

5 THINGS YOUR CHURCH NEEDS TO KNOW ABOUT TIKTOK.



by digivangelism.



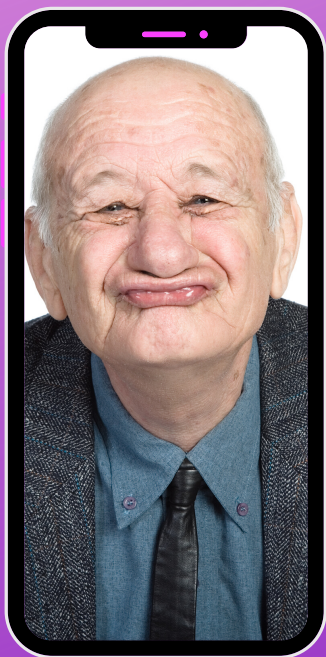
but first...

WHAT IS TIKTOK?

a social media platform

short videos

emphasis on music, comedy, and trends



Warning:

You will want to throw your phone across the room.
TikTok is loud, in your face, and fast paced.



01

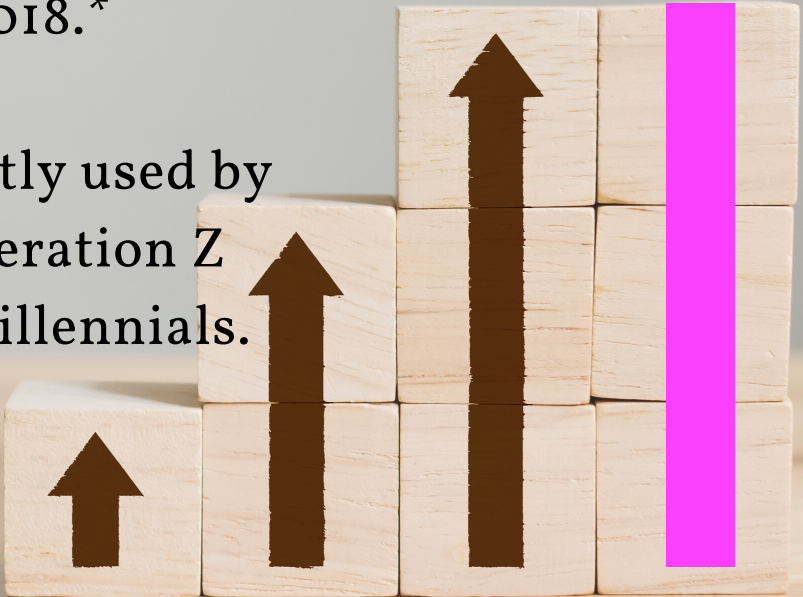
TIKTOK USE IS GROWING EXPONENTIALLY.

TikTok: downloaded
more times than

Instagram

in 2018.*

Mostly used by
Generation Z
& Millennials.

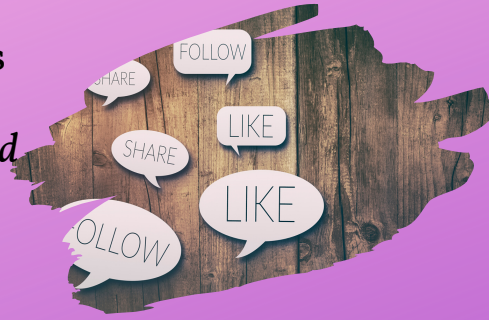


YOU NEED TO **USE** TIKTOK TO GET TO THE GOOD STUFF.



Take 10-15 minutes to interact with the videos TikTok gives you (*swipe away ones you don't like and like ones you do*).

(This will train the algorithm in your favor.)



who does this matter to?

1. churches trying to learn what other ministries are doing with TikTok
2. churches leading youth who may be seeing inappropriate content on TikTok.



03

ANYONE CAN GROW A FOLLOWING ON TIKTOK.



Give yourself some grace while figuring out its interface.

Be willing to be a little goofy, try a new trend. This is a viable platform for you to get the message of Jesus to the masses.

Keep making videos.
You will see the fruit!



IT MIGHT NOT BE WORTH IT FOR YOU TO BE ON TIKTOK.



Church leaders disagree about whether or not it is appropriate for churches to be on TikTok.

The pros:

understanding the next biggest social media platform early, reaching youth where they are, and spreading the love of Jesus far & wide.

but.....



04

...there are bigger fish to fry if you still do not have a website or an active Facebook presence.



the point:

**Prioritize your website, Facebook
and Instagram,
*but be aware of TikTok too.***



MAKE TIKTOK GOALS AHEAD OF TIME.



Define why you're using TikTok before
you jump onto the latest trend.



Will your youth pastor join to learn to share Jesus on a platform kids are used to?

Will a pastor jump on to share more of their personality?

Will your church use it to reach the masses with their message of hope, even if the vast majority of watchers never step foot in your church?



KNOW YOUR GOALS
AHEAD OF TIME.



5 THINGS YOUR CHURCH NEEDS TO KNOW ABOUT TIKTOK.

free resource provided by:

digivangelism.

www.digivangelism.org
digivangelism@gmail.com

*<https://www.businessinsider.com/tiktok-hit-1-billion-downloads-surpassing-instagram-in-2018-2019-2>

