

1. Can I change my name/handle once created?

Yes! You can change both your name and username by clicking on 'Edit profile.'

2. We are a gallery owned and run by a council. Would we have to speak to the data governance department and go through that route and senior management in order to use TikTok?

We would recommend that you check with senior management. There can be an issue with using the app on the same device (your mobile) as you're accessing council/government portals and email accounts.

3. Can you use spark ads and still use trending music on Tik Tok?

If you're going to use music in spark ads then TikTok recommends that it's pre-cleared for commercial use - [Audio Library: Pre-cleared Music For Organic Content \(tiktok.com\)](https://www.tiktok.com/audiolibrary) If you're a musician you can also use your own music.

4. We've been using Instagram forever, do we need to think fresh from scratch with TikTok?

Whether you start from scratch is really up to you – some people see this as an opportunity to change up their content, get rid of what's not performing well, test what works with this specific audience, and try out new trends. Others take some of their previous best-performing content from Instagram (and ideas from other platforms) and reformat it for use on TikTok.

5. Can you have multiple accounts on one app?

Yes! In the app, go to your profile and click on your username up the top. There's an option to add accounts or switch over to different ones you're already logged in as.

6. Our aim is to sell screen printing courses, can we mention this on TikTok or algorithm doesn't like it? Are there link options we can send them to book?

TikTok isn't a great platform for sharing lots of links. You can absolutely showcase your courses by making video content about them, and you can include your

website on your profile (you need to have a business account to do this). This way you can indicate that the link is in your bio.

You can also create TikTok ads, which would give you the option to link out to your courses – but obviously require you to have a budget for advertising.

7. Is it best to put hashtags in the copy? Or the copy first, and then hashtags? Is there a max of hashtags for effectiveness?

I would always put your copy before the hashtags as this is the text you're speaking directly to your actual audience with, whereas the hashtags are there to try to drum up more views.

I would recommend using around 5 hashtags, but you can hypothetically use lots more as the copy length has been expanded to 2200 characters. I would recommend using a mix of keywords, location, art form, and the nature of the content. While there isn't a maximum number of hashtags that I'm aware of, do consider if it starts to look spammy (as too many hashtags can do).

8. What is TikTok's competitor platform?

In the UK, currently, the main competitor is Instagram, although there have been a couple of other competitors to the platform including Snapchat and YouTube Shorts.