

# THE ULTIMATE ADULT GUIDE TO TIKTOK

Everything you need to  
know about the app  
teens are obsessed with.



# TIKTOK STATS YOU NEED TO KNOW

When it comes to teens, TikTok is an app that you need to be familiar with, so Teen Life has pulled all the stats you need to know!

**3B**

TIMES TIKTOK  
HAS BEEN  
DOWNLOADED

**23%**

U.S. INTERNET  
USERS HAVE  
SEEN TIKTOK  
VIDEOS

**9**

OUT OF 10  
USERS USE THE  
APP MULTIPLE  
TIMES A DAY

**32.5%**

OF USERS ARE  
BETWEEN 10-19  
YEARS OLD

**69%**

OF U.S. TEENS  
ARE REGULAR  
TIKTOK USERS

TikTok was the most downloaded app in 2020.

**124.1M**

MOST FOLLOWERS ON TIKTOK  
(CHARLIE D'AMELIO)

**45 MIN**

AVERAGE DAILY TIME  
SPENT ON TIKTOK

**60%**

OF TIKTOK USERS FEEL A SENSE  
OF COMMUNITY FROM THE APP



**29%**

OF TEENS SAY TIKTOK  
IS THEIR FAVORITE  
APP

TEENLIFEPODCAST.COM

# 5 THINGS YOU NEED TO KNOW ABOUT TIKTOK



**#1**

Even if teens don't have an account, they are probably still watching TikTok videos.

You don't have to have an account to watch TikTok videos. Most students will have seen TikToks whether they have the app or not! They might see them on other apps or have links sent to them, so have a conversation with teens even if they don't have a TikTok account.

**#2**

The "For You" page is endless & content is not chosen by the user.

While you can follow users on TikTok, most of the time spent in the app is on the "For You" page. This content is curated based on an algorithm and it never ends. It is based on your past activity but it is likely full of people you don't know.



## #3

There are different rules for different ages in the TikTok app.

Depending on the age of the user, TikTok has rules and content limits. Here are some that impact teenagers:

- Users under 13 can't post videos or comment, and their content is curated for a younger audience.
- For kids age 13 to 15, accounts are private by default. This means that only friends can comment on their videos, and other users can't duet\* with their videos.
- Only users 16 and over can livestream and use direct messaging.
- Only users over 18 can buy, send, or receive virtual gifts.

### TIKTOK TERMS:

- **DUET:** content that features another video by showing them side by side.
- **CHALLENGE:** any idea that goes viral - dances, music, activities, transitions.
- **FYP:** short for For You Page

The background of the page features a light teal color with several sets of concentric circles in a slightly darker shade of teal. These circles are of varying sizes and are positioned in the upper right and lower right areas. Additionally, there are small, dark teal wavy lines, resembling sound waves, located near the top right and bottom left of the page.

# #4

## TIKTOK IS ALL ABOUT TRENDS, MUSIC, DANCING AND CHALLENGES!

If you want to know where trends are starting, check out TikTok! Videos and challenges go viral quickly on TikTok. There are even apps to help people keep up with what will go viral next. Music and dances are also a huge percentage of TikTok videos. Videos utilize "sounds" that can be original or feature popular songs. In fact, many artists and songs have success through going viral on TikTok. \*Something to note, a lot of these sounds and songs are explicit.

# #5

## TikTok can be FUN, but it is also a time drain, so be careful!

If you have never checked out this app, it can be super fun! There is content for anyone and everyone. It is often funny, entertaining and full of tips. But it is also easy for one video to turn into 45 minutes (the average time spent on the app daily) or more! It is important to have boundaries for yourself and your teens' social media use!

# the TEEN LIFE

## PODCAST

Check out the Teen Life Podcast for the latest tips, trends, and topics relevant to teenagers.

This podcast is made for the helpers of teens. Teenagers aren't a problem to be solved, but we are here to help you equip teenagers through the power of connection.

For episodes that mention TikTok, start here:

Episode 1: Boundaries & TikTok

Episode 17: BFFs & Explicit Music

Episode 25: School Skills & TikTok Influencers

Visit our website or subscribe  
in your favorite podcast app!

TEENLIFEPODCAST.COM



# THE ULTIMATE ADULT GUIDE TO TIKTOK

## Sources:

<https://www.businessinsider.com/tiktok-facebook-3-billion-app-downloads-popularity-users-whatsapp-instagram-2021-7>

<https://www.businessofapps.com/data/tik-tok-statistics/>

<https://www.common sense media.org/app-reviews/tiktok>

<https://influencermarketinghub.com/tiktok-stats/>

