

Impact of ‘Tik Tok’ Social Media Platform as a Tool for Building Personal Brands

Dewanarayana D. A. P. T

Dept. Fine Arts, University of Kelaniya, Sri Lanka
Prabodha7959@gmail.com

Abstract

The social media platform has transformed from a space for individual and personal entertainment into a bustling hub for business. Many personal businesses now utilise social media as an instant tool to establish their brands among a wider audience. Platforms like YouTube, Facebook, and WhatsApp have already become saturated with business promotions. Consequently, social media platforms such as TikTok have introduced new trends and interests, attracting a diverse audience, both young and old. This presents a significant challenge for businesses and influencers aiming to capture attention for a specific video. The ability to captivate audiences on TikTok has become a powerful tool for building personal brands, allowing brands to instantly stand out among competitors and reach a vast audience. A study was conducted to assess whether the TikTok platform can effectively serve these purposes, through a questionnaire evaluating TikTok videos. The questionnaire was presented to three experts in a related field. Based on the analyzed responses, TikTok emerged as a successful platform for establishing personal brands and creating a distinct presence. Furthermore, this research serves as a foundation for future studies exploring the integration of social media platforms and personal branding.

Keywords: *social media, personal branding, TikTok, influencers, visual frames*