

CTIKTOK

artist handbook 2023





welcome!

We've created this handbook to give you all the tips and tricks you need to launch your artist account on TikTok. Hope you enjoy, and please share with anyone else who needs it!





 FLO: "TikTok is such a great platform to showcase your personality and ultimately the things you love. It's helped us share our music across the world in a really authentic way."



venbee: "TikTok has had such an impact on where I am today! I've made so many fans on the platform and continue to grow as an artist on it! I'm so honoured to be one of TikTok's Breakthrough Artists"







• Stepz: "Gaining an audience since I started TikTok allowed me to chase my dreams and allow my sound to be heard with music globally all thanks to God + TikTok my life has changed!"



before we get started...

We know that being an artist means you are busy writing, recording, touring and promoting your music.

TikTok can be a huge help to your career, but consistently creating great content can feel intense and overwhelming at times. Forcing creativity doesn't tend to work and success doesn't usually happen overnight.

The key is to be authentic and stay true to your creative vision - that goes for the music you make and the content you create. Remember, TikTok is a place to bring joy, engage with your fans, be your authentic self and build a community around your music.







If you need more help

For extra information to support your account, check out the safety tips in our **Creator Portal**.

As a musician or artist, if you feel like your mental health is suffering, please take a look at the dedicated resources from the <u>Musician's Union</u> and <u>Music</u> <u>Minds Matter</u>.

We're committed to help you succeed - and we really want you to enjoy the ride along the way.

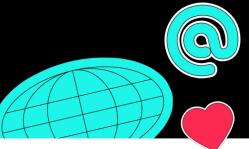






SO! You've decided to join TikTok! Let's get you up and running **





choose a clear and recognisable handle and profile pic

add links to your Instagram & YouTube channels

keep your bio simple and fun

get to know the app -it's packed full of features and easy-to-use tools

check our Creator Portal for more instructions







**chapter one: let's clear up a few myths

people talk a lot about TikTok... but is it all really true?









it's all dances and lip syncs

Myth #1

TikTok today is so much more. We're home to an incredibly diverse range of content from music to football to fashion, cooking to crafting... even pool cleaning and trainspotting! Anything goes if it's fun, interesting and engaging.



watch on <u>TikTok</u>

Myth #2

TikTok videos have to be funny

Success on TikTok is all about being your genuine self, whatever shape that takes. You can use your channel to express your interests, emotions, passions, values, creativity and to support causes that are important to you.

but tonight i wanna dedicate it to the brave people that are protesting in iran...

#mentalhealthawareness



you have to post
3 times a description of the second of th

You don't need to be TikTokin' 24/7.

Posting 3-4 times a week has shown to provide best audience growth and engagement





Music

artist handbook TikTok mythbusting



Our community love an incredible variety of music. From drill to hardcore, jazz, afropop, lo-fi, K-pop, turbo-folk and classical... there is a place for everybody and every sound.

TikTok watch on TikTok

e TIKTOK

Myth #5

and it's only for kids

Artist and fans of all generations are taking over TikTok! Elton, ABBA, Rod Stewart, Gloria Gaynor, Queen and Brian May, Stevie Nicks, Tom Jones, Madonna, Nile Rodgers and even the Rolling Stones - to name just a few.... Everyone's welcome!





chapter two: finding your voice

how to stay authentic & curate your brand on TikTok



don't be afraid to experiment and try things that feel authentic to you





think beyond music! TikTok lets you follow your passions, and find new fans in those communities





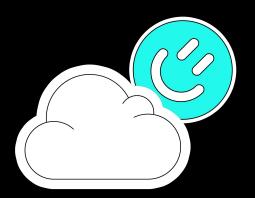


watch music!

get inspiration from artists you admire and our flagship music hashtags - designed to give you a natural route into creation







experiment with performances

try acoustic, acapella or over instrumentals

can it fit it into your writing & rehearsal routine?

pick a spot where you feel comfortable performing

try your own songs and covers you love

is it original and engaging?



Storytelling is very powerful - what do you want fans to learn about you?



going viral shouldn't be your main goal- engaging with your audience is most important





chapter three: do's and don'ts

Some guidelines for making the most of TikTok







Experiment! Try different ideas and see what works for you. You'll learn new formats, skills, and what fans old and new enjoy seeing you do on TikTok

Film in portrait mode, make it intimate and personal so fans connect with your video

Try to post 3-4 times a week for the best audience growth and engagement (you can shoot up to 10 minute videos, videos should always be longer than 5 seconds)

Try out Duet, Stitch and Save Video in your settings so fans can interact with your videos



Worry about getting it wrong... If you post something that doesn't connect, it's not damaging your account

Forget to double-check your caption before posting a video, you can't edit it afterwards

Make videos less than 5 seconds!

Repost 16:9 marketing-type assets - they generally don't really connect in the same way

Upload pre-released audio clips longer than 60s

chapter four: spread the word getting the most bang for your videos





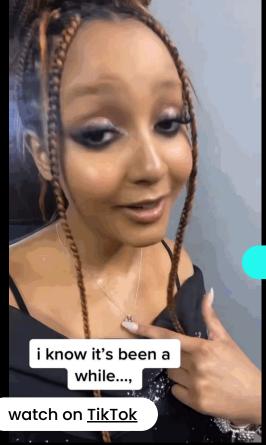
Get creating! Artists that post 3-4x per week can gain almost six times greater video views on their channel than those posting just once per week.

Not only that, by posting more often you can also get more views on all your videos, not just the new ones.

Posts should always be longer than 5 seconds!



artist handbook spread the word



sharing videos

Share watermarked TikToks on other channels

Let people know you are posting there

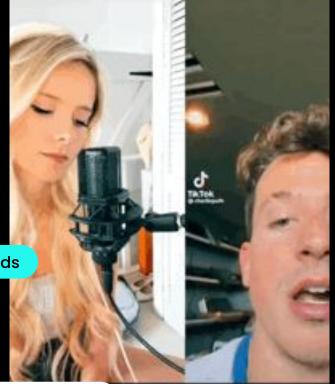
Let fans know you're on TikTok by sharing across other socials - a few watermarked posts can do wonders for your TikTok follower count.

duetting videos

Duet other artists or fans to build a presence

Keep an eye out on duetting trends

Our community loves watching Artist Duets. It's an easy way to lean-into the amazing content created by creators and fellow musicians.





watch on TikTok

artist handbook spread the word

starting duets

Ask fans to duet you performing your new track

Connect with fans by sharing the best ones on your channel

Ask fans to sing along duetting your latest release. Great examples of this are Alicia Keys, Ed Sheeran, Nile Rodgers and Sam Smith.

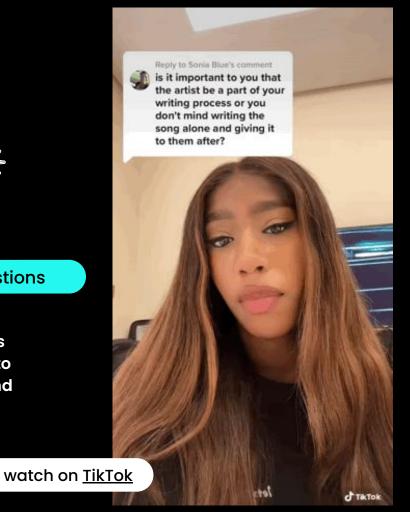


watch on TikTok



Video reply to the best questions

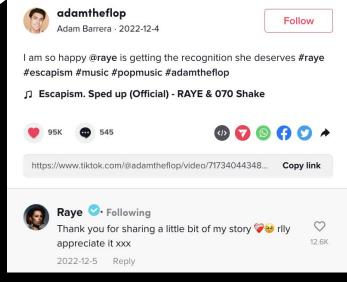
Kamille encouraged fans to submit questions and uploaded 8 replies to fans to her TikTok profile. This is a great way to engage with fans, and she gained around 10K followers throughout that week.





commenting on videos

Artists who engage with the TikTok community through video comments can see greater follower growth, views, likes and even higher video finish rates compared to those who don't comment.



comment on videos using your music, fans will get really excited & it's great to drive engagement and new followers









Connect your videos with other users

Start trends by inviting fan stitches



watch on TikTok

artist handbook spread the word





go LIVE

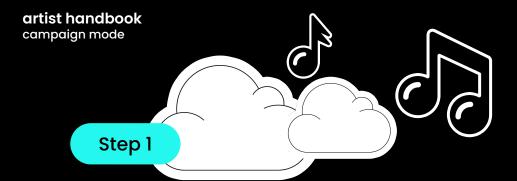
allow fans to RSVP

Announce livestreams ahead of time

Co-hosted live with fans and creators. Artists can co-host an event from the same location. Co-host by inviting an eligible user.

(You must have a minimum of IK followers to go live) for more information, please see our Creator Portal)

chapter five: campaign mode



BTS content, sneak peeks into the studio music process





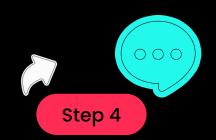
previews where you play a snippet of your new song will build up familiarity and get fans excited before release*

*Ensure to work with your label/distributor on this & don't upload pre-release audio clips longer than 60s!

Step 3

choose the right song clip - do you have a hunch which bit works best?





Activate your network by encouraging fans to use your sound to create videos



To find playlists, head to camera mode, click 'add sound' and you will arrive at the sounds page

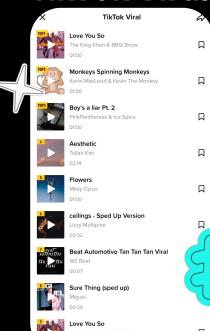


Our playlists drive millions of creations and let users know what's hot right now. We've got something for everyone...



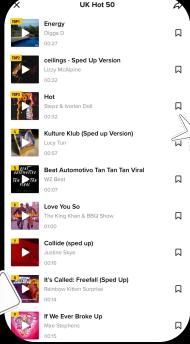


TikTok Viral



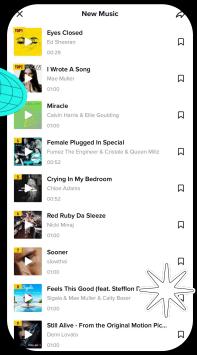
the top tracks going viral on TikTok around the world, updated weekly.

UK Hot 50



the top tracks being used by UK creators on TikTok, updated daily.

New Music

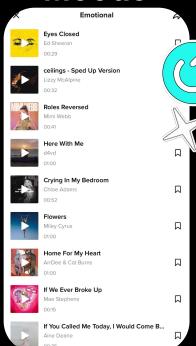


the best new music from the UK and beyond, updated weekly.



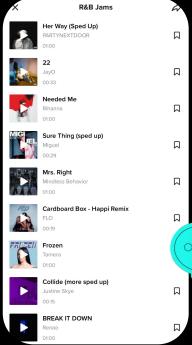
artist handbook playlists

Moods



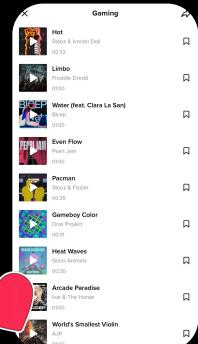
Emotional Songs, Love Songs, Relaxing Vibes, Catching feels... these songs soundtrack the mood of TikTok

Genre Playlists



Hip-Hop Fire, Pop Hits, Dance/Electronic... find the very best across all genres and styles

Themes



Sport Energy, Fashion & Beauty, Gaming... the tracks driving an incredibly diverse range of content

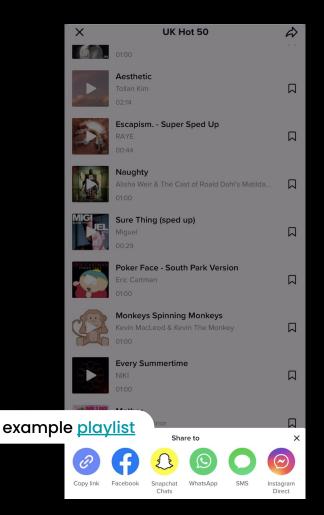


share our playlists

Share playlists you are featured in

on your other social channels

Sharing TikTok playlists is a great way of driving creations of your music. Fans can click the playlist link and be taken straight into the app to create videos using your songs.



for your music to be featured in the library, it needs to have been delivered by your label or distributor.



check in with them if you can't find your tracks



make sure to pick a catchy timecode too.

If you're an independent artist or label, you can upload your music to TikTok (and all other DSPs) via





powered by TikTok

Head to <u>SoundOn.Global</u> to create an account





powered by TikTok

By uploading your music via SoundOn, you can

Keep 100% of your royalties in year 1

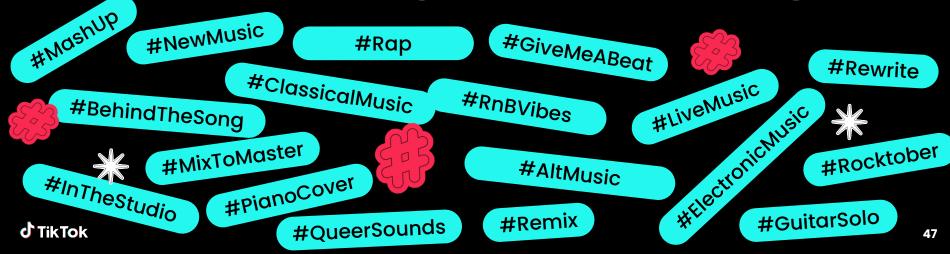
Own the masters to all your music

Be eligible for playlisting on the TikTok Sounds page

Preview your music on TikTok before it's released



trending hashtags



artist handbook extra features

effects

Keep track of trending effects

tiktokers choosing a sound on a random day

in 2020

Or get creative and explore the effects page

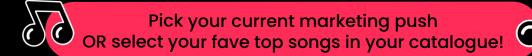
Guess what... You don't have to dance if you don't want to dance! Authenticity is the most important thing! Don't be afraid to experiment but find things that feel real and natural to you.

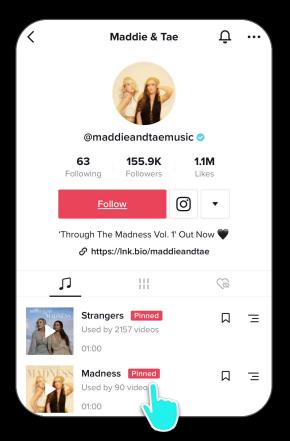


Pinning Sounds

How to pin your music:

- 1. Go to your profile and tap on the music tab.
- 2. Tap the "Pin" button next to the song you'd like to highlight. The sounds will be listed in the order you selected.
- 3. To remove a pinned sound, tap the pin button next to the sound again.





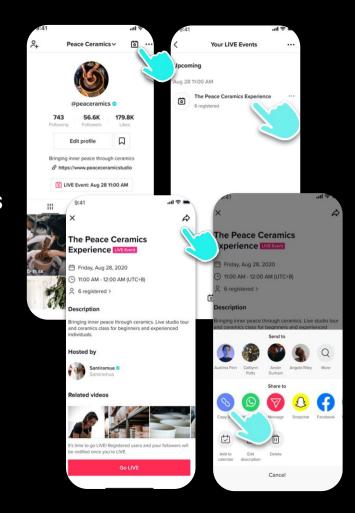


go LIVE

How to share your scheduled live:

- 1. From your profile, select the calendar LIVE EVENTS icon.
- 2. Click on LIVE Event to go to the LIVE Event page.
- 3. Tap the share icon.
- 4. Copy link & share your event across your online community.

Announce your livestream ahead of time, schedule in app, & allow fans to RSVP!





case study: RAYE's "Escapism"

RAYE successfully used TikTok to promote her hit song "Escapism". She started by teasing her singles and subtly building hype on TikTok. She brought fans along the journey through each release, drumming up support from the TikTok community as she went.

A fanmade sped-up version of "Escapism" catapulted the song into the stratosphere, starting a viral trend.

Things to remember:

- 1. Start planning early pre release
- 2. Bank lots of content throughout the music process
- 3. Share off-platform successes & make fans feel like they are part of the success
- 4. Be reactive identify small trends early & act (e.g. delivering sped up versions as quickly as possible)







SoundOn

Creator Portal

Music Newsletter

Connecting social accounts to TikTok

Community Guidelines

Switching Account Types

Terms Of Service

