

 TikTok



Agenda



Intro to TikTok



What is sport on TikTok



Content tips



Content formats



Safety



Questions



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Strategic Partner Lead, Sport

Intro to TikTok

Our mission is:

To inspire **creativity**
and bring **joy**



1 billion

people

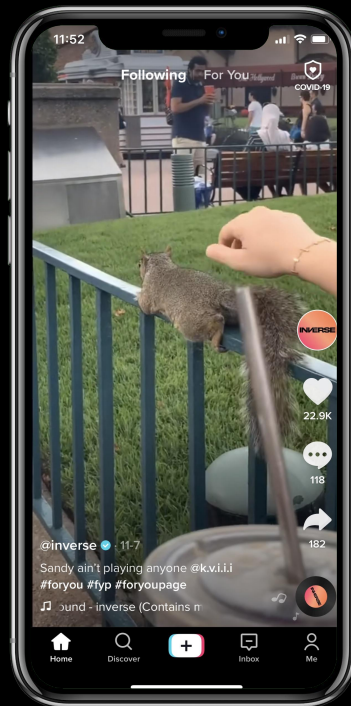
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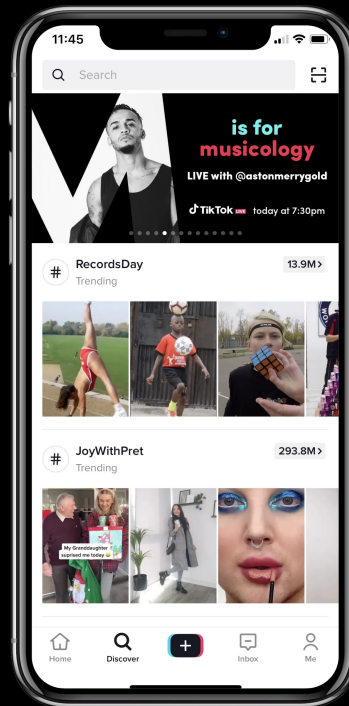
Thank you to our global community!

Our platform

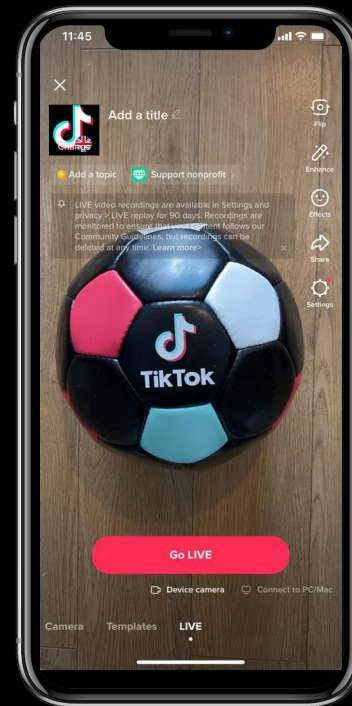
For You



Discover



LIVE



Personalised

Weekly hashtags

Live videos

What is sport on TikTok

where **all** fans play

Connection

Where fans can connect
with like minded people
from all over the world

Non-stop fun

Where for fans, fun doesn't with
the full-time whistle, it's always on
with TikTok

Discovery

Where fans find
entertainment that they
can't find anywhere else

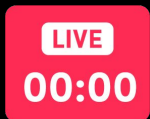


Unseen side

What may be boring to you, since you see it every day, isn't boring for sport lovers.

Wow the TikTok audience with entertaining behind the scenes and educational videos highlighting the unseen side of sport.

Everyone at your sport organization has a story to tell. Work with all facets of your institution and share those untold stories.



LIVE

LIVES on TikTok allow sport organizations to connect with the audience on a different level.

Whether it be, behind the scenes, watchalongs, broadcasts, co-host LIVES with creators or match reruns, LIVES will connect with the audience in a truly TikTok manner.



Co-Creation

With our in-app features such as stitch and duet, users can use your content to create a new piece of content. This allows users to show off their creativity and produce their very own masterpiece.

The sea shanty is a perfect example of the TikTok community coming together.

- **Duets**
- **Stitch**
- **Trends**
- **Filters**

Content tips

best practices

Profile

- Make sure to register as a business account. That way, you'll have access to account analytics and be able to add a link and email address to your profile.
- Use playlists to group your content.

Content

- Going to the Olympics is every athlete's dream. Make sure to take advantage of your time with the athletes to create unique behind the scenes content.

Frequency

- At TikTok, it's all about quality over quantity. There's no magic formula on when to post.
- If you feel confident in the quality of the content, post it.

keys to success

No bumpers

- Don't use bumpers. Be direct and start with the money shot to make sure users are hooked.
- Videos on TikTok can last up to three minutes. Make sure your content is enjoyable from start to finish.

Quality over quantity

- Don't post too often. 3-5 videos per week is a good amount.
- Don't forget to take advantage of the content created for TikTok and crosspost it to other social media platforms. Show them what they're missing out on by not following you on TikTok

Video performance

- All videos show up on the For You, but the finish rate, like rate, comment rate and share rate are important for the video to show up on more users' For You Pages.
- Don't use #FYP #ForYou #ForYouPage, it doesn't work and takes up important space.
- Use relevant hashtags only (1-5)

Commercial Music Library

150,000 songs

The Commercial Music Library, or CML, is a collection of 150,000+ songs and sound effects from around the world, sourced from emerging artists and top-tier music houses across a variety of styles and genres.

Pre-cleared

All songs in the CML are pre-cleared for commercial use on the platform so businesses don't have to go through the lengthy process of obtaining licences on their own.

Permission to use

If you upload a video with music that is not in the CML, you'll need to ensure that you have the appropriate copyrights needed to use the music for commercial purposes.

Team GB case study

#AskTeamGB

105.5M

Views

15

Responses

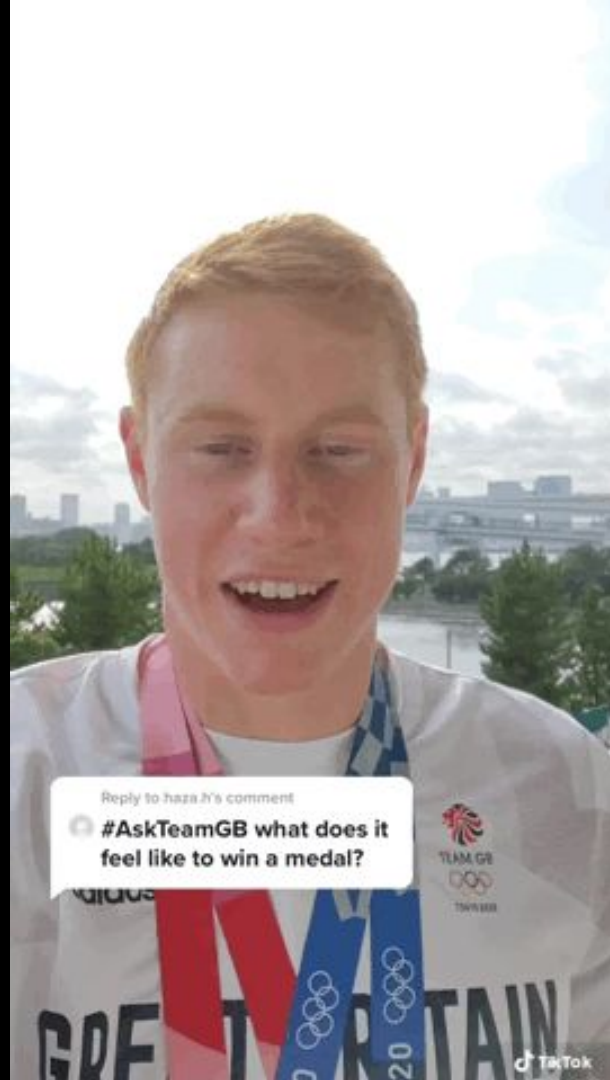
2.3K

Comments

4

LIVEs

- Team GB olympians answering users' questions
- LIVEs with olympians after their performances



Content formats

TikTok
@burnleyofficial



Split-screen highlights

Co-creation is a fundamental part of TikTok's DNA. Be it via duets, stitches or responding to comments with a video, co-creation allows users to show off their creativity.

- Split-screen highlights mimic duets and is a native way of posting highlights on TikTok.
- This can be a great opportunity to create content of athletes reacting to highlights from previous Olympics.



#Ask

Use our respond to comment with a video feature to allow your athletes to respond to users' questions.

- This type of content will allow you to connect the audience with the athletes



LIVE

TikTok LIVE is the place to interact with users in a different and longer manner.

- Let your athletes go LIVE from your account and allow them to share their story of their experience representing your country.

Safety

Our stance on hate speech

Hate has no place on TikTok. Our Community Guidelines make it clear that we do not tolerate hate speech, bullying or harassment. We use a combination of technologies and moderation teams to detect and review such content and behaviours, with potential actions including removing videos and comments, and banning accounts.

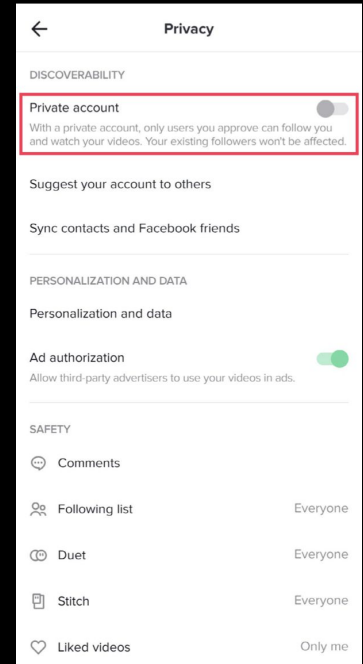
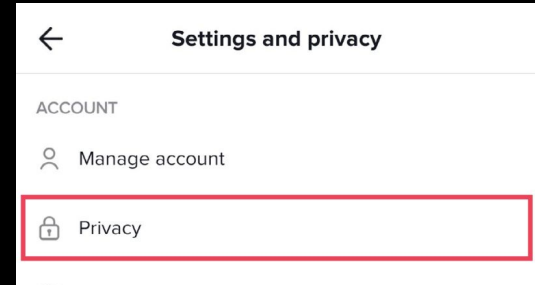
Hate speech is complex and ever-evolving, and we are always looking for ways in which we can be better:

- We have strengthened our enforcement against hate speech to help ensure we capture the evolving landscape, language and terminology of hateful behaviours.
- We invest in regular training for our moderation teams to better detect hateful behaviour, symbols, terms, and offensive stereotypes, and to properly identify and protect counter speech.
- We consult academics and experts from across the globe to keep abreast of evolving trends and to help us regularly evaluate and improve our policies and enforcement processes.

Account settings

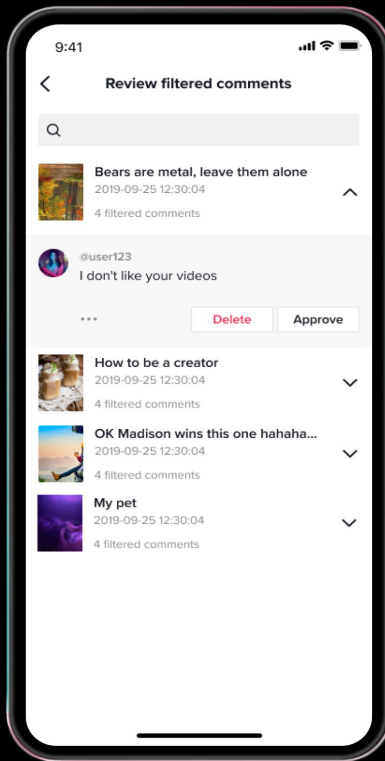
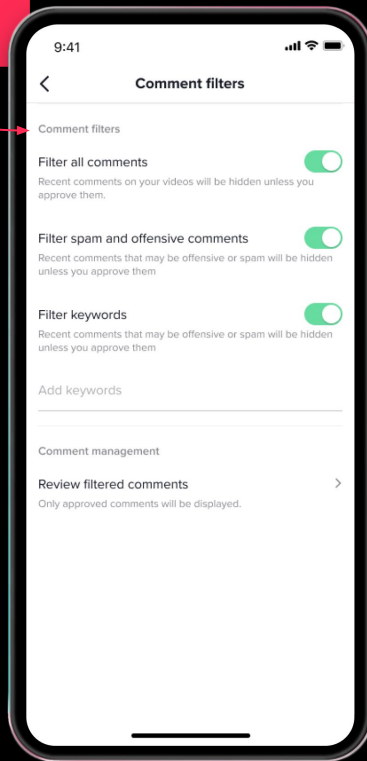
Depending on your Privacy Settings, other users may also be able to Duet, Stitch and download your videos. You can always limit the audience for your videos in your Privacy Settings. And you can still choose who can comment on your videos, who can send you direct messages, and decide whether your account is suggested to others.

- To set your account as private/public:
- 1. Go to Me.
- 2. Tap ... , located top right.
- 3. Go to Privacy
- 4. Turn Private Account on or off.

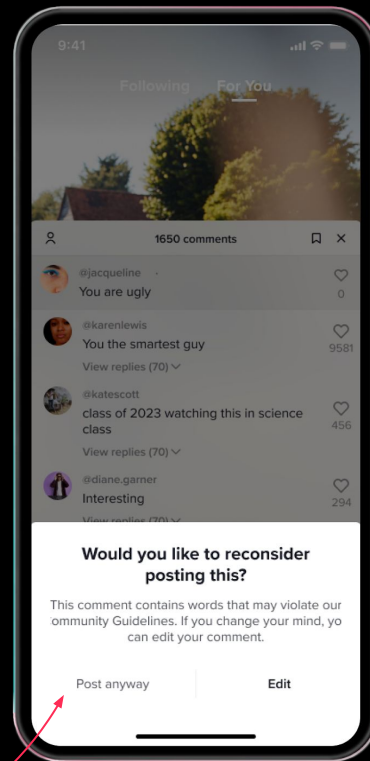


New Comment Features

1. Filter All Comments



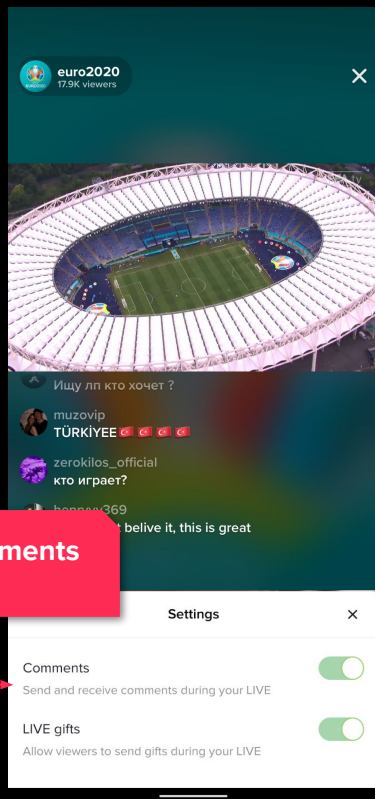
2. Rethink



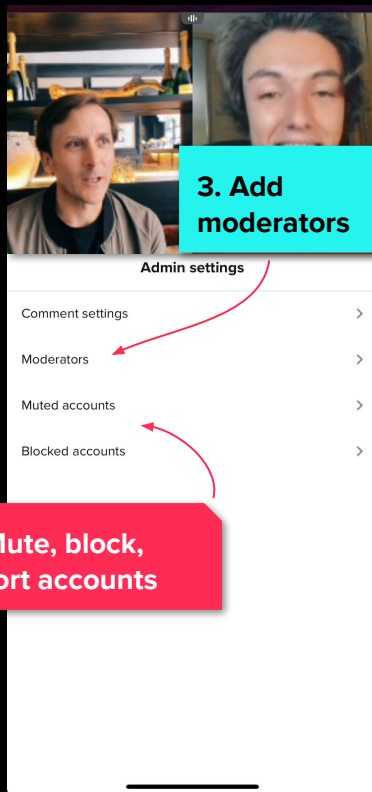
LIVE

Features

1. Turn comments on/off

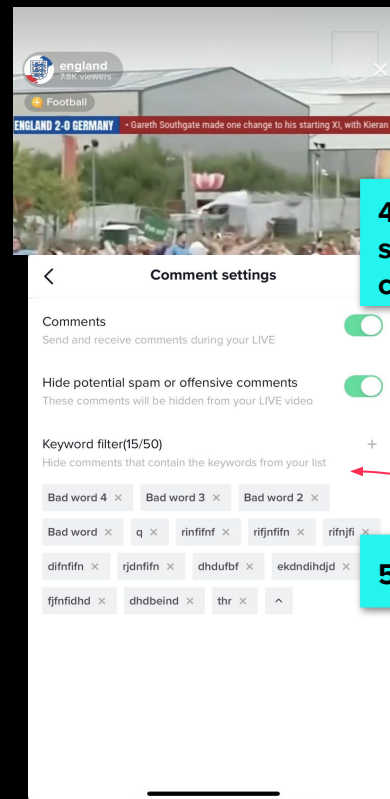


2. Mute, block, report accounts



3. Add moderators

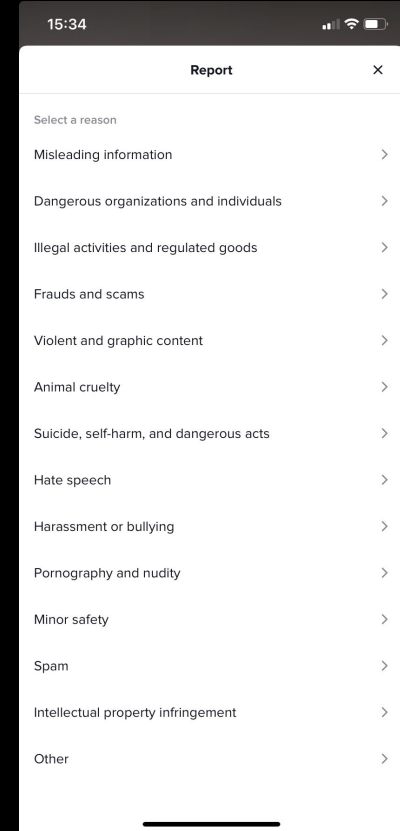
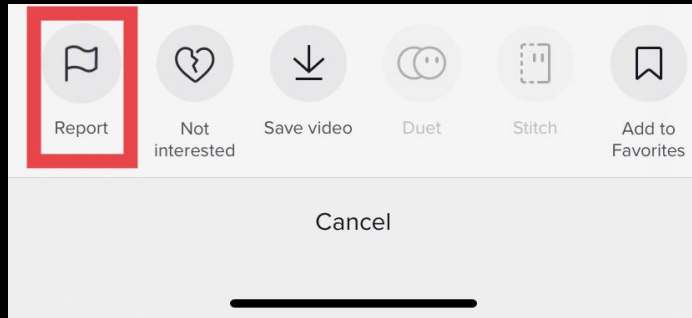
4. Hide potential spam or offensive comments



5. Keyword filter

Report content

If you see something that you think might violate our **Community Guidelines** or doesn't seem appropriate, please report it so that it can be reviewed by our moderation team and we can take appropriate action. You can report a specific video, livestream, user, direct message, or comment directly within the app itself. To report, simply long press the video. A pop-up will appear. Select Report and follow the outlined steps.



Questions?

Thanks!