

SYMPHONIC



Your

TIKTOK GUIDE

for the Music Industry

Your Story Starts Here

About TikTok

Whether you love it, hate it, or still haven't downloaded it, TikTok has completely reshaped the music industry. Songs can go viral overnight, unknown artists can build massive fan bases, and trends are often born from a single 15-second clip. For independent musicians, it's not just another social app; it's a powerful tool for discovery, engagement, and growth.

In a space where the algorithm favors creativity over follower count, TikTok levels the playing field. It gives you the chance to show off your personality, share your process, and connect with listeners in a more authentic way than ever before.

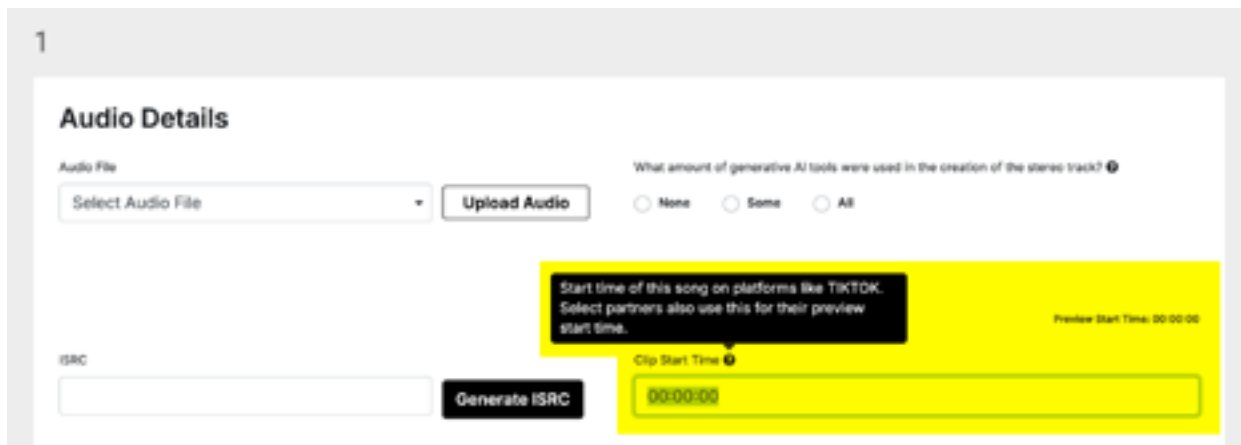
- ✓ Low barrier to entry
- ✓ Space to show off your personality
- ✓ Fans connect with you, not just your music
- ✓ You can promote your songs organically, without spending tons on ads



How to Get Your Music on TikTok

TikTok offers a massive opportunity for independent artists to get discovered. Since 2019, Symphonic has partnered with TikTok to deliver your tracks directly to the platform so creators can use them in their videos.

Step 1: When setting up your release in the SMS (Symphonic Management System), you'll see a field called "Clip Start Time". This tells TikTok where the 30-second preview should start in your track. For example, if the best part of your song is at 0:47, enter "00:00:47".



1

Audio Details


Audio File What amount of generative AI tools were used in the creation of the stereo track? None Some All

Start time of this song on platforms like TIKTOK. Select partners also use this for their preview start time. Preview Start Time: 00:00:00

ISRC Clip Start Time

Note: The clip length is fixed at 30 seconds. Users can then select any 15-second portion from that preview to use in their videos.

Step 2: If you need to update your clip start time after submission, go to the 'Submitted Releases' tab in SMS and hit 'Update.' From there, you can adjust your start time and resubmit.

 **Note:** If the 'Update' button is not available or you have any questions, please contact our client support team.

About TikTok for Artists

[TikTok for Artists](#) is a free platform offering in-depth data and tools to help musicians track performance, run smarter campaigns, and grow their presence more strategically. If you're serious about success on TikTok, this is a must-have resource.

With TikTok for Artists, you can access:

- **Song Insights:** See how many videos are using your sound, how they're performing, and how those trends evolve over time.
- **Audience Demographics:** Understand who's listening: age, location, gender, language, and more.
- **Post Analytics:** Track the performance of individual TikToks, including engagement spikes and completion rates.
- **Pre-Release Tools:** Launch campaigns ahead of release day and let fans pre-save your song directly through TikTok.
- **Educational Resources:** Access platform-specific tutorials and best practices to level up your strategy.

⚡ **Note:** Artists must have a [certified artist account](#) to get access to TikTok for Artists.

Now, artists on TikTok have access to the same kind of insights and campaign tools that labels have been using behind the scenes for years. This is important because when you understand what's clicking, who it's clicking with, and when to act on it, you're not just chasing virality. You're building something real.

For indie artists especially, this is a chance to take more control, make smarter moves, and maybe even stretch those 15 seconds of fame into a full-blown career. TikTok's made it easier to get in the game, but now they're giving artists a better way to play it.

Tools to Improve Your Video Quality

Creating great TikTok videos doesn't require a fancy setup, but these tools can help:

- **Lighting:** A ring light (with color temp options) for indoor use or a rechargeable one for outdoor shooting.
- **Sound:** An external mic for clearer audio.
- **Stability:** A tripod or phone stand to eliminate shaky footage.
- **Editing:** Use CapCut (TikTok's official editing app) for easy, polished content.

TikTok Content That Works for Musicians

- Live or acoustic performance clips
- Behind-the-scenes studio moments
- Stories behind your lyrics or process
- Fan Q&As or comment replies
- Trending challenges or memes (with your own twist, of course!)
- Personal, funny, or vulnerable moments

The more personal and authentic, the better. TikTok favors connection over perfection.



How the TikTok Algorithm Works (Updated in 2025)

TikTok's algorithm isn't about who has the most followers... It's about who can grab attention *and keep it*. Every video you post gets tested with small groups of viewers. If it performs well, it gets pushed to more people. If it flops, it fizzles out. Simple as that.

Here's what TikTok cares about most:

🧠 **The Hook (First 1–3 Seconds):** If you don't catch attention immediately, people swipe, and the algorithm takes note.

🕒 **Watch-Through Rate:** Did viewers watch the full video? Did they watch it twice? Loop-worthy content wins.

💬 **Engagement That Matters:** Saves, shares, comments, and rewatches matter way more than likes.

🔄 **Behavior-Based Personalization:** TikTok learns what people like based on how they interact, not just what they follow or search.

The **For You Page (FYP)** is still the holy grail of discovery. And it's not just about your content, it's about your audience's behavior too. If your song is used in a video that's getting a ton of traction, you benefit too.

💡 **PRO TIP:** *TikTok can now “read” your captions, on-screen text, and even your spoken audio. So, using keywords like your artist name, genre, or song title can help your content surface in search and recommendation feeds.*



Turning TikTok Views into Streams

TikTok's viral power can translate into real streaming growth, but you've got to make it easy for new fans to find your music beyond the app. How can you do that? Consider these tips:

- Use the catchiest part of your song for your TikTok clip to hook viewers.
- Link your streaming profiles in your TikTok bio with tools like Linktree so fans can discover and follow you.
- Jump on trends and hashtags wisely to get your videos seen by the right audience.

With these simple tips, your TikTok views can quickly turn into meaningful Spotify, Apple Music, and other streaming platform plays. // **Want to dive deeper into this?** Check out "[How TikTok Views Can Improve Your Spotify Streams](#)" to learn more...



Smart Hashtag & SEO Strategy

Hashtags still matter, but TikTok's discovery system has evolved. The algorithm now leans heavily on SEO, meaning the words you say, write, and include in your captions all play a role in how your content is found. Here's what to keep in mind...

Use keywords intentionally: TikTok indexes your caption, on-screen text, and even your spoken audio. If you're promoting a new single, include the song title, genre, and relevant terms in all three areas.

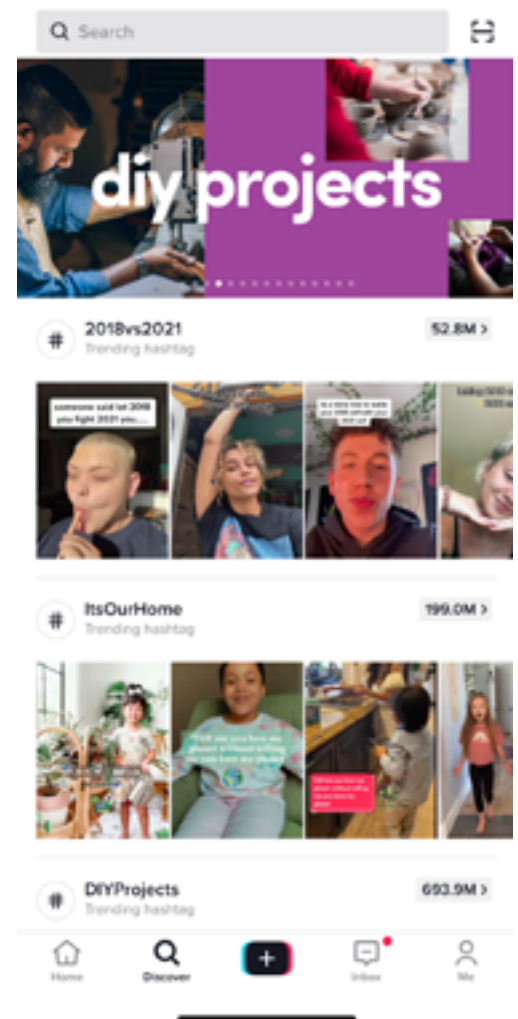
Keep hashtags focused & Stick to 2-3 hashtags per post:

- One trending or broader hashtag
- One or two niche-specific hashtags related to your sound, audience, or content theme
- Avoid spammy or overly generic tags like #fyp or #viral. These don't add real value.

Research what's trending in your genre:

Check the Discover tab and use the search bar to explore trending sounds, formats, and hashtags related to your style. (You can also look at what similar artists are posting and which tags they're using that drive engagement.)

💡 PRO TIP: Save a running list of your most relevant keywords and hashtags. That way, you can easily plug them in when posting without starting from scratch each time.



How to Grow Followers Organically

Growing your TikTok following is about building genuine engagement around your music. Focus on connection and consistency, and the numbers will follow. But in the meantime, try these strategies:

🎤 **Encourage user-generated content:** Invite fans to create videos using your sound. Challenges, duets, and creative prompts work well.

💬 **Engage in comments:** Reply to comments, and when possible, respond with video replies to keep the conversation alive.

⚡ **Jump on trends early:** Use trending sounds and formats while they're fresh, but always add your own unique spin.

👉 **Create Duets and Stitches:** Collaborate with fans or fellow artists to tap into new audiences and boost engagement.

📺 **Go live regularly:** Host live sessions to play music, interact directly with fans, and build deeper connections.

🔄 **Make videos replay-worthy:** Keep videos short and engaging, with hooks or surprises that encourage viewers to watch again.



Optimizing Your TikTok Profile as an Artist

Your content might catch attention, but your profile is where fans go to learn more, and hopefully follow you or stream your music. One of the best tools to drive conversions? **Your [Music Tab](#)**.

TikTok's **Music Tab** allows you to showcase your top tracks and new releases directly on your profile, making it easier for fans to explore your catalog and connect with your music.

What does it do?

- Highlights your most popular songs
- Pins new releases to the top of your profile
- Adds an “Artist” tag to your profile
- Unlocks bonus features like “By Artist,” “Behind the Song,” and “Add to Playlist” tools

How to enable your Music Tab: Artists can activate the Music Tab from a mobile device via [this link](#). Once it's set up, TikTok will automatically pull in your delivered songs (no manual uploading required).

- If you're a Symphonic client, your music is already delivered. Just activate the feature, and you're good to go.

⚡ Note: *If you have any issues, please [reach out to Client Relations](#) here and select “TikTok UGC” as your subject.*

How To Make Money on TikTok: TikTok's Creator Rewards Program

The old Creator Fund has been replaced in most regions with the Creator Rewards Program. This is TikTok's main program for paying creators directly for their video content.


Here's how it works:

- TikTok pays you based on **qualified views** of eligible videos.
- The per-video payout model has been fully deprecated. Earnings are now **view-based**.

The exact amount depends on things like your audience's location (U.S. and Western Europe usually pay more than lower-ad-spend territories), engagement rates, and watch time.

What counts:

- Original videos (not Duets, Stitches, or ads).
- Content over a minimum length (longer videos with higher retention generally perform best).
- High watch time and engagement help increase payouts.

 **Note:** *The Creator Rewards Program is separate from your music royalties. It doesn't affect the money you earn through your distributor.*

(Symphonic artists are already covered! – We handle tracking and payout for you.)

Want to learn more about how TikTok Royalties work through Symphonic?

// [Check out this article.](#)

Go Live & Join TikTok's Creator Programs


TikTok offers built-in tools that let you earn money while connecting with your audience in real-time and through your regular posts. These tools include:

Live Stream Gifts & Donations: Once eligible, you can host live sessions where fans send you virtual gifts, which convert into real money. Whether you're performing, chatting, or previewing new music, it's a low-lift way to build community and earn on the spot.

- Go live regularly (20–30 mins is the sweet spot)
- Encourage interaction and shout out to viewers
- Use Lives to preview releases, take song requests, or talk behind the scenes

TikTok Creator Fund / Creativity Program: TikTok also pays creators for high-performing content through its Creator Fund or Creativity Program. These are invite-only programs that reward consistency and engagement. To qualify, you'll need:

- 10K+ followers
- At least 100K video views in the past 30 days
- To be 18+ and located in a supported country
- To post original content that follows TikTok's community guidelines

 **NOTE:** *Payouts are modest (usually \$0.02–\$0.04 per 1K views), but with steady growth and smart content, it can become a reliable stream over time.*

Together, going live and joining these programs can help you monetize your presence without spending a dime... just by showing up and being yourself.

Advertising on TikTok 💰

[TikTok's advertising platform](#) has grown into a robust toolkit for artists ready to amplify their reach. Here are the main paid options you can explore:

Spark Ads: Boost your existing organic videos (or fans' videos using your sound) to reach a wider audience without creating new content.

In-Feed Video Ads: These native ads appear in users' feeds as they scroll, blending seamlessly with organic content for higher engagement.

TopView Ads: Premium placements that appear as soon as users open the app, delivering maximum visibility for your music or campaign.

Branded Mission Campaigns: Invite creators to produce content around your track, creating authentic buzz and driving user-generated content at scale.

Influencer Partnerships

Authentic collaborations can drive meaningful engagement. Use TikTok's **Creator Marketplace** to discover and connect with influencers or artists who fit your vibe and audience. Together, you can:

- Create Duets or Stitches that cross-pollinate fans
- Share behind-the-scenes looks or song teasers
- Launch challenges or campaigns that encourage participation

The key is to find partners whose audiences align with your brand and music, making the partnership feel natural rather than forced.

Repurpose Content into Scroll-Stopping Short Videos

You don't need to create something new from scratch every time. A lot of the content you already have, like music videos, live sessions, interviews, photoshoots, and behind-the-scenes clips, can be chopped, edited, and reimagined into bite-sized vertical videos for TikTok, Reels, YouTube Shorts, and Facebook. **Here's how to get the most mileage out of your content:**

🎬 Break Down Long-Form Content: Got a music video, podcast, or live set? Turn it into multiple short clips that highlight the most engaging moments. The hook, a dramatic camera angle, a lyric people will want to quote, or a killer crowd reaction. You can turn one video into weeks of content.

📹 Reuse Behind-the-Scenes Footage: Whether it's studio sessions, tour vlogs, or casual rehearsal clips, behind-the-scenes content helps fans feel connected to your creative process. Layer it with voiceovers, text overlays, or trending audio to make it platform-ready.

🎤 Repurpose Interviews or Press Content: Turn quotes from past interviews into short videos by pairing the audio (or even just the text) with b-roll, performance clips, or fan footage. These make for great inspirational or storytelling-style posts.



Repurpose Content into Scroll-Stopping Short Videos (continued)

🧠 Use Past Posts as Inspiration

Look at what's already performed well on your Instagram, YouTube, or TikTok and brainstorm how to remix it. Can you react to it? Stitch or duet it? Turn it into a “part two” or a throwback series?

🔧 Edit for Each Platform

Use editing tools like CapCut, InShot, or Canva to resize, reformat, and refresh your content for each platform's vibe. For example:

- Add subtitles for Reels (since most people watch on mute)
- Use jump cuts or text hooks for YouTube Shorts
- Keep it raw and quick for TikTok

💡 **Pro Tip:** *Try to make your repurposed videos feel native to the platform they're on, which means tailoring the pacing, style, and tone instead of posting the exact same thing every*



TikTok Tips for a Great Release Strategy

Think of your TikTok campaign like a full-on launch plan, not just a single post and done. Building momentum on the platform takes consistency, strategy, and creativity. Here's how to make the most of it:

Pin Your Pre-Save Link

Add your pre-save or smart link to your TikTok bio 2–3 weeks ahead of release. Services like Linktree and ToneDen let you bundle your streaming links and keep things fan-friendly. You can even pin a video that mentions the pre-save for extra visibility.

Share Strategic Teasers

Start posting short clips (10–20 seconds) that highlight the most addictive part of your track, whether that's a hook, beat drop, or standout lyric. Mix in behind-the-scenes moments, writing sessions, or studio clips to give fans a personal look into the process.

Upload Your Sound in Advance

Make sure your official TikTok sound is live and searchable before release day. Distribute it through your music distributor so creators can start using it ASAP. The earlier your sound is out there, the more chances it has to take off organically.



TikTok Tips for a Great Release Strategy (continued)

Use Countdowns, Challenges & Prompts

Use TikTok's countdown sticker, green screen effects, or text overlays to create excitement. Consider launching a simple hashtag challenge, duet chain, or video prompt tied to your song's theme. Even something simple like "Show me your [emotion/reaction/outfit] when this part hits."

Build a Posting Schedule

It's important to have a steady stream of content leading up to release:

- Week 3: Tease the hook + pre-save reminder
- Week 2: Behind-the-scenes + fan Q&A
- Week 1: Sound is live + countdown + challenge prompt
- Release Week: Celebrate launch + reaction content

This keeps the algorithm fed and your audience engaged without feeling spammy.

Keep It Going Post-Release!

- Don't stop after the drop. Share fan videos, acoustic/live versions, thank-you messages, playlist shoutouts, and milestones. Duet or stitch your favorite fan takes to keep the momentum going and remind TikTok that your song's still got life.

In Conclusion...

Whether you're just starting or trying to level up, TikTok is one of the most powerful tools at your disposal as an indie artist. And with Symphonic's partnership with TikTok, your music is ready for discovery whenever you are.

Use the platform to tell your story, connect with fans, and let your creativity do the talking. Your next fan, or your next big moment, could be one post away.

⚡ Want to stay up to date on the latest TikTok updates and strategies for artists?

Follow our [blog](#) and [subscribe to our newsletter](#) for updates, tips, and more.

Good luck!

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THANK YOU

Click to Connect

