

TikTok Education & Stats

Behind the App:

As of right now, TikTok is the leading social media platform in the entire world. The app launched in China in 2016. However, TikTok wasn't always TikTok, it was called Musical.ly before the name change. Musical.ly was only short-form lip-syncing videos and dance videos. The idea of Musical.ly was birthed after the termination of a previous wildly popular app called Vine.

Musical.ly had reached its peak popularity because it's limitations in regards to the age attraction which was just preteens and teenagers. When the founding company realized its app was coming to an end, they ended up collaborating with another local Chinese development company to create what is now TikTok. TikTok kept some the same editing tools and layout as Musical.ly but built upon it to

where it is now. They developed it into an all-platform which means it's able to identify a users interests and feed them more relevant videos designed to their liking. Those videos are fed to each consumer through what's called a "for you page" because it's 'for you'.

By switching from Musical.ly to TikTok and revamping the app, the founding company gained 80 million users , mostly in the U.S. Which was unheard of for the Chinese developer. Since that time, TikTok became the most downloaded app for 2 years straight. Starting with 693 million downloads in 2019 and 850 million downloads in 2020. Their exponential increase in 2020 is suspected to have a lot to do with the pandemic due to people being stuck at home and needing entertainment.

TikTok has now surpassed Facebook in downloads and active usage.

TikTok key statistics

- TikTok generated an estimated \$1.9 billion revenue in 2020, a 457% increase year-on-year
- TikTok had 837 million monthly active users in Q2 2020 and is expected to reach 1 billion by Q4 2020

- In China, TikTok is accessed by over 600 million users daily
- TikTok has been downloaded over three billion times

TikTok Overview

Launch date	September 2016 (China); September 2017 (International)
HQ	Beijing, China
People	Zhang Yiming (ByteDance CEO), Shouzi Chew (TikTok CEO), Vanessa Pappas (COO, TikTok)
Business type	Private, subsidiary
Owner	ByteDance
Industry	Video-sharing

How much money can TikTok creators make?

- Famous TikTok influencers can earn from \$500 to \$20,000 per video from brand promotion and follower engagement. The higher the engagement rate of the target audience, the better the conversion rate for the advertiser.

- Once your TikTok account has followers in the thousands, then you can expect to make money on TikTok. You can approach brands with a proposal to collaborate.

- You can pitch brands your level of influence. You can use your followers' positive comments or their engagement through live video streaming to convince them.

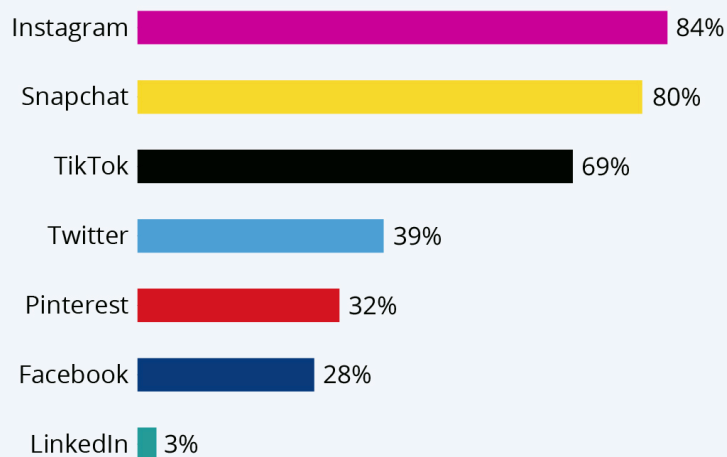
- But if you gain a huge number of followers in a short span of time, then you can be sure that brands will come to you. And that is how you make money on TikTok.

TikTok annual users

Year	Users
2017	65 million
2018	133 million
2019	381 million
2020	700 million
2021	1 billion

7 in 10 American Teens Use TikTok

% of U.S. teens who use the following social media platforms at least once a month



Based on a survey of 9,800 U.S. teens with an average age of 15.8 years conducted in Q3 2020

Source: Piper Sandler



statista

TikTok users by region

Year	South-East Asia	North America	LATAM	Europe
2018	62 million	28 million	3 million	21 million
2019	130 million	55 million	10 million	52 million
2020	198 million	105 million	64 million	98 million

TikTok age demographics

Age	Percentage of users
Under 18	28
19-29	35
30-39	18
39 and up	19

TikTok gender demographics

Gender	Percentage of users
Female	59
Male	39
Other	2

How can the church utilize this information and take advantage of TikTok for the kingdom of God?

The best way to jump on this opportunity is by simply pressing the record button and speaking. TikTokers or influencers gain popularity by being themselves. People can tell when you aren't being genuine and when it comes to the digital world, you have to be yourself or the "trolls" will eat you and spit you out without remorse. As long as your content is genuine, straight-forward and relatable, the media following comes naturally.

The wonderful thing is Christians all over the world have taken over TikTok, so much so, that there is an official hashtag called #ChristianTikTok. Under this hashtag you will find thousands of Christian social media influencers spreading the Gospel in new and innovative ways. There are videos of people praying to the camera to catch people's attention as it comes across their 'for you page' and there are videos of new audios or challenges that are trending at that moment. As of right now,

deliverance and miraculous healing videos are becoming more and more popular on TikTok because of its raw nature.

What does the Bible say about how we can reach the youth and world through social media?

Yes, the Bible does talk about social media and what our involvement should look like. Maybe not directly but the Lord makes it clear in 1 Cor 10:31-33 “So whether you eat or drink or whatever you do, do it all for the glory of God. Do not cause anyone to stumble, whether Jews, Greeks or the church of God— even as I try to please everyone in every way. For I am not seeking my own good but the good of many, so that they may be saved.”

God requires us to use what has been given to us for His glory and purposes only and anything that doesn't glorify God must be set aside. As we know, social media is a blessing and a wonderfully innovative way to spread the gospel but it can also be distracting if abused.

In the examples below, you will see people of God using the convenience of the app missed with their gifts to change the method but not the message.

Examples:

[https://www.tiktok.com/@isabellasantfino/video/6964944024272784646?
is_from_webapp=1&sender_device=pc&web_id=7019297086987470341](https://www.tiktok.com/@isabellasantfino/video/6964944024272784646?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341)

[https://www.tiktok.com/@brandii.lee/video/6971979195865976070?
is_from_webapp=1&sender_device=pc&web_id=7019297086987470341](https://www.tiktok.com/@brandii.lee/video/6971979195865976070?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341)

[https://www.tiktok.com/@kye.phlow/video/6991542353978723590?
is_from_webapp=1&sender_device=pc&web_id=7019297086987470341](https://www.tiktok.com/@kye.phlow/video/6991542353978723590?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341)

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is_from_webapp=1&sender_device=pc&web_id=7019297086987470341](https://www.tiktok.com/@officialtailah/video/6984985524616383750?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341)

[https://www.tiktok.com/@janaylavon/video/6981835823318715653?
is_from_webapp=1&sender_device=pc&web_id=7019297086987470341](https://www.tiktok.com/@janaylavon/video/6981835823318715653?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341)

https://www.tiktok.com/@kiarabelieves/video/6951460837836016902?is_from_webapp=1&sender_device=pc&web_id=7019297086987470341

Group Activity:

In groups, you will create a 30 sec.-60 sec. TikTok video directed to your assigned ministry in hopes of getting them to join ANLI and expand their Biblical knowledge. Each group is expected to have the video edited with the proper audio, captions on screen, hashtags and short description. (Before you start the activity, you'll be given a few minutes to download the app and get familiar with it, if you aren't already.)

These videos will be posted on the Lighthouse tiktok page so do your best!

Group 1: You will be advertising to the Ignite Young Adult ministry which are ages 20-29. Your group will need to create a video that is engaging and attention grabbing. From your understanding of the ignite ministry age, what do you believe will interest them in being in ANLI? Be creative.

Group 2: You will be advertising to the AllStars Youth ministry which are ages 11-19. Your group will need to create a video that is engaging and attention grabbing. From your understanding of the AllStars ministry age, what do you believe will interest them in being in ANLI? Be creative.

Quick tip: *If you need inspiration, search under #Christian #ChristianTiktok #Jesus*

#Ministry