



TikTok

artist handbook 2022





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!



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 **Musician's Union** and **Music Minds Matter**.

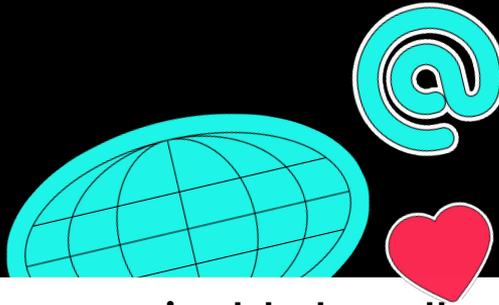
We're committed to help you succeed - and we really want you to enjoy the ride along the way.





so you've decided
to join TikTok! let's get
you up and running*





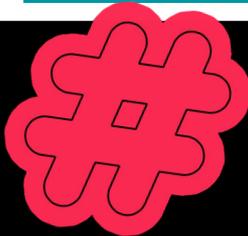
choose a clear and recognisable handle and profile pic

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?





watch on TikTok



Myth #1

it's all dances and lip syncs

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.



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.



watch on [TikTok](#)

This mental health awareness month. I want to send my thoughts and love to anyone out there who is struggling right now. When you're in your darkest moments try and lean into the magic around you. For me it's music, whenever I'm down I sing or I listen to artists who tell stories that match my mood. There is so much out

#mentalhealthawareness

🎵 Heal - Tom Odell



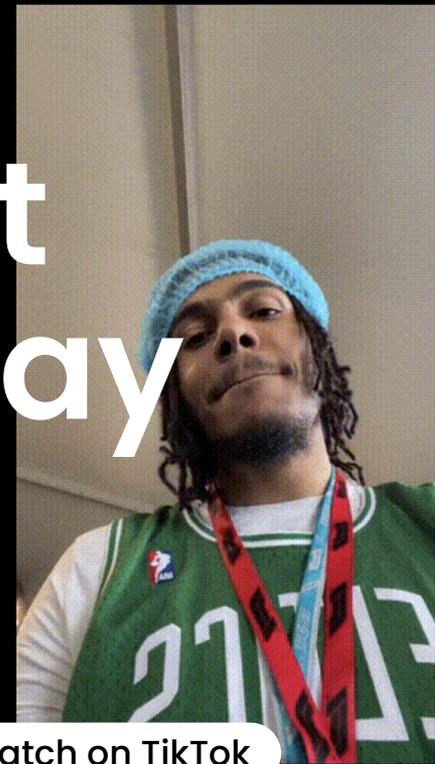
this is how my day went

Myth #3

you **have** to post **3 times** a day

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

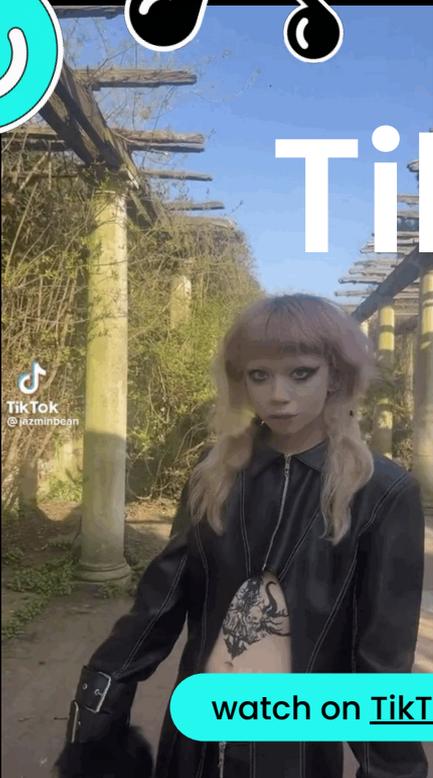
Posting 3-4 times a week has shown to provide best audience growth and engagement



watch on [TikTok](#)



Myth #4



TikTok's **only** for pop music...

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.

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 Beatles - to name just a few.... Everyone's welcome!



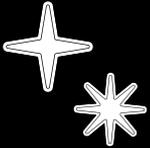


@chapter two: 
finding your voice

how to stay authentic & curate your brand on TikTok



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



#workoutroutine

#animals

#beauty

#cleantok

#food

#comedy

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

#sports

#lifestyle

#family

#lifehack

#fashion

#ASMR

#InTheStudio

#GiveMeABeat

#Rewrite

#ElectronicMusic

watch music!

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



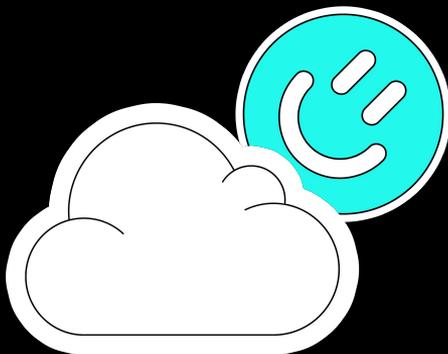
#LiveMusic

#PianoCover

#GuitarSolo

#ThisIsBlackMusic

#Rap



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**

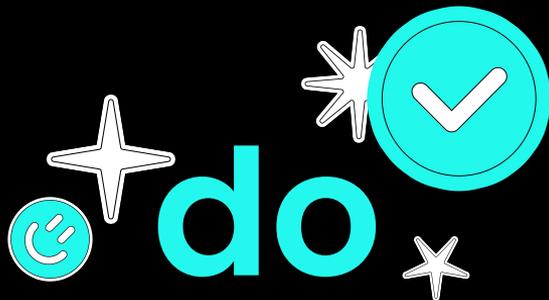




chapter three: do's and don'ts

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!)

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

Be boring! Keep your videos concise and to the point - a great 7 second video is better than a 30 second video with gaps and pauses

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

chapter four: spread the word



getting the most bang for your videos





create

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.

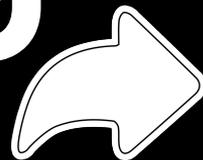


Today was beautifully warm and totally amazing. I cut 4 guitar tracks and skated for 30 minutes. Heaven on earth

watch on [TikTok](#)



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.

watch on [TikTok](#)

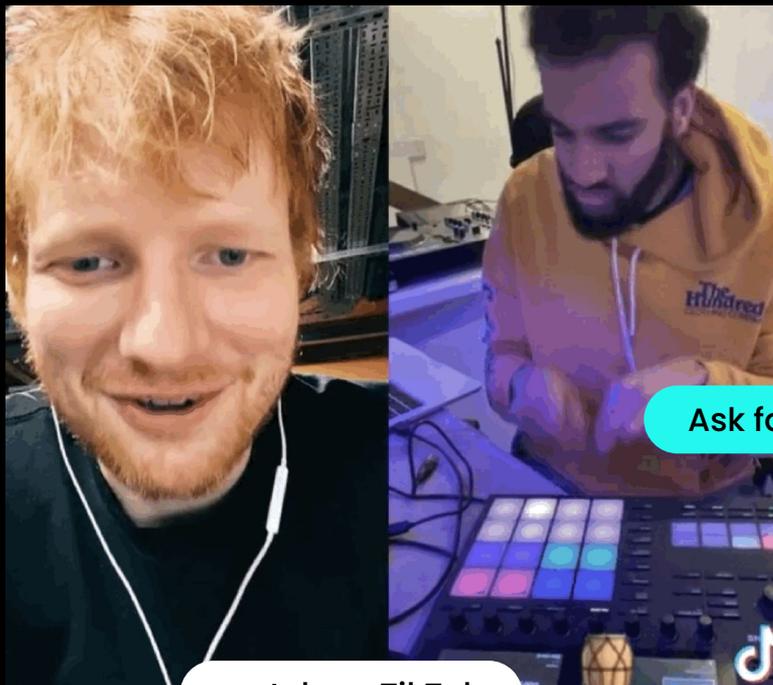
duetting videos

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](#)

starting duets

Ask fan to duet you performing some of 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.



Q&A

Post a Q&A announcement

Video reply to the best questions

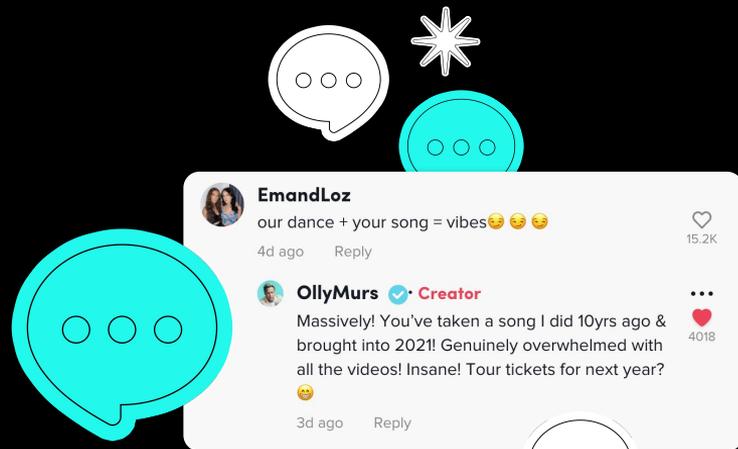
Bastille encouraged fans to submit questions and uploaded 8 replies to fans to their TikTok profile. This is a great way to engage with fans, and they gained around 10K followers throughout that week.

watch on [TikTok](#)



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

stitch feature

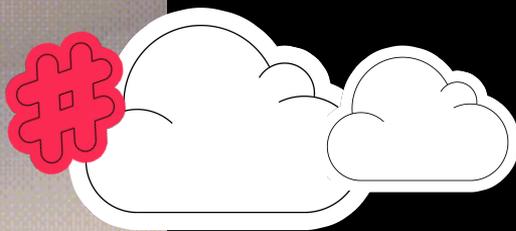
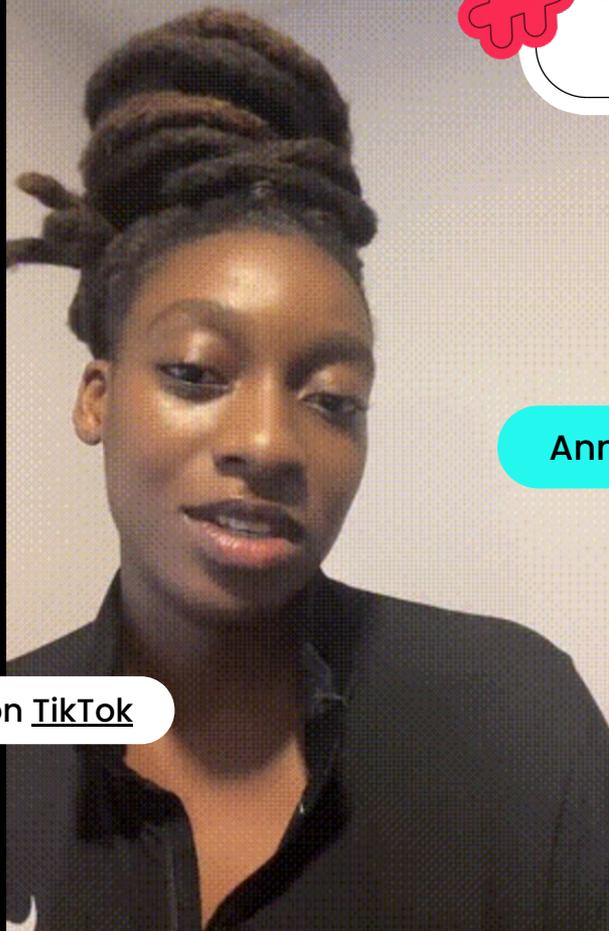


Connect your videos with other users

Start trends by inviting fan stitches

watch on [TikTok](#)





go LIVE

allow fans to RSVP

Announce livestreams ahead of time

watch on [TikTok](#)

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 1K followers to go live) for more information, please see our [Creator Portal](#))

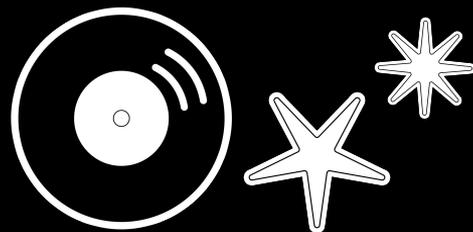


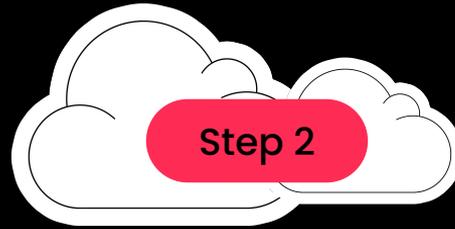
chapter five: campaign mode



Step 1

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*

***make sure to work with your label/distributor on this**

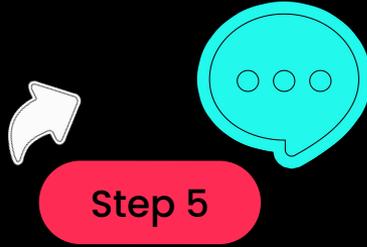
Step 3

What to do once your song is ★ released ★ ★

Step 4

**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**



playlists

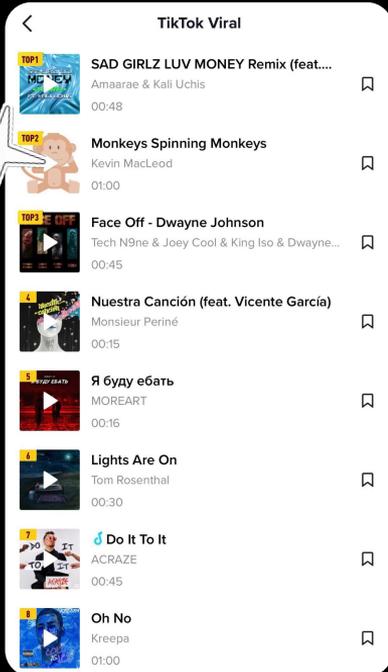
To find playlists, head to camera mode, click 'add sound' and you will arrive at the sounds page



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

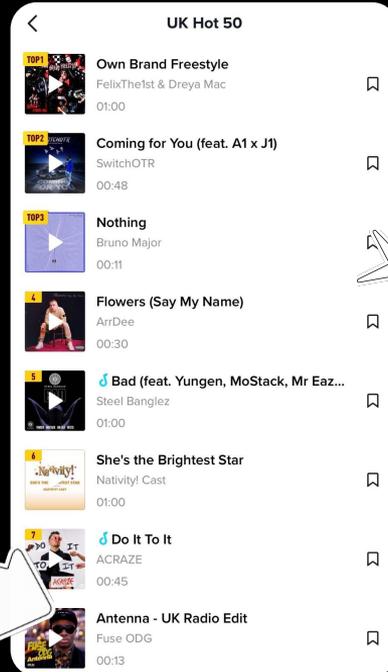


TikTok Viral



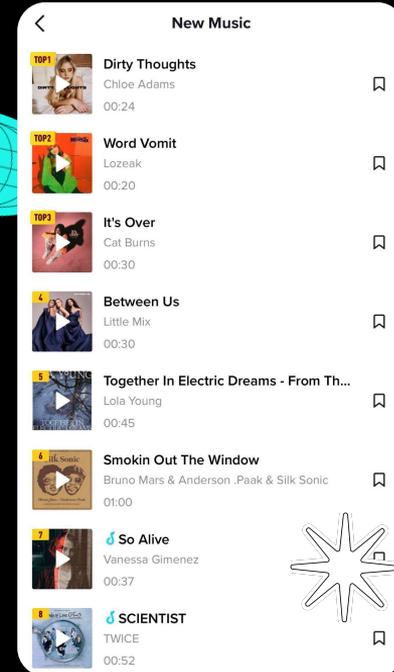
the top tracks going viral on TikTok around the world, updated weekly.

UK Hot 50



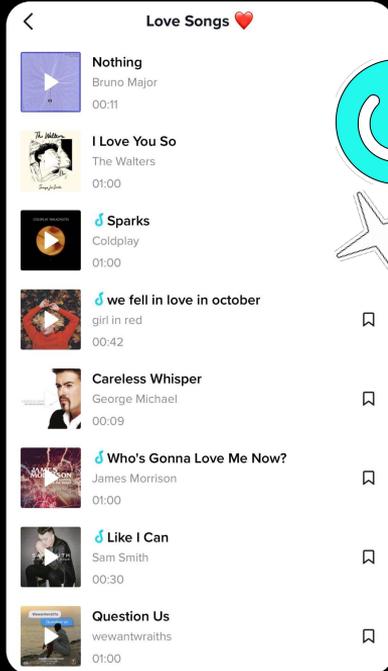
the top tracks being used by UK creators on TikTok, updated daily.

New Music



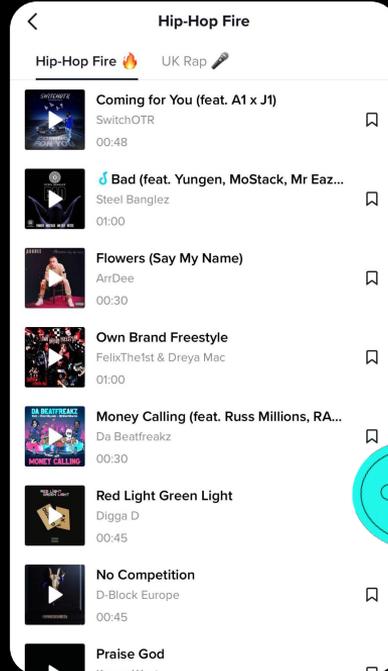
the best new music from the UK and beyond, updated weekly.

Moods



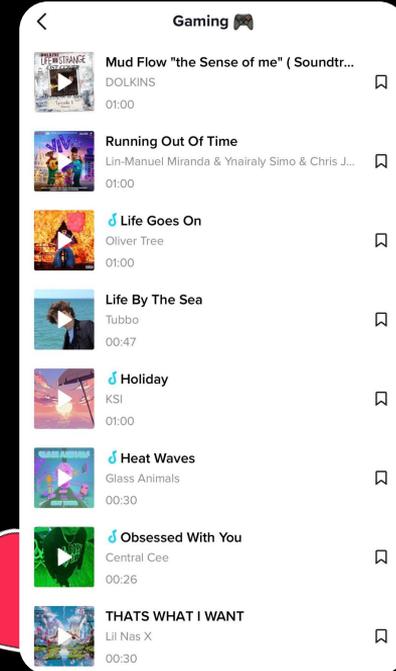
Emotional Songs, Love Songs,
Relaxing Vibes, Catching feels...
these songs soundtrack the
mood of TikTok

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

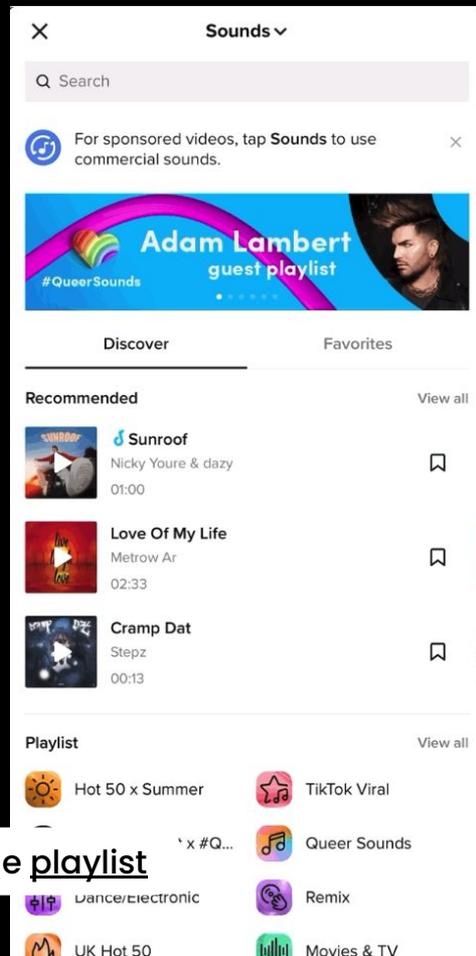
share our playlists

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.

example playlist



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 don't have a label or distributor, you
can upload your music to TikTok (and all other
DSPs) via

SoundOn

powered by TikTok



Head to SoundOn.Global to create an account



SoundOn

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

Get the TikTok Music Tab for your profile

Get verified on TikTok (if you meet the requirements)



extra
features



trending hashtags

#MashUp

#NewMusic

#Rap

#GiveMeABeat



#Rewrite

#How2Music

#TTFreestyle

#RnBVibes

#LiveMusic

#Rocktober

#MixToMaster

#InTheStudio

#PianoCover

#ElectronicMusic

#ElectronicMusic

#GuitarSolo

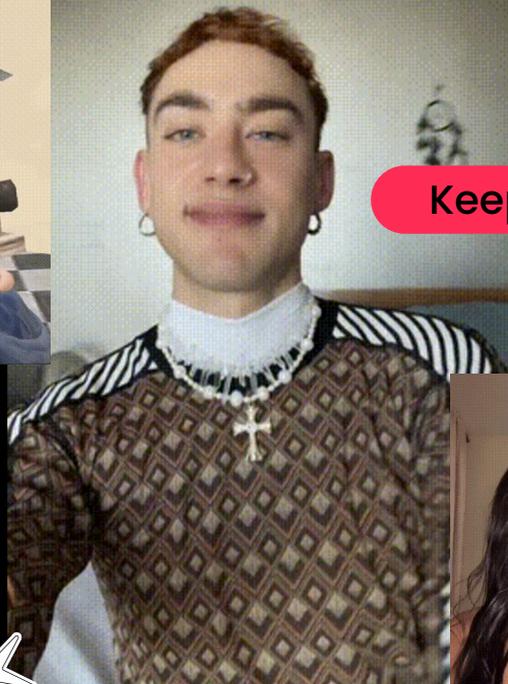
#QueerSounds

#Remix



MY OUTFIT IS...

[SCANNING...]



effects

Keep track of trending effects

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.



* longer videos *

Videos can now be 3 mins

Tracks up to 3 mins can also be uploaded

Users are now able to make videos that are 60s+, up to 3 minutes! Videos longer than 1 minute should not include someone else's content.

There is a special music library for 1-3 minute videos, which consists of sounds that are longer than the typical TikTok length. After uploading your video, you can find the library on the video editing page.

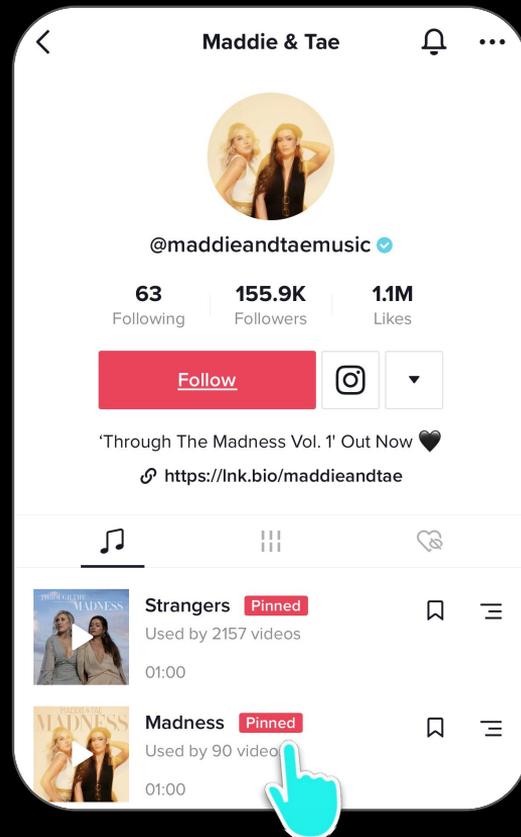
Pinning Sounds

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.



Pick your current marketing push
OR select your fave top songs in your catalogue!

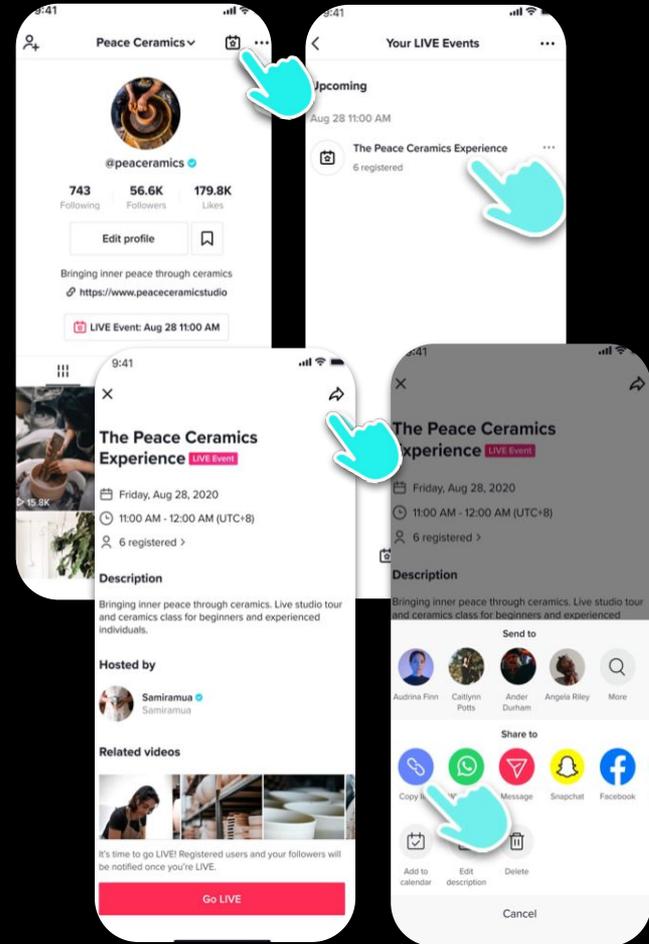


go LIVE

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!





[Sign up to the Weekly UK Artist Newsletter](#)

[Check out the Creator Portal](#)

[Connecting social accounts to TikTok](#)

[Community Guidelines](#)

[Switching Account Types](#)

[Terms of Service](#)

that's a wrap



For any other questions please contact help@tiktok.com