

### The TikTok experiment

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The TikTok experiment seems to be working. This one has had more than 50,000 views in a day or so, and the number of followers more than doubled yesterday, and is now in excess of 900:



To put this in context, this site had 19,760 views yesterday.

Let me also make clear that I understand that most TikTok views do not represent people who watch the whole video. As is normal on TikTok, most of those who looked at this video stayed for only a couple of seconds. However, we comfortably exceeded the TikTok average of only 6% or so watching a video right through: we were around 10%.

Not every one of our videos has had this scale of success, of course. It would be unrealistic to think that they should. But most have thousands of views, meaning many hundreds have seen them right through, and that is better than the YouTube performance, in the main.

Encouragingly, the audience is also younger than here, which was one reason for doing this.

In other words, the experiment will continue. The current aim is to get 10,000 followers because we understand that the TikTok algorithm changes at that point in the creator's favour. Then we will see what happens.

In the meantime, we will be upping the quality of the productions, and I am encouraged to think that it will be with more time planning them.