

Should your business be on TikTok?

Let's find out...

First things first,

As marketers to stay relevant and sometimes to gain market share you have to be proactive in your adoption into new channels and communication types. And now, more than ever, this means all types of social media - that's where **TikTok** comes in.



Fastest growing social platform in a decade

- 500 million active global users
- 33 million downloads in Q1, 2019
- 90% of TikTok users access the app more than once a day
- 1 million videos are viewed daily



Build communities

Educators are flocking to TikTok to share their struggles, encourage and teach other educators and even to poke fun at the situation they've been thrown into this year.

You can respond and engage with these educators in real-time over message or face to face video about what issues they're facing and how your product can help.



Ways Teachers use TikTok

Connect with students. Know the latest trends on TikTok, reference some of the jokes or try a dance to earn major cool teacher status.

Network with other professionals. It's like having a whole teacher conference in the palm of your hand.

Enhance learning. Master the art of catchy videos and your students (as well as others from around the world) will be begging to learn from you.

Share tips, tricks and hacks. Need bulletin board ideas? Book lists? New strategies for teaching algebra? Teachers of TikTok have your back.

Be part of a community of educators. The more support and camaraderie the better, right?

Stay in the know about what's popular with students. You'll be able to spot issues easier and understand kid lingo more.

Vent and celebrate in the joys and challenges of teaching. The good, the bad, the hysterical. It's all there.

Just for fun. Seriously, it's just really entertaining!

Source: <https://www.boredteachers.com/trending/25-teachers-you-should-be-following-on-tiktok>

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