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TIKTOK GUIDE

FOR STREAMERS



BY KATLIENTE

SOME DISCLAIMERS

In this PDF, I'll be going over what I used to grow as a content creator on TikTok, and in turn on Twitch. While the things mentioned have helped me go from 6 to 150 average viewers in 6-7 months, everyone's experience will be different. What worked for me may not work for you!

THE GOAL

This guide is supposed to help Twitch streamers grow through creating content on TikTok. Everything mentioned here are things that I tell people constantly, whether it be on my stream or on TikTok! I figured the best way to consolidate all this information was through a PDF, so there's one place people can go to learn everything they want to learn about creating content on TikTok. This should give you insight into how I create content and grew my TikTok, and these tips will help you grow as a Twitch streamer on TikTok as well! I absolutely hate gatekeeping, and I believe that all this information should be free and available to all :)

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FINDING YOUR NICHE

Your **niche** refers to your specialized category or genre that your content falls under. Tiktok's algorithm is tricky, and as of now, everyone's accounts gets boxed in specific categories. Thus, if all the videos you post are within a certain niche, the algorithm will push your video out to the FYP. However, if your videos constantly are of different genres, the algorithm will get confused and your videos won't do as well. This is why accounts that swap from one niche to another suffer in viewership initially, and as such sticking to one or a couple similar genres will be beneficial for growth.

HOW TO FIND YOUR NICHE

The main goal of TikTok is to grow your Twitch stream through creating unique content that can show off your personality and charm. For this to happen, and to have the highest possible conversion rate of TikTok followers to Twitch viewers, your TikTok niche must be similar to what you stream on Twitch.

For instance, if you are a comfy Minecraft streamer, then your niche on TikTok would be comfortable, cute videos with soft audio. Another niche that overlaps is Twitchtok, or simply being a Twitch streamer. Streaming TikToks is a genre within itself, and as a Twitch streamer, that automatically makes it part of your niche.

SO, ASK YOURSELF THESE QUESTIONS:

- What do you stream on Twitch?
- If you stream games, which games do you play?
- What are the general vibes of your stream?
- Are there any communities or fandoms you are part of that relate to what you stream?

Your answers to these questions are all potential niches that you could explore on TikTok!

FILMING GOOD TIKTOK CONTENT

By "good", I mean TikToks that not only do well in views and likes, but are also great for building a positive community and driving traffic to your Twitch. While videos asking to "drop a link for a follow back", or follow for follow, may do well initially, they are not good content because they don't promote positive community growth. Everyone who follows and interacts with those videos are superficial viewers, as they will watch you for the short term only to try to benefit themselves. Building a good community from making great content involves gaining people that love your content and want you to succeed, and not gaining people that simply want a raid or a follow back.

HOW TO COME UP WITH CONTENT IDEAS:

- **Watch videos of other TikTokers with an audience you aim to capture**
 - If you do recreate any videos or take heavy inspiration, make sure to credit the original creator! A good way is to put "ib: @creator" in the caption
 - **ib** = inspired by
- **Find trends and then put your own personal twist that relates to your niche!**
 - This only works if the trend is relatively new (150k videos or less), as if the trend is too overused, people will get bored and simply scroll by
- **Edit clips from your Twitch!**
 - Generally, amazing outplays in games doesn't do as well as funny, unique clips that are funny gameplay moments that can also show off your personality
- **POV/skits**
 - POVs are a funny and creative way to showcase your niche! Even if you're a faceless streamer, you can disguise your face with large hats and a face mask (as done by [simone.is.cool](#)), wear a ski mask, use something to block your face, etc

MAKING A GOOD TIKTOK

What makes one TikTok blow up but another similar one get under 100 views? While luck and the mysterious algorithm both play a part, there are some things you can do to guarantee more views

KATLIENTE'S TIKTOK GUIDE

- **Keep it short, sweet, and fast**
 - TikTok's algorithm rewards videos that have an average watch time LONGER than the video length
 - Thus, you want your TikTok to be as short and as fast as possible
 - A big mistake I see many TikTokers make is that their video will get to the punchline, but there will be 5+ extra seconds of unnecessary gameplay at the end, which would cause people to scroll away and lower your video watch time
- **Put closed captions on your videos, and make them go quick**
 - Having closed captions on your videos makes your TikToks more accessible, but it also adds another element in your video that will keep the viewer's eye intrigued, thus increasing watch time
- **Use trending sounds**
 - Almost all videos that are pushed to the FYP have a trending audio behind them. Even if your video doesn't need the audio, you can add it and turn it very low so you still get the algorithm boost
- **Add a cover sticker**
 - Many people forget to do this, but cover stickers can let people that are scrolling through your page find videos that they are interested in watching



MAKING A GOOD TIKTOK

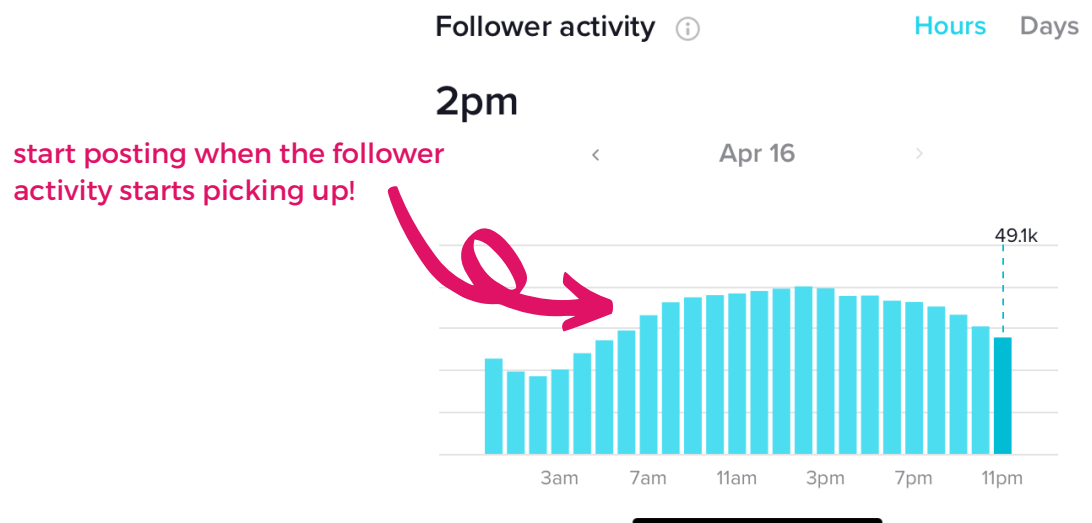
What makes one TikTok blow up but another similar one get under 100 views? While luck and the mysterious algorithm both play a part, there are some things you can do to guarantee more views

INS AND OUTS OF POSTING

While posting the TikTok seems very simple in concept, there also are little tricks you can use to try to help boost your video in TikTok's algorithm. There are some tips that I'm not certain work, such as closing TikTok right after you post, but I'll be listing the things that I did that I believe did help.

POSTING TIPS:

- **Post 2-3x a day**
 - This tip by far is the hardest to pull off, as it requires making a ridiculous amount of content
 - That being said, I can almost 80% attribute my massive TikTok growth to swapping from posting once a day to 3x a day
- **Prefilm your TikToks and park them in your drafts**
 - Going off the previous point, it is very difficult to post 3x a day. What I found helped me was prefilming 8-10 TikToks after I'm done streaming (and so my makeup is done) to then post from my drafts throughout the week
 - This takes the pressure off creating content every day, as you'll have a safety net of content if you want to take some days off
- **Use small - medium sized hashtags**
 - Basically, any hashtag that has less than billions of views will be good
 - Use hashtags that relate to your video. Random hashtags won't add anything to your video
- **Post when your followers are the most active**
 - If you go to ... > creator tools > analytics > followers and scroll down, you can see when your followers are active



TIKTOK TO TWITCH CONVERSION

Now, the hardest part for most streamers is converting their audience on TikTok to Twitch. If you've followed the previous steps and made sure that your niche on TikTok is very similar to what you stream on Twitch, this will already be easier for you.

The biggest issue I see with people struggling to convert TikTok followers to Twitch viewers is the fact that their content doesn't make it apparent that they stream. This is a tricky line to walk, as too little self-promo means people won't know you stream, but too much means it gets obnoxious.

HOW TO INCREASE THE CONVERSION RATE:

- **Put your Twitch in your bio**
 - Most people use the one link in their bio for a linktree, beacons, or anything else that can attach multiple links. From personal experience, I found that I had MUCH greater success by linking my Twitch. This is because I treat my Twitch as a linktree, and if people want something, for example my discord, I tell them it's in my Twitch panels
 - Also, from a UX perspective, you want the least steps to get someone from point A to point B. Adding a linktree or beacons adds another step in the middle, causing people to take 3 clicks to get to your Twitch instead of 2. That extra click may seem trivial, but it can actually lose you a large chunk of people that would've followed you.
- **Put your Twitch link on clips of your stream**
 - If you have videos that are edited clips from your stream, adding your Twitch link on it would help people know where to find your stream! Just make sure the link is not the focus of the video (don't make it too big), but it should be noticeable
- **If you have a video that blows up later...**
 - Leave a comment under the video thanking people, and directing them to your Twitch to see more content like that!

These tips would help promote your stream and increase the conversion rate from TikTok to Twitch without overly self-promoting!

FINAL THOUGHTS

Through a bout of insomnia and inspiration, I pulled an all-nighter to put this together! Please forgive me if there are grammatical errors as I haven't gotten enough sleep.

If this helped you in any way, I'd appreciate it if you gave me a chance and checked out my Twitch at:

[TWITCH.TV/KATLIENTE](https://www.twitch.tv/katliente)

And a prime sub is a free way for you to fund my boba addiction if you have one laying around ♥

TIPS:

- **Don't give up!**
 - I know it can be very discouraging to constantly post and see the viewership and follower count stagnate. Trust in the process, and eventually one of your videos WILL go viral! I didn't have my first "viral" video until almost 5-6 months after I posted every single day
- **Crapshoot content at the wall and see what sticks**
 - Now, while doing this, make sure you stick with your niche. Don't just crapshoot content that belongs in different genres.
 - But, creating different types of videos (skits, POVs, gameplay edits) lets you test the waters in terms of your content. Eventually, one of your videos will do really well, and when that happens, KEEP MAKING THOSE VIDEOS (but still don't forget to experiment with other content!)
- **If you have an existing TikTok account with a following for a drastically different niche**
 - It would benefit you to make a brand new account specifically for stream, instead of trying to transition that account to streaming content. From what I've seen with others who have tried to make the transition, their content did not get pushed out at all from what I mentioned earlier about niches and TikTok's algorithm
- **"I am shadowbanned"**
 - First off, chances are, you are not
 - You can check by posting a video with a random hashtag that no one else has posted under, and just check to see if your video shows up
 - If you are shadowbanned, the only way to break out of it is to continue posting content and eventually you will get pushed out again. I know it's grueling to do so, but that's the only way as of now