

CREATE

MENTAL HEALTH VIDEOS

ON TIKTOK



**BOOST YOUR PRIVATE PRACTICE AND
END THE STIGMA**

**BY MICHELINE MAALOUF, LMHC, NCC
TIKTOK THERAPIST**

WHY TIKTOK?

SURE TIKTOK STARTED OFF AS AN APP FOR 15 YEAR OLDS DOING TRENDY DANCES BUT IT HAS DEFINITELY GROWN TO SO MUCH MORE THAN JUST THAT.

TIKTOK IS NOT ONLY THE #1 MOST DOWNLOADED APP IN THE APP STORE BUT IT ALSO JUST GOT APPROVED FOR \$1B FUNDING TO PROMOTE EDUCATIONAL CONTENT.

TIKTOK SHOWS CONTENT TO PEOPLE IN YOUR LOCATION FIRST. MEANING IF PEOPLE FIND YOU OR YOUR VIDEOS HELPFUL THEY ARE LIKELY TO REACH OUT AND BE IN YOUR AREA FOR SERVICES.

"VIRALITY" OF VIDEOS IS LIKELY AND GROWTH IS FAST. MY PAGE GREW FROM 250 FOLLOWERS TO 120K OVERNIGHT, AFTER A VIDEO WENT VIRAL. AFTER 6 MONTHS ON TIKTOK MY ACCOUNT IS AT 350K

IT DROVE 20K FOLLOWERS TO MY INSTAGRAM ACCOUNT IN LESS THAN 6 MONTHS

I HAVE A WAITLIST IN MY PRACTICE FOR THE FIRST TIME AND HAVE RECENTLY HIRED ON A NEW THERAPIST, ALL THANKS TO TIKTOK

THE ALGORITHM

UNLIKE OTHER SOCIAL MEDIA PLATFORMS, THE NUMBER OF FOLLOWERS YOU HAVE DOESN'T DETERMINE VIEWS. EVERY VIDEO YOU POST HAS THE SAME CHANCE OF GOING VIRAL AND DRIVING TRAFFIC TO YOUR WEBSITE OR PRODUCT.

TIKTOK IS UNIQUE DUE TO ITS CREATION AND USE OF THE "FYP" OR "FOR YOU" PAGE. EVERY PERSON HAS DIFFERENT CONTENT ON THEIR FYP THAT MATCHES VIDEOS THEY ENGAGE WITH. THIS IS GREAT NEWS FOR THERAPISTS.

WHEN YOU POST A VIDEO ON MENTAL HEALTH IT'S LIKELY TO REACH THOSE WHO WOULD ENGAGE, SUCH AS THOSE WHO STRUGGLE WITH MENTAL ILLNESS AND/OR THOSE WHO ARE ADVOCATES AND THERAPISTS.

THE SECRET IS WATCH TIME AND ENGAGEMENT THROUGHOUT YOUR VIDEO. FOR EACH VIDEO THAT IS WATCHED ALL THE WAY THROUGH, YOU GET PUSHED FORWARD A BIT MORE.

THIS IS WHY YOU COULD HAVE A 100 FOLLOWERS AND GET 2M VIEWS AND HAVE 2M FOLLOWERS AND GET LOW VIEWS

DO TO THE ALGORITHM A NICHE BECOMES EASY AND DRIVES YOUR IDEAL CLIENT TO YOUR PRACTICE

VIDEO BASICS



YOU CAN RECORD UP TO A MINUTE BUT IT'S BEST TO KEEP IT AT 15 SECONDS. REMEMBER TIKTOK REWARDS WATCH TIME SO YOU WANT TO MAKE SURE MOST PEOPLE WATCH ALL THE WAY THROUGH



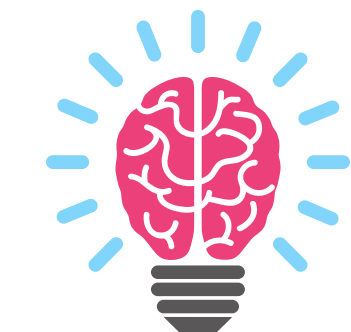
SIMPLE SIMPLE SIMPLE: IT'S NOT YOUTUBE. TRY TO GIVE 1 TIP, 1 IDEA. KEEP IT SWEET, SHORT, AND TO THE POINT



RECORD YOUR VIDEOS IN THE APP. VERTICALLY



CATCH ATTENTION WITH FIRST 3 SECONDS



MAKE SURE YOU HAVE GOOD LIGHTING

WHAT WORKS?

TIKTOK IS INVESTING IN EDUCATIONAL CONTENT WITH THEIR CREATIVE LEARNING FUND. MENTAL HEALTH IS NOT ONLY A HOT TOPIC BUT AN IMPORTANT AND A MUCH NEEDED TOPIC ON ANY SOCIAL MEDIA PLATFORM

TUTORIALS AND HOW TO:



"HOW TO MANAGE ANXIETY"

"HOW TO HELP A FRIEND IN NEED"

"HOW TO BREATHE FOR ANXIETY"

"HOW TO ASK YOUR PARENTS FOR THERAPY"

INFORMATION AND FACTS:



"DID YOU KNOW...?"

"WHAT HAPPENS WHEN..."

"FUN FACTS ABOUT..."

"3 THINGS YOU DIDN'T KNOW ABOUT..."

MOTIVATION AND INSPIRATION:



ADVICE

THOUGHTS AND SUPPORT

INSPIRATIONAL QUOTES AND STORIES

GETTING STARTED



START WITH A SHORT INTRODUCTION VIDEO



**INCLUDE MAX 4 RELEVANT HASHTAGS
#MENTALHEALTH #THERAPY #ANXIETY
#DEPRESSION ETC. NO MORE THAN 4
PER VIDEO**



**WATCH TIKTOK VIDEOS AND COMMENT
ON POSTS TO HELP DRIVE PEOPLE TO
YOUR PROFILE (SHARE YOUR FIRST
VIDEO WITH YOUR FRIENDS. THIS HELPS
BOOST YOUR ACCOUNT)**



**DON'T DELETE YOUR VIDEOS! VIDEOS
CAN GO VIRAL AFTER WEEKS OR
MONTHS!**



**DON'T OVERTHINK IT, YOU WILL GET
BETTER WITH EACH VIDEO**



SHOW UP AUTHENTICALLY!

TIKTOK

DON'TS



DON'T RECORD VIDEOS HORIZONTALLY



**DON'T COPY OTHER CREATORS
CONTENT WITHOUT GIVING CREDIT.
TIKTOK HAS A TON OF TRENDS AND YOU
WILL SEE MANY USING SIMILAR VIDEOS
AND CONTENT AND THAT'S OKAY JUST
BE SURE TO GIVE CREDIT BY TAGGING
THE ORIGINAL CREATOR**



**DON'T START YOUR VIDEO BY SAYING
"HI EVERYONE" OR " I JUST WANTED TO
HOP ON"**



DON'T UPLOAD YOUTUBE VIDEOS



**DON'T TAKE YOURSELF TOO SERIOUSLY
THIS IS A FUN PLATFORM**



**DON'T FIT SO MUCH INFO INTO ONE
VIDEO! LESS IS MORE!**

EXAMPLE:

HIGH PERFORMING VIDEOS

Things you didn't know

Were considered

Trauma

CLICK!

5 signs of repressed traumatic memories

According to a therapist

do not self-diagnose



EXAMPLE:
HIGH PERFORMING
VIDEOS

EXAMPLE:

HIGH PERFORMING VIDEOS



Ways stress shows up

Part 1 - Physical

EXAMPLE:
HIGH PERFORMING
VIDEOS



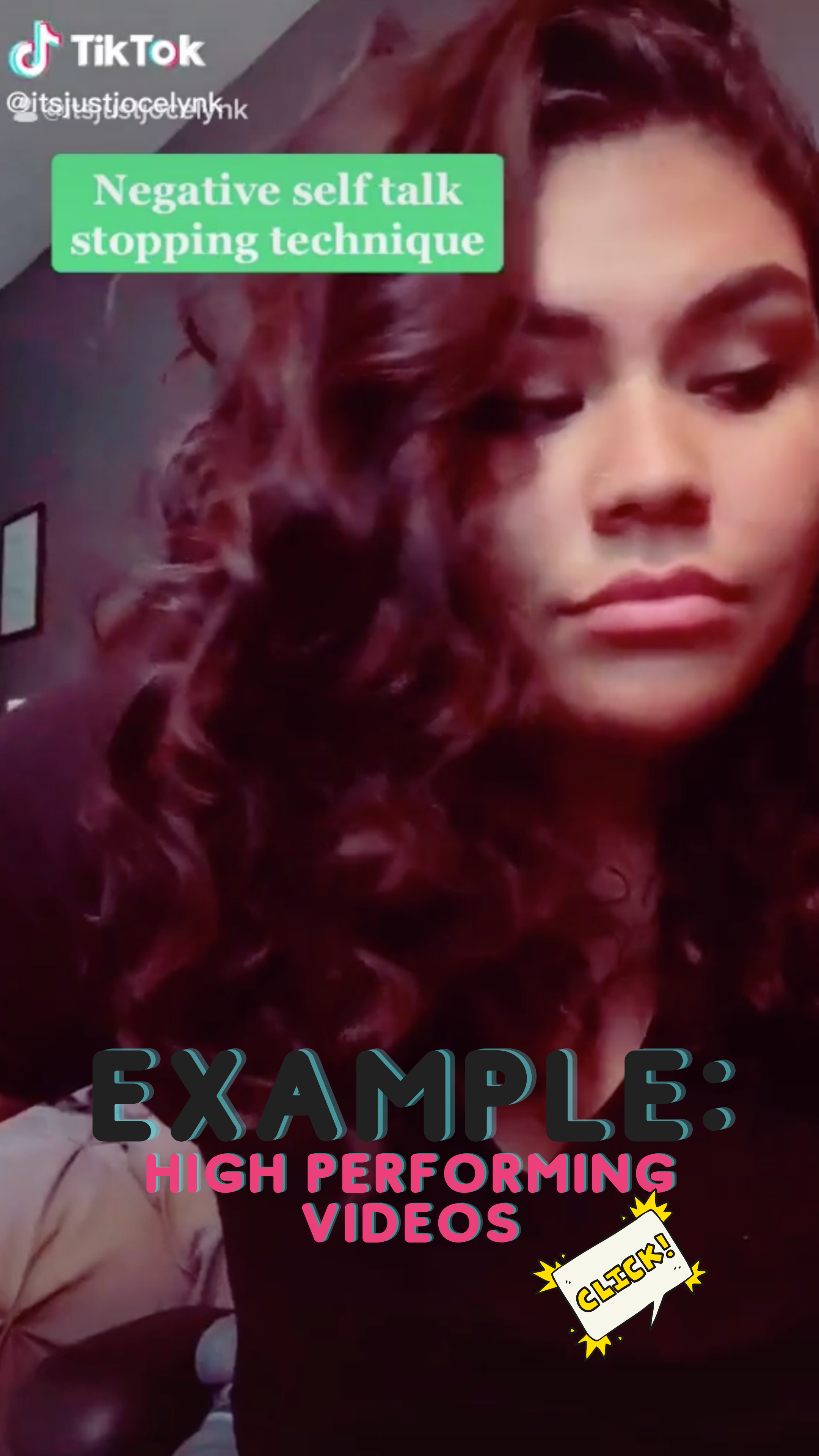
EXAMPLE:

HIGH PERFORMING VIDEOS

stop telling
them what
you think
they need

and instead

CLICK!



Negative self talk
stopping technique

EXAMPLE:
HIGH PERFORMING
VIDEOS



EXAMPLE:

**HIGH PERFORMING
VIDEOS**

Grandparents

(War, oppression,
violence, abuse, PTSD,
poverty, addiction)



Parents

(Abuse, neglect,
codependency, anger,
financial distress)



You

(Depression, isolation,
anxiety, perfectionism,
substance use, PTSD)



EXAMPLE:

HIGH PERFORMING VIDEOS



Sometimes numbness
is related to years of
suppression and not
holding space for
ourselves



@chatty.bobbie

TIKTOK

VIDEO THOUGHT STARTERS



HOW TO...



1 TIP TO...



LIFE HACK FROM A THERAPIST...



DID YOU KNOW...



FUN FACTS ABOUT...



DID YOU KNOW...

TIKTOK

THINGS TO KEEP IN MIND



YOU CAN SET A TIMER FOR YOUR VIDEO TO START



YOU CAN RECYLCE CONTENT FROM YOUR OTHER SOCIAL MEDIA ACCOUNTS



MAKE SURE YOU HAVE A BIO IN YOUR PROFILE. WHO ARE YOU?



YOU CAN ADD EFFECTS AND FILTERS



ADD A LINK IN YOUR PROFILE THAT LEADS TO SERVICES (I LOVE LINKTREE)

NOTE: THIS OPTION IS ONLY AVAILABLE ONCE YOU HABE HIT 1K FOLLOWERS

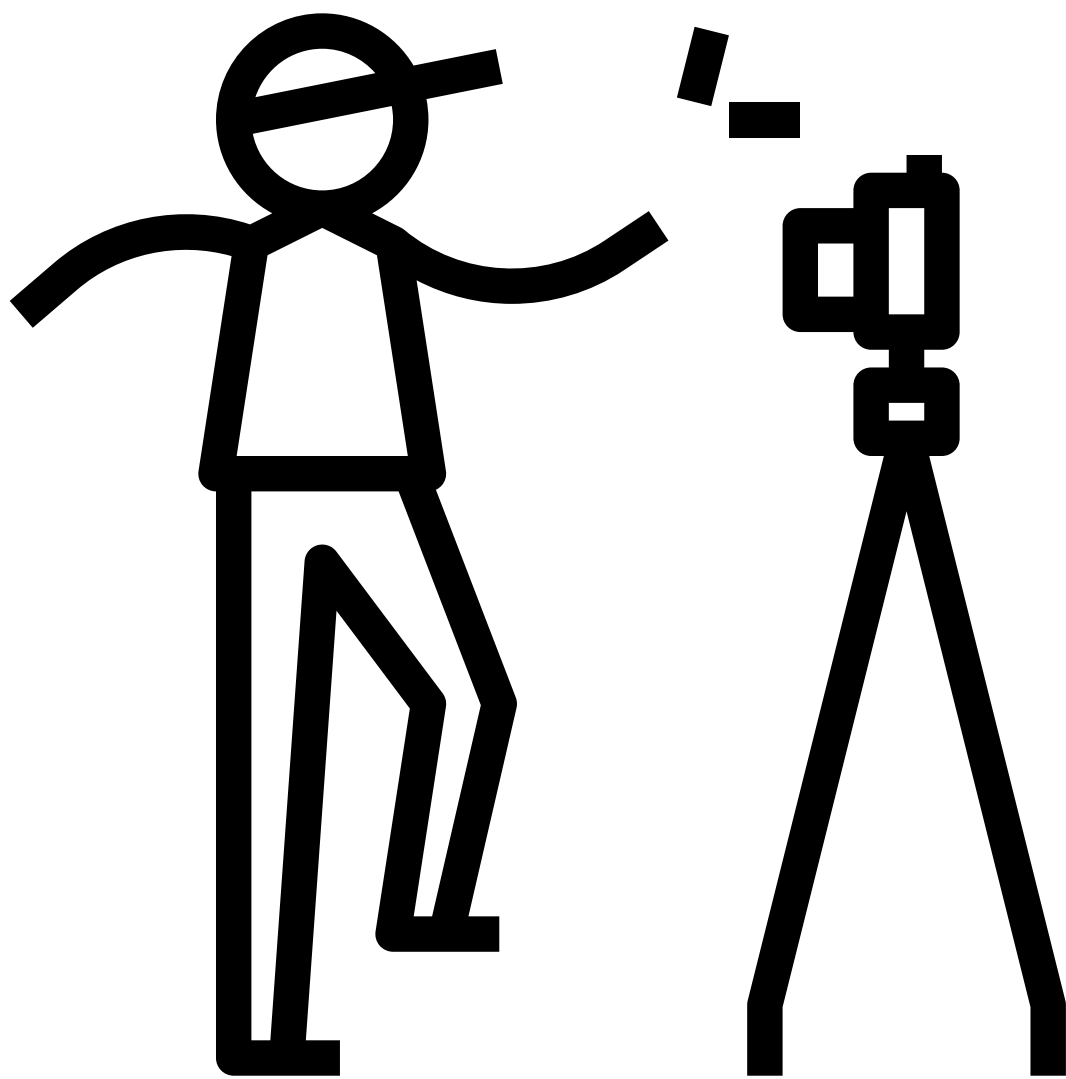


YOU CAN RECORD IN SHORT CLIPS. THIS MEANS YOU CAN SAY ONE SENTENCE AND THEN STOP RECORDING AND THEN ANOTHER SENTENCE.THIS WAY YOU DON'T HAVE TO REMEMBER EVERYTHING

TIKTOK

TUTORIALS

THERE ARE SOME GREAT PEOPLE WHO TEACH YOU THE BASICS, MARKETING, AND TRENDS YOU SHOULD HOP ON! THEY ARE ALL WORTH A FOLLOW AND I FIND THEIR ADVICE VERY USEFUL



HERE ARE SOME OF MY FAVORITE ACCOUNTS FOR THIS...

TIKTOK

TRUTORIAL PAGES

JERA FOSTER-FELL: @JERA.BEAN



@jera.bean

223
Following

608.0K
Followers

9.0M
Likes

Message

✨ YOUR TIKTOK BFF ✨
Content Tips
Pose Tricks
TikTok Tutorials

[Instagram.com/Jera.bean](https://www.instagram.com/Jera.bean)

3 Poses For Your Next Album Cover

8250

TUTORIAL:
Euphoria Trend

1.5M

Euphoria Challenge

184.3K

3 Reasons Why TikTok is a Marketing Machine

48.4K

How to TELEPORT

1.0M

TIKTOK

TRUTORIAL PAGES

ASHLEY ROSE REEVES: @AHSLEYROSEREEVES



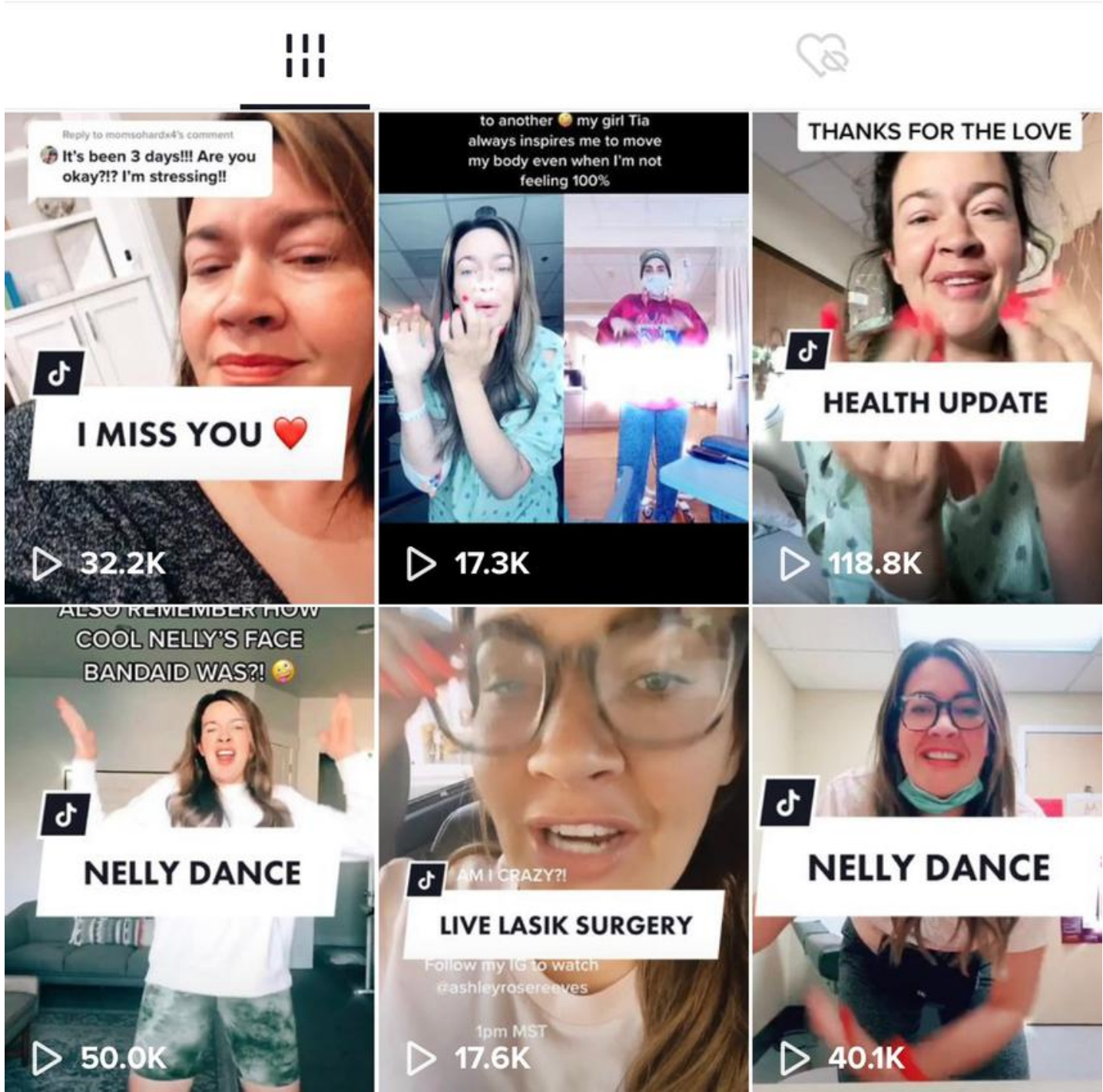
@ashleyrosereeves

516 Following 334.3K Followers 2.0M Likes



ROCK THE TOK 🤘
TIPS+TRICKS+TUTORIALS ✌️
Utah Mom of 4

[Lynxinbio.com/ashleyrosereeves](https://lynxinbio.com/ashleyrosereeves)



TIKTOK

MARKETING STRATEGY PAGES



@mediabridgegiselle

723
Following

83.3K
Followers

622.3K
Likes

Message

📢 Master of Marketing
👩 Strategy + Motivation
🔥 Grow on TikTok 📌

www.masterofmediabridge.com/tiktok

Video Title	Views
ADVICE FOR INSTAGRAM REELS	3482
CONFIDENCE ON CAMERA	3931
BUSINESS ADVICE FOR CREATORS	5669
NEW TIKTOK FEED	6569
INSTAGRAM VS TIKTOK REALNESS	8819
HOW TO GET TIKTOK TO NOTICE YOU	8819

TIKTOK

MARKETING STRATEGY PAGES



@typicalojen

983
Following

5056
Followers

133.0K
Likes

Message

YT vids soon

tips for creators + brands
digital marketer for a living
↓ favs

<https://msha.ke/ojen/>

Tired of going back and forth when it comes to managing your business?

▶ 619

Why Influencers and content creators need to BLOG

▶ 237

How I like to use an iPad for business

▶ 797

Which one? social media edition

▶ 280

Quick facts about Instagram

▶ 182

The type of content you can share on Pinterest to gain more traffic

▶ 1140

TIKTOK

MARKETING STRATEGY

PAGES



@lissettecalv

329
Following

19.6K
Followers

527.7K
Likes

Message

How to BUILD & MONETIZE a digital biz with purpose
+ all things INFLUENCER.

bit.ly/thelclist

YOU MAY BE READING YOUR AUDIENCE INSIGHTS WRONG

SOCIAL MEDIA TIP

▶ 13.5K

INSTANT ENGAGEMENT GROWTH HACK

SOCIAL MEDIA TIP

▶ 4749

HOW MUCH MONEY THE TIKTOK CREATOR FUND IS PAYING
as predicted

TIKTOK TIP

▶ 8770

CANVA'S NEW CONTENT PLANNER

SOCIAL MEDIA TIP

▶ 3318

A LIL BOOST

▶ 1514

INFLUENCER BIZ

what brands are looking for from influencers

▶ 3642

"What's the secret to..."

Reply to skonighoenix's comment
How did you submit it?