



Intro to TikTok

Our mission is:

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



A black background filled with colorful confetti in shades of yellow, green, blue, and red. Three overlapping rectangular boxes are positioned in the upper center: a cyan box at the top, a white box in the middle, and a red box at the bottom right.

1 billion

people

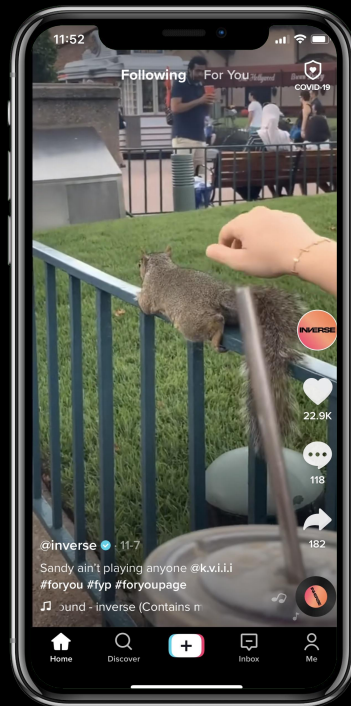
on



Thank you to our global community!

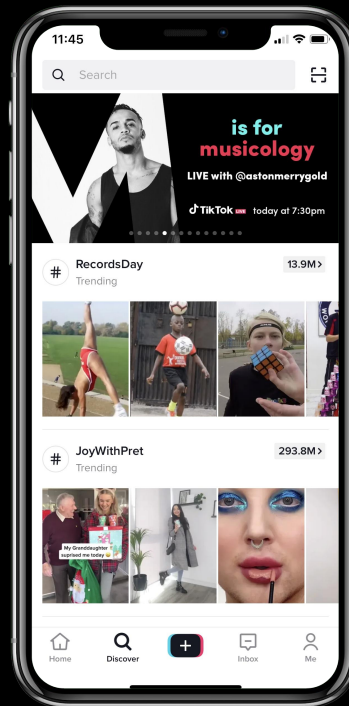
Our platform

For You



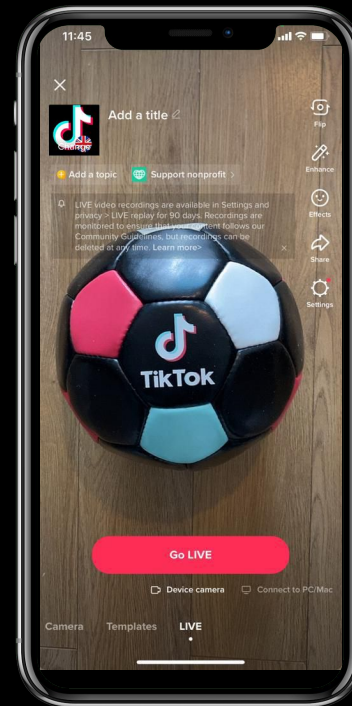
Personalised

Discover



Weekly trends

LIVE



Live videos

Content tips

keys to success

Behind the scenes

- Make sure to show the best behind the scenes content from your sport organization.
- Just because it may be boring to you, it might not be for TikTok users.
- Take advantage of all facets of your organization and create content with the athletes, cooking staff, nutritionists, coaches, everyone!
- Show the fun and interesting side of your organization

Day of

- Whether it's traveling, the dressing room or big celebrations from the team, only you as the sport organization have access to record those moments.
- Show fans what happens before, during and after the sporting event.

Highlights

- If you have broadcast rights and can post videos with match-day footage, post the best moments.

keys to success

Content is king

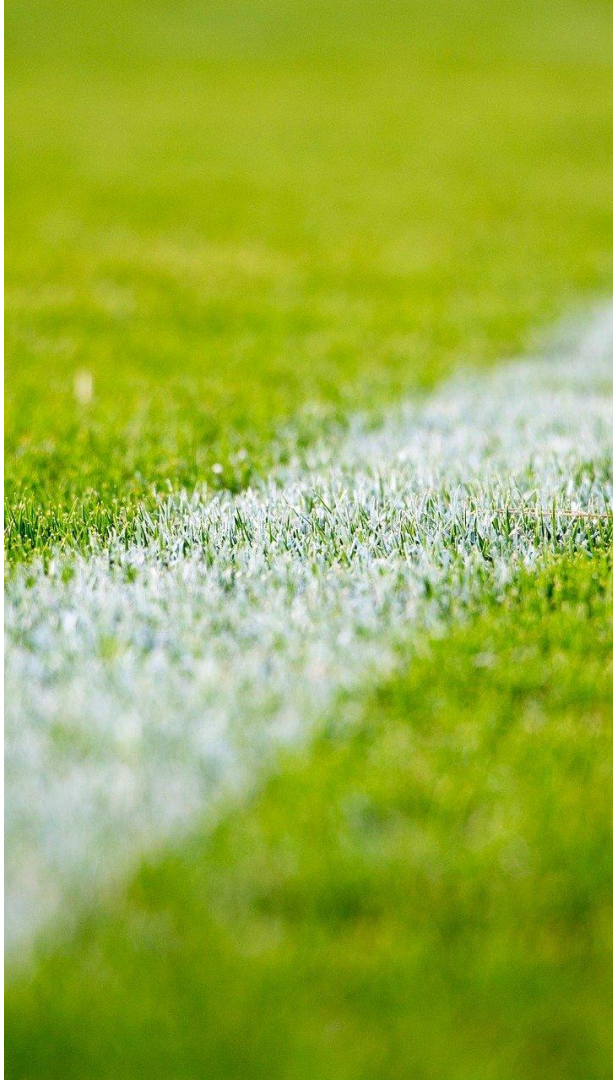
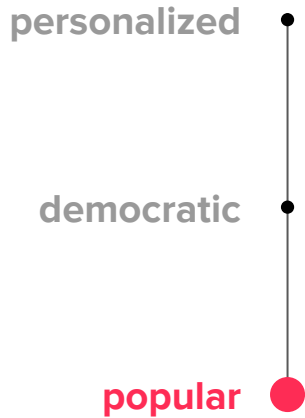
- Don't use bumpers. Be direct and start with the money shot to make sure users are hooked.
- If you have a long-form video, make sure it's enthralling and users will want to watch it until the end.
- Would you watch the video you just posted? If not, find a way to make it more engaging before posting.

Quality over quantity

- Posting between **3-5** videos a week will quench your follower's craving for content. However, feel free to post more if possible. However, keep in mind: **quality over quantity**.
- 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) and participate in local trending hashtags, whenever possible.



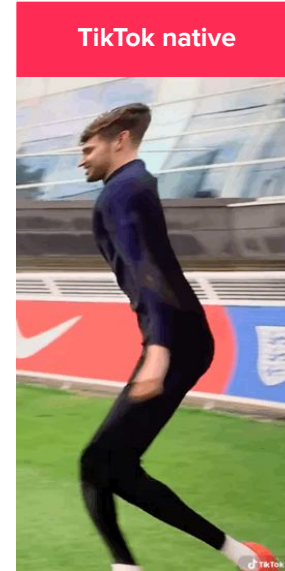
Co-Creation

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

stand out with **your** content



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.

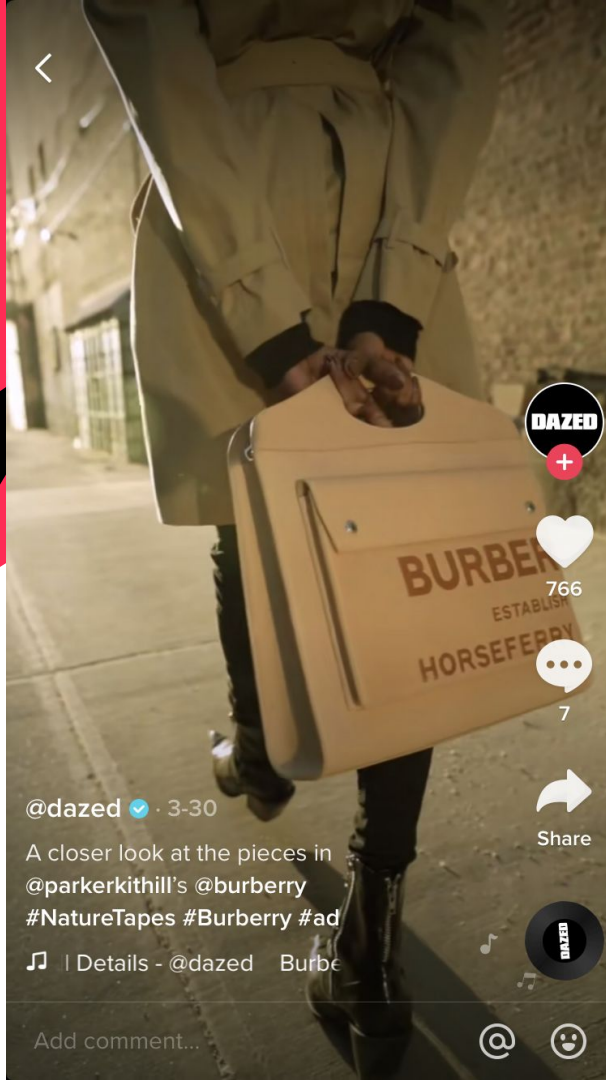
Pre-cleared

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.

Branded Content

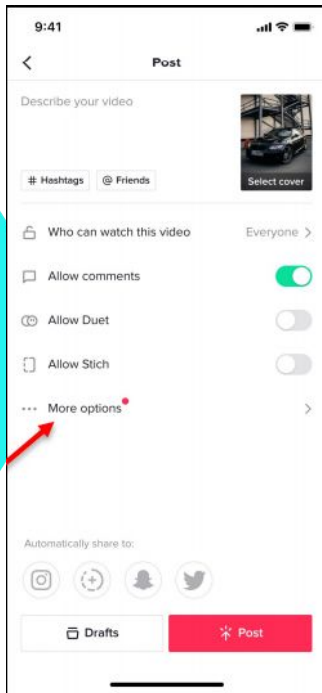


Introducing Branded Content

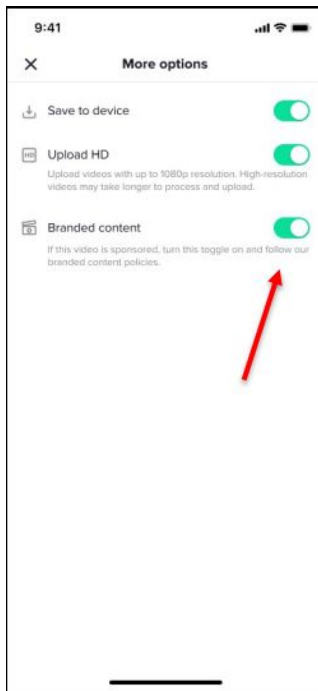
Leverage your TikTok presence by using our new Branded Content offering to monetise and drive new revenue streams!

How to use the Branded Content toggle:

Tagging your brand collaborations (you will need to have the latest app version)



1. To access the Branded Content Toggle, click "More options" in your post window.



2. Turn on the "Branded Content" toggle.

**Please note, the branded content toggle will automatically be turned on if you include #ad or #sponsored to your post description.*



3. Once your video has been posted, it will include a country appropriate disclosure at the beginning of the description.

Don't Make ads Make TikToks



Short and Vertical - 15-30 seconds works best, always over 6 seconds



Catch the viewer's attention immediately with your thumbnail and in the first 2 seconds



Allow brand values and story to sing let the brand story shine through only using subtle product/logo placement



Lead with Personality - engage your audience until the end of your video



Organic is king - Allow the video to look as authentic in nature - no need for brand CTA's etc.



Don't import from other platforms make your video in TikTok style to ensure maximum engagement



Hashtags – Less is more, use #ad to ensure compliance



Follow Trends you see in App but make it your own - try collaborating with brands that fit the bill

LIVE

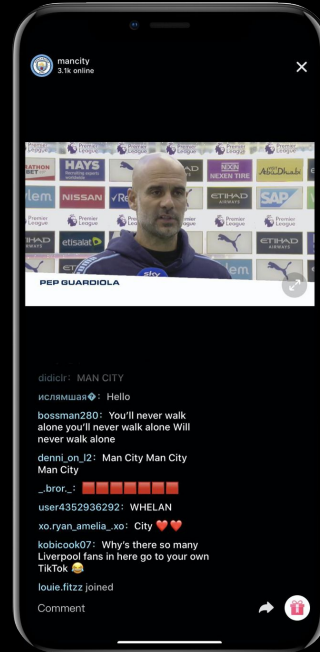
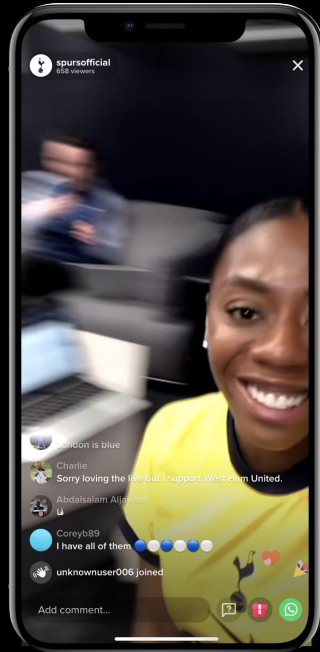
what is TikTok LIVE?

TikTok LIVE, with its unpolished edge and no-do-overs policy, immerses you in worlds and communities that you've never experienced before.

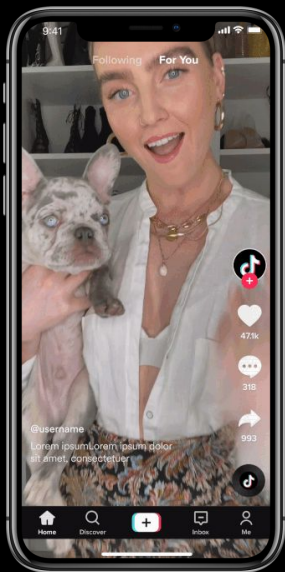
It allows you to discover new things — new ideas, new friendships, new audiences, new perspectives, new anything — together with others, live in the moment.

But you can only discover that moment if you're there when it happens.

Livestream



start your **LIVE**



step 1

Click on the '+' button to open the recording screen



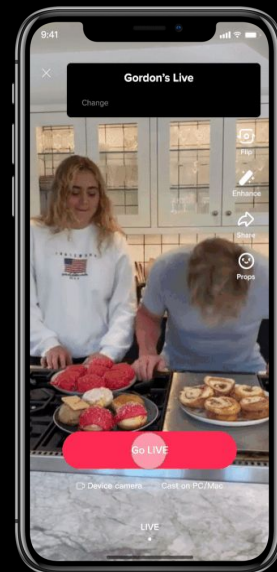
step 2

Scroll to the right until the format 'LIVE' is selected



step 3

Choose a title and press 'Go LIVE'



step 4

Start your LIVE!

before you go **LIVE**

Product features to review before going LIVE



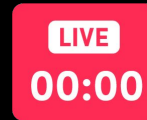
active follower count

The active follower count allows you to see how many of your followers are active on the platform before you go LIVE



review the safety features

Moderate comments using the keyword filter or LIVE moderator
Check the full suite of safety features



consider promoting your LIVE

Increase engagement by promoting your LIVE experience prior to the start time



consider setting up a LIVE event

Set an event for your LIVE stream and include all the details you need to maximise attendance

after your **LIVE**

Use the Analytics and Replay features to learn more and maximise your creative output



LIVE analytics

Information includes the total number of views, new followers, the total time spent and a top viewer count



LIVE replay

LIVE replay automatically saves after the LIVE ends, now for 90 days. The Replay menu can be found under the Settings and Privacy tab

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.

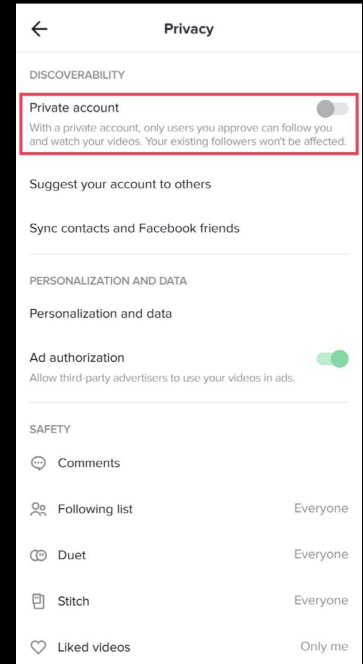
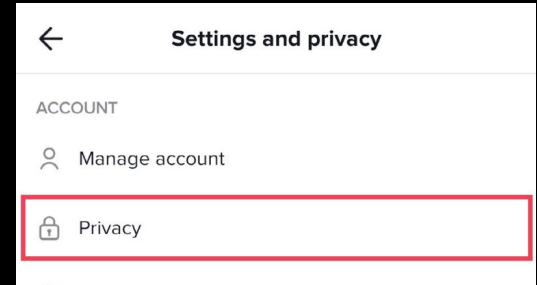
Hate speech is complex and ever-evolving, and we are always looking for ways in which we can be better:

- 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

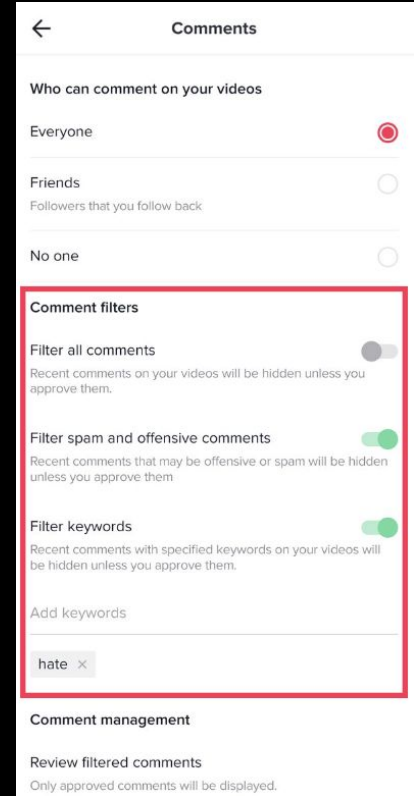
Depending on your Privacy Settings, other users may also be able to Duet, Stitch and download your videos. You can always limit the audience for your videos in your Privacy Settings. And you can still choose who can comment on your videos, who can send you direct messages, and decide whether your account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



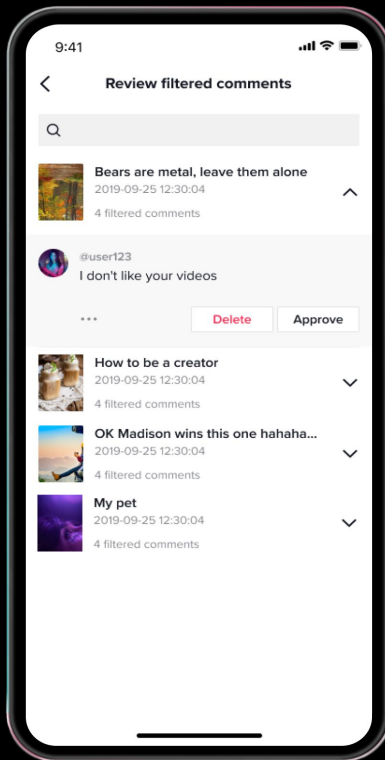
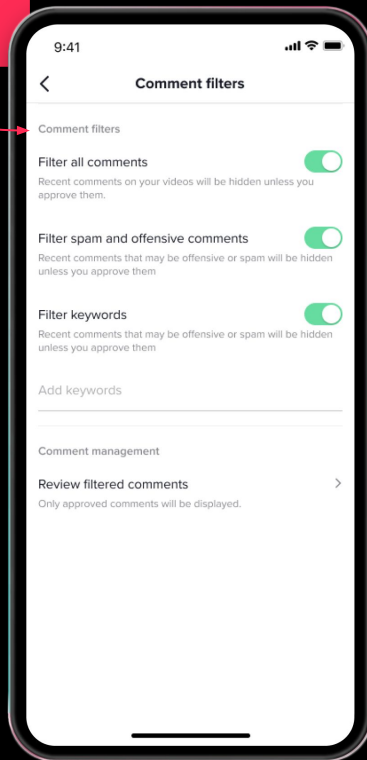
Users can choose to filter all comments, so that comments aren't displayed unless the video's creator approves them using our comment management tool. By **Decide who can comment** default, spam and offensive comments are hidden from users when we detect them, and users can create a custom list of keywords so that comments containing those words will be hidden automatically, too. Multiple comments can be deleted or reported at once, and accounts that post bullying or other negative comments can be blocked in bulk.

Control who messages you Direct Messages (DMs) provide a way for people to communicate privately. Direct Messages are only available to registered accounts who are 16 and older. Direct messages can be set to 'Friends (followers that you follow back) or 'No one'. The default setting is

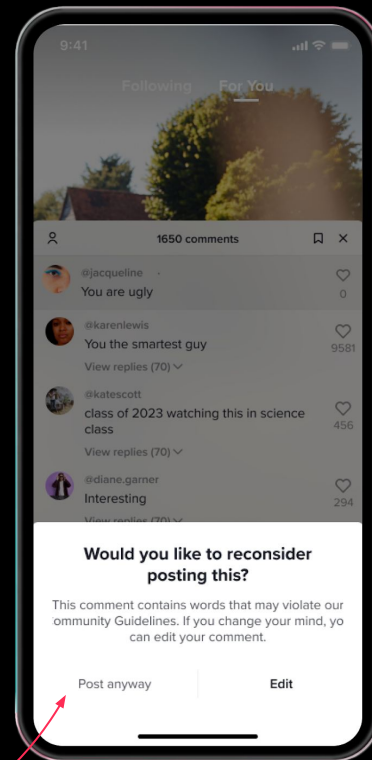


New Comment Features

1. Filter All Comments



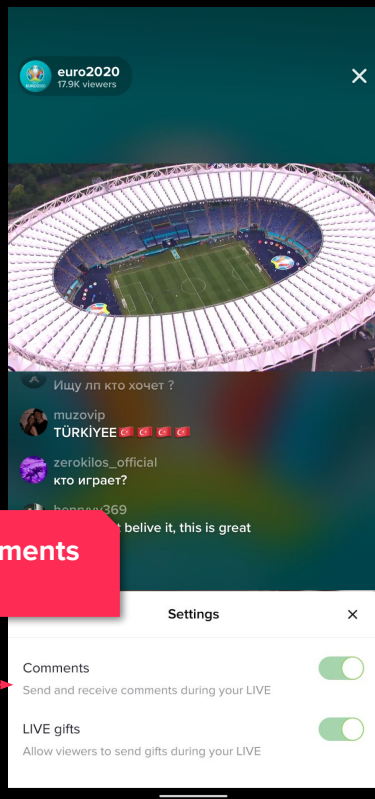
2. Rethink



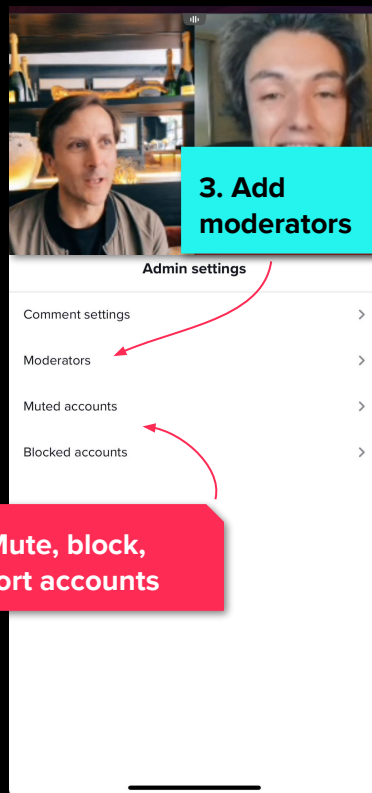
LIVE

Features

1. Turn comments on/off

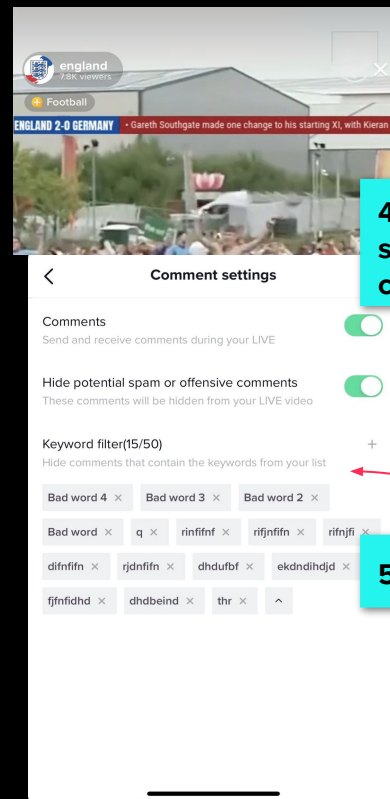


2. Mute, block, report accounts



3. Add moderators

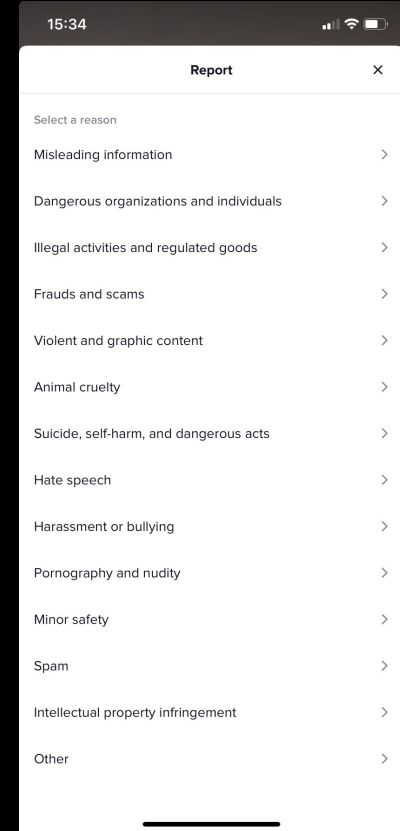
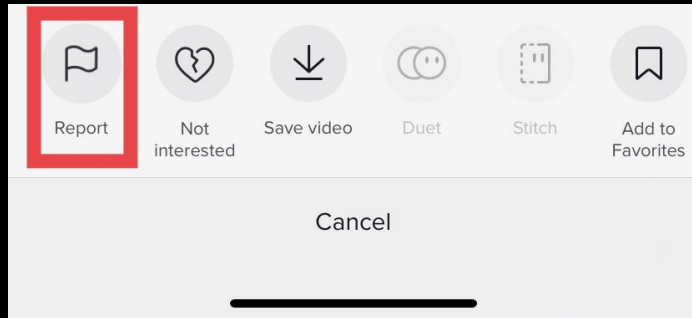
4. Hide potential spam or offensive comments



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.



How does TikTok Shop work?



Registration

Documents needed:

1. Company Registration number
2. VAT registration certificate
3. Directors Passport Page



Sale

1. Product must be physical, can be shipped, and meet our safety guidelines
2. **5%** commission



Shipping

1. Sellers handle their own logistics
2. 32 third party logistics providers will sync the delivery status for you
3. Set your own shipping prices based on the parcels weight

-
1. Great content
 2. Compelling livestreams, exciting product videos
 3. Add discounts
 4. Provide free delivery

1. Run creator campaigns to drive sales through TikTok Shop Affiliate
2. Find the right creators through the TikTok Affiliate

1. Standard refund within **14 days** after delivery
2. Sellers are paid on the 1st and 16th of every month



Promotion



Work with Creators



Returns & Refunds

Thank you!