

# Types of content



- ▶ On TikTok, you will see five main types of content:
  - **#1 Videos that provide value and try to educate the viewer on a specific subject**
  - **#2 Funny videos**
  - **#3 Dances**
    - TikTok started as a dancing app called Musical.ly
  - **#4 Challenges**
    - these are unique to TikTok and make it easier for people to create content
  - **#5 Duets & reacts**
    - people can collaborate to create a video together or film their reactions to other people's videos (the functionality is built into TikTok)
- ▶ The type of videos you will see in your feed will depend on your preferences - the TikTok algorithm will gradually learn what you like based on the things you watch more or the things you search for
- ▶ In order to find out what content is a good fit for you:
  - check out the profiles of role models in your niche
  - look up relevant hashtags to see what's more popular
- ▶ You don't have to only create one type of content, you can mix it up to reach a wider audience