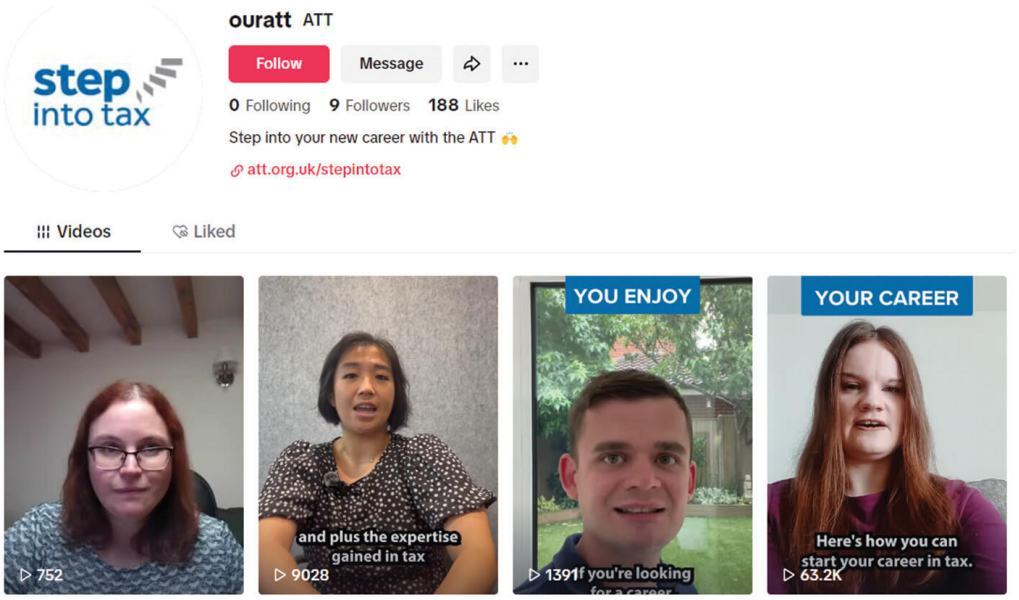
ATT joins TikTok!

Briefings



23 October 2024

The ATT has set up an account – @ouratt – on the popular social media platform TikTok and has posted a series of short videos from tax professionals explaining how they got into the industry.

Additionally, technical officer Emma Rawson shot a video explainer on HMRC-approved mileage rates, which was used on TikTok alongside a longer press release issued by the ATT to the media. The video racked up a number of likes and comments in its first few days.

The ATT also has a presence on other social media sites, with accounts on X (formerly Twitter), LinkedIn, Instagram and YouTube, where it regularly posts updates, news and videos.

TikTok was set up in 2016 as a video-sharing platform, where users can upload videos from three seconds to 60 minutes long. It quickly became one of the world's most popular social media platforms and was ranked the most popular website of 2021, with more than 1 billion monthly active users.