

TikTok by the Numbers

1.2 Billion

monthly active users across the globe, and it's expected to reach 1.5 billion by the end of 2022

2.6 Billion

the app has been downloaded over 2.6 billion times and garners 672 billion monthly video views

About 50%

of active users are between the ages of 13 and 24

What is TikTok?







TikTok is a short-form video-sharing social media platform. The platform is known for 3 to 15 second videos, but allows for videos up to 3 minutes. It has become a space for people to become content creators and express themselves through video.

Advertising Considerations:

It is not required to have a TikTok to run ads on the platform, which minimizes barrier to activation. The channel's advertising capabilities are still in their early stages and targeting is currently based largely on broad lifestyle categories and demographics, though Real Chemistry recently pioneered using [Swoop](#) Health Claims Modeled Targeting on TikTok.

Best Practices for Developing TikTok Content



-  Build trust by interacting with your community
-  Reach and target new audiences that may not be on other social channels
-  Partner with content creators who can help bring attention to your product, based on their category of influence and follower makeup
-  Make content relatable and concise
-  Use a strong call-to-action to get people to do something
-  Utilize editing tools and effects to be relevant to the platform trends



Healthcare and TikTok

Health and wellness content on TikTok has increased by 600% in 2021, and both patients and Healthcare Professionals continue to be active.

Patients

Patients go to TikTok to share their stories and find a sense of a community of others living with similar conditions and experiences.

Patients turn to TikTok to share their health-related symptoms, which has helped themselves and/or others reach a diagnosis.

Healthcare Professionals

As of 2021, 3.8 million HCP's are active on TikTok.

Doctors have embraced TikTok trends and turn to the platform as a space to educate about important health-related topics in an easy-to-understand and interactive format.

51% of US adults say they're most likely to seek health advice online, which supports the increase of HCP's on the platform.

Follow relevant healthcare hashtags

#cancer

(15.6 billion views)

#covid19

(97.6 billion views)

#doctor

(35.3 billion views)

#health

(34.9 billion views)

#medical

(11.1 billion views)

#medicine

(13 billion views)

#nurse

(12.8 billion views)

For information regarding TikTok, please reach out to contact@realchemistry.com and you'll be connected to a member of our Integrated Media Team.