gusta

Seguir

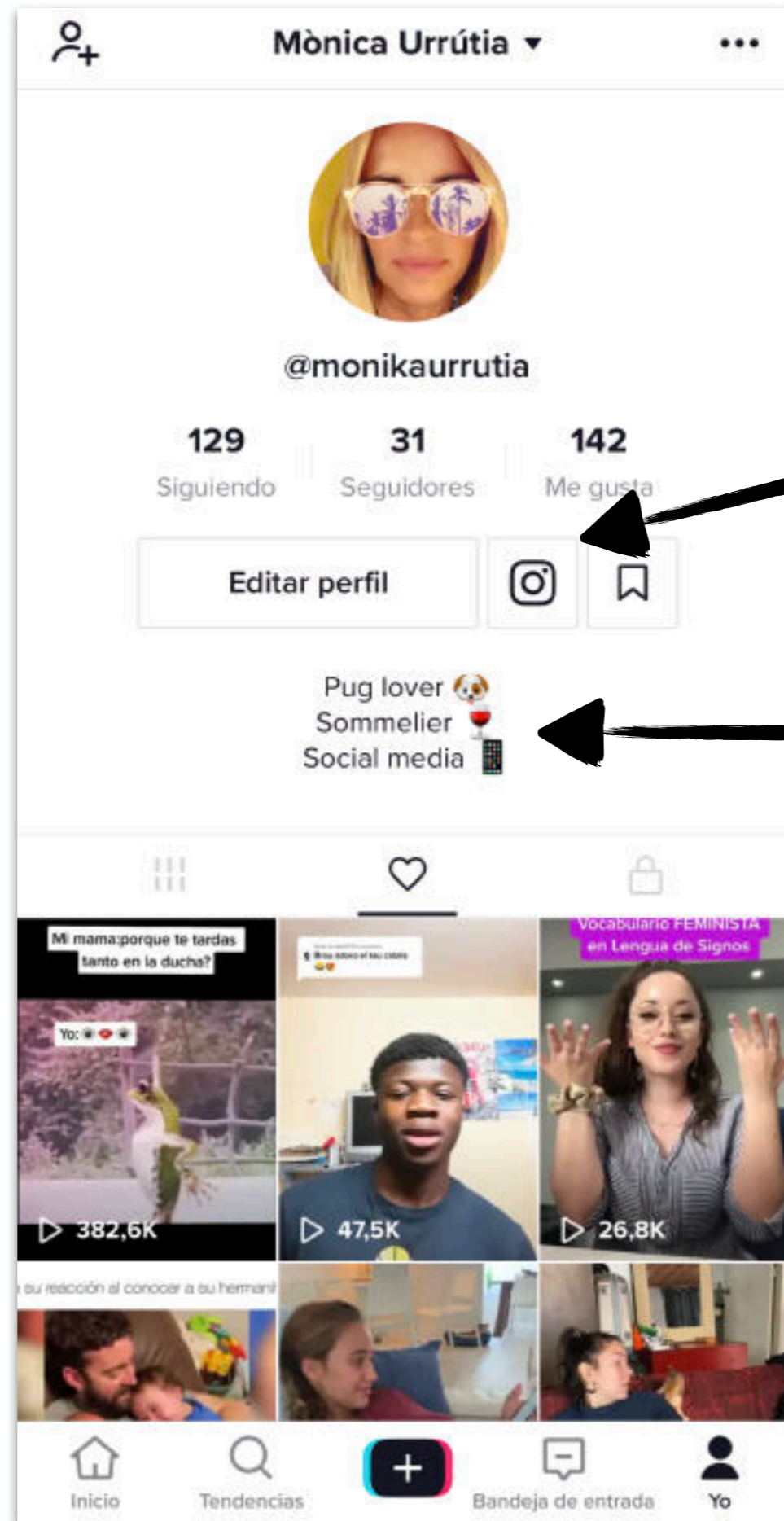
el teu xinès català de confiança
IG: @long_lixue
Ver traducción

22.1K 46.8K 16.9K

"SINCRONIZADAS"

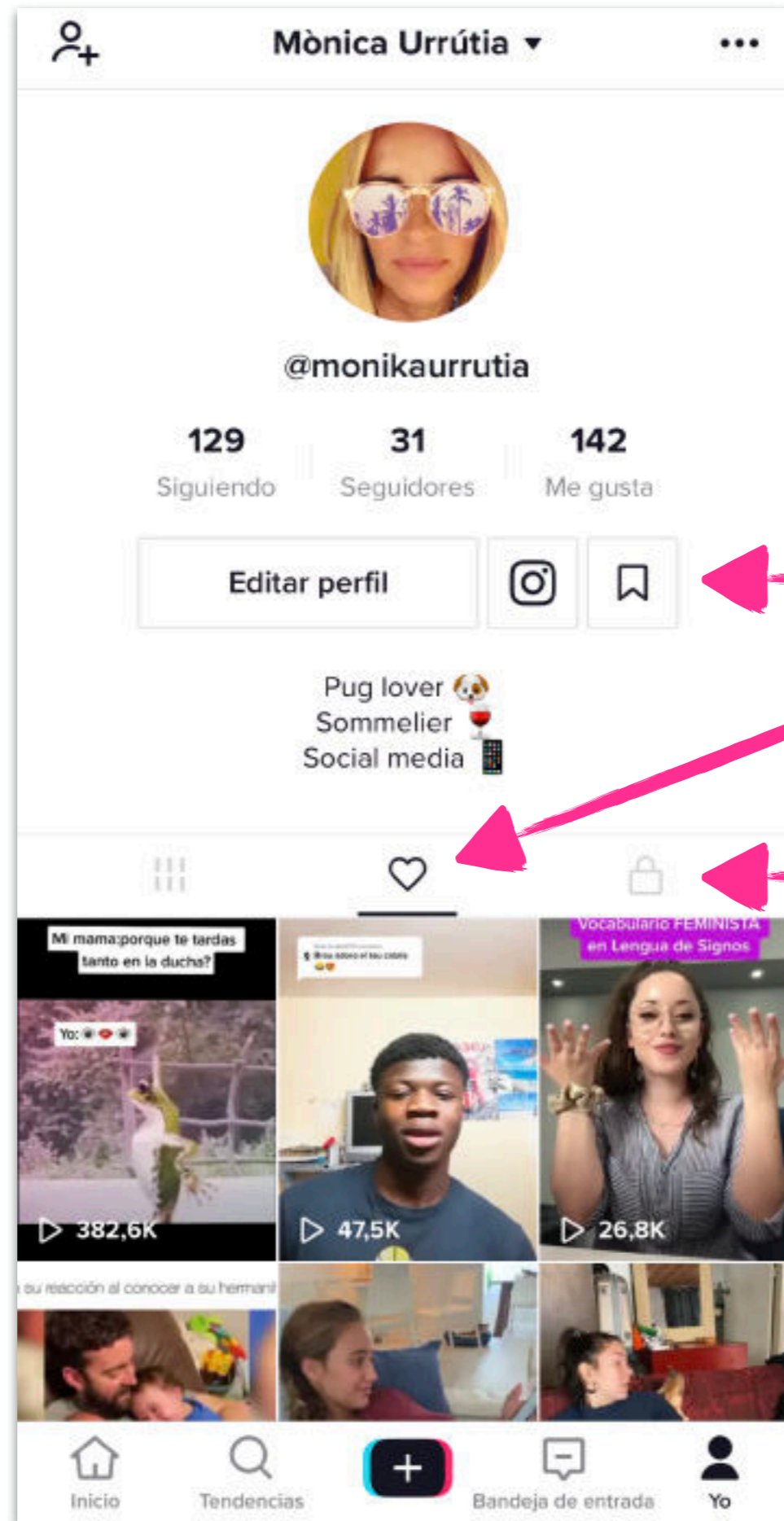


Eines de Tiktok



Enllaç a altres xarxes

Biografia i enllaç



“favorites”

“m’agrades”

Vídeos privats


m'agrades privats



Gerardo Begérez

@gerardo.begerez

615 Siguiendo 2,3M Seguidores 52,8M Me gusta

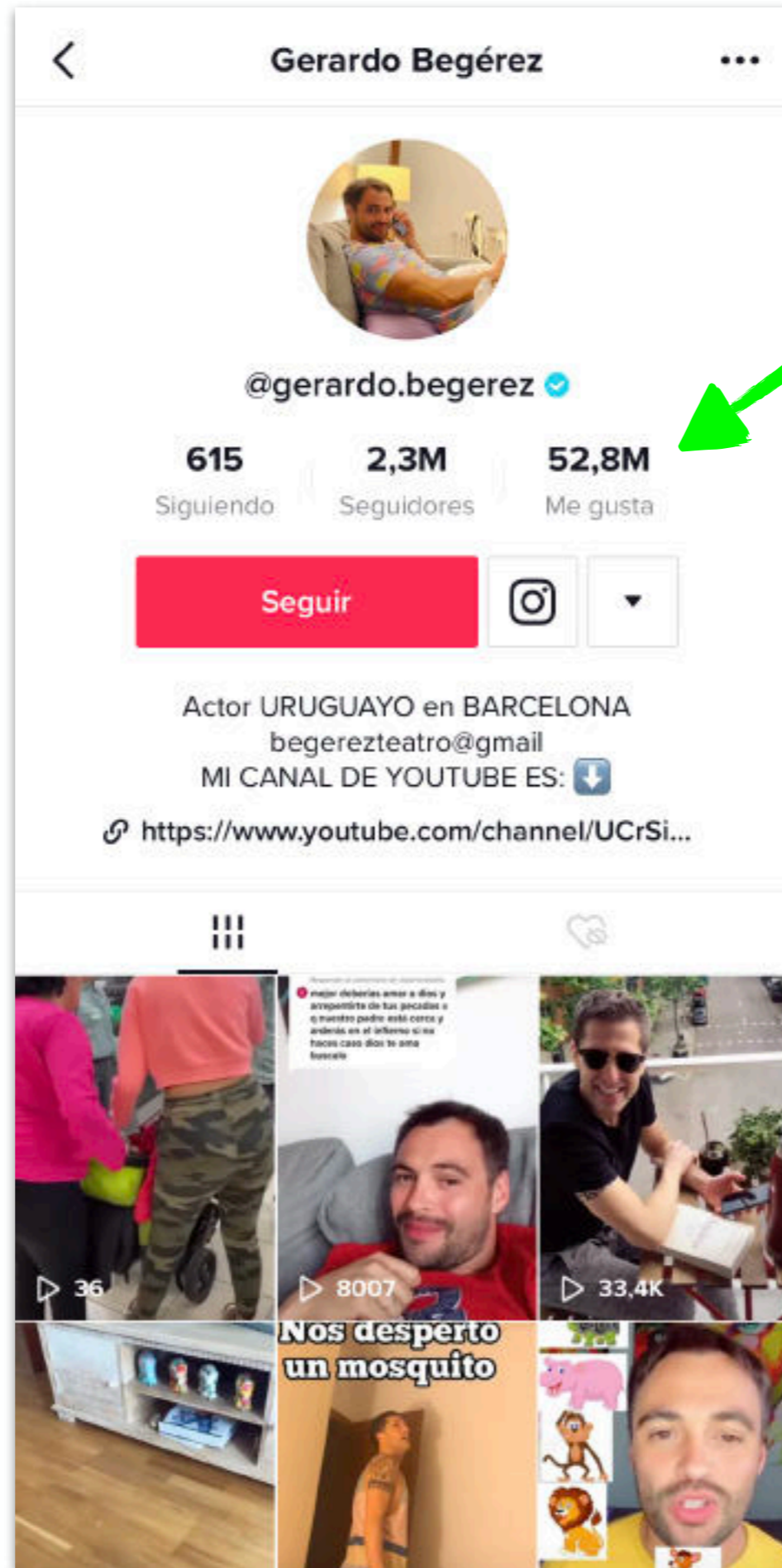
Seguir

Actor URUGUAYO en BARCELONA
begerezteatro@gmail
MI CANAL DE YOUTUBE ES: 
<https://www.youtube.com/channel/UCrSi...>


 

36 8007 33,4K

Nos despierto un mosquito






Gerardo Begérez



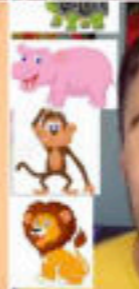

@gerardo.begerez ✓

615 Siguiendo 2,3M Seguidores 52,8M Me gusta

Seguir  

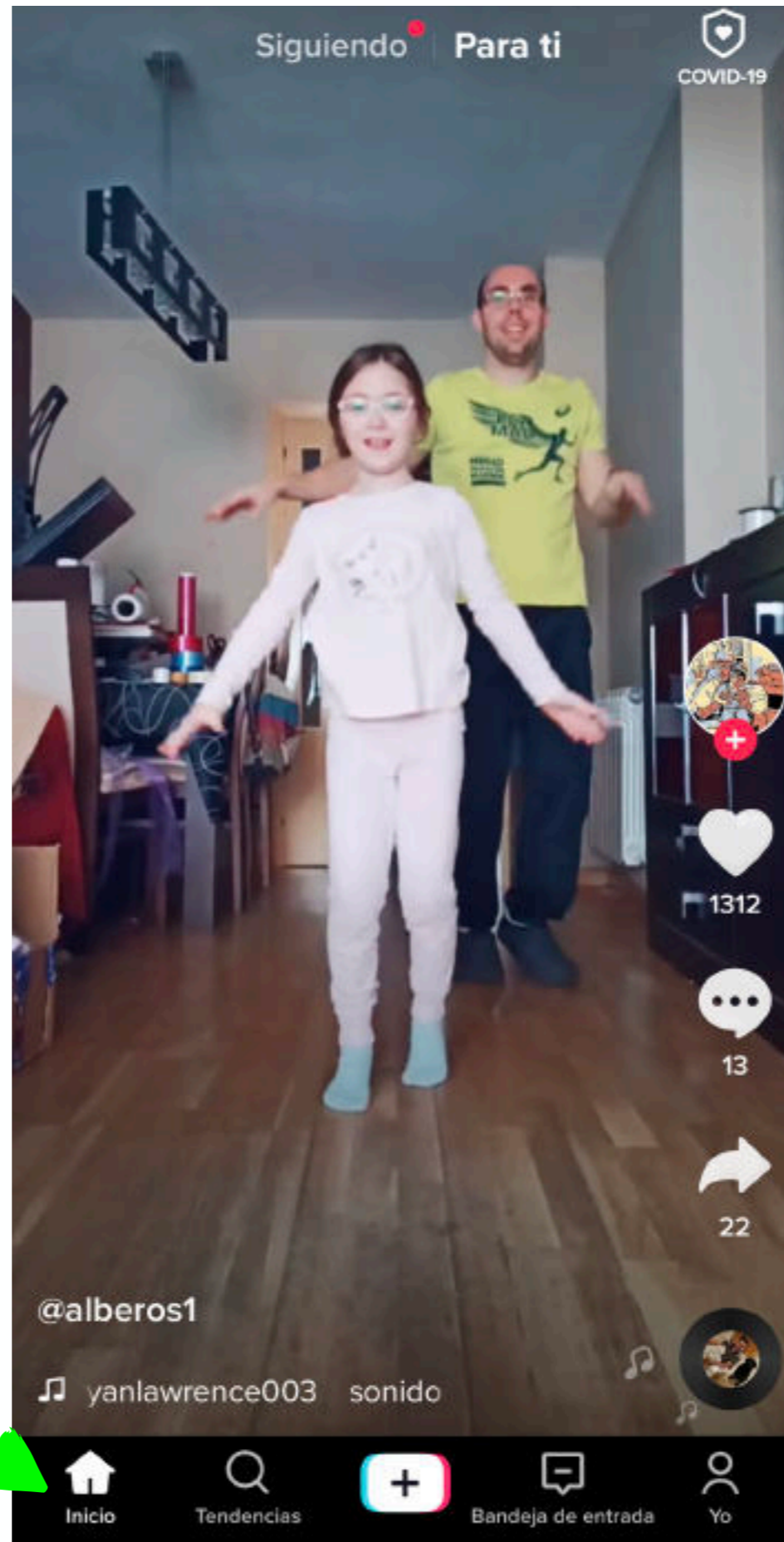
Actor URUGUAYO en BARCELONA
begerezteatro@gmail
MI CANAL DE YOUTUBE ES: 
<https://www.youtube.com/channel/UCrSi...>

Grid of posts:

- Post 1: 36 views
- Post 2: 8007 views, text: "mejor deberias amar a dios y arrepentirte de tus pecadas y si nuestro padre está cerca y andas en el infierno si no haces caso dios te ama fuertemente"
- Post 3: 33,4K views
- Post 4: "Nos desperto un mosquito"
- Post 5: 
- Post 6: 

Total de m'agrades rebuts

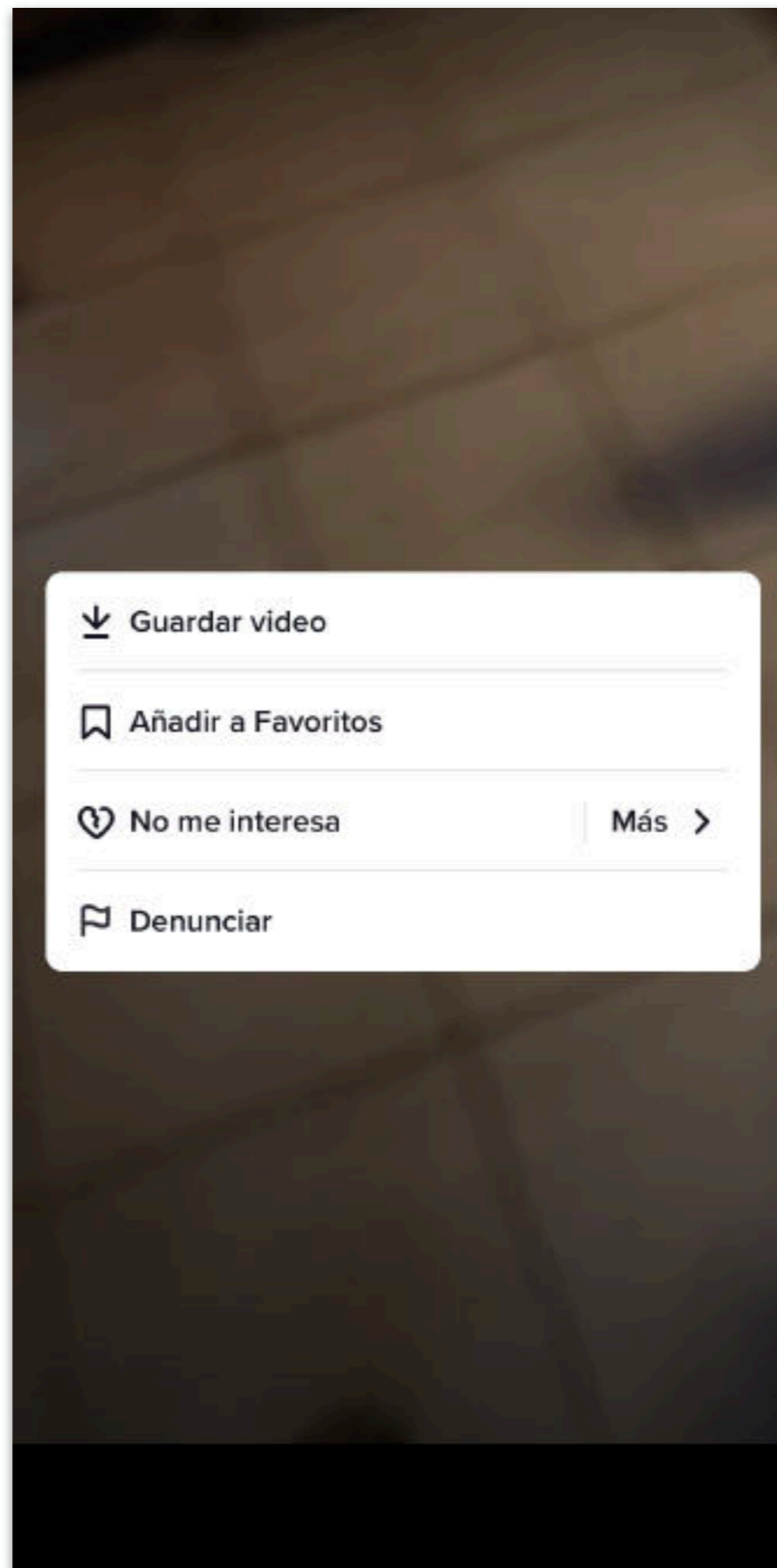
Com funciona



Com funciona



Tocant la pantalla

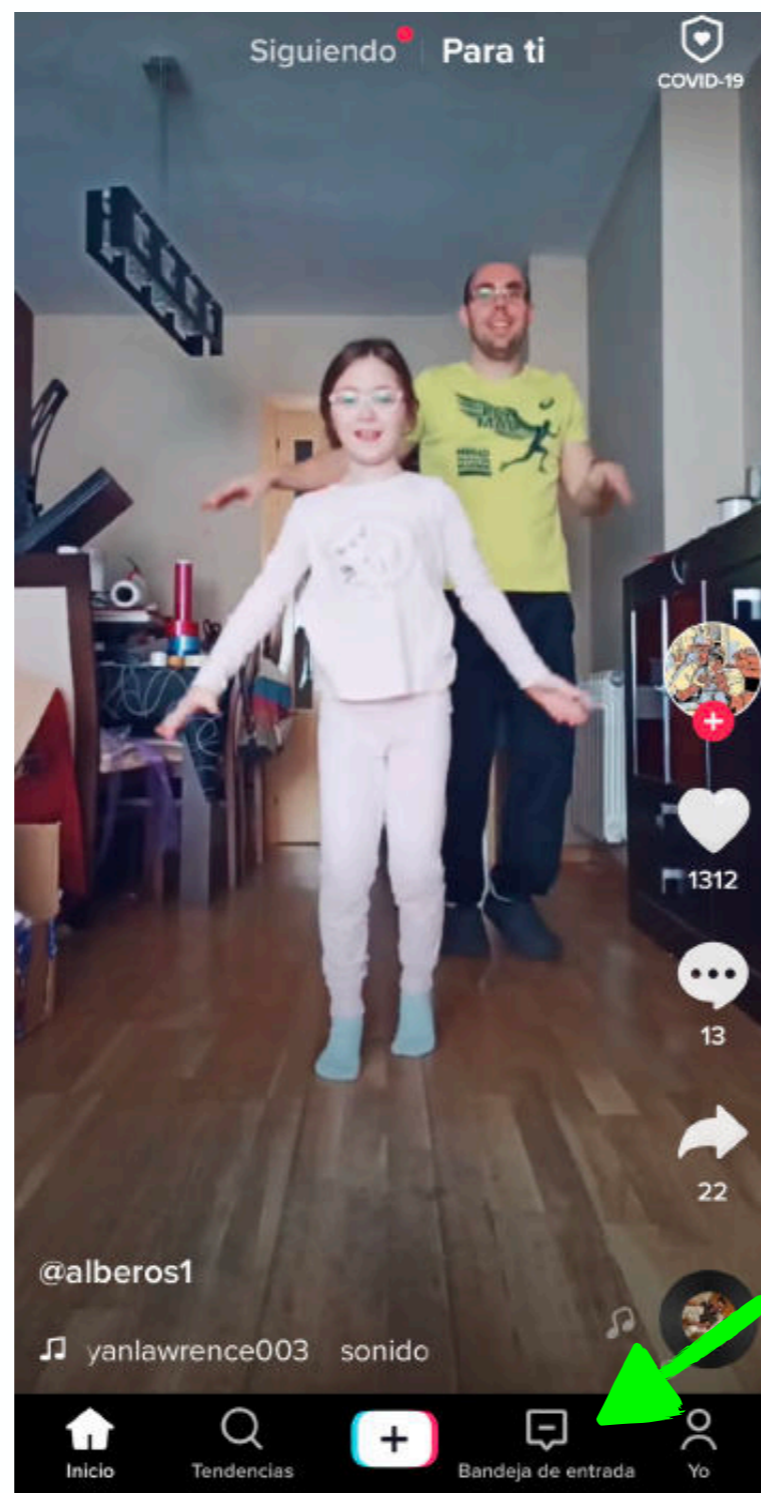


Buscar continguts

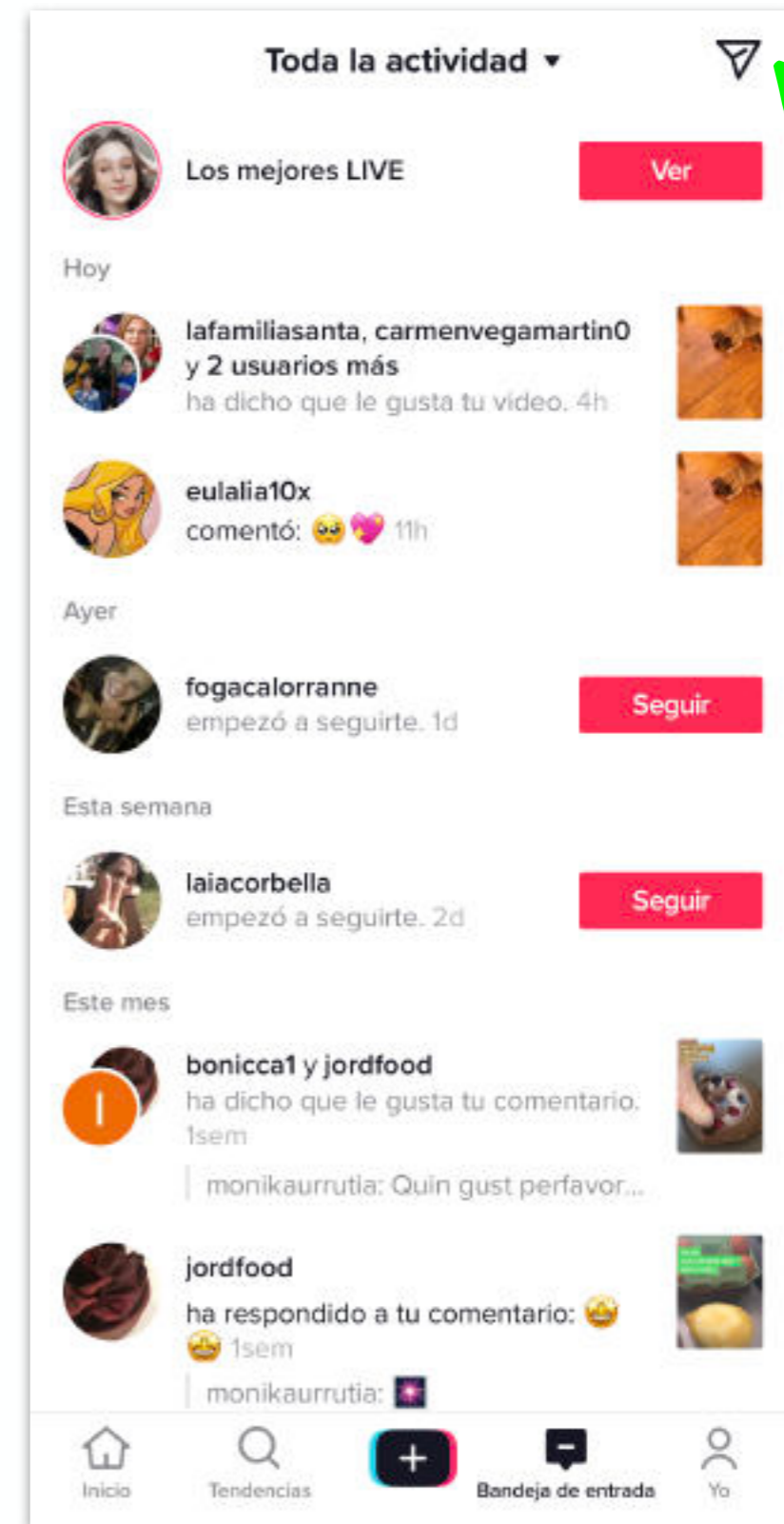
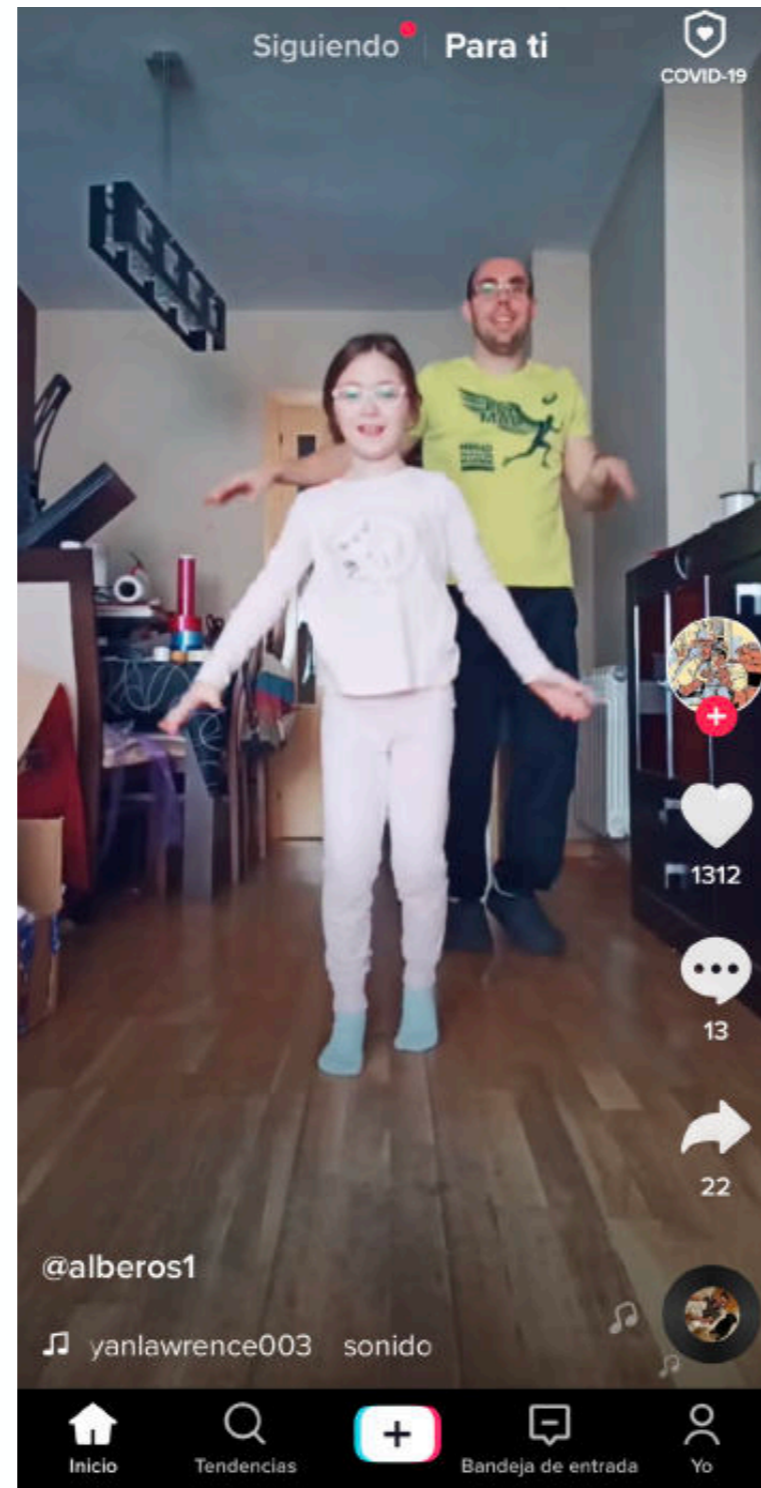
“Challenge”



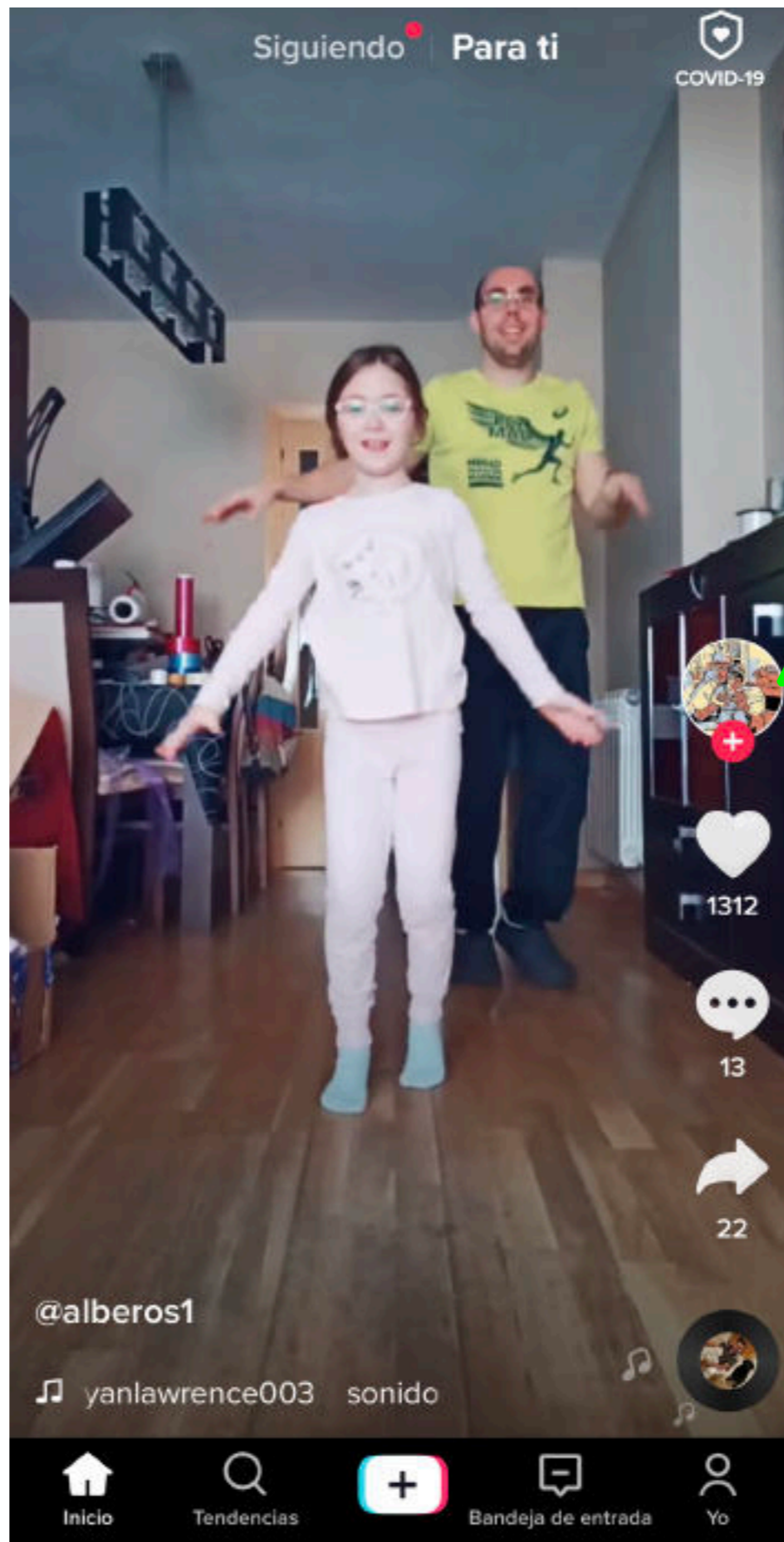
Notificacions i missatges privats



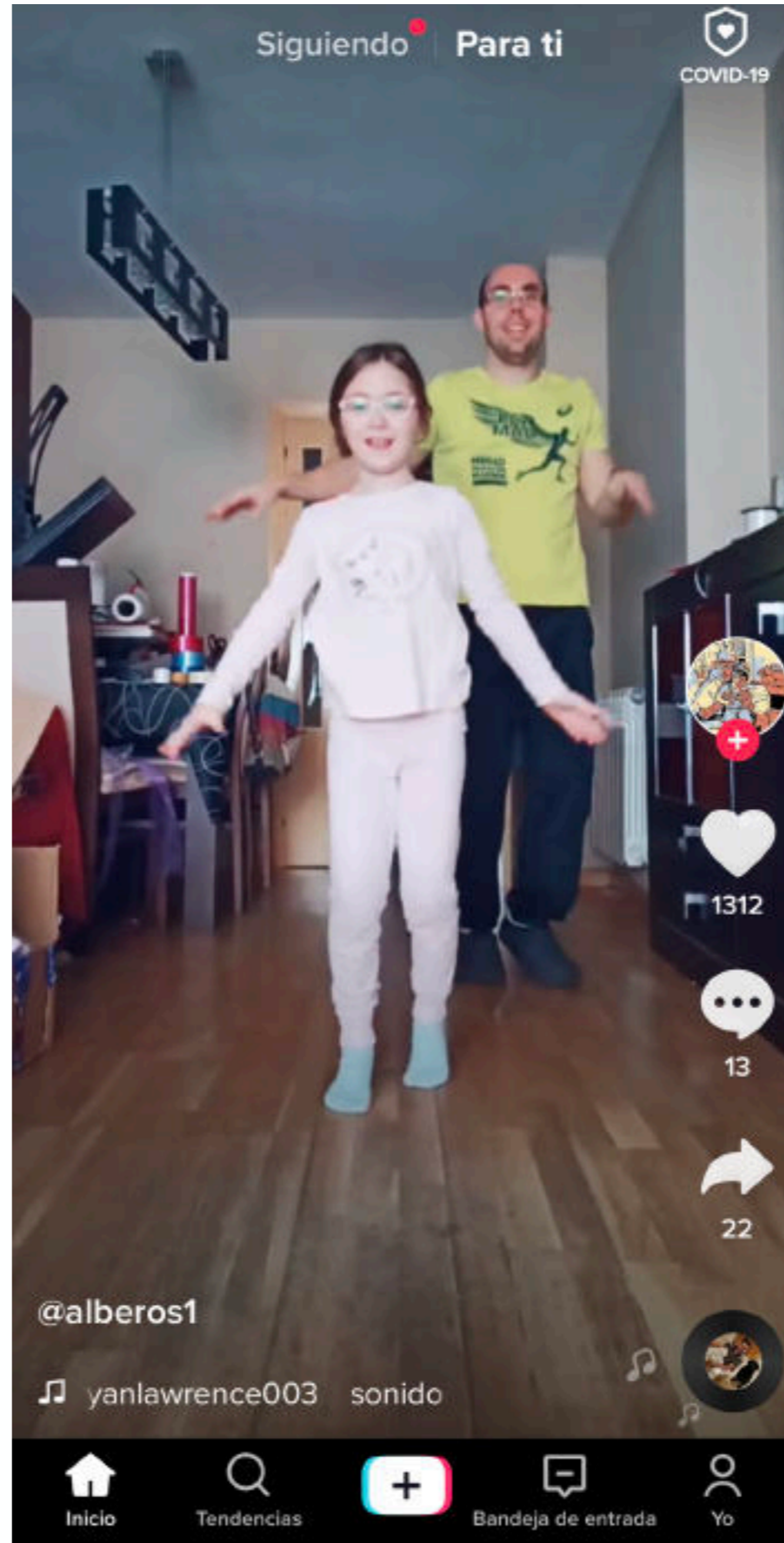
Notificacions i missatges privats



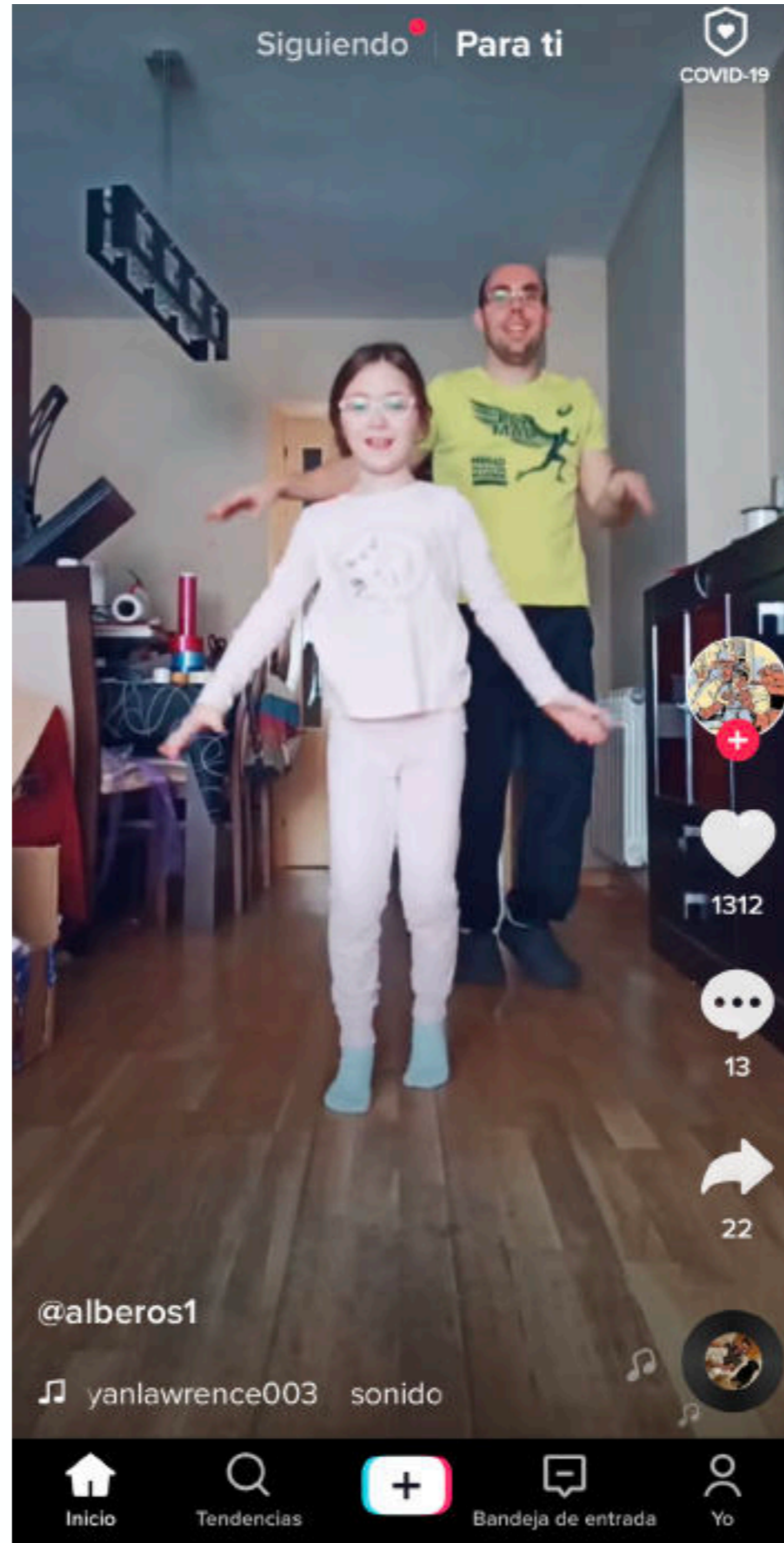
Seguir perfil



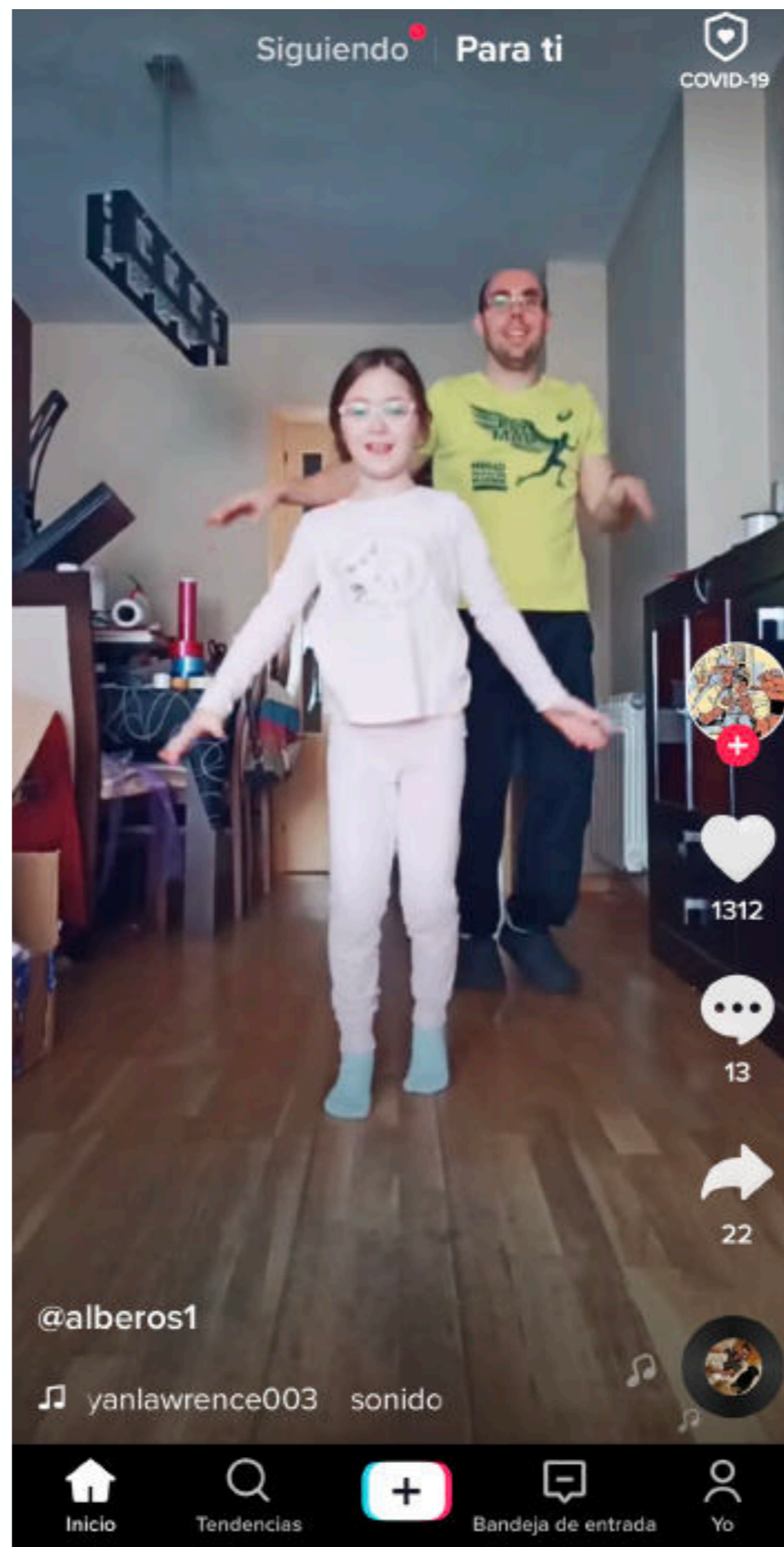
M'agrades



Comentaris

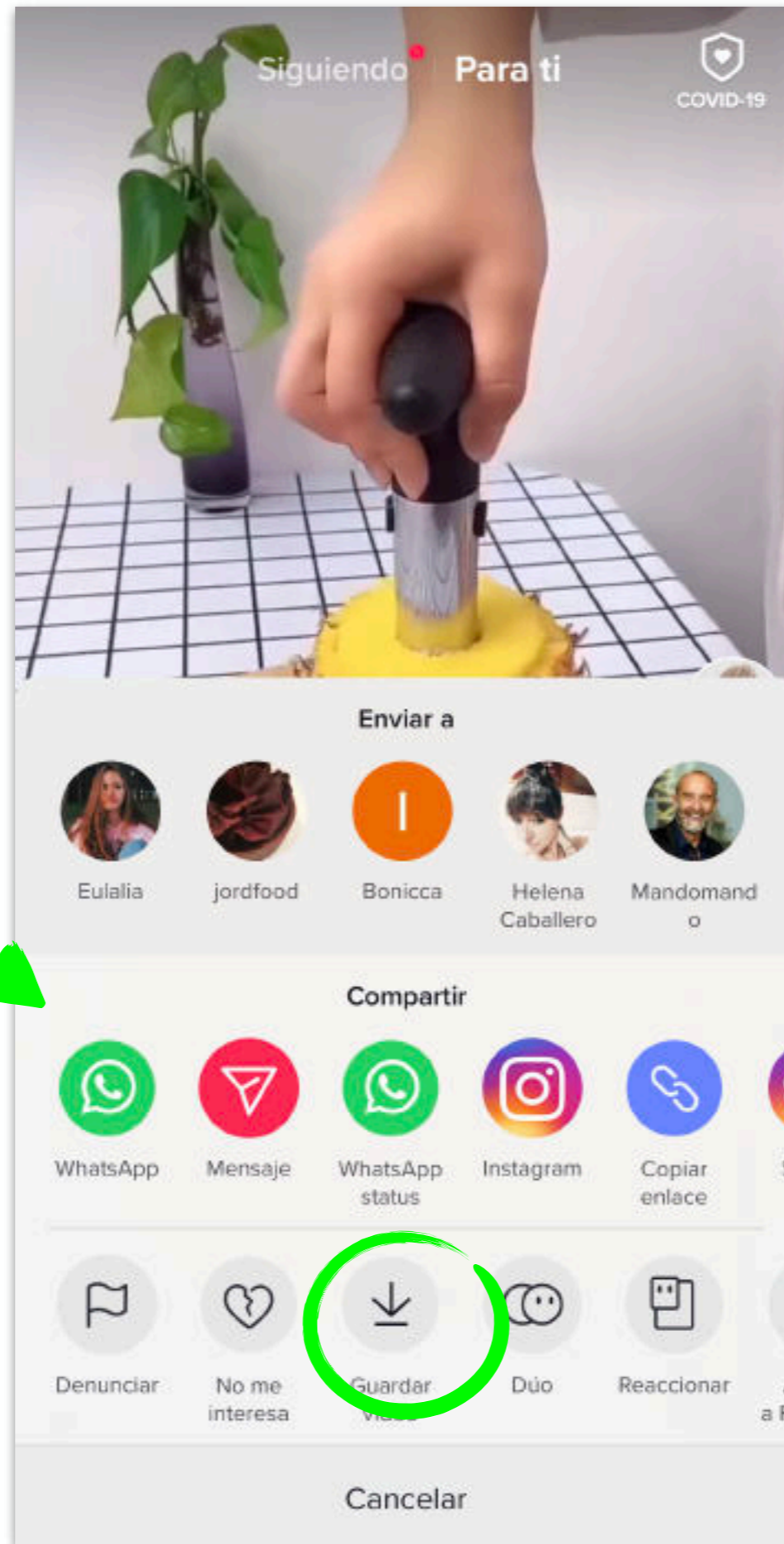


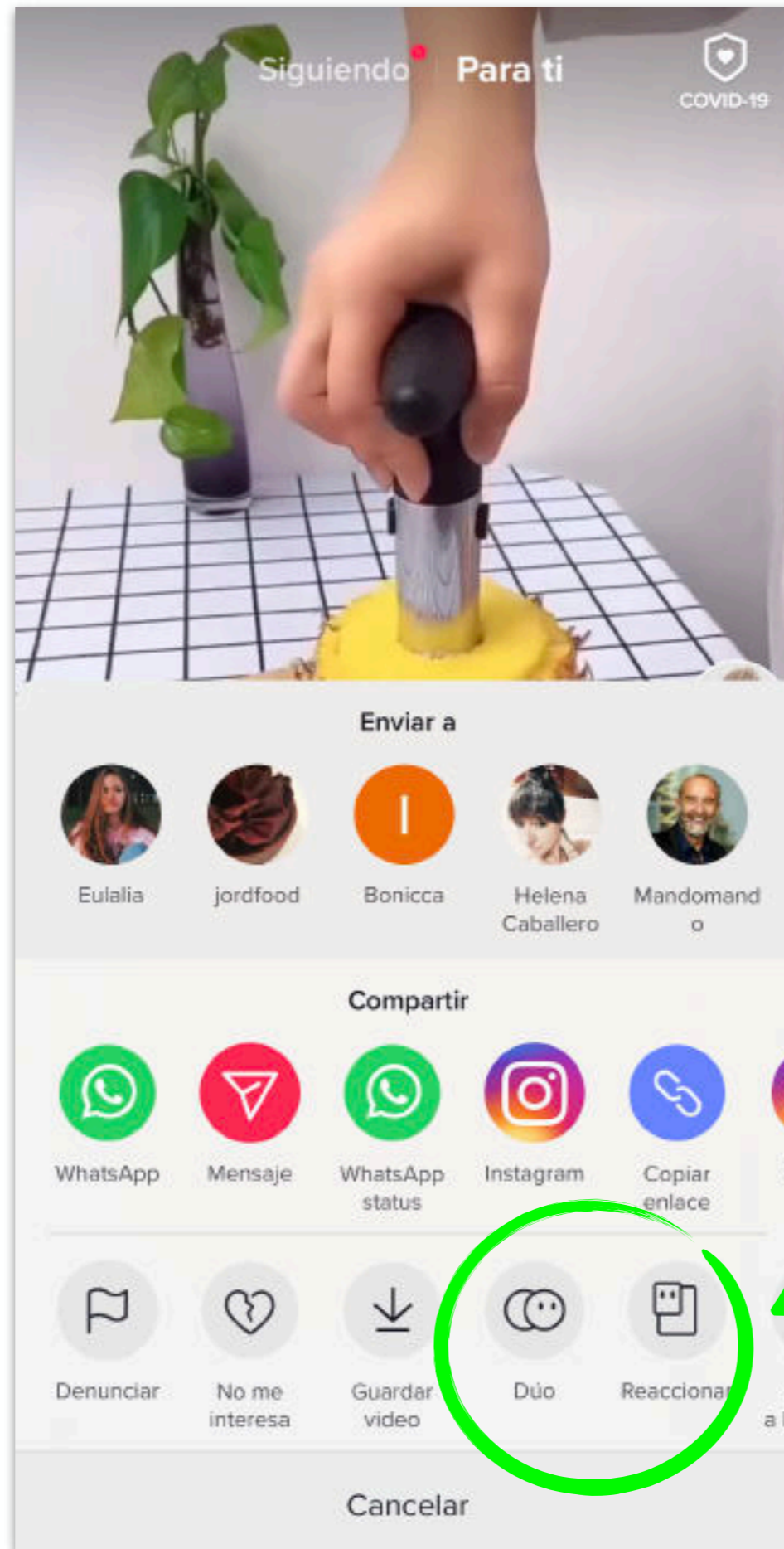
Accions per compartir



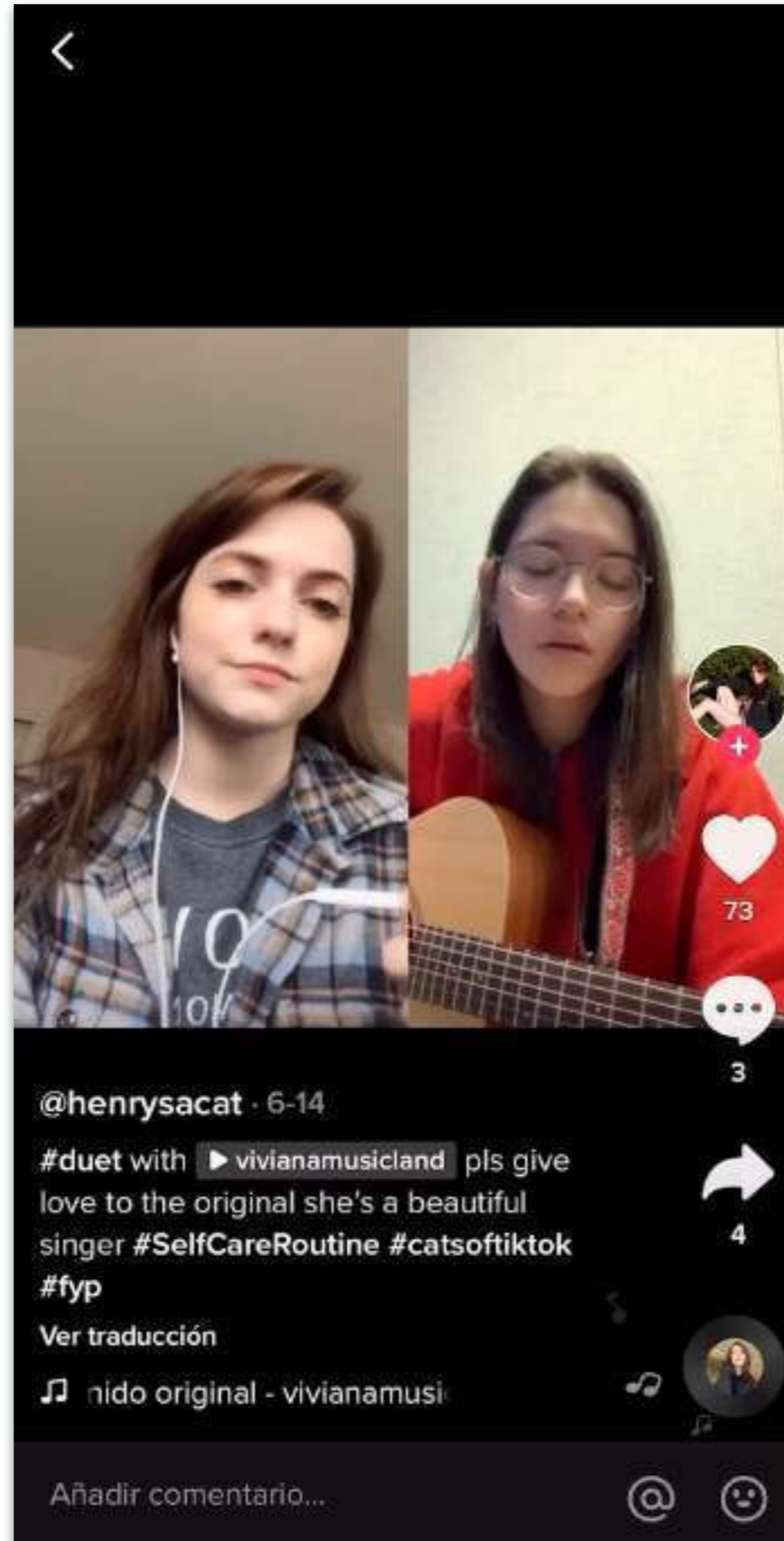
Compartir amb altres xarxes

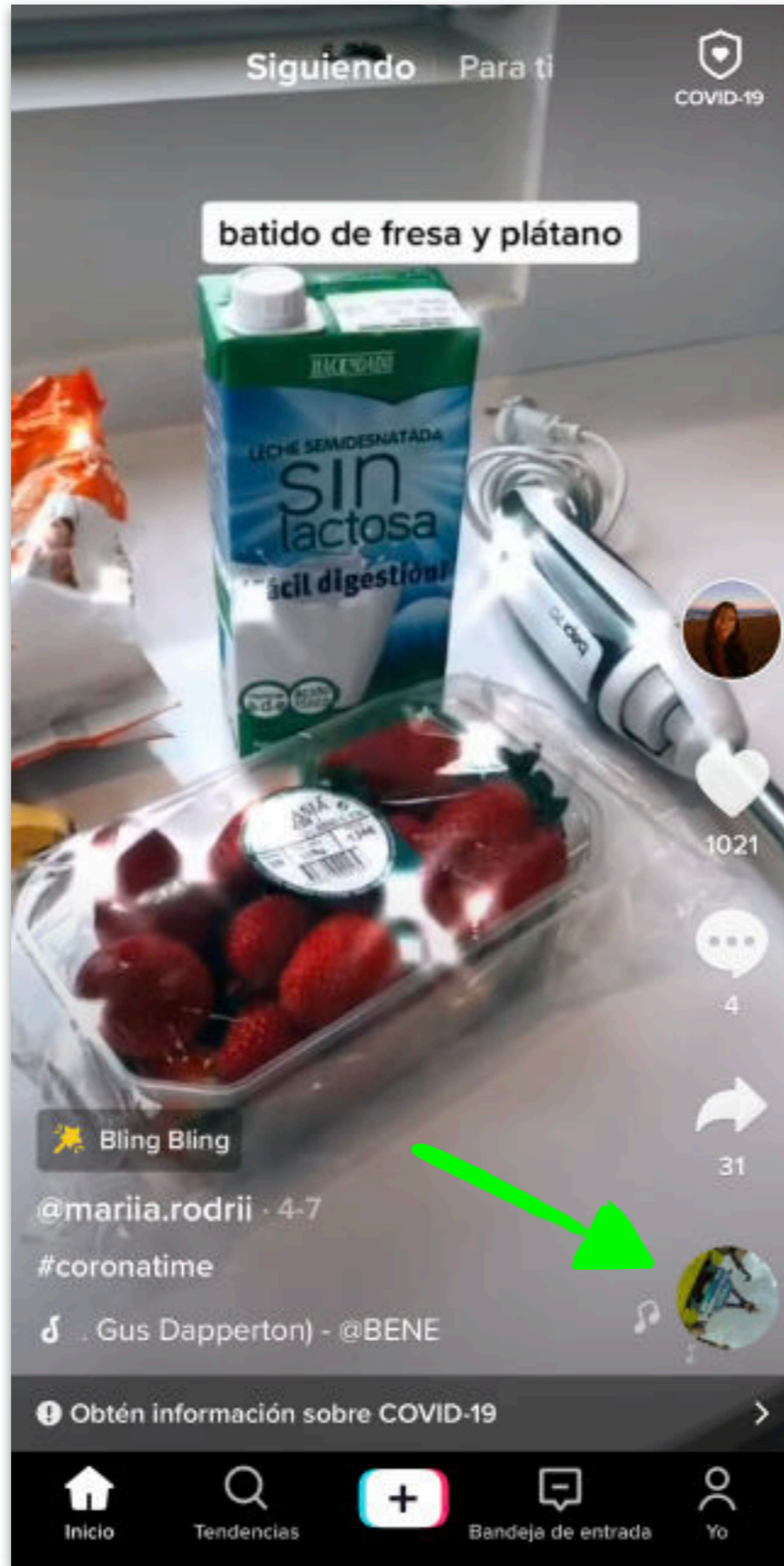
Guardar

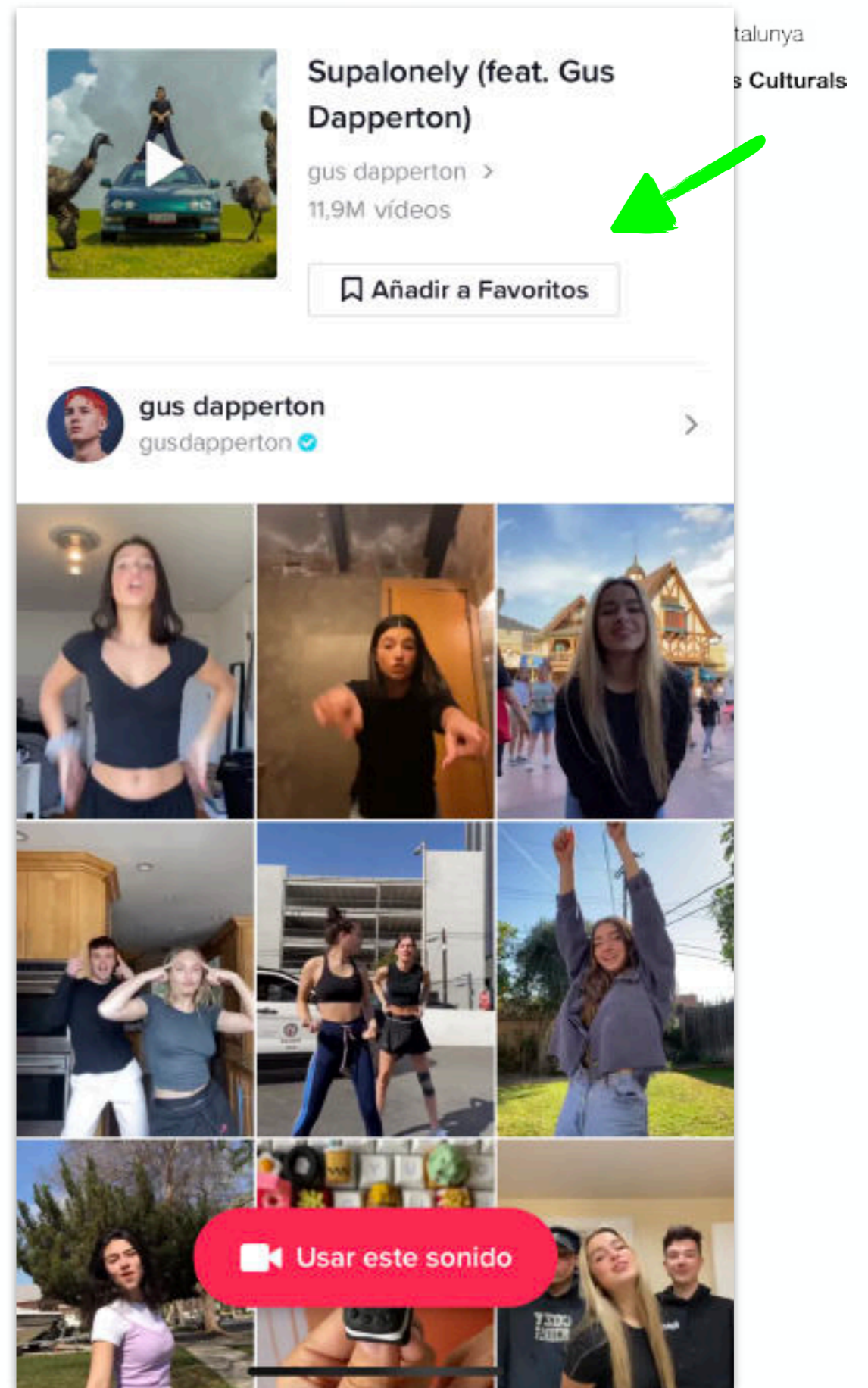
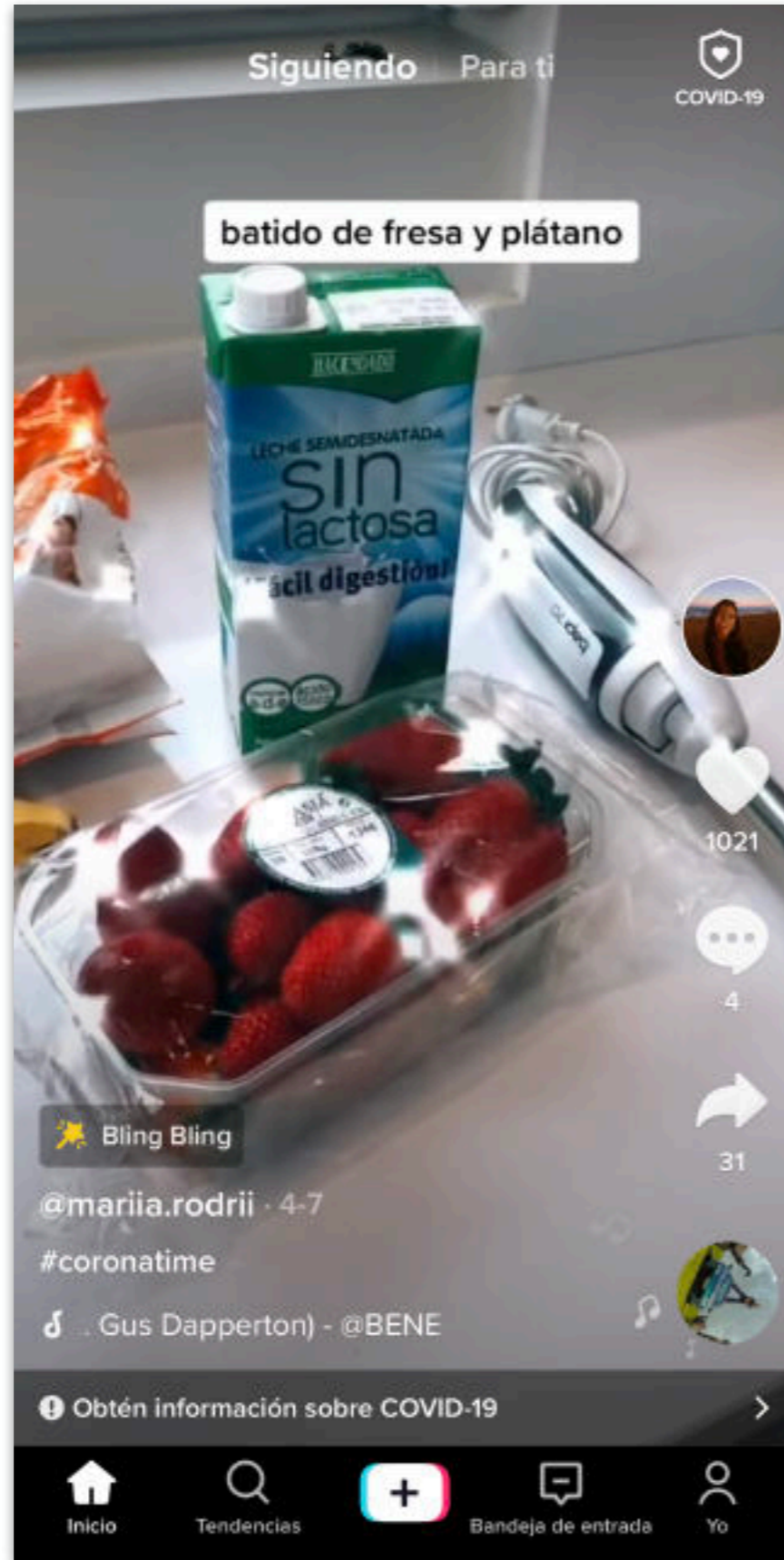


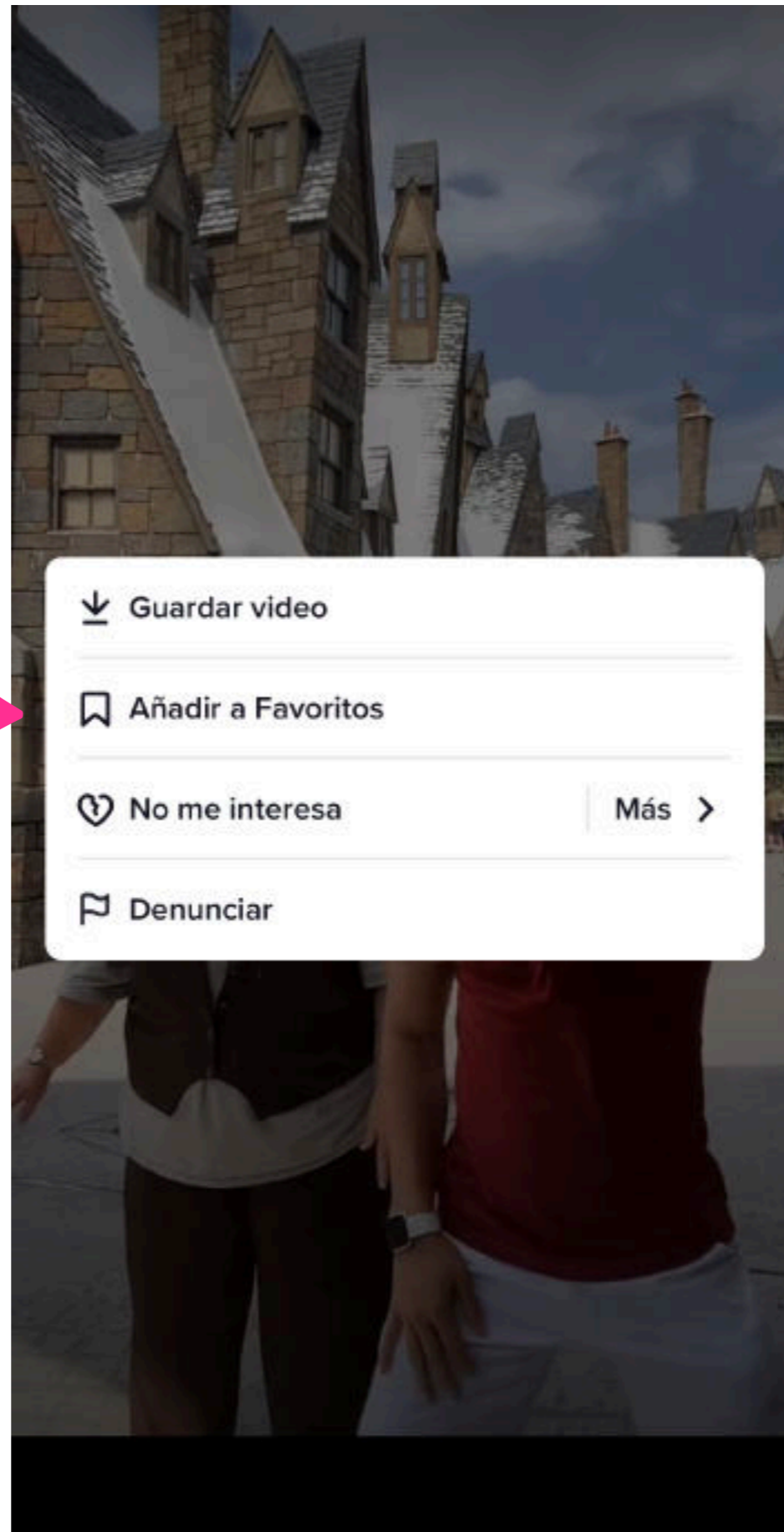


Reaccions a un vídeo









Mònica Urrútia

@monikaurrutia

83 Siguiendo **20** Seguidores **92** Me gusta

Editar perfil

Pug lover 🐶
Sommelier 🍷
Social media 📱


Inicio Tendencias Bandeja de entrada Yo

Favoritos

Videos Hashtags **Sonidos** Efectos



- sonido original - morganz**
Morgz
00:15
- sonido original - yay4cats**
corona barona
00:09
- Crystal Dolphin**
Engelwood
00:09
- Roses - Imanbek Remix**
SAINT JHN
00:15
- sonido original - ariadna_n...**
Ari & Nick
00:07
- MUA!**
biancajramirez123
00:09
- sonido original - ericglnsk**
ericgalinski
00:09
- Scooby Doo Pa Pa**
DJ Kass
00:13
- Myself**
Bazzi
00:15

Mònica Urrútia ▾



@monikaurrutia


83 Siguiendo 20 Seguidores 92 Me gusta

Editar perfil  


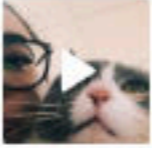







Pug lover 🐶
Sommelier 🍷
Social media 📱

Grid of 6 video thumbnails with view counts: 11,4K, 888,1K, 956,2K, etc.

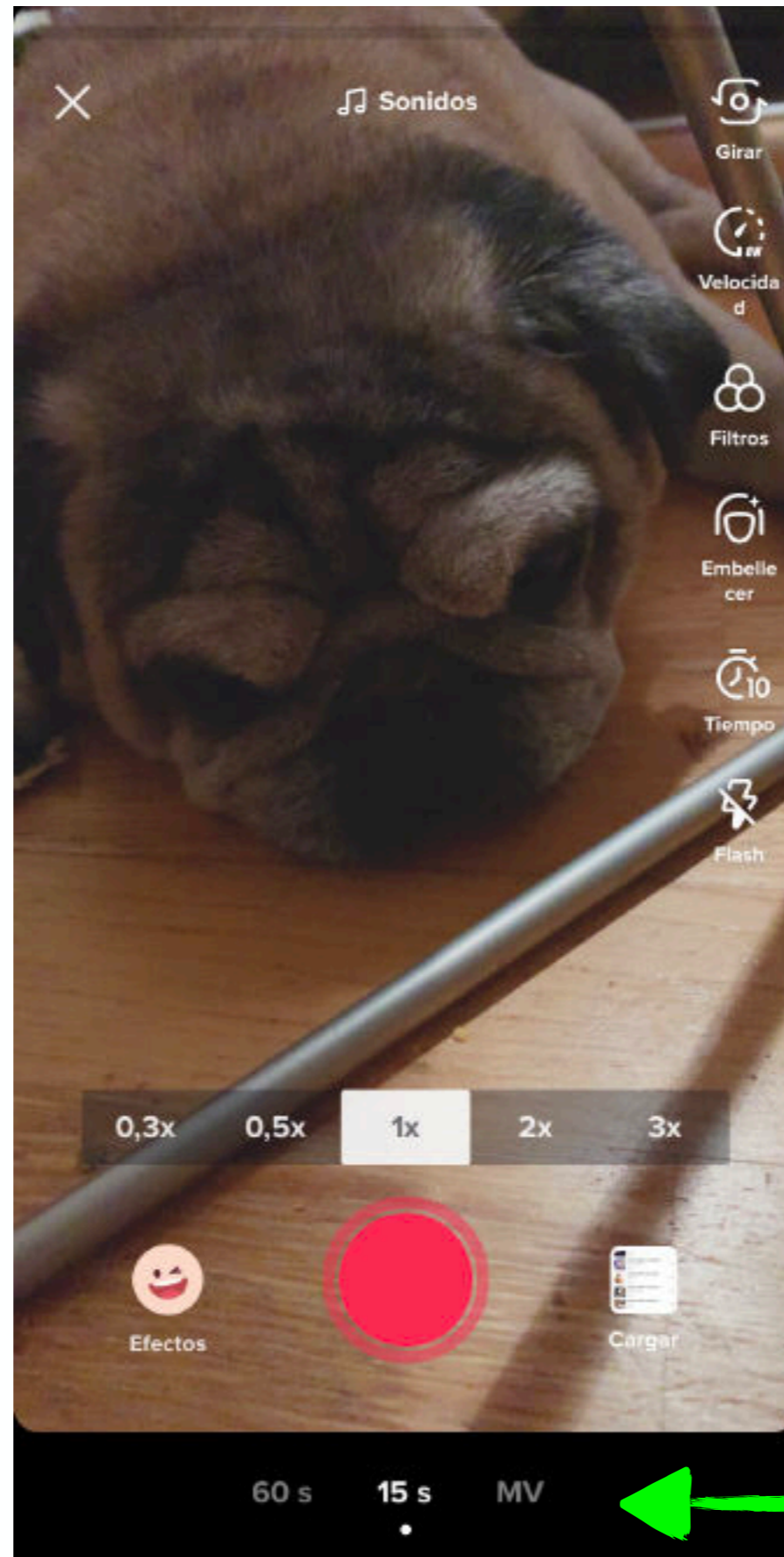
Bottom navigation: Inicio, Tendencias, +, Bandeja de entrada, Yo

< **Favoritos** 

Vídeos Hashtags **Sonidos** Efectos

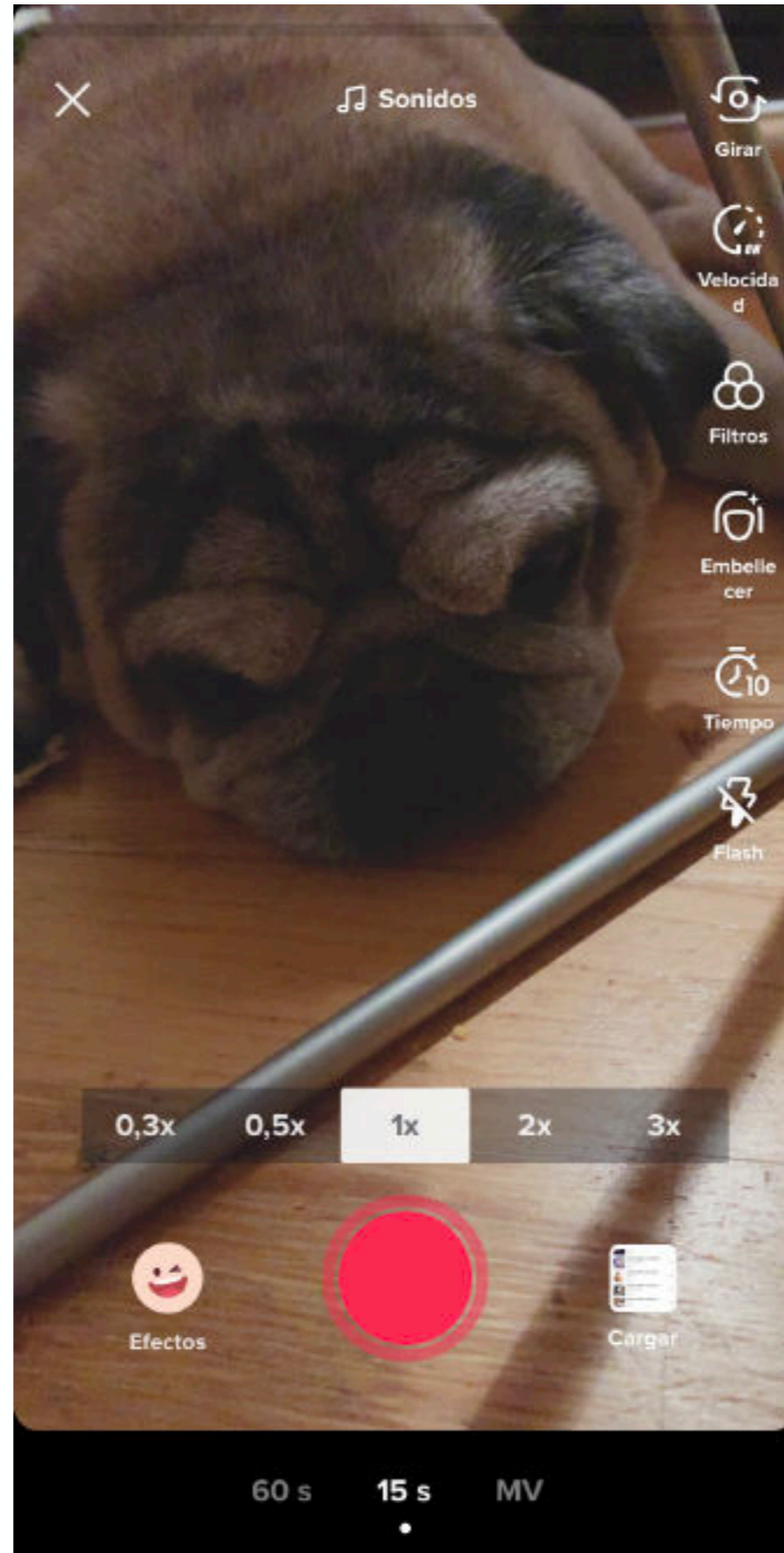
-  **sonido original - morganz...**
Morgz
00:15
-  **sonido original - yay4cats**
corona barona
00:09
-  **Crystal Dolphin**
Engelwood
00:09
-  **Roses - Imanbek Remix**
SAINT JHN
00:15
-  **sonido original - ariadna_n...**
Ari & Nick
00:07
-  **MUA!**
biancajramirez123
00:09
-  **sonido original - ericglnsk**
ericgalinski
00:09
-  **Scooby Doo Pa Pa**
DJ Kass
00:13
-  **Myself**
Bazzi
00:15

Gravar el vídeo



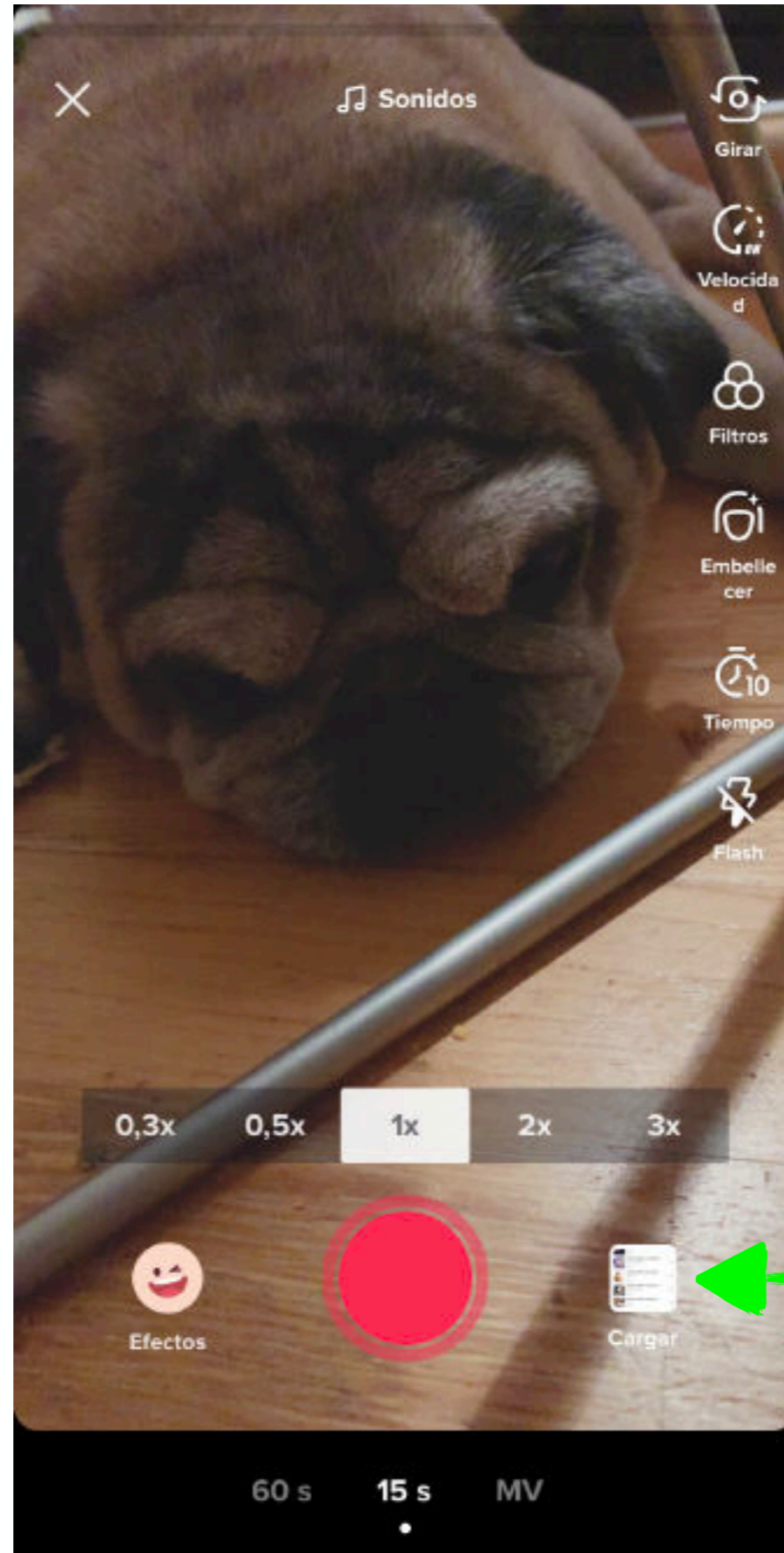
Durada del vídeos

Gravar el vídeo



← **Velocitats**

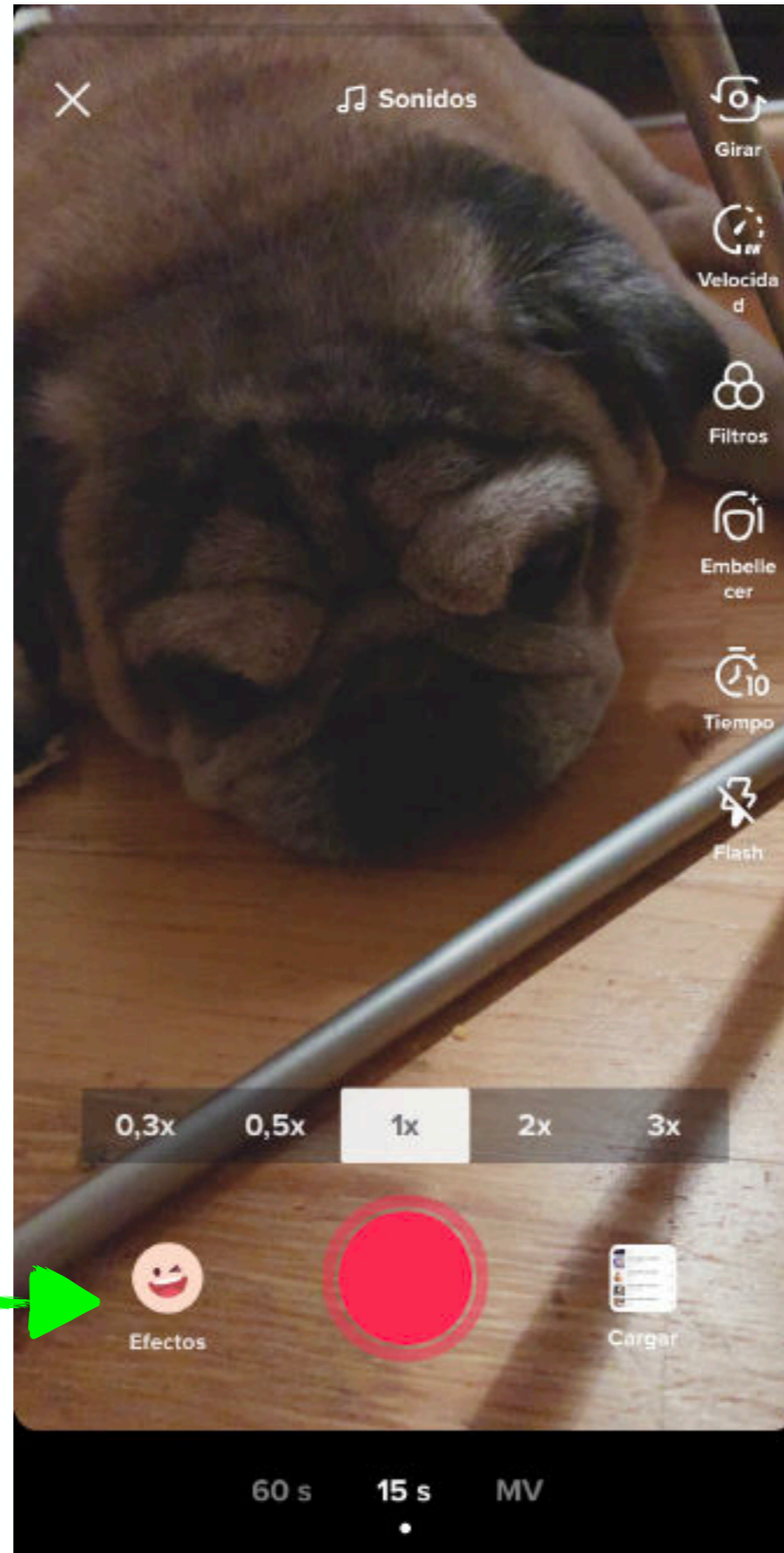
Gravar el vídeo



Contingut del mòbil

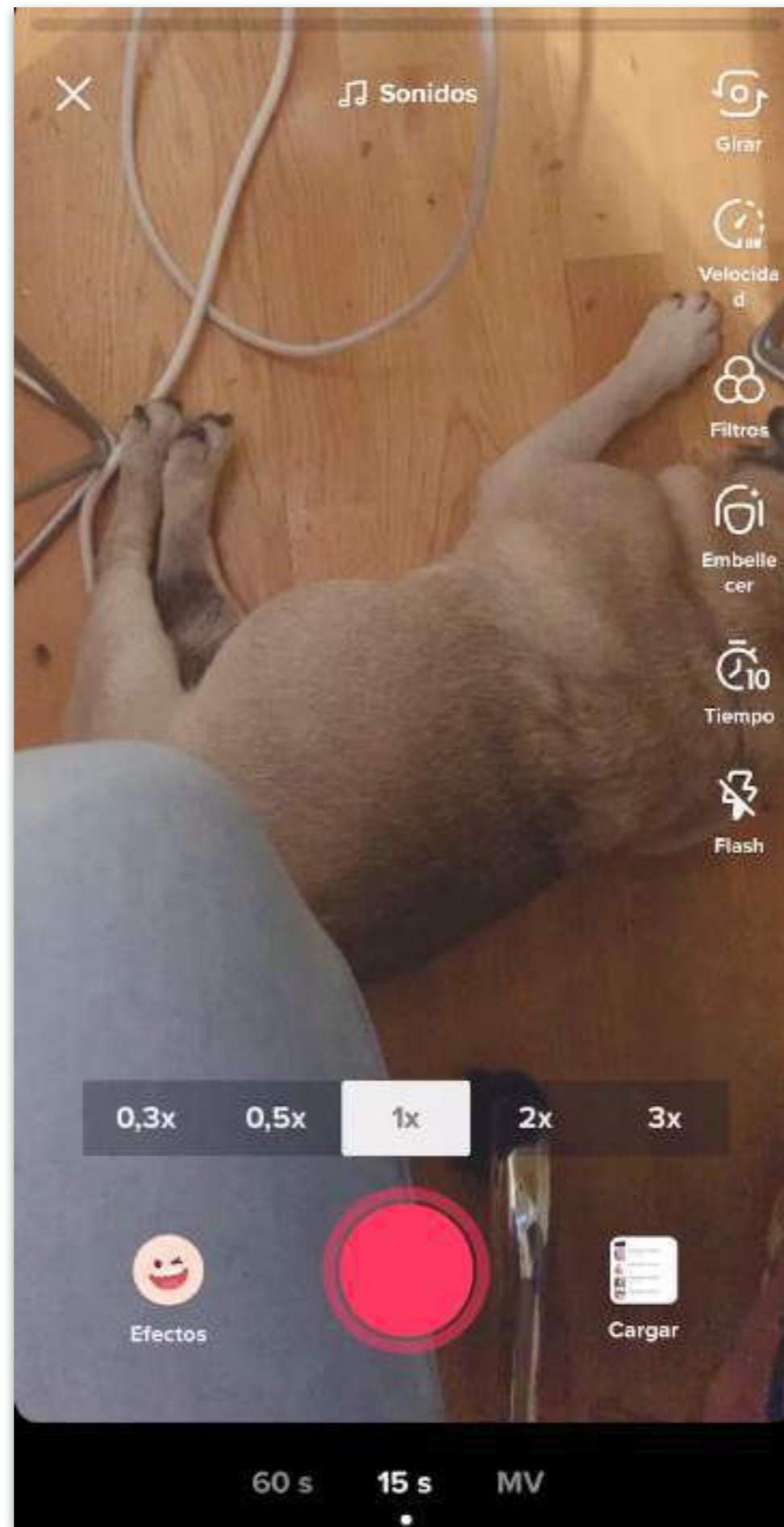
Gravar el vídeo

Filtres

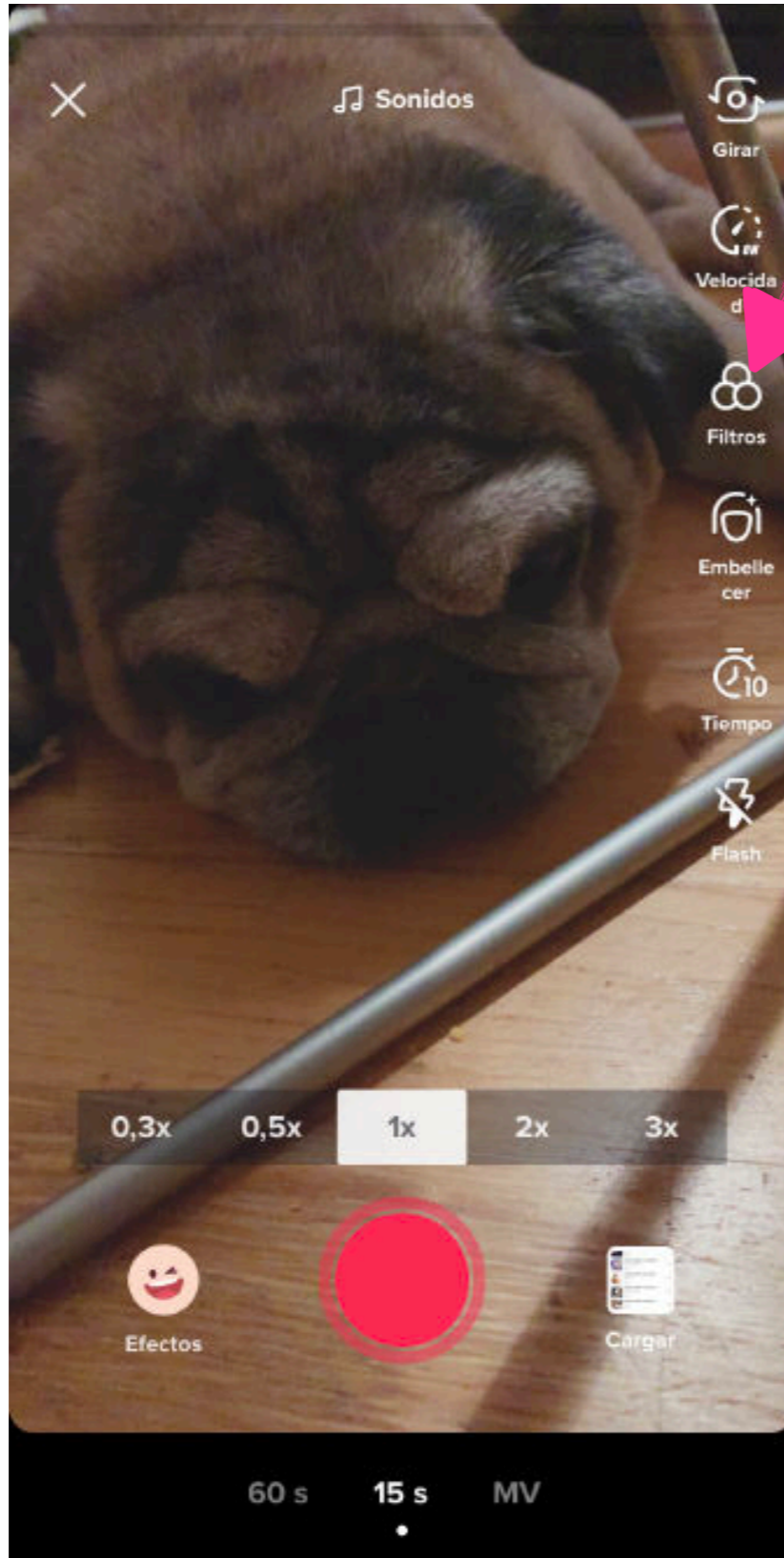


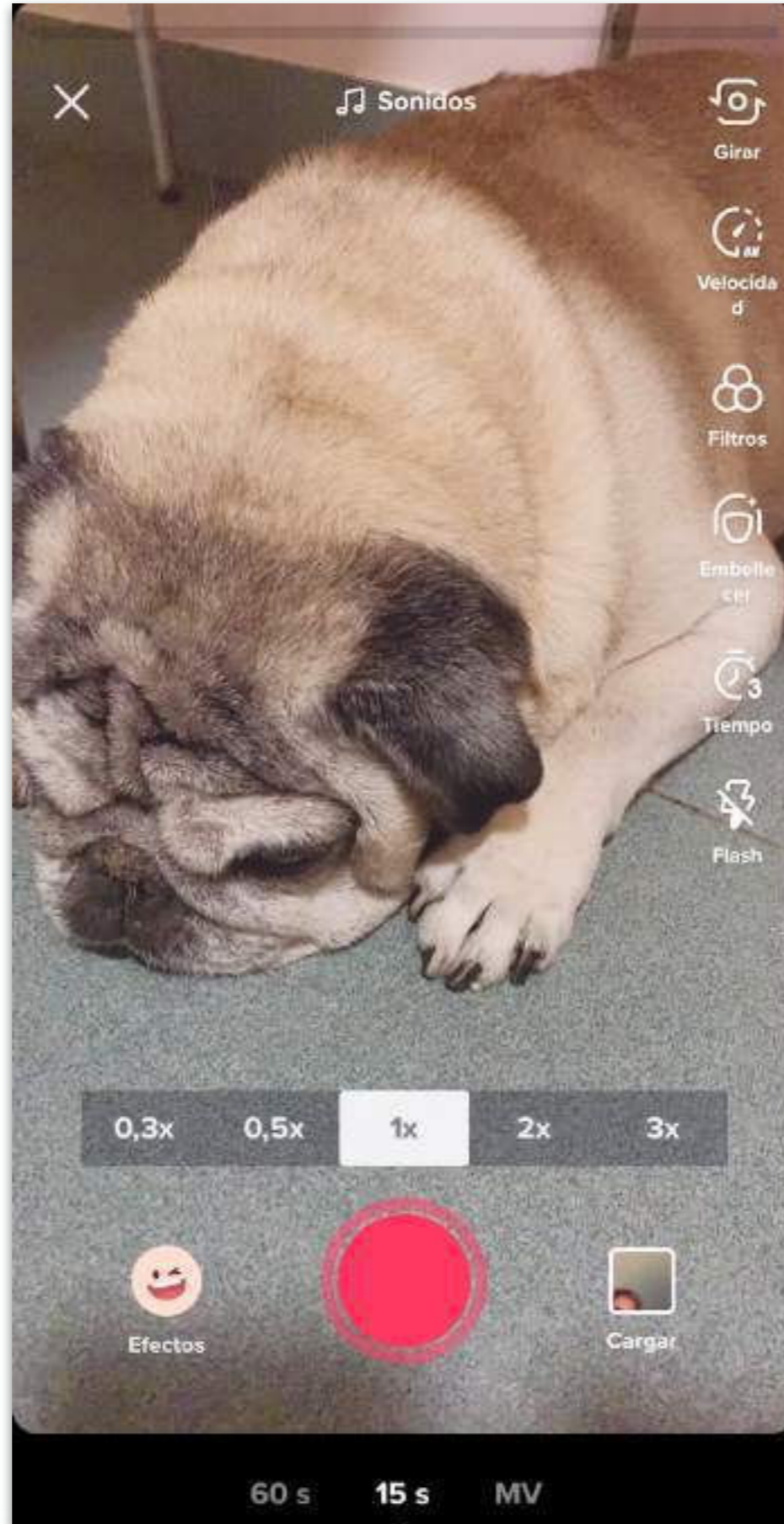




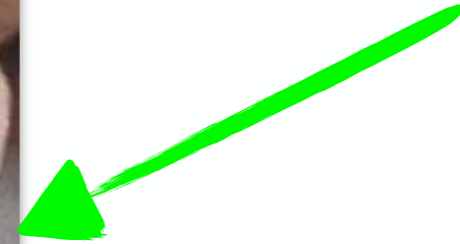


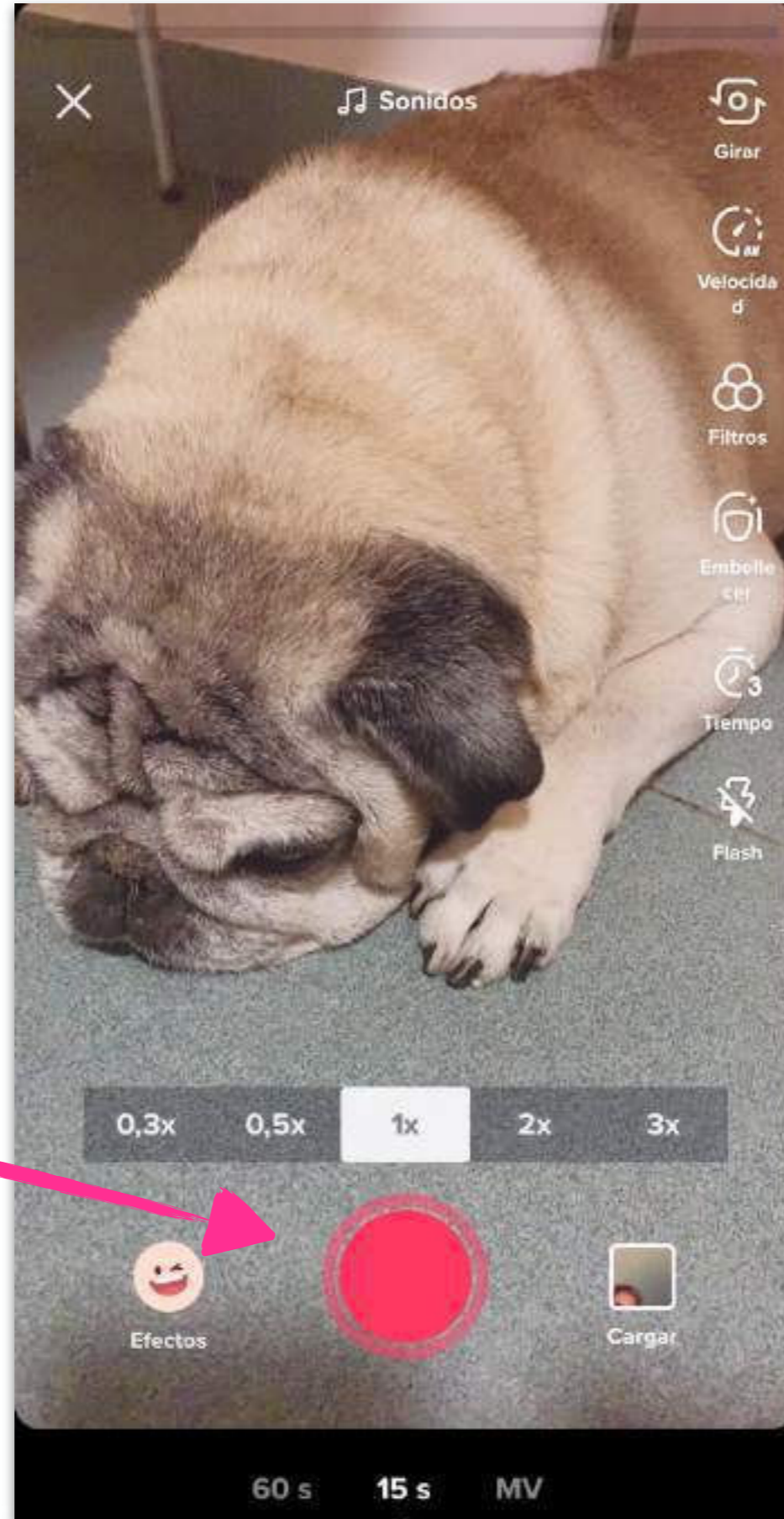
Filtres





Temporizador





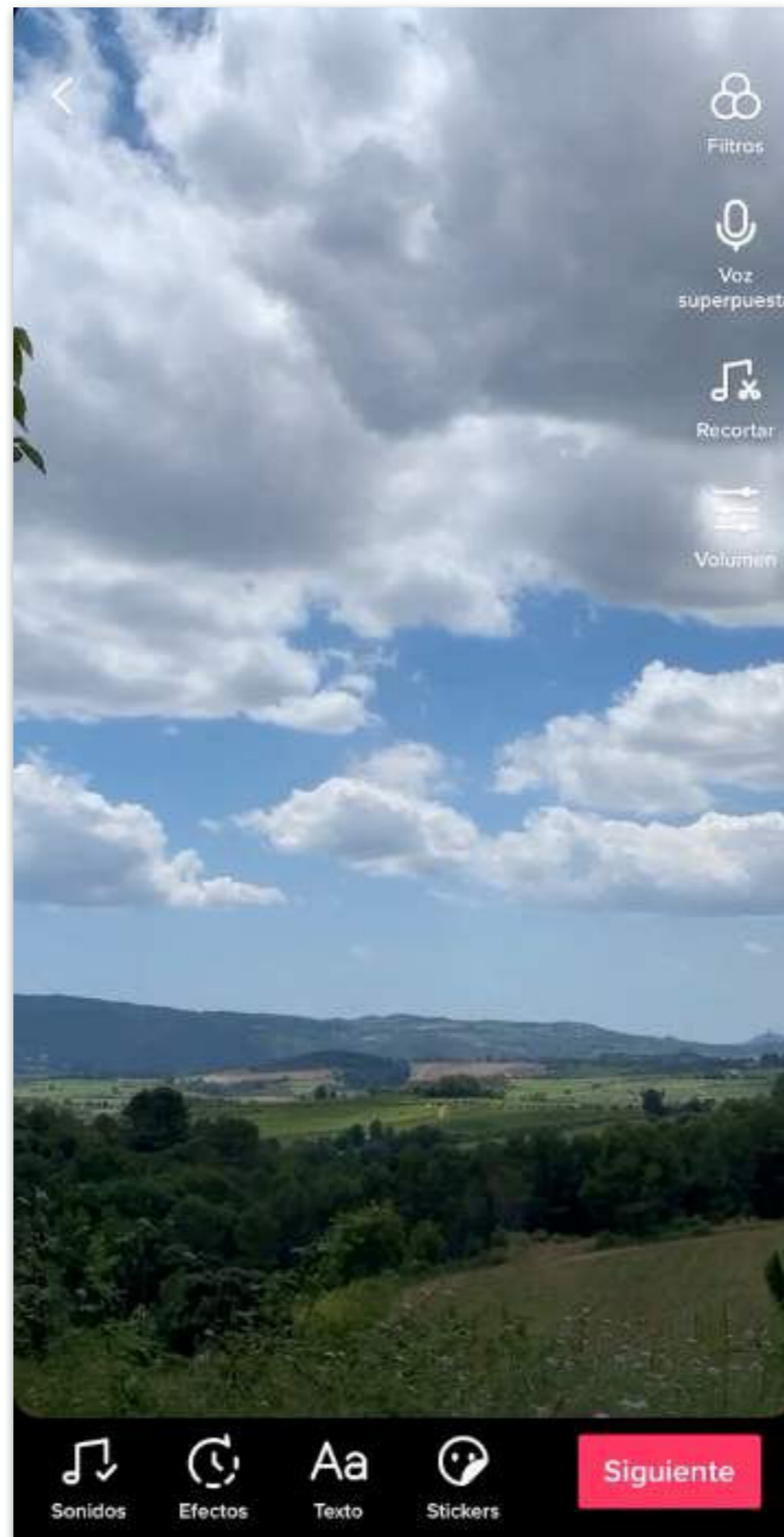
Gravem



Edició
Música



Filtres, transicions, efectes



Text





< **Publicar**

Describe tu video

#Hashtags @Amigos

Seleccionar portada





🔒 Quién puede ver este video Público >



💬 Permitir comentarios

📄 Permitir Dúos

⬇️ Guardar en el dispositivo

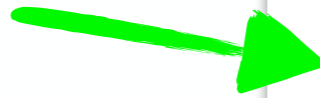
Compartir automáticamente en:

 Borradores  **Publicar**

 **Capçalera**

**Títol, descripció,
mencions i
hashtags**



< **Publicar**

Describe tu video

#Hashtags @Amigos

Seleccionar portada





🔒 Quién puede ver este video Público >



💬 Permitir comentarios

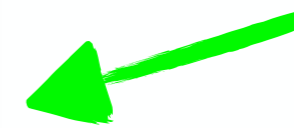
📄 Permitir Dúos

⬇️ Guardar en el dispositivo

Compartir automáticamente en:

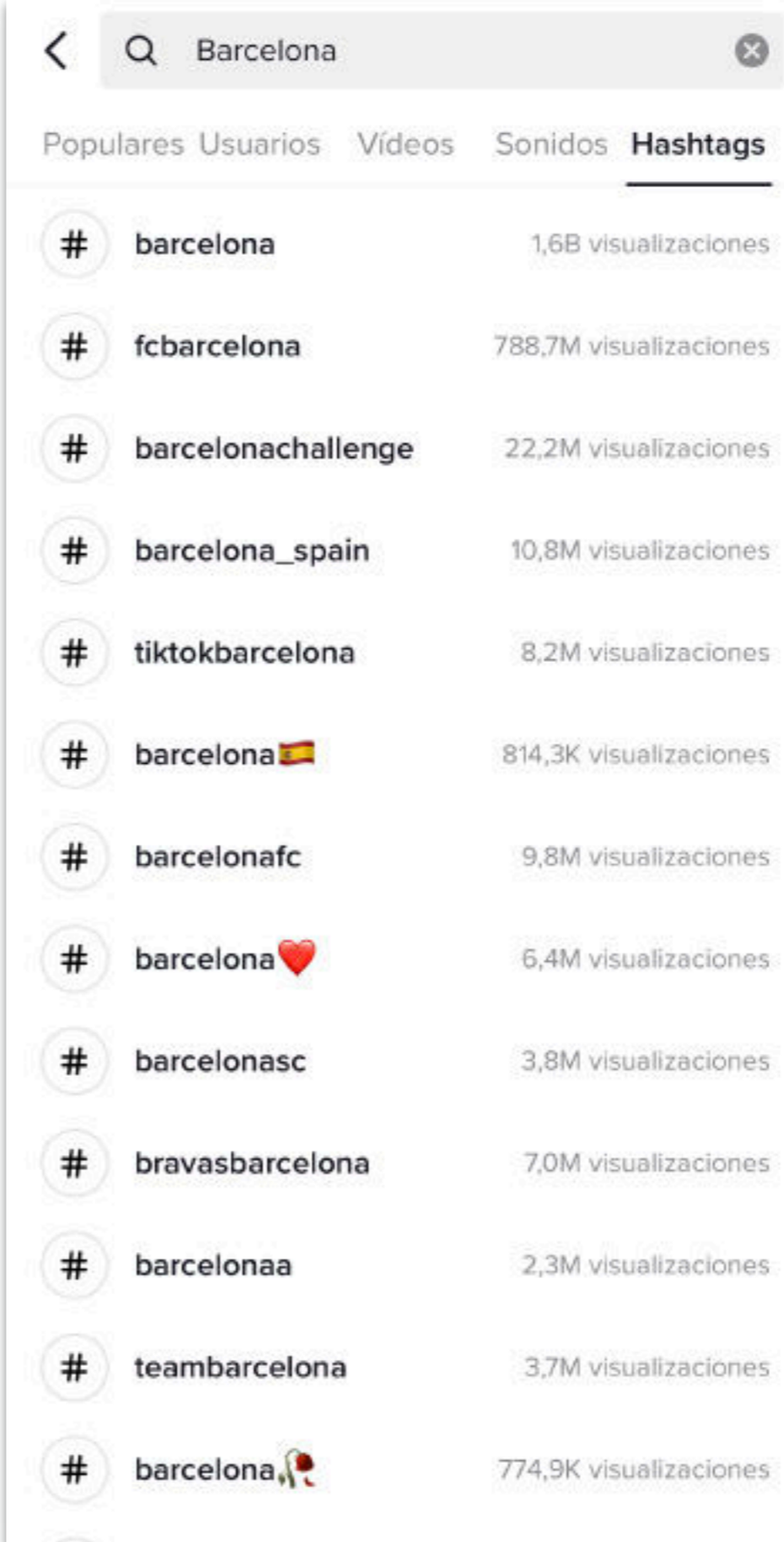
 Borradores  Publicar



Capçalera

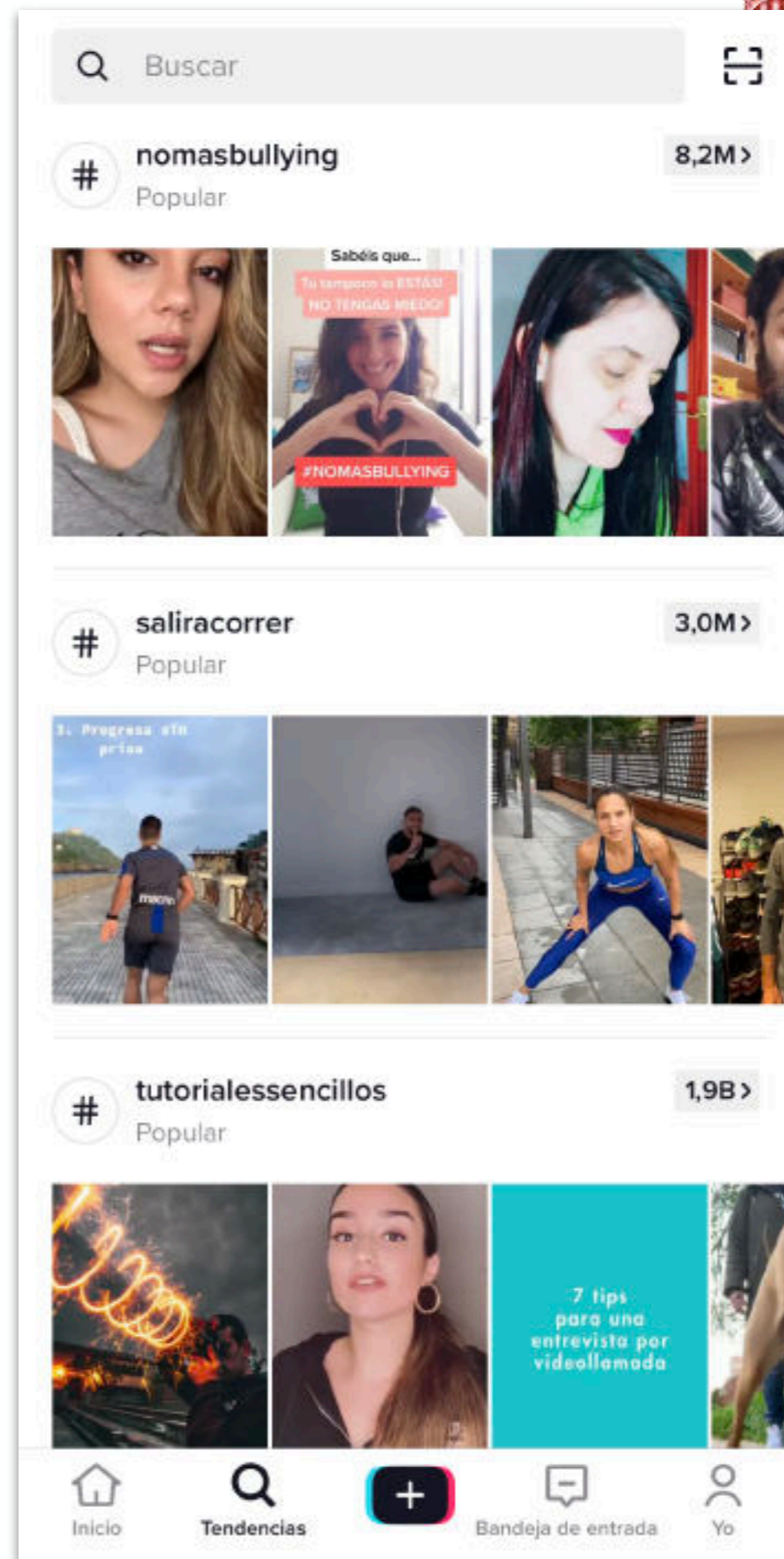
Hashtags

#fyp #parati #foryou

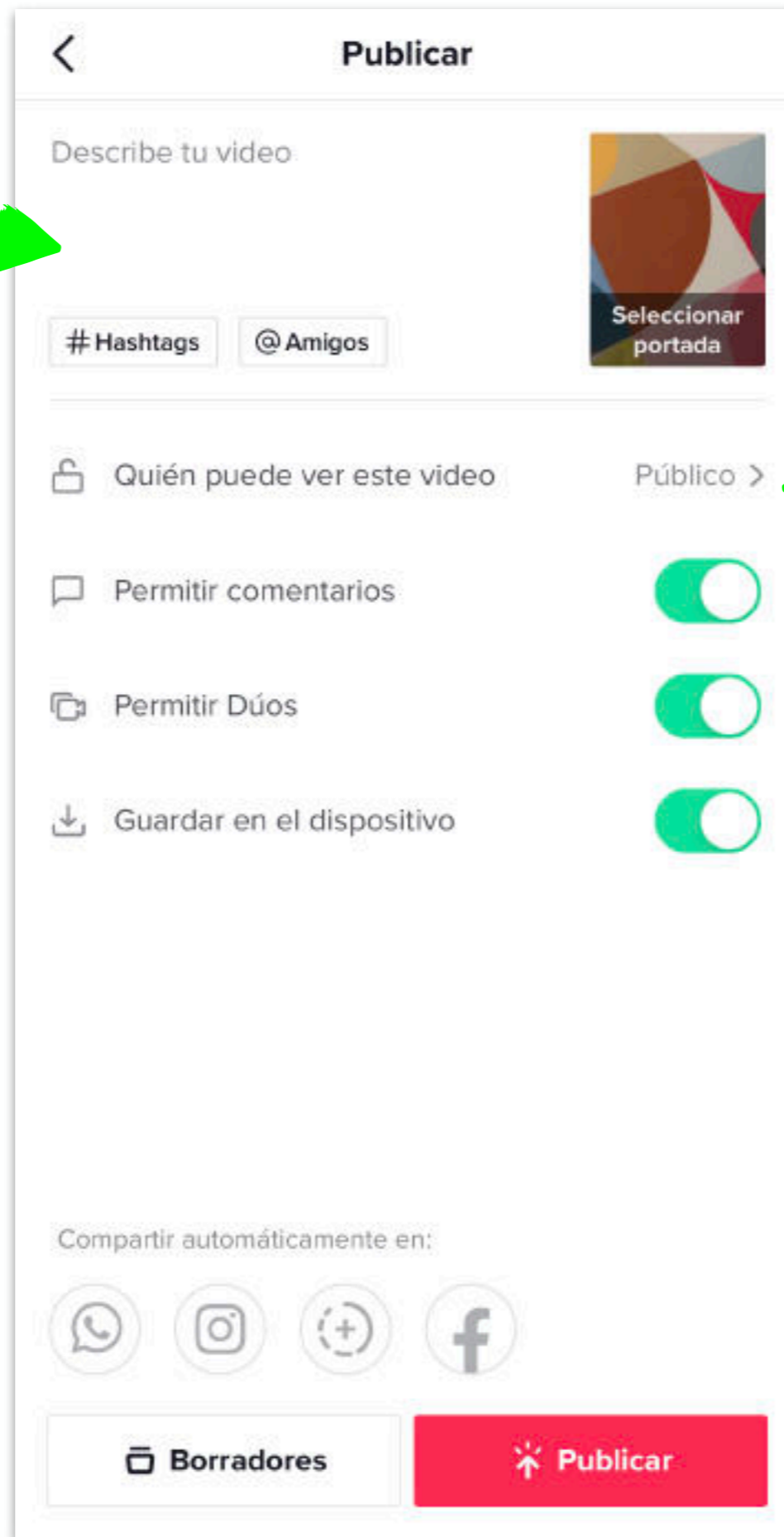
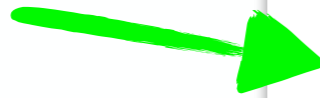


| Populares | Usuarios | Vídeos | Sonidos | Hashtags |
|-----------|--------------------|--------|---------|------------------------|
| # | barcelona | | | 1,6B visualizaciones |
| # | fcbarcelona | | | 788,7M visualizaciones |
| # | barcelonachallenge | | | 22,2M visualizaciones |
| # | barcelona_spain | | | 10,8M visualizaciones |
| # | tiktokbarcelona | | | 8,2M visualizaciones |
| # | barcelona 🇪🇸 | | | 814,3K visualizaciones |
| # | barcelonaafc | | | 9,8M visualizaciones |
| # | barcelona ❤️ | | | 6,4M visualizaciones |
| # | barcelonasc | | | 3,8M visualizaciones |
| # | bravasbarcelona | | | 7,0M visualizaciones |
| # | barcelonaa | | | 2,3M visualizaciones |
| # | teambarcelona | | | 3,7M visualizaciones |
| # | barcelona 🍷 | | | 774,9K visualizaciones |

Tendències “Challenge”



**Títol, descripció,
mencions i
hashtags**



Capçalera

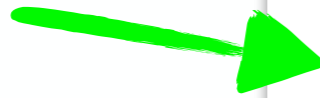


Privacitat

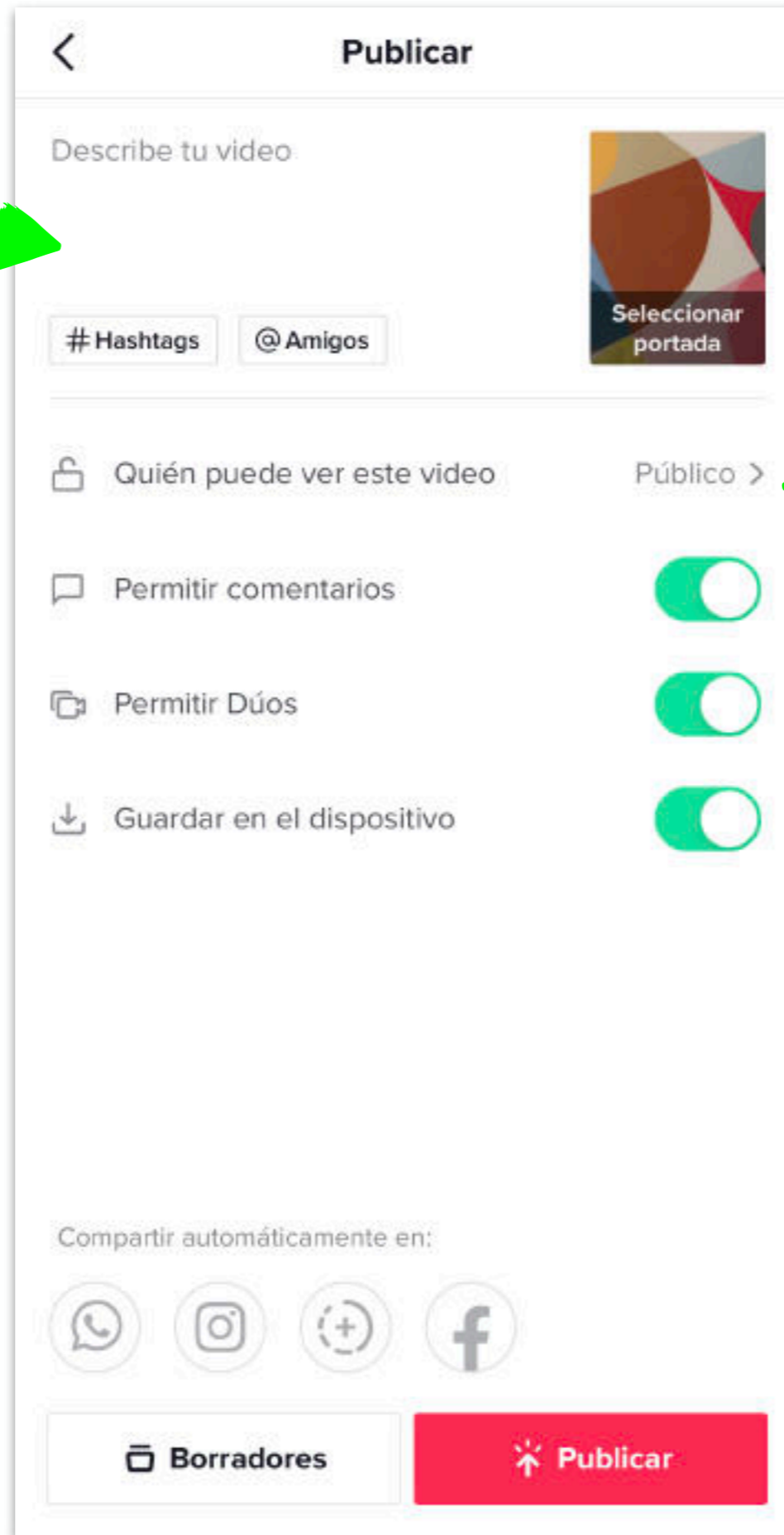
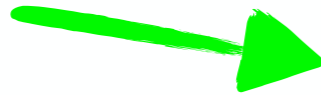


**Públic, amics,
privat**

**Títol, descripció,
mencions i
hashtags**



**Interaccions amb
el teu vídeo**



Capçalera

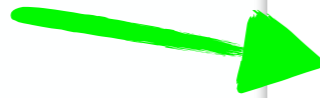


Privacitat



**Públic, amics,
privat**

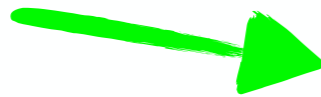
**Títol, descripció,
mencions i
hashtags**



Capçalera



**Interaccions amb
el teu vídeo**



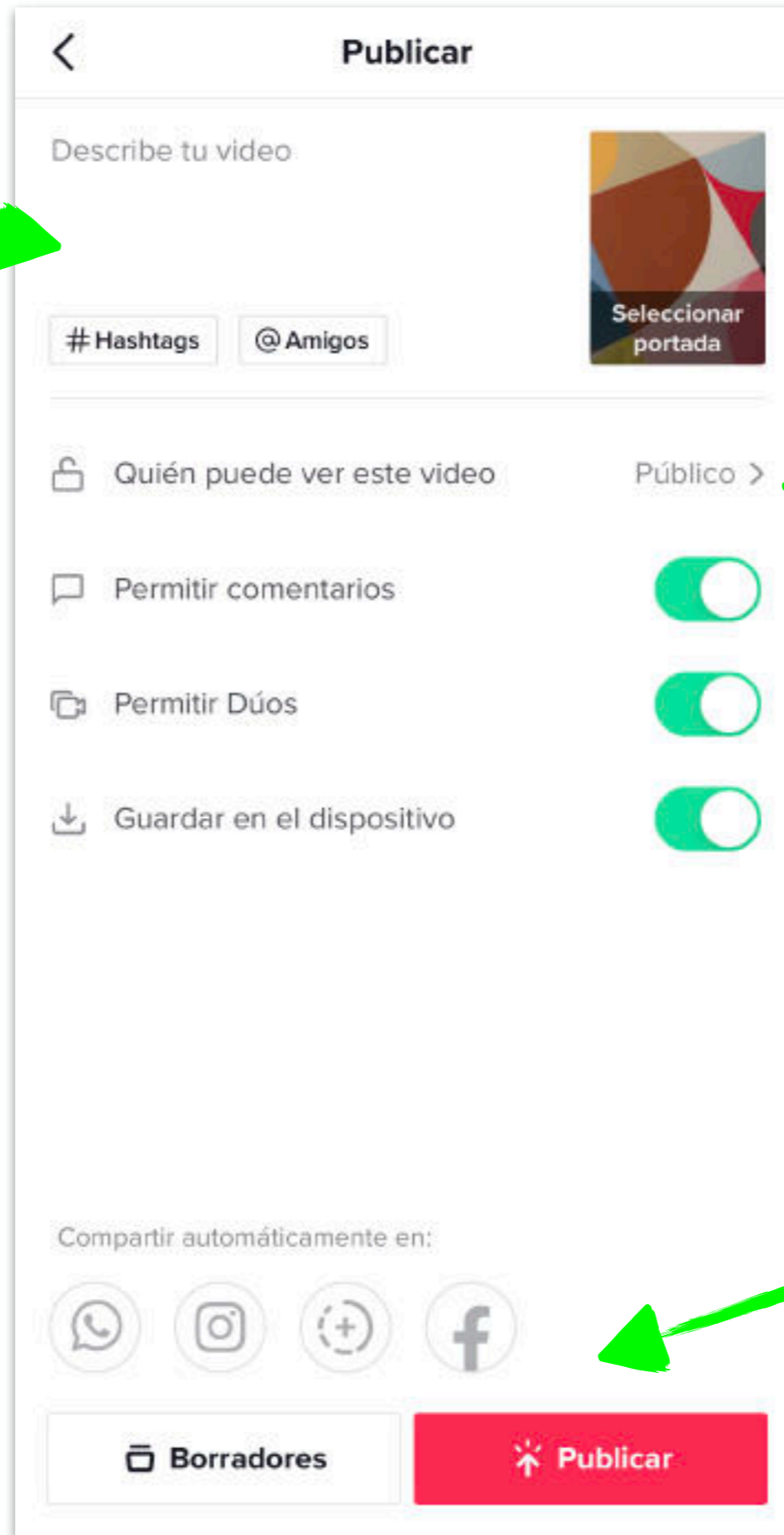
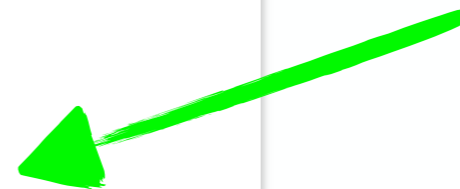
Privacitat



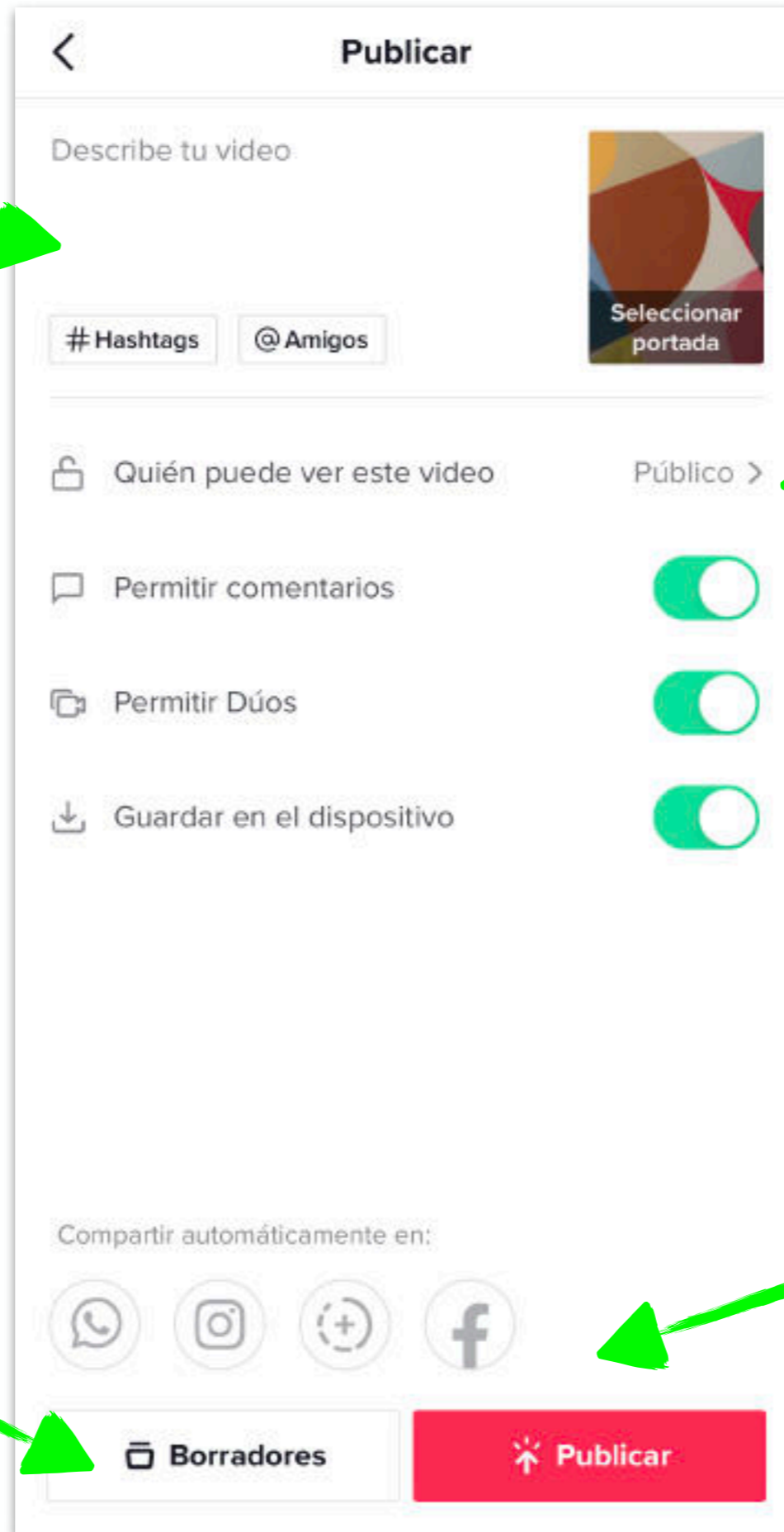
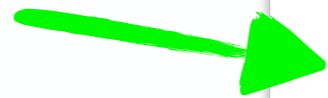
**Públic, amics,
privat**

**(la pots
modificar
sempre)**

Compartir



**Títol, descripció,
mencions i
hashtags**



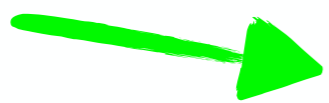
Capçalera



Privacitat



**Interaccions amb
el teu vídeo**

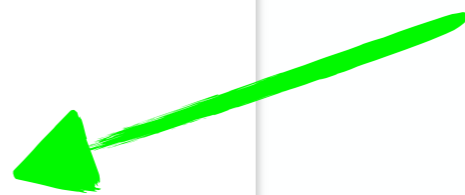


**Públic, amics,
privat**

Seguir editant

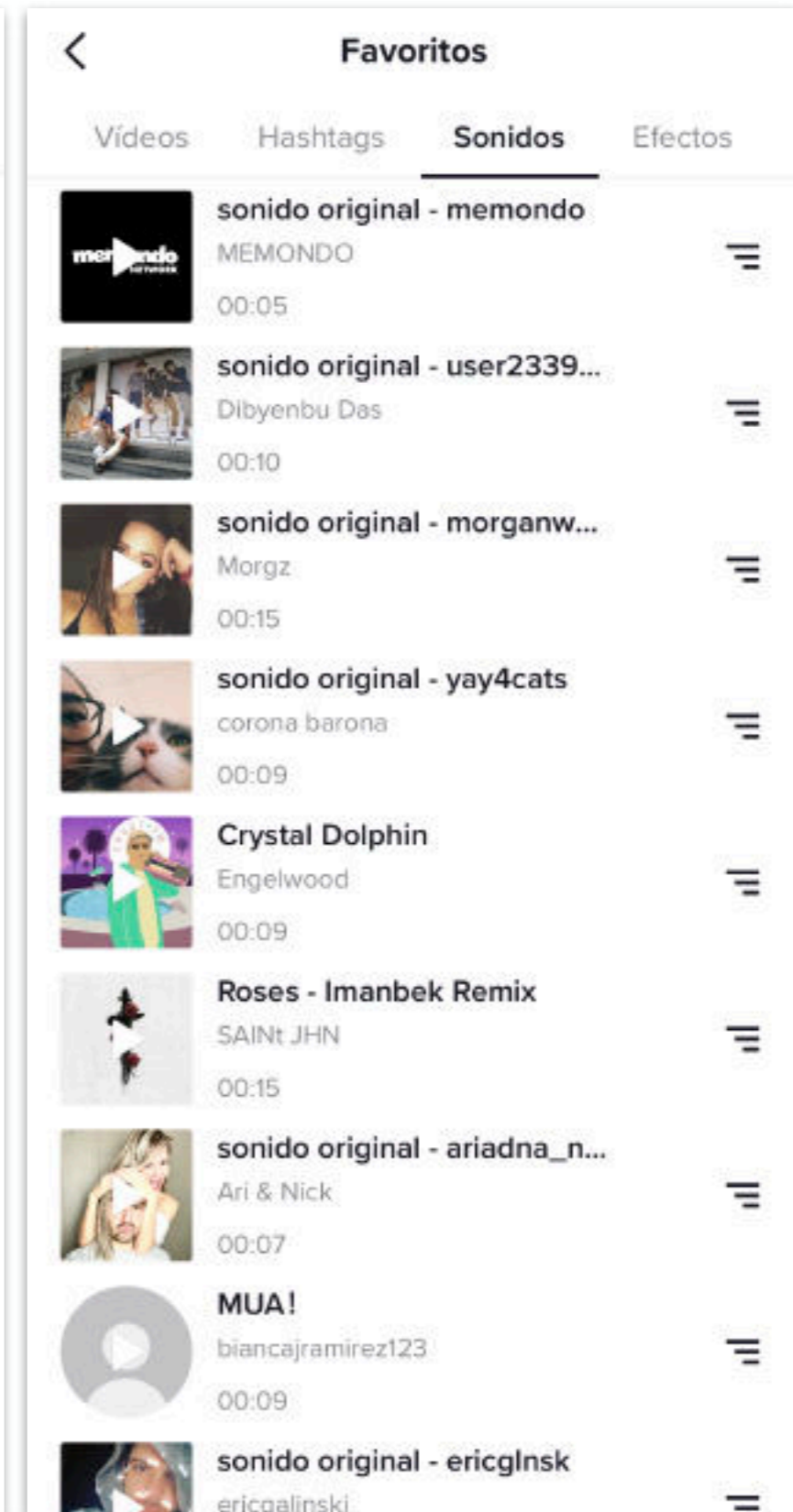
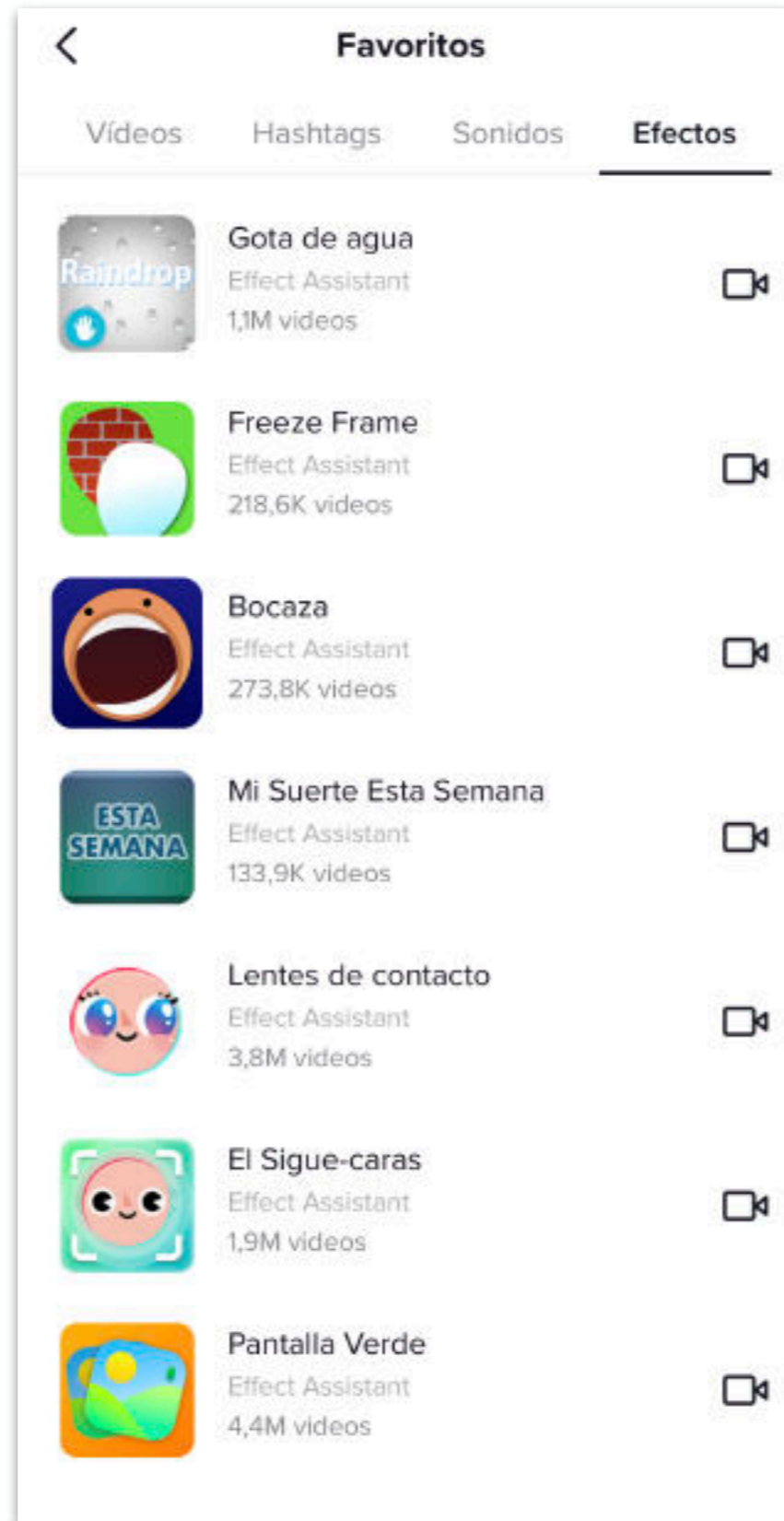


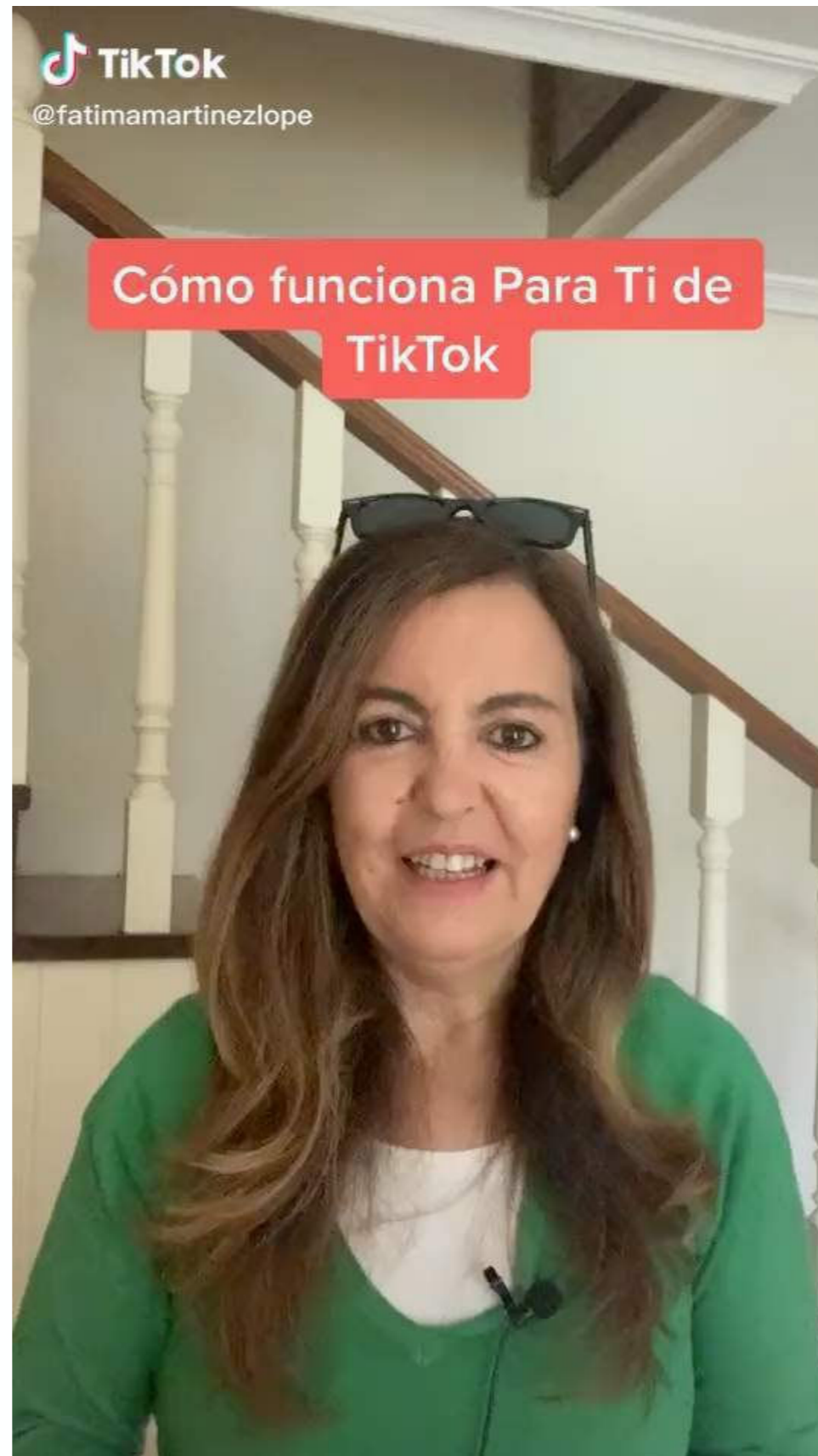
Compartir



Per tenir visibilitat

Filtres i músiques tendència





Interactuar amb altres comptes


likes i comentaris a comptes a públic objectiu

Compartir fora de tiktok

Publicitat


Tipus d'anuncis

TikTok's Four Ad Products



Brand Takeover **In-Feed Video** **Hashtag Challenge** **Branded Lenses**

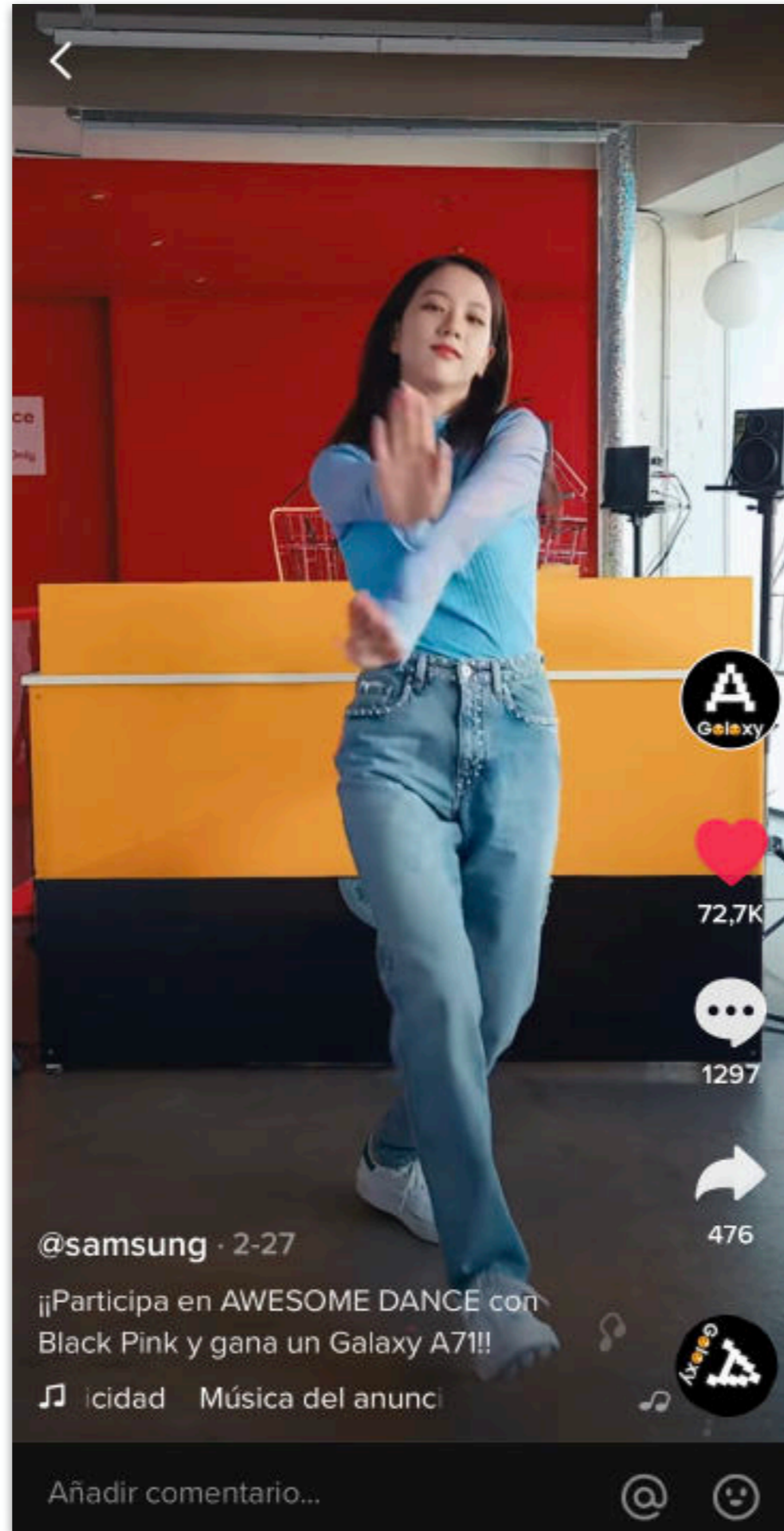
1 2 3 4



The image displays four examples of TikTok advertising products on smartphone screens, numbered 1 through 4.
1. **Brand Takeover**: A full-screen takeover of the TikTok logo.
2. **In-Feed Video**: A video in the main feed with a large, semi-transparent TikTok logo overlaid.
3. **Hashtag Challenge**: A challenge page for '#KissChallenge' showing a grid of user-generated videos.
4. **Branded Lenses**: An AR lens applied to a video of a roasted chicken, with a red play button icon overlaid on the chicken.

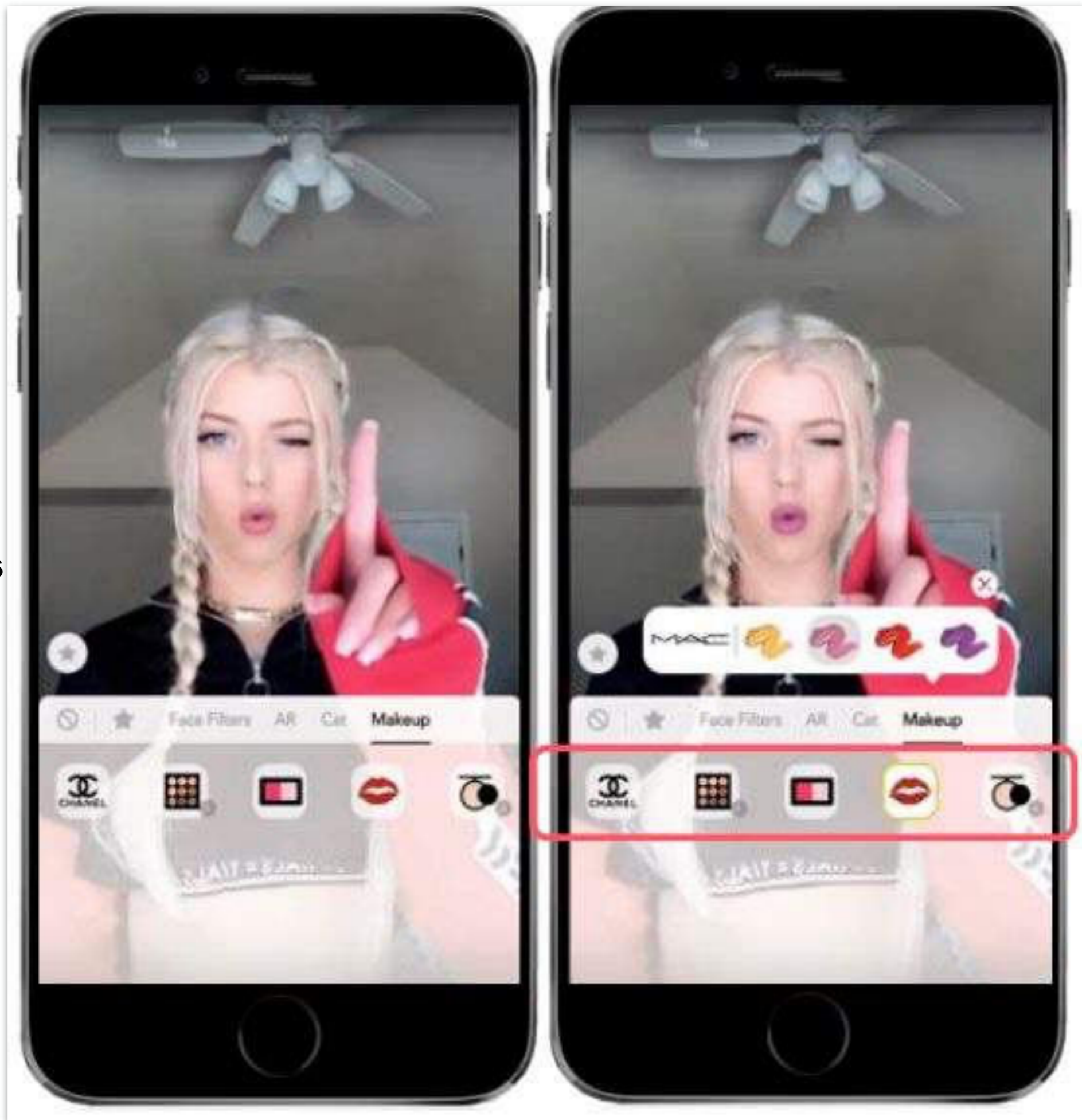
Vídeo en el feed





Hashtag Challenge

Branded lens



TikTok Ads

Iniciar sesión

Haz crecer tu negocio en TikTok Ads

- Muestra tus anuncios en TikTok, Vigo Video, Helo, etc.
- Tráfico de calidad para hacer crecer el tráfico web y el número de instalaciones de aplicaciones y de visitas
- Usa TikTok Pixel para realizar el seguimiento de tus conversiones
- Fija un presupuesto acorde con las necesidades de tu negocio y ajústalo siempre que sea necesario
- Configuración fácil y rápida

Empieza ahora



Suposem que vols obrir compte

Visibilitat

Bon contingut!

Tenir visibilitat perquè si, no et serveix de res

Abans de començar a publicar, obre perfil privat tens nom guardat



Per valorar si t'interessa

Pensar en el teu target si hi és o no



Treballa un pla de comunicació

Objectius

Missatge

Quin tipus de vídeos



Publicitat per convertir vendes-





Perill

No publicis sense conèixer bé la xarxa

És una pèrdua d'oportunitat

Li hauràs de dedicar molt temps

Tan en creació de videos

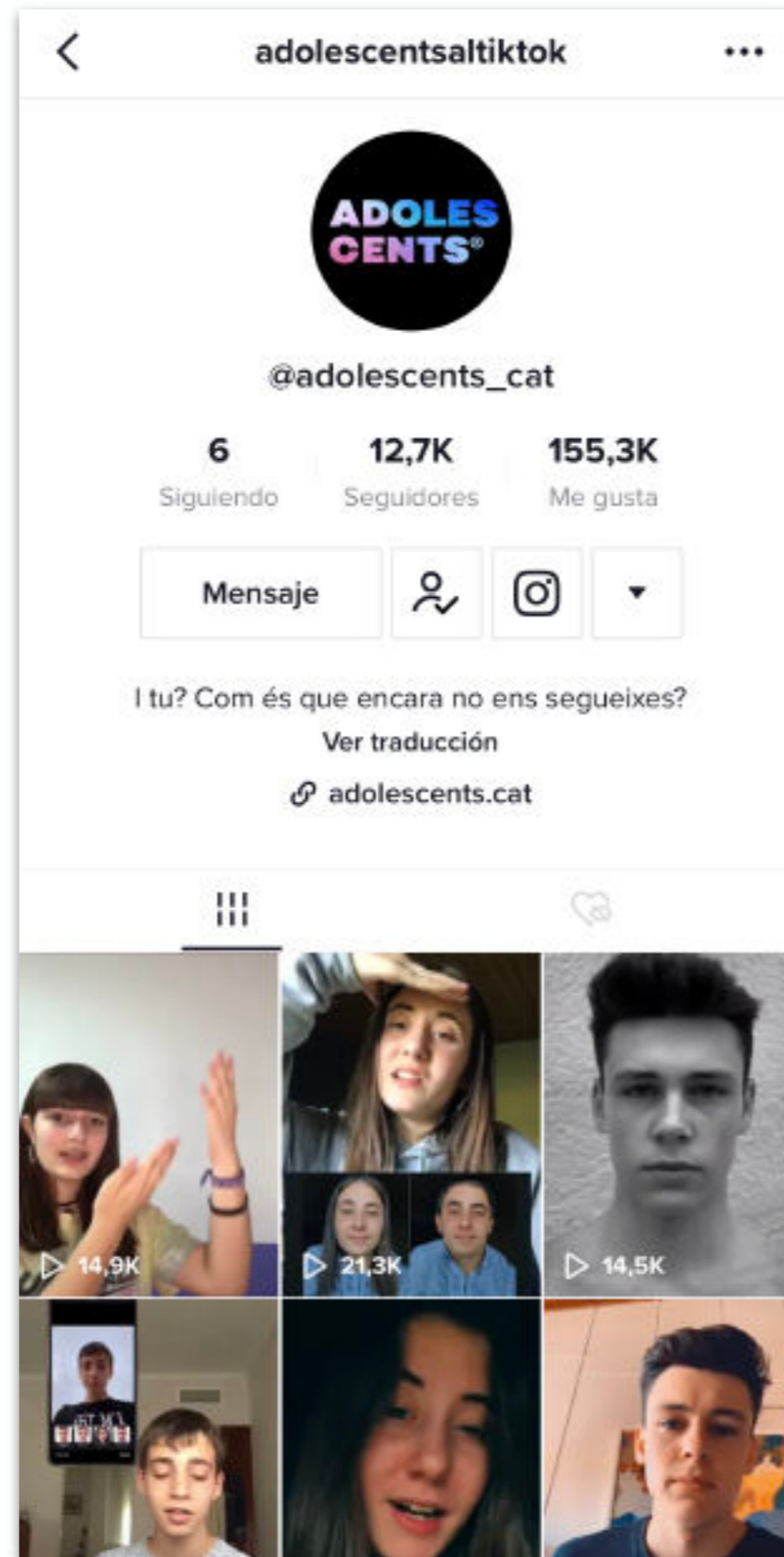
Com en estar al dia de tendències



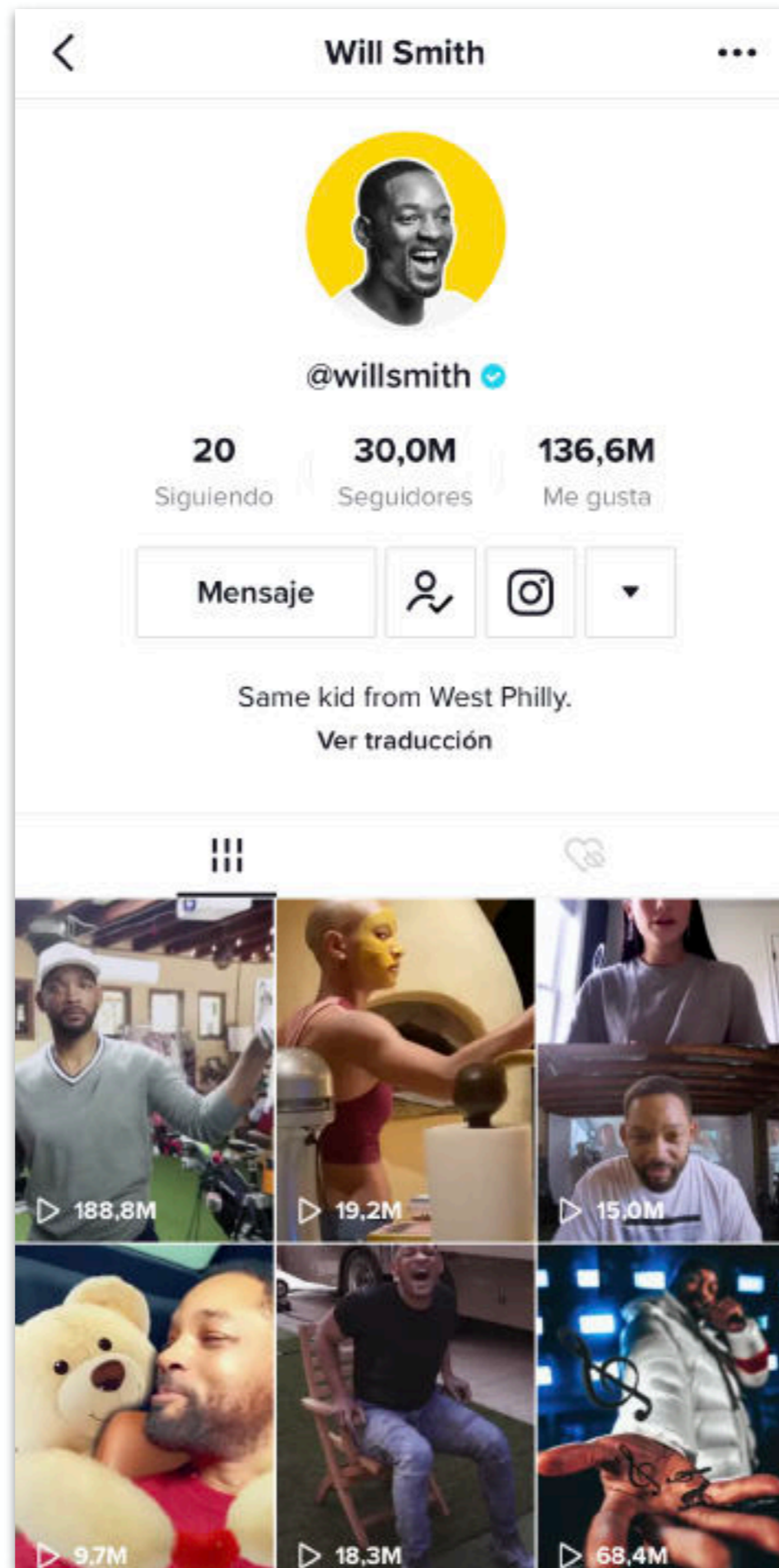
És molt ràpida, músiques, balls canvien ràpidament

Nosaltres creem els continguts


Creadores de contingut



**Participació del nostre públic en la creació
de tiktoks com una activitat més.**






Will Smith



@willsmith ✓

20 Siguiendo 30,0M Seguidores 136,6M Me gusta

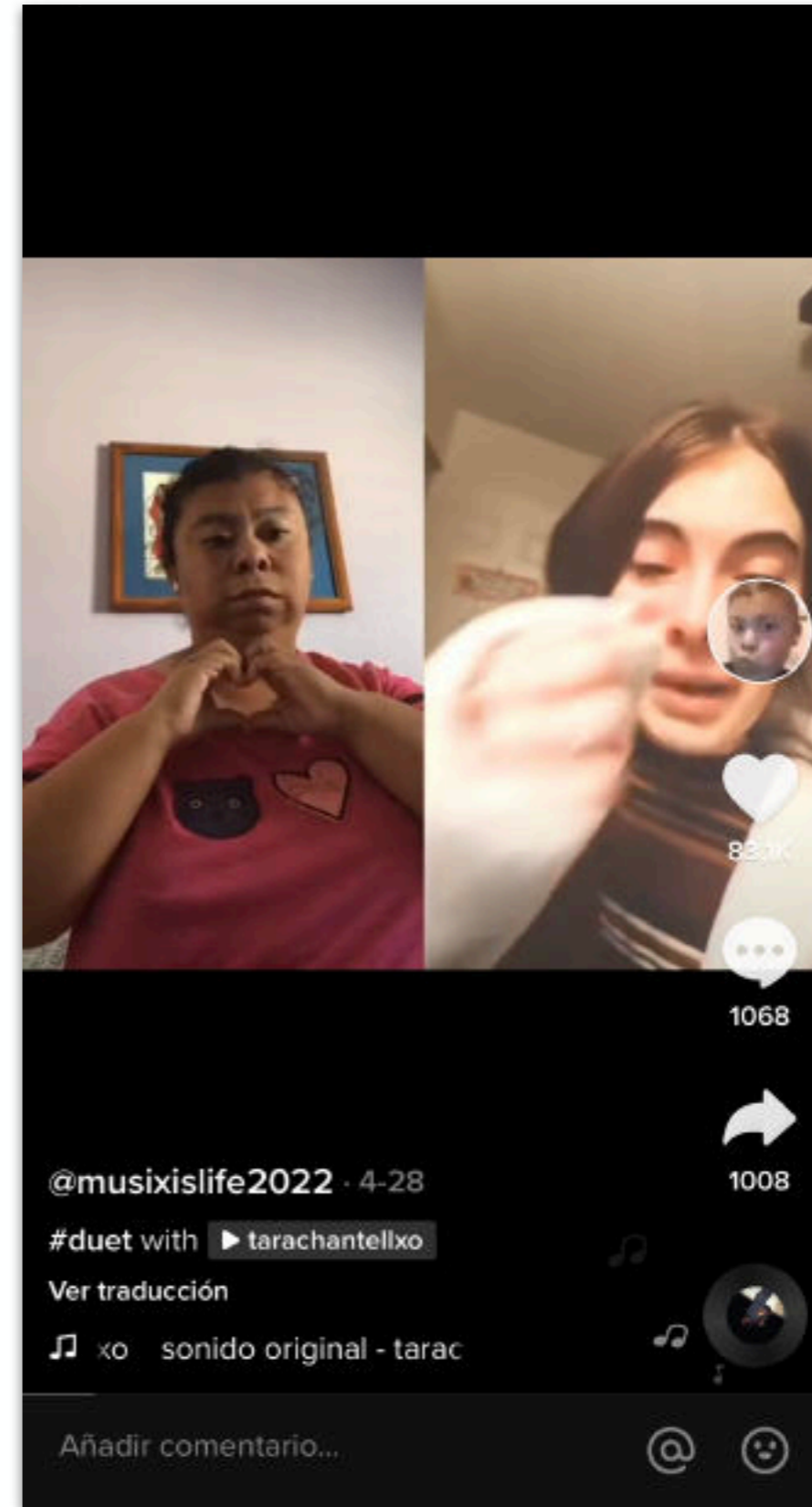
Mensaje   

Same kid from West Philly.
[Ver traducción](#)

Grid of 6 video thumbnails:

- 188,8M
- 19,2M
- 15,0M
- 9,7M
- 18,3M
- 68,4M

Duos poden reutilitzar el teu contingut



Avantatges

No està massificada es pot créixer molt ràpidament



Et porta visibilitat a altres xarxes

Inspiració creativa



Per entendre nous llenguatges.

Pel format i pel contingut sentit de l'humor etc...

Ens ajudara a comunicar a altres xarxes.



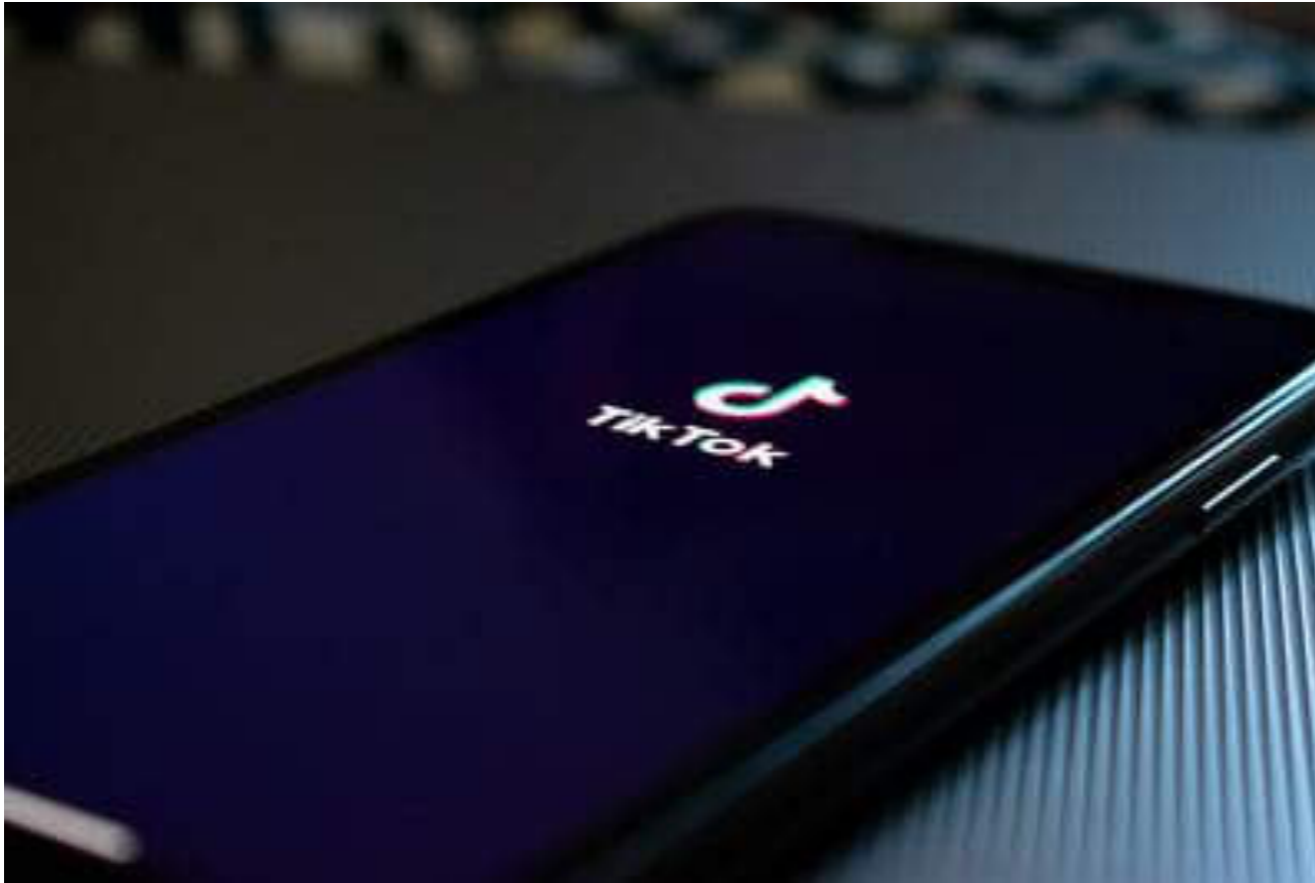
Les generacions més joves creen tendència

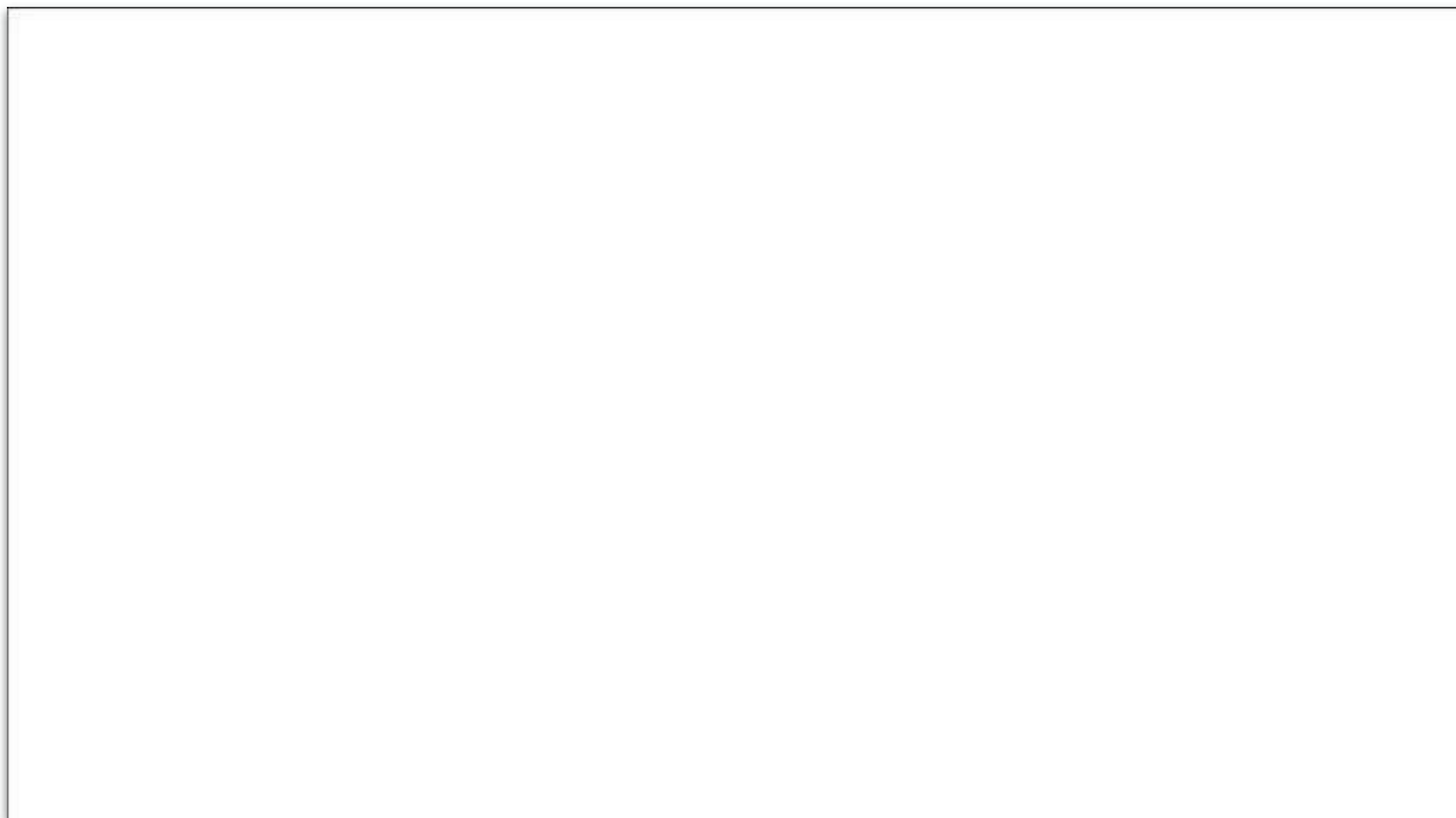


Recordatori Snapchat - Stories



De tiktok a stories





 mercadotecnia publicitat i mitjans **Merca2.0** 

Inicio > Mercadotecnia

Mercadotecnia **Tecnologia**

SAMSUNG PRESENTÓ UNA SMART TV PARA INSTAGRAM Y TIKTOK

Por **Ivan Nava** - 6-01-2020 Vistas: 113



Imagen: Samsung y/o CNET



Oportunitats

A blue sky with white clouds and cherry blossoms in the corners.

gràcies i molta sort

Mònica Urrútia Azcon
@monikaurrutia

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