Agenda

🌍 Intro to TikTok
⚽ What is sport on TikTok
📱 Content tips
📅 Content formats
🔐 Safety
❓ Questions

Arthur Guisasola
Strategic Partner Lead, Sport
Intro to TikTok
Our mission is:

To inspire **creativity** and bring **joy**
1 billion people on TikTok

Thank you to our global community!
Our platform

For You
Personalised

Discover
Weekly hashtags

LIVE
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
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.
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.
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 to post. 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
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.
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.
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**
   - Comment filters
     - Filter all comments
       - Recent comments on your videos will be hidden unless you approve them.
   - Filter spam and offensive comments
     - Recent comments that may be offensive or spam will be hidden unless you approve them.
   - Filter keywords
     - Recent comments that may be offensive or spam will be hidden unless you approve them.
   - Add keywords
   - Comment management
   - Review filtered comments
     - Only approved comments will be displayed.

2. **Rethink**
   - Would you like to reconsider posting this?
     - This comment contains words that may violate our community guidelines. If you change your mind, you can edit your comment.
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!