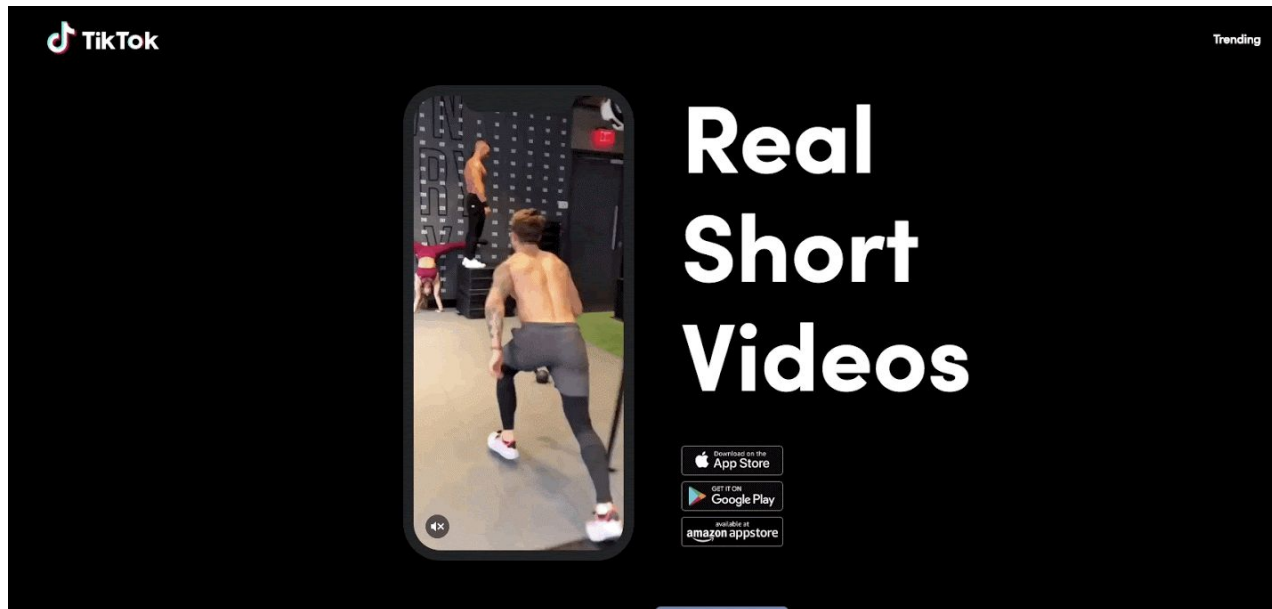


TikTok | Brief Influencers

Before submitting any information to us, kindly read carefully and agree on the following

[Terms & Conditions.](#)



About TikTok

Make Every Second Count

TikTok makes it easy for you to discover and create your own awesome videos by capturing funny and memorable moments to share with the world. Take your videos to the next level with special effects filters, fun stickers, music, and more.

Whether it's freestyle or performance, creators are encouraged to let their imagination run wild and set their expressions free. Designed for global creators, TikTok allows users to quickly and easily create unique short videos to share with friends and the world.

TikTok is a new cultural benchmark for global creators.

TikTok features:

- **Facial recognition:** high-speed image capture and perfect facial feature matching for all your cute, cool, silly, goofy and outrageous expressions
- **Amazing quality:** load instantly, smooth interface, and lag free
- **Mobile Studio:** turn your phone into a full-blown creative studio
- **Massive Music Library:** take your creative potential to the next level and unlock the world of endless possibilities

Context of the campaign

Make Every Second Count







With the purpose of building a **long-term collaboration**, TikTok is looking for US-based *DIY, Comedy/Gamers, and Pets* influencers on Instagram and YouTube who are newly onboard on to TikTok.

Joining this project you'll be able to **expand your audience on the TikTok platform**, while at the same time opening and showing up a different creative outlet in a new format.





Influencers will be **creating, publishing** and **sharing original, high-quality content** meant to go viral on the platform and it would be appreciated if you could share the content on at least one other social media.

The goal of this campaign is to show that TikTok offers great and entertaining content. Also to help you create the best TikTok style content.

Tips for successful content

 <p>Hook Have a strong opening shot to hook the viewer</p>	 <p>Quality Make sure your content looks bright, colorful and visually appealing</p>	 <p>Anticipation Use sounds/music from the TikTok library as background music to elevate the video content and keep the viewer watching</p>	 <p>Ending Have a twist/unique ending to encourage viewers to share your video</p>
--	--	---	--

How to set up TikTok account

 <p>Name Short and memorable profile name</p>	 <p>Bio Describe who you are + what kind of videos you make</p>	 <p>Photo Showcase your personality</p>	 <p>Socials Links your other social media accounts</p>
---	---	---	--



DELIVERABLES

Expected posts

TikTok account	Timeline	Handle & Hashtags
<p>Create and publish 3 original videos per week using TikTok.</p> <p>The timeline MUST be strictly respected</p> <p>You will have UNTIL EVERY SUNDAY of each week to submit your videos.</p> <p>Share the videos on at least one of your other social media (optional)</p>	<p><u>3 videos per week:</u> 3 publications <u>between June 10 to June 16</u></p> <p><u>3 videos per week:</u> 3 publications <u>between June 17 to June 23</u></p> <p><u>3 videos per week:</u> 3 publications <u>between June 24 to June 30</u></p> <p><u>3 videos per week:</u> 3 publications <u>between July 1st to July 7</u></p> <p><u>3 videos per week:</u> 3 publications <u>between July 8 to July 14</u></p> <p><u>3 videos per week:</u> 3 publications <u>between July 15 to July 21</u></p> <p><u>3 videos per week:</u> 3 publications <u>between July 22 to July 28</u></p> <p><u>3 videos per week:</u> 3 publications <u>between July 29 to August 2</u></p>	<p>Hashtag (mandatory): #TikTokPartner</p> <p>For optional social shares Handles:</p> <p>Facebook - <u>@tiktok</u> Twitter - <u>@tiktok_us</u> Instagram - <u>@tiktok</u></p>

IMPORTANT INFORMATION

- Videos do not need to be approved prior to posting, but The TikTok Team will provide guidance and content feedback throughout the partnership that should be followed.
- Only the first 3 videos posted per week will be counted towards payment.** We encourage you to post additional videos each week in case any of the submissions do not meet content mandates.



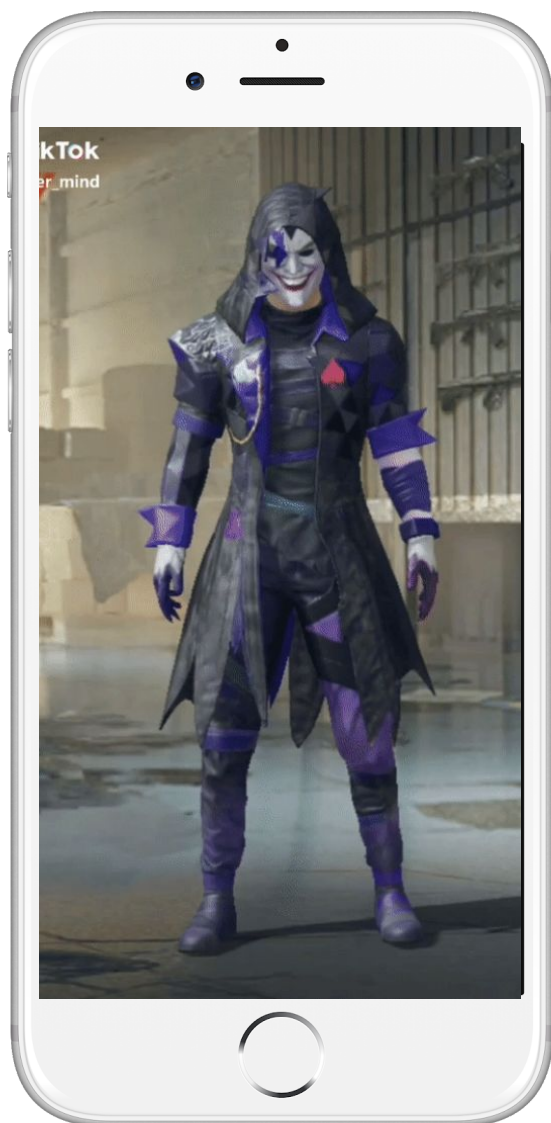
Guidelines - Create original content on TikTok

Make Every Second Count

- The video **must be original**.
- The video must be **11-16 seconds**. If using a sound from the in-app sound library, please keep videos to 15 seconds or less.
- Content **must not** be a lip sync video (i.e. singing along to lyrics) and more than a simple selfie
- **Maximum of 1 “effect” per video only**. No filters/effects from other platforms
- The video **must be full-screen vertical** (not square, not horizontal, no black bars around videos)
- The video must be **high-quality** (nothing scratchy, grainy, inappropriate).
- Unless video includes spoken dialogue / original sound, **the video must incorporate a song or sound available in-app**.
- Videos **must fit the defined category**
- **Caption must not exceed 150 Characters** (including hashtags).
- Caption must include FTC disclosure - **#TikTokPartner**. **For Gamers**, we suggest adding **#GamersOnTikTok**
- Videos and caption must not include promotional material for your Instagram / YouTube any other social media accounts in the video.
- **Captions** can only contain a **maximum of 3 hashtags**
- Video and caption should not include a display of violence, weapons, pornography, nudity, sexual behavior, alcohol/tobacco abuse, vulgarity in behavior or language, cyberbullying, and extremely bloody/uncomfortable makeup effects.
- The exception to the rule: Violence and weapons in gameplay: **Community Guidelines** (none mature rated gameplay)
- **Nobody under the age of 18** should be included in their videos.

Creative outlines

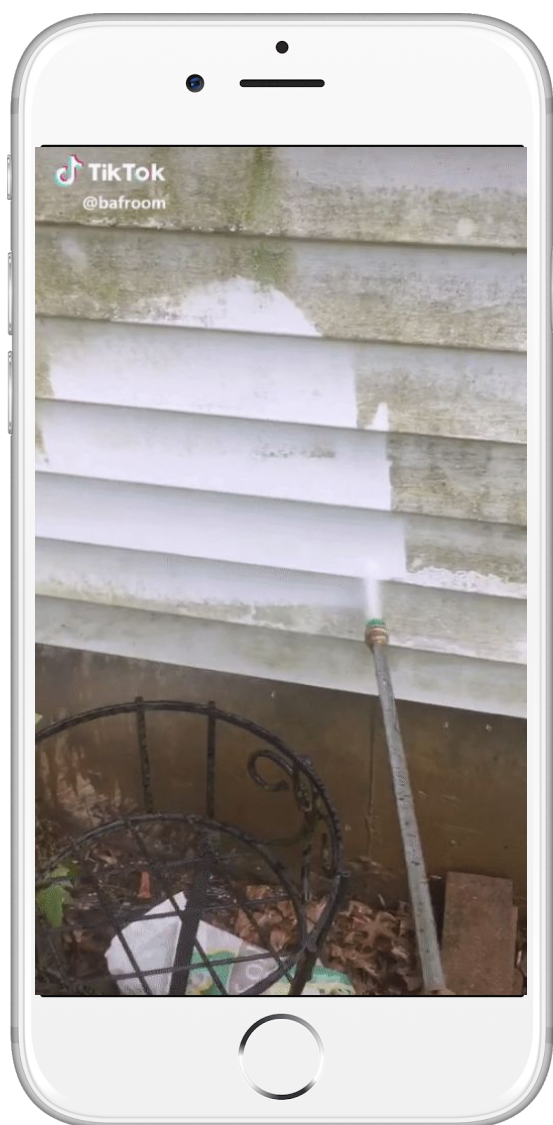
Make Every Second Count



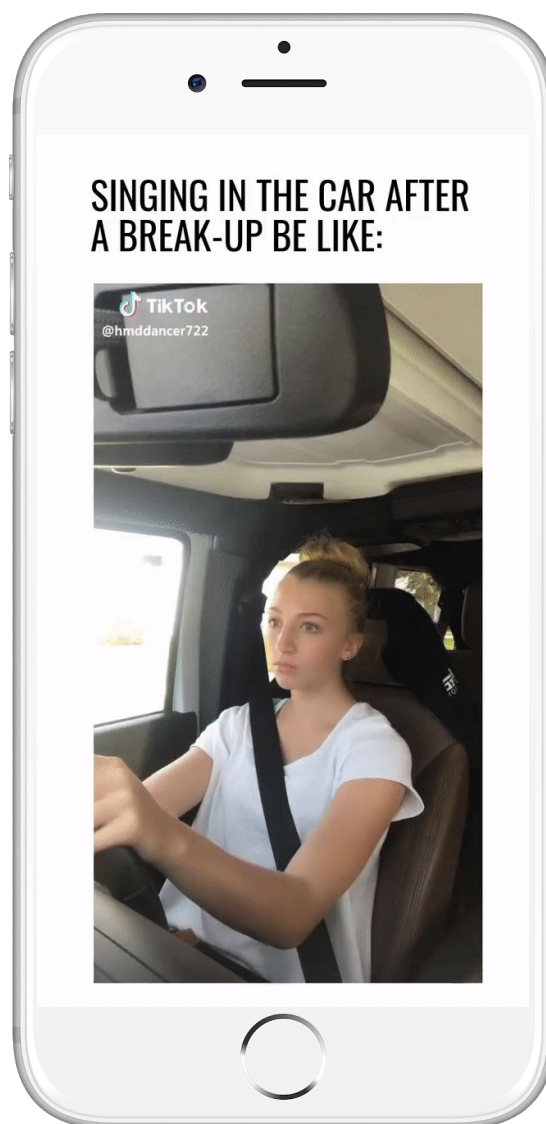
Category : Gaming



Category : Pets & Animals



Category : DIY/Life Hacks



Category : Comedy



Payment & Conditions

Make Every Second Count

- If you join the campaign you will receive a **flat fee of \$500**.
- **For each video, you'll receive an additional \$25**. Assuming you post the **24 videos, this will amount to \$600**.
- if you **resign after week 2**, you will only be paid **\$25 per video**
- Interested influencers will join a selection process and will be selected by the client. Selected influencers will receive a confirmation by email.
- By joining the campaign, you authorize the client to repost your content created for this collaboration on their social media, for PR purposes and business purposes. *(all use, paid ads included)*
- All content needs to be FTC compliant
- **The campaign calendar must be strictly respected**. If not this may result in a delay of payment.
- Joining the campaign **you agree not to post similar services** (i.e. other video app brands) **during the whole campaign**.
- **Videos MUST fit Content mandates to be eligible for payment**.
- A **cashout request link** will be sent to you where you will need to upload your invoice and fill your payment info (PayPal or bank info). [Invoice instructions here](#).

BONUS STRUCTURE

A bonus structure has been created in order to encourage success, please see chart below:

Variable costs	Unit Price
Bonus #1: 100K views per video	\$200
Bonus #2: 200K views per video	\$300
Bonus #3: 1M views per video	\$500