



5 Ways to Go Viral on TikTok Without Following Trends | 7hubent Tech

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Picture this: you're scrolling through TikTok, sipping on your favorite Zobo drink, and bam! Another dancing challenge. Another lip-sync battle. Another viral trend you've seen a thousand times. If you're anything like me, you're probably thinking, "Is there no other way to shine on this app?" Well, my fellow Nigerians and global TikTok enthusiasts, I'm here to tell you that there are indeed ways to go viral on TikTok without jumping on every trend bandwagon. And guess what? These methods are as refreshing as a chilled bottle of Maltina on a hot Lagos afternoon.

1. Tell Authentic Stories

Why it works:

In a world where everyone is trying to be someone else, authenticity stands out. People love stories they can relate to, and nothing beats the raw, unfiltered tales from your own life. Share your journey, your struggles, your triumphs. Show the real you—unpolished and unfiltered.

Example:

Remember that time NEPA took light just when you were about to watch your favorite show? Share that frustration. Or the joy when Jollof rice turns out perfectly after numerous failed attempts? People love it.

Benefit:

Authentic stories build a connection with your audience. They see you as one of them, not some distant influencer.

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2. Create Educational Content

Why it works:

Everybody loves learning new things, especially if it's presented in a fun and engaging way. Think about it—how many times have you fallen into a rabbit hole of DIY videos or quick recipe hacks?

Example:

Teach your followers how to cook traditional Nigerian dishes like Banga soup or Akara. Or share life hacks, like how to keep mosquitoes at bay without resorting to chemicals.

Benefit:

Educational content positions you as an expert in your niche. Plus, people are more likely to share useful information, increasing your chances of going viral.

3. Use Humor and Satire

Why it works:

Laughter is universal. No matter where you are in the world, a good joke can break down barriers and make you instantly likable. Plus, satire allows you to comment on societal issues in a way that's both entertaining and thought-provoking.

Example:

Create skits about daily life in Nigeria—like the never-ending struggle with traffic in Lagos or the hilarious conversations with our beloved "aunties" during family gatherings.

Benefit:

Humorous content is highly shareable. When people laugh, they're more likely to hit that share button to spread the joy.

4. Leverage Local Culture

Why it works:

There's a certain magic in showcasing the unique aspects of your culture. It provides a fresh perspective for

international audiences and a sense of pride and nostalgia for locals.

Example:

Highlight local festivals, traditional attire, or even the unique pidgin English phrases we use daily. Showcase the vibrant markets, the colorful fabrics, and the energetic street performances.

Benefit:

Cultural content attracts a diverse audience. It not only educates but also entertains and connects people from different backgrounds.

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5. Engage with Your Audience

Why it works:

TikTok is a social platform, and the key word here is "social." Engaging with your audience makes them feel valued and heard. Respond to comments, participate in duets, and ask for feedback.

Example:

Host Q&A sessions, take on challenges proposed by your followers, or simply shout out to your most active fans. Show appreciation and build a community.

Benefit:

Engagement fosters loyalty. When your audience feels connected to you, they're more likely to support and share your content.

FAQs

How can I be unique on TikTok?

Be yourself! Share your personal stories, teach what you know, and showcase your culture. Authenticity is your best friend.

What type of content goes viral on TikTok?

Content that is relatable, educational, humorous, and culturally rich tends to go viral. Engage with your audience and be consistent.

Do I need to follow trends to go viral on TikTok?

No, you don't. While trends can help, there are many ways to go viral by creating original content that resonates with people on a deeper level.

How important is engagement on TikTok?

Engagement is crucial. The more you interact with your audience, the more loyal they become. This increases your chances of going viral.

Can educational content go viral on TikTok?

Absolutely! People love learning new things in a quick and engaging format. Educational content can easily go viral if it's presented well.

Conclusion

Going viral on TikTok doesn't mean you have to compromise your uniqueness or follow every trend. By

telling authentic stories, creating educational content, using humour, leveraging local culture, and engaging with your audience, you can carve out your niche and shine bright like the Lagos sun. So grab your phone, hit record, and let your creativity flow. You might just be the next big thing without even trying to be anyone but yourself.




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