

TikTok is a social media platform that allows users to create, share and discover short-form videos. Users generally create 15- to 60-second videos, embellishing them with elements from a vast library of music, filters and effects. Originating in China under the name Douyin, it is the brainchild of ByteDance, a Beijing-based technology company. The platform burst onto the international stage in 2016, revolutionizing the way the world consumes and creates digital content.