TikTok Starter Kit for Kenyan Creators

Plan, film and post short videos that people actually watch to the end.

1. Pick your lane

Accounts grow faster when people know what to expect. Choose one main topic and one style. Examples that work well locally: food and street eats, budget fashion, campus life, comedy skits in Sheng or Kiswahili, farming tips, beauty on a budget, football reactions, small business behind-the-scenes.

- Write one sentence: "I post ___ for people who ___."
- Check that you can make at least 30 videos on it without running out of ideas.
- Use the same profile photo and name on TikTok, Facebook and Instagram.

2. Set up your profile

- Clear face or logo photo, readable on a small screen.
- Bio: what you post + who it is for + one call to action ("New skit every Friday").
- Add your WhatsApp or business link if you sell something.
- Switch to a Business or Creator account to see analytics.

3. The 3-second rule

Most viewers decide in the first 3 seconds. Start with the most interesting moment, a bold statement or a question. Put text on screen in the first second, because many people scroll with the sound off.

Weak opening	Strong opening
"Hi guys, welcome back to my channel..."	"I spent KES 500 on lunch for a whole week. Here is how."
Slow walk into frame	Start mid-action: the reveal, the punchline, the result
Logo intro	Text hook: "3 mistakes every new seller makes"

4. Film well with any phone

- Clean the lens. Film near a window or outside in the morning or evening light.
- Hold the phone vertically (9:16) at eye level; a cheap tripod helps a lot.
- Record sound close to your mouth; a quiet room beats an expensive phone.
- Keep videos short at first: 15 to 35 seconds, one idea per video.

5. A simple weekly plan

Day	Post idea
Monday	Tip or how-to in your topic
Wednesday	Behind the scenes / day in the life

Day	Post idea
Friday	Trend or sound, adapted to your topic
Sunday	Answer a comment or question with a video reply

6. Grow with your audience

- Reply to comments in the first hour after posting.
- Turn good comments into new videos.
- Check analytics weekly: which videos had the highest watch time? Make more like them.
- Post consistently for at least 6 weeks before judging results.

7. Stay safe and keep your account

- Use original content or sounds from the app library; reposting other people's videos can get your account restricted.
- Never pay anyone who promises "guaranteed followers" or "verification" — these are scams.
- Turn on two-step verification and keep your email and phone up to date.