

Gerardo Perez:

Duets and stitches. You've definitely seen these two features on TikTok before. You'll start to notice how all these features really have to do with involving a sense of community on the platform. And you'll also notice how that's a common theme that I'll be referring to throughout the course.

A duet is essentially when you react to someone's video, you can actually position a duet in a lot of different ways. You can have side by side, top and bottom, or even just a video reaction where you're the main focal point taking up the majority of the screen size. And they have a small section of the screen where you're just simply reacting to that video.

Speaker 2:

But could you share with us the details of what happened on the day that Zach died?

Speaker 3:

Well, it was just a regular morning. Rich was taking the girls to school, and Zach was playing in the habitat. I was painting our study. We were converting it so Zach and the snake could have separate rooms. I went out for a little bit. And when I came back, I didn't hear Zach playing. And so I went up there and I saw...

Speaker 2:

It must have been such a shock.

Speaker 4:

Yeah. You never think that a python's going to bring your family anything but joy.

Speaker 3:

Of course not.

Speaker 2:

No, it's the kind of thing you think can only happen to other people with a 300 pound snake as a pet.

Speaker 5:

We really tried to be safe parents.

Speaker 2:

Right.

Speaker 5:

We would never let Zack by the pool unless he was supervised by either one of us or the python.

Speaker 3:

Yes. I just keep thinking what if I had checked on them before I went out shopping and then to the movies?

Speaker 2:

No, no, no. You can't think like that. It's not your fault.

Gerardo Perez:

Duets can be a great way to showcase your personality or even contribute to an ongoing conversation. Duets can range from simple reactions to what someone's saying and doing a little bit of commentary here and there. I've also seen them applied with music where someone actually sings one verse, and the other user sings the other. Quite simply, it's a way to interact with someone else's video in a innovative manner.

You'll also notice that some videos actually disabled duets and stitches. So it is a personal preference on whether or not you allow people to actually duet or stitch your videos.

Stitches, on the other hand, are slightly different to duets. Stitches are essentially when you clip up to five seconds of someone else's video and use that as your hook. This is a great way to transition into an overall talking point or simply test out different hook methods.

Speaker 5:

Glasses.

Speaker 6:

Turbo flex eye glasses.

Speaker 8:

All right. So here we have your cup, and the turbo flex cup.

Gerardo Perez:

These are all great features to just create videos off the cuff. If you see a video that you're like, "Ah, I could actually do it or stitch that quite easily." Or just incorporate into your overall strategy. That being said, just because you're using these native TikTok features, don't expect the algorithm to give you an added bump. Your performance on the platform is solely based off of how users actually engage and interact with your videos.