

TIK TOLO GIE

**Making Short Video:
Instagram Reels, TikTok
and Youtube Shorts**

SNOR
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TIKTO-LOGIE = THE SCIENCE OF SHORT VIDEO'S

GRAB THE VIRAL VIBE

The moment you lose yourself in editing your latest video and find the perfect piece of audio with it... and it goes viral. Hopefully. It's a vibe, editing a TikTok, YouTube Short or Insta Reel. You have to feel it.

I've been doing it with pleasure for years: editing videos, analyzing trends on TikTok and Instagram and enjoying all the creative and inspiring content that is made. But companies and professionals are not always able to achieve the same level, they can learn so much from the social media creators, just like me. From telling a good story, with the right trend, in a recognizable form to an engaged audience.

What TikTok or Instagram are you - in addition to pleasure - delivers precise results, remains difficult to measure. Yet regular contact with your supporters, your potential customers, thanks to your storytelling skills, is priceless. And on which other channel does that work?

Does it seem difficult to you? Pretty. But you too can learn how to create short videos, edit them and ultimately reach an engaged audience. In this book about the wonderful world of short video, I'll show you. Let's go viral and give your personal and/or company account a boost. Most importantly: have fun!



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Chapter 1

SHORT SHOR- TER

In recent years, TikTok has grown explosively, from 500 million users in 2019 to an estimated 1.5 billion by the end of 2022. Following TikTok, Instagram developed Reels, YouTube Shorts and Snapchat Spotlight. Where did the popularity of short video come from so suddenly?

SHORT VIDEO'S BINGEN



THE NUMBERS

Short video: why?

TikToks, as the short videos are called, have started a revolution. It is now not only young people who are crazy about Tiktok, people in their thirties and forties are also watching TikToks, or Reels, as Instagram calls them. Because of the success of TikTok, Instagram has also embraced the short video, just like Snapchat and YouTube.

Short video fits our smartphone behavior very well: like zombies we pick up our phone every ten minutes and down the rabbit hole we go. Short videos will get you excited, again and again and again. Binging short videos makes sense in this age of content overkill and smartphone addiction, because they usually grab your attention instantly and they know by the combination of moving images, text and sound.

Anyone can be a creator

The success of TikTok, Instagram Reels and other short video is also due to the ease with which you can create and publish videos. You do not have

Research shows that we use social media for 107 minutes a day , and an increasing proportion of this attention is devoted to short videos.

Older people watch 85 minutes and young people 156 minutes, including 68 TikTok clips per day! They are stimulating videos with fun music and real faces of real people, right in their own living room.

need complicated video editing tools, everything is already in Instagram and TikTok itself. With features like remixing, duets, and attaching (chapter 4 Create videos), and making it easy to use an audio clip, anyone can create. In addition, you will receive ideas for the content: use this song or this challenge and show your version of this topic.

WHAT IS A TIKTOK?

What exactly is a TikTok? And an Instagram Reel, YouTube Short and Snapchat Spotlight? They are all forms of short video. Let's first explain what a TikTok is, because that's what the other forms are based on.

Short and vertically filmed

A TikTok is a short, vertically filmed video, to which additional audio, text, effects and filters can be added. It's easy to swipe vertically through videos and drown in an endless stream of short movies.

Algorithm

Also, the spread of TikToks is revolutionary. The videos that are for you are selected based on your interests and behavior as a viewer, and not based on the people you already follow. This is in contrast to your feed in other social media channels, where you mainly see posts from accounts you follow. That means your TikTok can go viral with new audiences.



TikTok

Form and content

Short video up to 10 minutes. Formats, challenges and series, lip syncs and skits. Lots of (young) people in the picture.

Where do you find them?

TikToks main content: one feed, short videos and live streams are mixed together.

How do you make them?

You start the upload and editing process with the plus sign at the bottom of the app.

Algorithm/ dissemination

New groups/people also discover your video via the For You Page and the 'discover' algorithm.

Spread over a longer period of time.

Features

Accessible. Full development of new challenges with templates. Many and often new trends, a lot of creativity and originality.

parent company

Owned by Bytedance (China).

Users

Viewers. All age groups up to and including 50 years. Largest group: Gen Z (10-20 years).

Creators

All ages, but it started with the Gen Zers. They try out many features themselves.

Share

TikToks can be reposted on TikTok and other social media channels. can be duets or stitched (see chapter 4 Create videos).

Instagram Reels

Form and content

Short video up to 90 seconds. Formats, challenges and series. Travel, cooking and experiences. Especially millennials.

Where do you find them?

In the Reels tab, but also between messages. On profile pages under their own Reels icon, and in search results.

How do you make them?

On your own profile, click on the plus sign at the top right of the app.

**Algorithm/
distribution** Instagram also has a 'discover' algorithm and you can go viral with your Reel. Spread over a shorter period of time.

Features

(Almost) professional, often beautifully made. Trends often come from TikTok and are therefore 'behind'.

parent company

Meta, also owns Facebook and WhatsApp (US).

Users

All age groups up to and including 64 years. Largest group: millennials + (aged 25-45)

Creators

Besides popular creators, everyone is starting now. New features are slowly being embraced.

Share

Instagram Reels can be shared on Instagram Stories and other social media channels, but not on TikTok and Snapchat.

Snapchat Spotlight

Form and content

Short video up to 60 seconds.
Wild mix of young creators
and YouTubers.

Where do you find them?

Spotlight has its own tab in the app.
Spotlight is an overview of the top
scoring Snaps in an overview.

How do you make them?

You create a Spotlight (or story) just
like any other Snap, only audio has
to be added to it and you finally
'submit' it to Spotlight.

Algorithm/ dissemination

New groups/people also discover
your video via the For You Page and
the 'discover' algorithm.
Spread over a longer period of time.

Properties

Full development of new features
and challenges with templates.
Combination of popular Snapchat
creators, TikToks and repurposed
content.

Parent company Snapchat

Users

More than 60% are between the
ages of
13 and 24.

Creators

Snapchat creators and media.

Share

Commenting on Spotlight Snaps
and sharing is not possible.

YouTube Shorts

Form and content

Short video up to 60 seconds.
Boosters of series and programs from
YouTubers and TV channels.

Where do you find them?

Shorts have their own tab in
the YouTube app. You'll also find them in
search results and on someone's
own channel.

How do you make them?

Start at the plus sign in the app and
choose
'make short'.

Algorithm/dissemination

Via a 'discover' algorithm you
mainly see videos from channels that
you do not (yet) follow. Spread over
a longer period of time.

Features

Support longer videos.
Full development of new
features and challenges with tem-
plates. Mainly reused content from
longer videos.

Parent company Google

Users

75 % of YouTube users watch Shorts and
most of the m are between the ages of
15 and 35.

Creators

Mainly YouTubers, popular channels
(animals, cars etc.) and media.

Share

YouTube Shorts are shared on other
social media channels, not on YouTube.





Scan to go to the audio
of This summer is really
a vibe



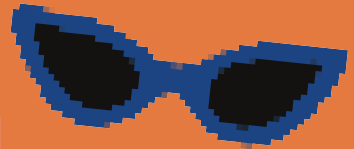
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IS REAL-

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BACK IN TIME

That's how digital video began

Digital uploading and viewing of videos started in 2006 on YouTube. Did you know that thanks to the porn industry, connections became faster and faster and that the industry also brought innovation in the field of compression of video files? Mostly, people watched these videos on their computers, as smartphone connections couldn't handle videos at the time.

When almost everyone had a smartphone with a 4G connection around 2013, both watching and making videos became easier. From then on you could create, upload and watch videos of all lengths on Instagram and Facebook. Meanwhile, the Vine and Snapchat platforms introduced short video: Snapchat introduced photos and videos that disappeared after 24 hours, and Vine came up with the option of videos of 6 seconds to upload.

6 seconds on Vine

The first app with a time limit on video was Vine. The limitation was 6 seconds. The app quickly became very popular among a new group of creators. Comedians and musical talents also understood how

'You will be entertained on TikTok. Dopamine shot after dopamine

a good short video should be. For example, Shawn Mendes became known for covering songs on Vine and eventually became world famous. Vine turned out not to be an app for the masses. And in the end not even a keeper.

Yet many companies did not dare to take the plunge. They thought the users were too young and lipsyncs and dances weren't exactly the type of content 'serious' companies wanted to be associated with.

Snapchat and Insta Stories

In 2018, Instagram introduced the temporary and vertical content form Stories. Temporary means that the

'During corona, the viral videos on TikTok were homemade and fun, and

content disappears after 24 hours and with vertical that the content fills the screen and is displayed vertically, so that you do not have to turn your smartphone. This form is a copy of Snapchat, en ook deze app heeft een belangrijke invloed had on the short video form. Snapchat is the app that keeps introducing innovative, high-profile augmented reality filters, such as the filter that can make you older or much younger. The popularity of Stories on Instagram has made short, standing, temporary content a keeper. Short videos are irresistible, because often a lot happens in a short time, but also because they loop (play again and again), as they already did with Vine. You can watch them over and over again.

And then came TikTok

It was 2020 and corona came.

The TikTok app was massively embraced to pass the time. Movie after movie, the user gets dopamine shot after dopamine shot. And as for the content creators: they went wild. because the viral videos were not about slick or beautiful pictures like on Instagram, but about situations that

you could just film at home. 'Bored in the House' and the 'Flexibility Test' filter are good examples of this.

It was valuable for YouTube creators to be able to show daily life or behind-the-scenes content in addition to their usually longer videos. 'Shorts will drive new subs,' says YouTube itself. Subs is the abbreviation for subscribers. The shorts are a form where you can upload up to 60 seconds of video and they don't disappear like on Snapchat or in Stories.

The Snapchat app also saw value in promoting content from creators and started Snapchat Spotlight, a public feature similar to TikTok, with which they make viral videos from the community public. That's handy, because everything on Snapchat happens behind closed doors; you have to be friends there to content to see each other. Snapchat has no such thing as a messaging feed that opens Insta and TikTok.

LinkedIn also introduced Stories, but the format did not stick to this purely-for-working-professionals platform. You can post the short video on Facebook in the form of Stories and

WHAT WE KNOW ABOUT SHORT VIDEO'S

Teens watch an average of almost 70 clips a day on TikTok!

On the smartphone, Gen Z has an attention span of 8 seconds, millennials last 12 seconds

In the Netherlands, 1.6 million people watch TikTok videos every day

Instagrammers spend an average of 8 hours per month on their platform, TikTok users no less than 27 hours!



70% of internet users regularly watch short videos