

The Rapid Rise of TikTok

Number of active users of selected social networks worldwide (in millions)



Estimations as of June 2022. Projections from 2023 until 2025.

Source: Statista Advertising & Media Outlook

Global Trend TikTok Self Help Trend

Matarr Sama



Global Trend TikTok Self Help Trend:

The Digital Self Comfort Alorh, 2025-09-15 In an era where our lives are increasingly intertwined with digital platforms The Digital Self Redefining Identity in the Age of Social Media Virtual Worlds and AI explores the profound impact of technology on self perception social interaction and personal identity This book delves into the evolution of the digital self examining how social media online communities and virtual spaces have reshaped the way we present ourselves and engage with the world Blending psychological theories with real world examples this book unpacks the dynamics of online self expression social validation and digital reputation It navigates the tensions between authenticity and curation the pressures of social comparison and the shifting boundaries between our real and virtual identities For anyone curious about how technology influences human behavior or for those looking to understand their own digital presence more deeply The Digital Self Redefining Identity in the Age of Social Media Virtual Worlds and AI is a thought provoking and insightful journey into the future of identity in a hyper connected world

Carbon Capture and Storage in the United Kingdom Marc Hudson, 2024-03-27 This book is a concise but comprehensive guide to the history present and possible futures of carbon capture and storage policy and action in the United Kingdom UK There have been multiple failed starts promises and last chances for carbon capture and storage CCS in Europe North America China and Australia but thus far it has repeatedly collided with the political and economic realities that the technology is too expensive and complicated to gain and keep policymakers support However in the UK that might be changing with explicit government support for CCS to help decarbonise industry Set within the broader context of global interest in CCS this book first outlines the technologies involved in the types of capture technology transport options and storage options in the UK It then briefly introduces an overarching policy analysis framework John Kingdon s multiple streams approach and uses it to give an account of the long history of CCS interest and efforts in three chapters covering the 1970s to 2002 2003 to 2015 and 2016 to the present day Marc Hudson focusses on the various arguments made for the introduction of CCS and the slowly shifting coalitions of actors who make those arguments while contrasting these with the perspectives of those opposed to CCS This book will be of great interest to students scholars and policymakers researching and working in the field as well as the related areas of energy policy energy transitions and climate change

Handbook of Tourism and Hospitality Marketing in Indonesia Azizul Hassan, Putu Diah Sastri Pitnatri, 2025-12-12 This book offers a comprehensive exploration of the dynamic marketing and promotion strategies within Indonesia s tourism and hospitality In an era where the global tourism and hospitality landscape is constantly evolving Indonesia stands out for its rapid transformation largely driven by innovative marketing approaches The book provides readers with a detailed examination of the fundamental theories of marketing and their practical applications in the Indonesian context It also presents real world case studies and examples illustrating the historical perspectives evolving tactics contemporary challenges emerging opportunities and future projections in tourism and

hospitality marketing in Indonesia A significant portion of the book is dedicated to showcasing successful marketing campaigns branding initiatives and promotional activities that have significantly impacted Indonesia s tourism and hospitality growth These case studies not only serve as examples of best practices but also highlight the unique challenges and solutions inherent to the Indonesian market This book is intended for a wide audience including tourism and hospitality marketing students academics industry professionals entrepreneurs interested in the Indonesian market policymakers international researchers digital marketers brand strategists and anyone passionate about understanding the intricacies of the Indonesian tourism and hospitality marketing landscape Its insights are not only valuable for those focusing on Asia but also hold global relevance in the ever changing field of tourism and hospitality marketing Advances in Cosmetology Richard Skiba,2025-02-01 This book is a guide to modern advancements innovations and trends in the beauty and cosmetology industry It covers the evolution of beauty therapy the importance of innovation licensing requirements and the regulatory landscape The book explores cutting edge technologies such as AI driven skincare analysis virtual consultations and advanced diagnostic tools Readers will also find in depth discussions on revolutionary treatments including non invasive procedures like laser therapy cryotherapy ultrasound treatments and regenerative techniques such as stem cell therapy and microneedling Nanotechnology s role in skincare and clean beauty trends including sustainable ingredients and certifications are thoroughly examined Customization and DIY beauty innovations holistic wellness approaches digital transformation in the industry and social media s impact on beauty marketing are central themes The book also delves into specialized areas like trichology hair and scalp science nail technology intimate aesthetic medicine and cutting edge makeup artistry including AI powered solutions skincare infused makeup and adaptive formulations This book is suited for beauty professionals such as cosmetologists aestheticians skincare specialists and makeup artists looking to stay updated with modern beauty innovations Aspiring beauty professionals including students or beginners in cosmetology will gain an in depth understanding of industry advancements Salon and spa owners can explore the latest technologies and treatments to integrate into their businesses Beauty product formulators involved in the development of cosmetics skincare and haircare products will benefit from insights into clean beauty and biotech innovations Medical aesthetic practitioners including dermatologists and aesthetic doctors will find valuable information on regenerative treatments AI based diagnostics and holistic beauty approaches Technology enthusiasts interested in AI machine learning nanotechnology and robotics will gain insights into how these advancements are transforming the beauty industry Beauty influencers and marketers can also use this book to understand social media trends e commerce developments and the impact of digital transformation on beauty With its well structured approach the book provides a blend of scientific knowledge practical insights and business implications making it an essential resource for anyone involved in or passionate about the future of beauty and cosmetology **HOW TO (NOT) BE MOTIVATED** Larry Vose, HOW TO NOT BE MOTIVATED A Satire for People Who Are Tired of Trying The world s most

unmotivational self help book and that's exactly the point Are you tired of toxic positivity endless hustle culture and being told to follow your passion like it's a GPS to guaranteed success Welcome to the brutally honest biting funny and unapologetically sarcastic guide you never knew you needed This isn't your typical self help book There are no morning routines vision boards or 5 AM meditations here Just cold reality cynical humor and a surprisingly refreshing perspective on what it means to be just okay Inside this book you'll learn how to Quit glorifying passion Spoiler passion doesn't pay rent Let go of dream jobs and embrace decent enough ones Stop romanticizing struggle and start enjoying stability Use mediocrity as a mental health strategy Silence your inner motivational speaker with wit and realism Whether you're a burned out student a frustrated 9 to 5er or just someone who's sick of TED Talk clichés and Instagram hustle coaches this book is your safe space It's satire yes but it's also surprisingly therapeutic What makes this book different It tells the truth even when it stings It's actually funny like laugh at how accurate it is funny It's the book your cynical inner voice would write if it were published If you've ever felt Behind in life Tired of chasing success Like you're failing because you don't have a passion project then How to Demotivate Anyone will not only make you feel seen it might actually help you feel better Ironically Who is this for Fans of sarcasm realism and brutal honesty People who secretly hate traditional self help books Anyone who needs to hear that good enough really is good enough This book is your reminder that It's okay to not love your job You're allowed to rest without earning it Your worth isn't tied to your productivity Reader Praise hypothetically speaking I laughed I cringed I felt exposed 10/10 Finally a self help book that doesn't yell at me to wake up at 4 AM Feels like therapy but cheaper and with more memes Keywords for humans and algorithms alike anti motivation sarcastic self help burnout recovery quit hustle culture realist life advice cynical motivation unmotivational books anti self improvement give up gracefully satire self help funny motivational book WARNING Reading this book may cause Sudden bursts of laughter Peace of mind from lowered expectations Unexpected motivation to actually do stuff despite the title If you're ready to stop pretending that you're manifesting abundance while secretly panicking this book is for you Ditch the pressure Embrace the meh And laugh your way through the chaos Scroll up click Buy Now and start unmotivating yourself one brutally honest chapter at a time

[China in the Era of Social Media](#) Junhao Hong, 2020-06-22 China in the Era of Social Media discusses how social media is changing the world in an unprecedented way through speed scope and depth In the last decade or so social media in China has witnessed the most explosive growth in the world Being the most populous nation in the world it has the most social media users in the world as well This book examines the current situation and unique characteristics of Chinese social media the significance of social media in the country's social transformation and particularly its influences on political change in the nation The main goal of this book is to explore how social media has been affecting and thus changing China's political system the ruling communist ideology and the state run media as well as its public discourse and public opinions Scholars of Asian studies political science and communications will find this book particularly interesting

HCI International 2024 - Late

Breaking Papers Vincent G. Duffy, 2024-12-03 This nine volume set LNCS 15473 15482 constitutes the proceedings of the 26th International Conference HCI International 2023 in Washington DC USA in June July 2024 For the HCCII 2024 proceedings a total of 1271 papers and 309 posters was carefully reviewed and selected from 5108 submissions Additionally 222 papers and 104 posters are included in the volumes of the proceedings published after the conference as Late Breaking Work These papers were organized in the following topical sections HCI Theories Methods and Tools Multimodal Interaction Interacting with Chatbots and Generative AI Interacting in Social Media Fintech Consumer Behavior and the Business Environment Design for Health and Wellbeing Ergonomics and Digital Human Modelling Virtual Experiences in XR and the Metaverse Playing Experiences Design for Learning New Cultural and Tourism Experiences Accessibility and Design for All Design for Older Adults User Experience Design and Evaluation Novel Approaches and Case Studies Safety Security and Privacy HCI in Automated Vehicles and Automotive HCI in Aviation Transport and Safety Human Centered AI AI for Decision Making and Sentiment Analysis

TikTok for Sales Josué Matos, In the ever evolving digital landscape where trends shift at the speed of a click few platforms have reshaped the sales and marketing game quite like TikTok What initially seemed like a space for fun and creative videos has become a powerful tool for brands seeking authentic connections with their consumers Far from being a passing trend TikTok represents a revolution in how products and services are promoted and sold online This is the second book in a series designed to explore the potential of social media platforms for sales While the first volume Instagram for Sales Strategies to Convert Followers into Customers focused on a well established platform known for its visual and interactive appeal this book dives into a dynamic and opportunity rich terrain TikTok for Sales Viral Strategies for Growth and Conversion is an essential guide for anyone looking to harness the viral power of TikTok transforming creativity into real conversions With over 150 million active users in the United States alone and a global user base exceeding 1 billion TikTok is not just a social network but a global stage where brands can shine by telling their stories in engaging and innovative ways Through trends challenges short videos or live streams TikTok offers endless possibilities for entrepreneurs of all sizes to stand out in today s competitive market In this book I ve explored every aspect of the platform from setting up an attractive business profile to advanced sales strategies and performance analysis Organized into 30 chapters the content is tailored for both beginners and seasoned professionals providing valuable and practical insights You ll learn how to navigate TikTok s algorithm create engaging content leverage features like TikTok Shopping and hashtags and build partnerships with creators to maximize your sales As a digital marketing professional inspired by my international journey I bring a global perspective to this work My name is Josu Matos author of over 50 books including Rich Uncle Poor Nephews and The Art of Reinvention With a decade of experience in digital platforms and a Bachelor s degree in Advertising Marketing and Communications underway I have dedicated my career to helping entrepreneurs succeed in the digital world My travels across Northern Ireland Canada and the United States have broadened my outlook and enabled me to develop

innovative strategies which I share with you in this book Get ready to discover how to turn creativity into conversions trends into sales and followers into loyal customers Welcome to a new era of sales on TikTok Together let s explore this dynamic platform and take your business to the next level INDEX Introduction Why TikTok is a game changer for sales and how it s revolutionizing the U S market Section 1 TikTok Basics for Businesses 1 Getting Started on TikTok Setting up a business profile and building your brand identity 2 Understanding TikTok s Algorithm How it works and how to leverage it to expand your reach 3 Identifying Your Niche and Target Audience Effectively segmenting and targeting potential customers 4 Adapting Brands to TikTok Culture Repositioning your business to connect with a young dynamic audience 5 TikTok s Evolution as a Business Platform From entertainment to e commerce TikTok s role in U S online sales Section 2 Creative Content Production 6 Short Videos The Key to Retention Capturing attention within the first 3 seconds 7 Visual Storytelling Narratives in 15 Seconds How storytelling drives sales on TikTok 8 Trends and Challenges Making Viral Videos The power of tapping into popular movements 9 Using Trending Sounds to Boost Engagement How trending audio can amplify your content s reach 10 TikTok Editing Tools Practical tips for effects transitions and impactful captions 11 Creating Educational Content Attracting audiences with tips and tutorials in your niche Section 3 Advanced Sales Strategies 12 TikTok Shopping in the U S Setting up digital storefronts to maximize sales 13 Live Streams That Drive Conversions Structuring live events for sales and audience interaction 14 Selling Through Links and Bios Directing followers to your online store effectively 15 Affiliate Marketing on TikTok Building partnerships with influencers for indirect sales 16 Product Demo Videos Creating visual proof to boost consumer trust 17 Product Launch Techniques Planning viral campaigns for new releases Section 4 Growth and Reach Strategies 18 Organic Growth on TikTok Strategies to gain followers without paid ads 19 Partnering with Content Creators Collaborating with influencers to grow your brand 20 TikTok Ads for U S Businesses Setting up and optimizing paid ad campaigns 21 Hashtags That Drive Sales Choosing the right tags to maximize visibility 22 Using TikTok Ads Manager Creating impactful ads with platform tools 23 Advanced Audience Targeting Ensuring your message reaches the right people Section 5 Analytics Optimization and Trends 24 Using TikTok Analytics Monitoring metrics to improve performance 25 The Importance of Engagement Building interactions that foster brand loyalty 26 Keeping Up with TikTok Trends Ensuring your brand stays relevant on the ever changing platform 27 Adapting to Platform Updates Adjusting to changes in algorithms and new features 28 Case Studies Successful U S Brands on TikTok Real life examples of companies thriving on the platform 29 Common Mistakes and How to Avoid Them Pitfalls that can undermine your TikTok strategy 30 Building a Comprehensive TikTok Marketing Plan Integrating all techniques into an actionable plan for success Conclusion Summarizing strategies and motivating readers to put them into action for U S based sales success **TikTok Marketing** Prabhu TL,2024-12-28 Are you ready to transform your marketing strategy with the power of TikTok Whether you re a small business owner marketing professional or aspiring influencer TikTok Marketing Unlocking Viral Success in the Digital Age is

your ultimate guide to navigating and thriving on one of the world's fastest growing social media platforms. With over a billion active users, TikTok has become more than just a hub for viral dances and funny videos; it's now a dynamic ecosystem where creativity meets commerce. This book takes you on a step-by-step journey helping you master the art and science of TikTok marketing. From the basics of setting up your profile to advanced strategies that leverage analytics, trends, and advertising tools, this comprehensive guide equips you with everything you need to make a lasting impact.

What You'll Discover:

- The Foundations of TikTok Success:** Learn how to create a professional TikTok business account and optimize your profile for maximum visibility.
- Understand TikTok's Unique Culture:** Audience demographics and the algorithm that powers its For You Page (FYP).
- Content Creation Strategies That Work:** Master the art of crafting engaging videos that resonate with your audience.
- Explore the role of trends, challenges, and storytelling** in building your brand presence.
- Unlock the potential of TikTok's creative tools** including sounds, duets, and branded effects.
- Engaging and Growing Your Audience:** Discover how to build a loyal community through authentic engagement and user-generated content.
- Leverage TikTok Live:** comment interactions and influencer collaborations to deepen connections with your audience.
- Advertising on TikTok:** Navigate TikTok's advertising options including In-Feed Ads, Branded Hashtag Challenges, TopView Ads, and more. Learn how to set measurable goals, target the right audience, and maximize your return on investment.
- Advanced Strategies for Long-Term Growth:** Dive into TikTok Analytics to refine your campaigns with data-driven insights.
- Stay ahead of the curve** with emerging trends like TikTok Shopping and AI-powered content suggestions.
- Discover best practices** for cross-platform promotion and integrating TikTok into your broader marketing efforts.
- Real-World Case Studies and Best Practices:** Gain inspiration from successful TikTok marketing campaigns by top brands and small businesses alike.
- Learn how to avoid common pitfalls** and adopt ethical and inclusive marketing practices.

Who This Book Is For:

- Business Owners:** Unlock cost-effective strategies to expand your reach and grow your brand.
- Marketers:** Gain actionable insights to incorporate TikTok into your existing campaigns and boost engagement.
- Influencers:** Learn how to create viral content and build a personal brand on TikTok.
- Content Creators:** Explore tips and tools for crafting captivating videos that stand out.

Why TikTok? In today's digital landscape, TikTok is not just a platform; it's a cultural phenomenon. It offers unprecedented opportunities for brands and creators to connect with global audiences, foster authentic relationships, and achieve viral success. With its low barrier to entry and immense potential for creativity, TikTok has leveled the playing field, making it an indispensable tool for anyone looking to make their mark in the digital age.

If you're ready to harness TikTok's transformative potential and elevate your marketing game, *TikTok Marketing: Unlocking Viral Success in the Digital Age* is the book you've been waiting for. Let this guide be your blueprint to building a thriving presence on the platform where trends are born, communities flourish, and brands grow. Get your copy today and start your journey toward TikTok marketing mastery.

TikTok: How Tiktokers Make Money and Influence Trends (The Ultimate Guide to Building a Successful Tiktok Strategy With a Faceless Profile) Peter Lambert, 101-01-01

TikTok has become

a powerful platform for content creators and businesses alike offering opportunities for viral success and community engagement This comprehensive guide outlines a 15 step strategy to help you build a successful tiktok presence while maintaining a faceless profile ensuring maximum reach and impact Learn how to Navigate the tiktok app Edit and post videos Add special effects and sound clips Interact and engage with your audience Go viral and get famous Keep your fans happy Make money And learn hacks for duets skits lip syncing challenges and more Designed for small business owners young adult influencers and anyone looking to succeed on tiktok this guide provides step by step strategies for navigating tiktok s unique ecosystem and achieving lasting success Whether you re starting from scratch or want to take your tiktok game to the next level mastering tiktok will help you achieve personal and professional success in the ever changing world of social media

How to Grow Fast on TikTok and YouTube with Gaming Content Leticia Gus,2025-07-16 How to Grow Fast on TikTok and YouTube with Gaming Content Turn your gaming skills into viral content and grow your audience faster than ever This complete guide reveals the exact strategies top creators use to explode their gaming channels on TikTok and YouTube Whether you re just starting or seeking faster growth this book provides actionable steps to boost views followers and engagement Inside you ll discover How the TikTok and YouTube algorithms work for gaming content Daily weekly and monthly content plans for rapid growth Proven techniques to create viral gaming clips and Shorts Tools and apps to optimize editing captions and posting schedules How to identify hot gaming trends before they explode Monetization tips from Creator Funds to brand deals and affiliate marketing Strategies to build an engaged community of fans that sustain your growth How to balance content creation with personal well being to avoid burnout Whether you re passionate about Minecraft Call of Duty or indie games this guide empowers you to transform your passion into a thriving creator career

Mastering The Art of TikTok Success Matarr Sama,2023-05-21 Unleash the power of TikTok and become a master of viral content creation with Mastering The Art Of TikTok Success In this comprehensive guide you ll discover the insider secrets and proven strategies to skyrocket your TikTok presence and achieve remarkable success From understanding the TikTok algorithm to crafting captivating videos this book will equip you with the knowledge and skills necessary to build a massive following and engage with your audience like never before You ll delve into the world of TikTok trends challenges and viral sensations and learn how to leverage them to your advantage Explore the art of storytelling on TikTok and discover how to create videos that resonate with your viewers on a deep level Gain insights into the psychology behind viral content and unlock the secrets of creating share worthy videos that captivate and inspire millions Whether you re a budding influencer a business owner looking to tap into TikTok s immense marketing potential or simply an individual seeking to express your creativity Mastering The Art Of TikTok Success is your ultimate companion Packed with practical tips expert advice and real life examples this book will guide you towards mastering the art of TikTok and achieving unparalleled success in the world of social media Don t miss out on this transformative opportunity to become a TikTok sensation Grab your copy of Mastering The Art Of TikTok

Success today and embark on a thrilling journey towards TikTok stardom *The Gospel of Wellness* Rina Raphael, 2022-09-20 Next level revelatory Sarah Knight New York Times bestselling author of *The Life Changing Magic of Not Giving a F ck* Excellent Rina really knows her shit I m so thankful for this book Jameela Jamil actress and host of *I Weigh* Journalist Rina Raphael looks at the explosion of the wellness industry how it stems from legitimate complaints how seductive marketing targets hopeful consumers and why women are opening up their wallets like never before Wellness promises women the one thing they desperately desire control Women are pursuing their health like never before Whether it s juicing biohacking clutching crystals or sipping collagen today there is something for everyone as the wellness industry has grown from modest roots into a 4 4 trillion entity and a full blown movement promising health and vitality in the most fashionable package But why suddenly are we all feeling so unwell The truth is that deep within the underbelly of self care hidden beneath layers of clever marketing wellness beckons with a far stronger more seductive message than health alone It promises women the one thing they desperately desire control Vividly told and deeply reported *The Gospel of Wellness* reveals how this obsession is a direct result of women feeling dismissed mistreated and overburdened Women are told they can manage the chaos ruling their life by following a laid out plan eat right exercise meditate then buy or do all this stuff And while wellness may have sprung from good intentions we are now relentlessly flooded with exploitative offerings questionable ideas and a mounting pressure to stay devoted to the divine doctrine of wellness What happens when the cure becomes as bad as the disease With a critical eye humor and empathy wellness industry journalist Rina Raphael examines how women have been led down a kale covered path promising nothing short of salvation She knows Raphael was once a disciple herself trying everything from clean eating to electric shock workouts until her own awakening to the troubling consequences Balancing the good with the bad *The Gospel of Wellness* is a clear eyed exploration of what wellness can actually offer us knocking down the false idols and commandments that have taken hold and ultimately showing how we might shape a better future for the movement and for our well being *Secret Guide to Earn Millions on Tik Tok And Become Trend Maker* Poonam Patel, 2020-07-21 How To Be An Influecer Attract Millions of Followers and Create a Personal Brand on TikTok Do you want to become the next person making tiktok trends make interesting tik tok musically that will go viral and make money on this crazy new platform Are you a brand manager or a business owner looking to expand your market and advertise on TikTok If that s the case this is just the book for you TikTok is all the rage these days TikTok is a great platform for brands and businesses that want to appeal to younger audiences and expand their brand beyond social media marketing This book will teach you how to do exactly that What are the most important features on TikTok and how to get started How to become famous and attract millions of followers Teach you how to use each major platform and help you make a plan on how to market social media support A great book on how to become a millionaire And so much more THE FUTURE IS NOW NOT SO FAR DO NOT MISS THIS OPPORTUNITY TO KEEP WITH IT Request your copy of TIK TOK 2020

now and start improving your business today **A Self Help Book for Christian Teen Girls** Skriuwer Com,2025-01-08 A Self Help Book for Christian Teen Girls is a helpful guide made for teenage girls who want to grow in faith and self confidence It shows that your worth comes from God not from social media or other people s opinions Each chapter teaches clear and basic steps you can use in everyday life covering things like stress friendships and trusting God with your goals You will find ideas for building strong family connections choosing good friends and staying pure in heart and mind The book also covers important habits like smart technology use careful planning for the future and ways to stay calm when things get hard Its simple tips and real life examples make these lessons easy to follow Through personal stories and biblical truths this book reminds you that God cares deeply about your life and growth You can learn ways to handle worries keep healthy relationships and set goals that honor God By reading and applying these insights you will gain confidence and discover the power of a strong faith that lights your path forward **The Secret of Viral Videos** Digital World,2025-04-01 Welcome to the latest easy to use The Secret of Viral Videos training designed to take you by the hand and guide you through the process of getting the most out of your business I m extremely excited to have you here and I know you ll find it extremely helpful This exclusive training will show you step by step topic by topic and tool by tool what you need to know to master advanced video marketing in the easiest way possible using the most effective tools and in the shortest time possible This training consists of 22 chapters ready to show you the latest video marketing strategies Well it s time for you to start making the most of advanced video marketing on behalf of your business I know you will love this training

Unveiling the Energy of Verbal Art: An Mental Sojourn through **Global Trend TikTok Self Help Trend**

In a world inundated with displays and the cacophony of immediate transmission, the profound power and emotional resonance of verbal art frequently disappear in to obscurity, eclipsed by the regular barrage of sound and distractions. Yet, situated within the musical pages of **Global Trend TikTok Self Help Trend**, a captivating perform of fictional brilliance that pulses with raw feelings, lies an unforgettable trip waiting to be embarked upon. Composed with a virtuoso wordsmith, that mesmerizing opus books readers on an emotional odyssey, gently exposing the latent potential and profound affect stuck within the elaborate web of language. Within the heart-wrenching expanse with this evocative analysis, we will embark upon an introspective exploration of the book is key styles, dissect its interesting writing design, and immerse ourselves in the indelible impression it leaves upon the depths of readers souls.

<https://nodedev.waldoch.com/public/detail/index.jsp/Deadly%20Nightshade%20Strange%20Tales%20Of%20The%20Dark.pdf>

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Global Trend TikTok Self Help Trend Introduction

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