

# Personal & Business Accounts

TikTok offers two main account types: **Personal** and **Business**.

## Personal Account

**Purpose:** Primarily for personal use, sharing content with friends and family, and building a personal following.

**Features:**

- Access to both regular and commercial sounds.
- Option to set your account to private.
- Eligibility for monetization features like Creator Fund, Live Gifts, and Tips.
- Access to TikTok Creator Marketplace for potential brand collaborations.

## Business Account

**Purpose:** Designed for businesses and brands to promote products or services, reach a wider audience, and gain valuable insights.

**Features:**

- Access to commercial sounds only.
- Advanced analytics and insights into audience demographics.
- Ability to add business information like website, email, and address.
- Access to TikTok Ads Manager for paid advertising.
- Ability to use business tools like TikTok Shop for e-commerce.

## Which one should you choose?

- **If you're an individual looking to build a personal brand or entertain your audience**, a personal account is likely the best option.
- **If you represent a business or brand and want to leverage TikTok for marketing purposes**, a business account is the way to go.

**Note:** You can switch between a personal and business account at any time.