

2022

TIKTOK GUIDE

FOR STREAMERS



BY KATLIENTE

WELCOME TO THE GUIDE!

Hi guys! My name is Kat, or Katliente, and you might recognize me as the stream advice Tiktokker! I started streaming over three years ago now, and I remember feeling so confused and lost as to what to do. I streamed for 1.5 years with no growth, and it was only when I realized that you need to create content on other social media to drive traffic to your Twitch, that I realized things need to change. I started with Tiktok, and I can confidently say that it was 80% of the reason as to how I got partnered on Twitch. With this guide, you too can learn how to use Tiktok to build an audience and, in turn, grow on Twitch. This is the updated 2022 version!

If you find this PDF helpful, it'd mean a lot if you dropped me a follow on my socials! If you have any questions even after this PDF, feel free to come by my Twitch streams to ask me any questions you have. I'm always down to help!



SOME DISCLAIMERS

No one truly knows how the algorithms of TikTok or any other social media platforms work, and everything mentioned is just speculation. The advice here cannot guarantee you success on your TikTok journey, but it likely will help! Also, success does not happen overnight. It will take weeks or months to see results, and consistency is the most important thing overall. Following this advice for only two days will not provide you the results you are looking for. Everyone's results will be different, and 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!

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FINDING YOUR NICHE

According to the dictionary, a **niche** is “a specialized segment of the market for a particular kind of product or service”. The main goal of Tiktok is to grow your Twitch stream by capturing an audience on a different platform through your uniqueness, and then transferring that community over to your stream. For that to happen, your Tiktok niche must be similar to what you stream on Twitch. If your niche is too different, the people who followed you on Tiktok would not be particularly interested in what you stream on Twitch, and would have no incentive to come over to watch your streams.

For instance, if you're a comfy Minecraft streamer, then your niche would include Minecraft, comfortable lofi videos, being a Twitch streamer, and more! Once you get that starting point, then you can “niche down”, or get more specific with your niche, as your videos start to do better. When you have a video blow up, or any video that does better than your average content, try to figure out why that is the case, and make more.

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?
- What do you want to be known for?
- 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!

Also, don't stress if you aren't 100% certain about your niche. Many times, you'll just “fall” into a niche. As in, you'll have a few videos of one topic perform much better than others, and this likely could be your niche!

SETTING UP YOUR PROFILE

Your profile is going to be the first thing people come across when they go to your Tiktok, and you want to make it a great place for people to view your content, as well as a landing board to drive people to your other social media platforms, like Twitch.

USERNAME

You want your username to be the same (or as close to) your username across all social media platforms. This way, when people come across your content, they will immediately know who it belongs to. If your usernames are completely different across all your social media platforms (ex. Your Twitch is xxxnintendoloverxxx but your Tiktok is BubblyBee), no one would be able to connect the dots.

BIO


Your bio should tell anyone who comes across your page that you're a twitch streamer, and what you stream. The biggest mistake I see with creators is that I'll go through their profile and videos and have NO IDEA they're a Twitch streamer. How will your community know to come follow you on Twitch if no one knows you stream in the first place?

To do this, put "twitch streamer", "twitch affiliate", "live on twitch on x days", or any other little blurb that would indicate you are a Twitch streamer. It also helps to give context as to what content you create, and you could mention the games you stream on Twitch!



katliente

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 Edit profile

879 Following **378K** Followers **18.7M** Likes

twitch advice

california

❤️ @lol_exyu 🐵

live M, W, TH, Sat at 7pm pst!

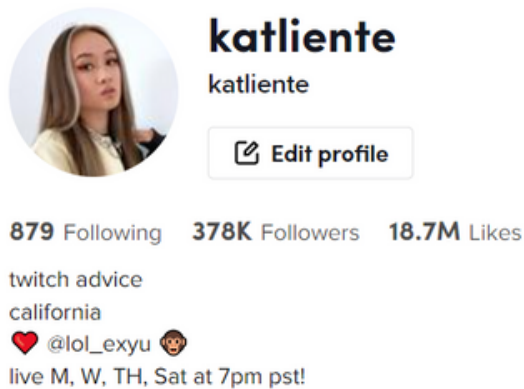
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You cannot put a link in your bio until you have 1,000 followers. Previously, if your account was a Business account, you could add a link under 1k followers, but in 2022 that was changed. It's unfortunate, but you will eventually get there! Put your Twitch link in your bio (not as a link) for the time being

PROFILE PHOTO

Your profile photo is not the end all be all if it's not consistent across your platforms, but it does help if it is for immediate brand recognition.

Just note that profile photos are quite small, so small details or text likely won't be visible.

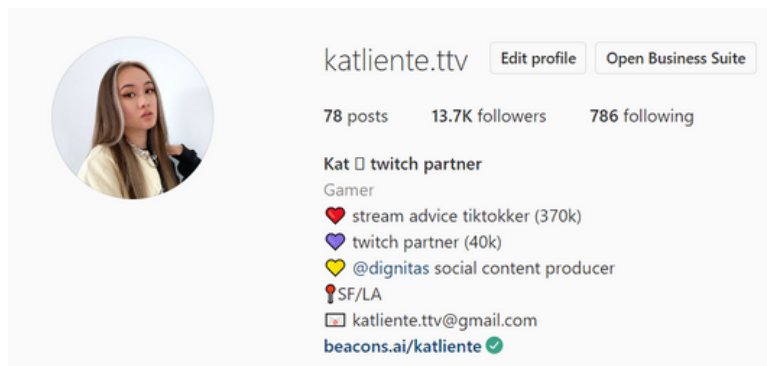


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78 posts 13.7K followers 786 following

Kat  twitch partner
Gamer
❤️ stream advice tiktokker (370k)
💜 twitch partner (40k)
💛 @dignitas social content producer
📍 SF/LA
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FILMING GOOD TIKTOK CONTENT

“Good” content doesn’t just mean Tiktoks that do well in views and likes, but also content that is great for building a positive community and driving traffic into your streams. 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. Those engagements are superficial and strictly from people looking to serve their own self interest, and they are not engaging because they like you as a creator or are invested in your content. 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.

You also want to be unique and provide your own spice to your Tiktoks! The idea of “being unique” always throws people for a loop. You don’t need to create the first ever video of its kind, have the highest speedrunning score, or anything else that is completely one-of-a-kind. You just need to add your own flair or twist to something so it’s just a little different! For example, one way to be unique is just to have a certain editing style.

HOW TO COME UP WITH CONTENT IDEAS:

- **Watch videos of other TikTokers with an audience you aim to capture**
 - A lot of times other creators have great ideas and can be a source of inspiration for your content. Obviously, please do not steal another creator’s idea. If you heavily reference that creator’s idea for your own content, give them credit in your captions by typing “**ib: @username**”. IB stands for “inspired by”, and will let viewers know that the idea was originally someone else’s!
- **Find trends and then put your own personal twist that relates to your niche**
 - Trends are a specific video format paired with an audio that many people replicate in their Tiktoks. Trends are a great way to come up with more content ideas that Tiktok users are already familiar with! Unfortunately, there isn’t one easy way to find trends. However, if you notice multiple videos on your FYP with the same video structure and audio, that likely is a trend! For trends, you want to be early (audio has less than 100k videos), otherwise the video won’t do as well.
 - There are also some accounts you can follow that post about trends like **@wavewyld** and **@secretssocialari**
- **Edit clips from your Twitch**
 - Clips are a perfect opportunity to get a curated collection of your best stream moments that you then can edit into vertical videos for Tiktok. 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.

- **Comments**

- Comments in your comment section is a great way to get ideas for Tiktoks! If you are a smaller creator or you simply don't have that many comments, you also can look in the comment section of creators who make similar content to you. Comments are a great place to find content ideas, as many times viewers who comment video ideas are leaving those comments because those are videos that many people want to see, but few creators have created. I personally have found that videos on topics viewers have commented have generally been very well received!

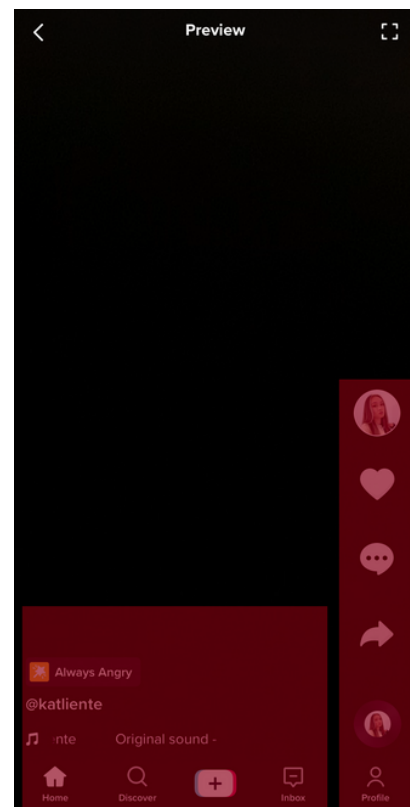
FILMING AND EDITING

- **Filming**

- If you do include your face, make sure you are well lit! It feels much more comfortable from the viewer's perspective when the creator is well-lit and their expressions are easy to read. A ringlight is very helpful for this, and I personally use a 10" ringlight (any smaller than 6" and the light becomes very pointed on your face and won't look as good). If you don't have a ringlight, a lamp with a white t-shirt to diffuse the light will cast a nice glow on your face. Another option is to film in front of a window in direct sunlight, as the sun makes for a great natural ringlight!
- Film videos in a visually appealing setting! Try to avoid having distractions like clutter and potential eyesores in the background, as it takes away from the main content – you!

- **Editing**

- Take note of the fact that Tiktok has in-app UI that is featured in these locations, and any elements that are added in these locations will be obstructed. Don't add anything important like captions in those spots.



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- Videos on Tiktok perform the best when they are short and sweet. A big mistake I notice creators make is that they will have a very long intro that adds no context or interest to the video, and have the punchline at the very end of a 1 minute Tiktok. Ideally, try to keep your videos under 15 seconds, and 30 seconds maximum if really needed. If you do make a one minute video, the video will only do well if every second of the video is entertaining.
- Clickbait people in the first 2-3 seconds. If your video's punchline needs some time to build up to, then add a quick intro that gives context to the video. For instance, if you have a video where 10 seconds in you get jumpscared, put a sticker right at the beginning with "I can't believe I fell for that again".
- Text can add an entirely new layer to Tiktok videos, but they should be easy to read. Cursive text, text that obstructs your face or gameplay, or text that is a similar color to the background should be avoided. To make text more readable, you should add an outline, background, and choose a color that stands out from the video.



VS



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. The logic is simple: the more videos you have, the higher likelihood one of them will do well and drive traffic to your page. If you cannot post 3x a day, I recommend trying to shoot for once 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 prefiling 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.
- **Hashtags**
 - The way hashtags work on TikTok is that it tells the algorithm which audience to push your videos to. If you put none, TikTok will show your video to everyone. This is NOT ideal, because most people that see your videos will not interact with it. Your Minecraft video will not be that well received when it's shown to an audience that consists of football players, chefs, and software developers. Using hashtags like #minecraft or #minecraftclips will show your video initially to an audience of people that already consume Minecraft content, and thus your video will do way better.
 - It's best to use 3-5 hashtags that are of small to medium sizes! It's okay to have one large and broader hashtag, like #twitch or #minecraft. However, too many broad hashtags may not give your video the discoverability it wants.
 - Also, #fyp does not do anything
- **Trending audio will give your videos a boost!**
 - It is well-known that trending audio can push your videos to a wider audience. About 80% of videos on the FYP had trending audio in it! Even if you don't want audio in your video, it really helps to add trending audio and just turn the volume down to 3-5%. That way, your video will get the boost from the audio without it being very noticeable.

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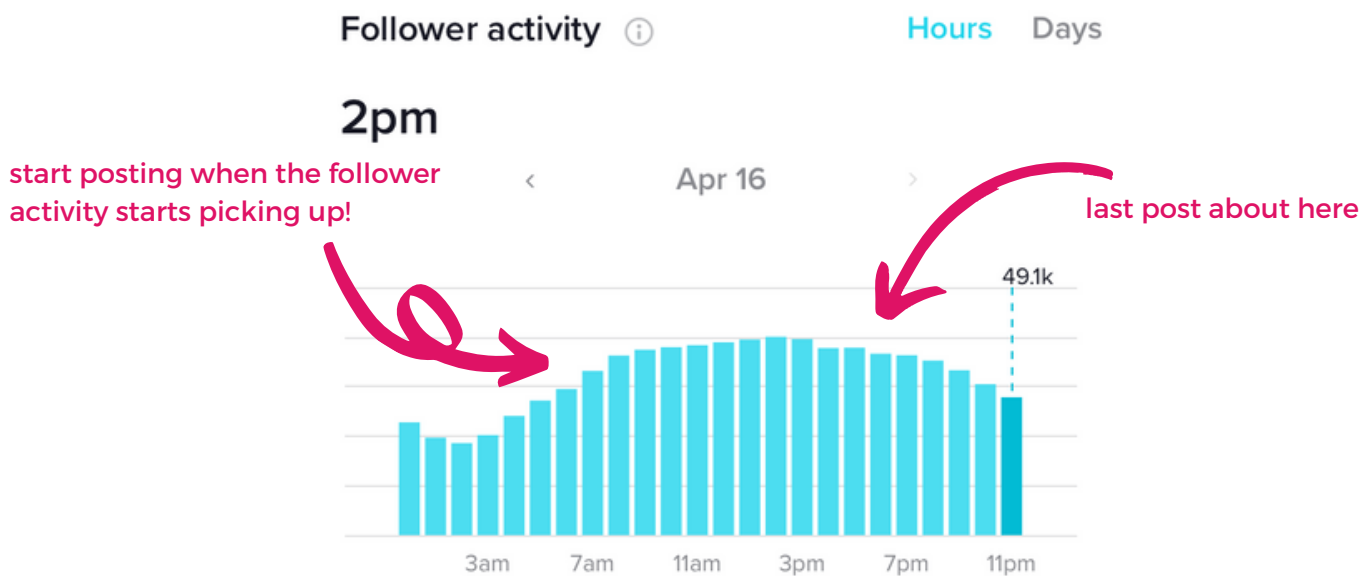
- **Captions**

- Captions can be a great place to engage and convert viewers, and most creators sleep on them. Rather than just leaving it blank or putting some random text, put something that would either engage the viewer to watch the video longer, encourage them to engage with your video, or to ask them to check out your other socials.

- “Watch to the end for a surprise”
- “Tag a friend that would do this too”
- “If you want to see more jumpscare, check out my Twitch! It’s linked in my bio”

- **Posting time**

- Posting time is important, as it helps your videos get exposed to more of your followers!
- There is no “universal” posting time; rather, it depends on your demographic and when your followers are the most active. You can check your follower activity by going to your profile > the three lines > creator tools > analytics > followers and scroll to the bottom for the bar graph. You want your first post to be when the curve is just peaking, and other posts to be when the bell curve is at its peak.



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.
 - Also, add it for the entire duration of your video (or middle to end). Many people only add it at the end, but most people will not watch to the end of your video, and thus most people will not see your sticker.
- **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!
- **CTA**
 - Use CTA! CTA stands for "Call to action", and it's when you literally tell someone what action to take. For instance, telling your community to "follow you on twitch to check out more funny gameplay" is a call to action. You'll be surprised how effective telling people to do something can be.

FINAL THOUGHTS

These are all little tips and tricks to help you grow on Tiktok! I really hope this helped you out, and if it did, I'd appreciate it if you checked out my socials and potentially watch my streams!

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

FINAL 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 took quite awhile before it began getting pushed out again, likely due to the algorithm getting confused at the drastic change in content style.
- **"I am shadowbanned"**
 - First off, chances are, you are not as it is VERY rare.
 - 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.