

# TikTok ~~Ban~~ Survival Guide:

**What to do before  
the ban hits**

# Contents

<b>1</b>	<b>TL;DR—What’s Happened?</b> .....	<b>3</b>
<b>2</b>	<b>What’s the Impact of a TikTok Apocalypse?</b> .....	<b>5</b>
<b>3</b>	<b>Strategic Planning for a TikTok-less Market</b> .....	<b>8</b>
<b>4</b>	<b>Redemption Strategies to Build Resilience</b> .....	<b>11</b>
<b>5</b>	<b>Profit Playbook: Winning Without TikTok</b> .....	<b>13</b>
<b>6</b>	<b>Turn TikTok Turbulence Into Triumph</b> .....	<b>15</b>
<b>★</b>	<b>Resources and Tools</b> .....	<b>16</b>

Let's dive into the chaos of a potential TikTok ban in the US and break down not just how to survive but thrive. Read on for the lowdown on the situation as it stands and actionable strategies for media companies to ride the waves of change.

# 1

## TL;DR—What's Happened?

The "TikTok Ban Bill," (also known as [HR 7521](#)), signed into law by President Joe Biden in April 2024, has set the clock ticking on TikTok's future in the U.S. The law requires ByteDance, TikTok's Chinese parent company, to sell the platform to a non-Chinese owner by January 19, 2025. If that doesn't happen, TikTok will face an effective ban in the U.S., with app stores and internet services prohibited from hosting the platform.

**Uncle Sam's got trust issues with TikTok holding onto American data.**

Since April, TikTok has been fighting the law in court, arguing it violates the constitutional rights of its 170 million U.S. users. However, on December 8, a U.S. appeals court upheld the legislation, rejecting TikTok's claims and stating that the law addresses legitimate national security concerns. ByteDance has announced plans to appeal the ruling to the Supreme Court, but time is running out.

# 1

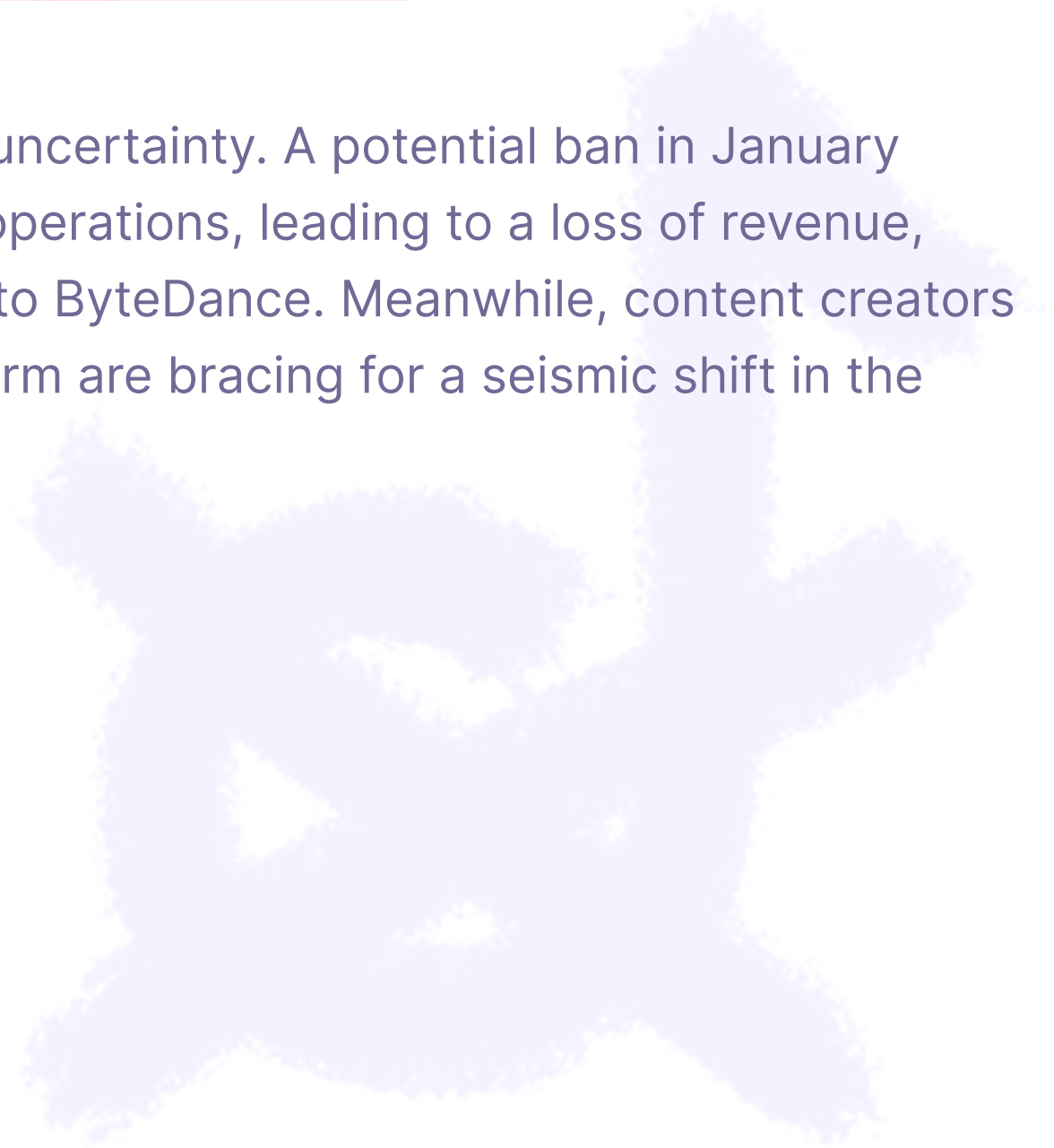
## TL;DR—What's Happened?

The January deadline comes just one day before President-elect Donald Trump's inauguration. While Trump originally attempted to ban TikTok during his first term, he has more recently suggested he opposes the ban, calling it a move that could unfairly benefit rivals like Meta. Still, it's unclear whether he will—or even can—reverse the legislation once he takes office.

**Bottom line, this could mean lights out on TikTok for American users.**

For now, TikTok faces growing uncertainty. A potential ban in January 2025 would devastate its U.S. operations, leading to a loss of revenue, creators, and users, according to ByteDance. Meanwhile, content creators and brands reliant on the platform are bracing for a seismic shift in the digital landscape.

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# 2

## What's the Impact of a TikTok Apocalypse?

Picture a world where TikTok vanishes from the US digital arena. Not just a plot twist—it's an epic overhaul of the media universe as we know it—a 'TikTok-alyse'. [As we have observed with X \(formerly Twitter\)](#), advertisers and established media companies will pull advertising dollars and engagement efforts quickly if a platform begins to look unstable. And, with a potential ban on the horizon, it's go-time for media titans and ad-buyers to rethink their game plans, regardless of their location. So, what's the move when a platform starts looking like a sinking ship? Let's dive deep into how this could shake up the game of media distribution and content creation.

**TikTok isn't just another app—it's the maverick of social media.**

TikTok isn't just another app—it's the maverick of social media, setting the stage with its sound-on, video-first antics and a killer grip on viewer eyeballs. With its own native language and distinct user base, it's not just edging out old rivals like Instagram Reels and YouTube Shorts, it's in the ring with giants like [Netflix](#) and even [Google](#). But if TikTok gets the boot in the US, we're looking at a seismic shift in viewer and creator landscapes, redistributing the digital crowd across a spectrum of platforms and redefining content consumption.

Let's talk ads—TikTok's exit would blow a giant hole in targeted advertising, particularly for brands hoping to reach those who dodge traditional media like the plague. If the ban hits, it's scramble time for brands to reallocate their budgets, a risky maneuver with costs that

## 2

### What's the Impact of a TikTok Apocalypse?

could soar without the proven success TikTok offered. This shift would likely give a leg-up to American-based platforms like Meta, Pinterest, LinkedIn, Google, and Snapchat—prime turf for ad dollars looking for a new home.

### The influencer economy is also on the brink.

For media powerhouses thriving on TikTok's unique algorithm that catapults content beyond just followers, this is crunch time. Big names in the biz like [Betches](#), [LADbible](#), and [Barstool Sports](#) might need a total strategy overhaul to keep their viral magic alive without TikTok's secret sauce.

The influencer economy is also on the brink. Brands tied closely to TikTok's star creators need to start eyeing a broader platform mix to keep their influence and engagement from tanking. Writing crossposting rights into influencer contracts sooner rather than later is a great way to mitigate the risk of only having TikTok-planned content in the coming months.

There's already a ripple effect with some brands seeing the writing on the wall. Take [Latest Free Stuff](#), one of the UK's leading freebie and sampling sites, who has sprung out of the TikTok pool to [splash into more stable waters like Facebook, YouTube, and Twitter](#). They're not waiting to get pushed out—they're jumping ship on their terms.

Peeking into industry-favorite [Duolingo's playbook](#), they're chilling through the chaos. Their secret? Never putting all their eggs in one basket (take the [Español account](#) for example). With a solid footing across various platforms, they're poised to pivot no matter how the cookie crumbles with TikTok in the US.

## 2

### What's the Impact of a TikTok Apocalypse?

**This isn't just a shift; it could be an outright revolution in digital media.**

Bottom line? The “TikTok Ban Bill” isn't just a bump in the road—it's a potential earthquake reshaping the digital landscape. It's about where people hang out online, where the ad money flows, how content gets around, and the shake-up of the influencer scene. This isn't just a shift; it could be an outright revolution in digital media. Let's gear up and ride the wave of change!

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# 3

## Strategic Planning for a TikTok-less Market

**It's the Wild West out there, and it's time to map out your survival.**

Let's plan for the worst-case scenario, and imagine that we're faced with a TikTok-less market. It's the Wild West out there, and it's time to map out your survival. Using the time from now until ByteDance's nine months grace period is up to create a strategy for this situation is the best course of action, so that the challenge can be properly analyzed and planned for. Here's how we dodge the bullets and stay sharp while others might be caught off guard.

### **The 3-Step Contingency Plan: No TikTok, No Problem**

#### **1. Audit Current Social Media Impact:**

Kick off with a deep dive into your current social media arsenal. How much firepower does TikTok bring to your strategy? Pinpoint the traffic, engagement, and revenue it pulls in. Recognize its absence's impact, especially focusing on your audience demographics, reach, clicks, and sales. Knowledge is power, and this is your ammunition.

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# 3

## Strategic Planning for a TikTok-less Market

### 2. Plan for Content Adaptation:

Calculate your resource allocation between creating TikTok-specific content and material for broader use. Are you ready to resize, reformat, and tweak the tone and style of your TikTok content to fit other platforms? How reliant are you on TikTok's in-app sounds? It's about being nimble and adaptable in the face of change.

### 3. Create a Phased Roll-out Strategy:

Plot a timeline for boosting your presence on alternative stages. This isn't a blind rush but a calculated expansion that keeps your team solid and your audience hooked without overwhelming them.

## Where to Next?

The terrain is shifting, and new leaders are emerging in the social media landscape. Here's the lowdown on where the exodus may head:

- [Instagram Reels](#)

The prime contender, snatching up TikTok refugees with its familiar feel. A [2024 survey](#) by [MGH](#) reveals 58% favor Reels if TikTok goes dark. No surprise given that Reels has the clearest evidence of trickle-down effects of TikTok-first content trends, and is [already the platform of choice](#) for most media agencies and creators when cross-posting their TikTok content. But, there's a catch—Reels fall under Meta's wing, and [not everyone's thrilled about feeding the giant more power](#).

Cont...

# 3

## Strategic Planning for a TikTok-less Market

- [YouTube Shorts](#)

YouTube's answer to the growing demand for short-form videos, Shorts, offers many creators an attractive alternative, especially if they have a pre-established audience from long-form content on YouTube. 52% (in the [MGH survey](#)) would opt for Shorts. With a trusted [Partner Program](#) allowing creators to monetize their content with ad placements, a TikTok ban [could be happy days for YouTube's parent company, Google](#).

- [Facebook Video](#)

Meta's new gambit. They're [spicing up their video offering](#), aiming to snag the TikTok crowd with a blend of "[Reels, longer videos and Live content all in one fullscreen, engaging experience](#)." Facebook would have to put in work to be considered an attractive alternative as the Facebook user base has a far older skew than TikTok. This makes it a less appealing alternative for many TikTok users who would rather move somewhere sparkly and new. But there's more tea here—Meta, Facebook's parent company, has allegedly lobbied the GOP for the TikTok ban, which will give many TikTok orphans the ick.

- [Snapchat's Spotlight](#)

An Instagram Reels doppelganger, this one's a dark horse, quietly doling out cash to creators and drawing in big names—like [David Dobrik](#) and [Hannah Stocking](#)—with its [lucrative payouts](#). Where the money flows, the crowd follows. Just saying.

- [Triller](#)

Once a hot topic [when Trump rattled the saber at TikTok](#), it offers a unique twist with AI-driven content creation. Triller is focused on music video content and algorithmically syncs music with video uploaded to the platform, removing the editing work for creators. Although, financial turbulence might keep this platform from truly soaring as it was revealed earlier this year that the app [has some outstanding bills to pay](#) (to the sum of \$23 million) to rights-holders of the music they host on their platform.



# 4

## Redemption Strategies to Build Resilience

TikTok might not be getting the boot just yet, but that's no reason to sit back and relax. This is your chance to take control and set yourself up for long-term success, TikTok or not. Your content is your power, and if you're not owning it, you're just a pawn in someone else's game. Let's talk about building your strategy to make sure you're always in the driver's seat, ready to take on whatever curveballs the industry throws your way.

**If you've got raw footage, you're golden.**

First rule of breaking free: create content on your own terms. This means you're not tied to one platform's in-app features. If you've got raw footage, you're golden. You can turn it into anything—short-form videos, a podcast, a long-form documentary, or even a newsletter. You own it; you can do whatever you want with it. TikTok goes down? No problem. You've got a content army ready to deploy anywhere you need.

Next up, don't spread yourself too thin. Just because TikTok might be on shaky ground doesn't mean you should jump onto every platform like a headless chicken. Be smart about where your audience is hanging out. Focus on one or two platforms that fit your brand's vibe. It's not about being everywhere; it's about being where it counts.

Leverage what you already have. If you've got killer content on TikTok, repackage it for other platforms. Don't just copy-paste, give it a new twist. No one wants to see the same thing over and over. Lose the TikTok watermark, throw in a different hook, and drop it on Facebook, Instagram, or wherever your crowd has found their new home. Take that viral video and turn it into a static meme. Play with it; keep it fresh.

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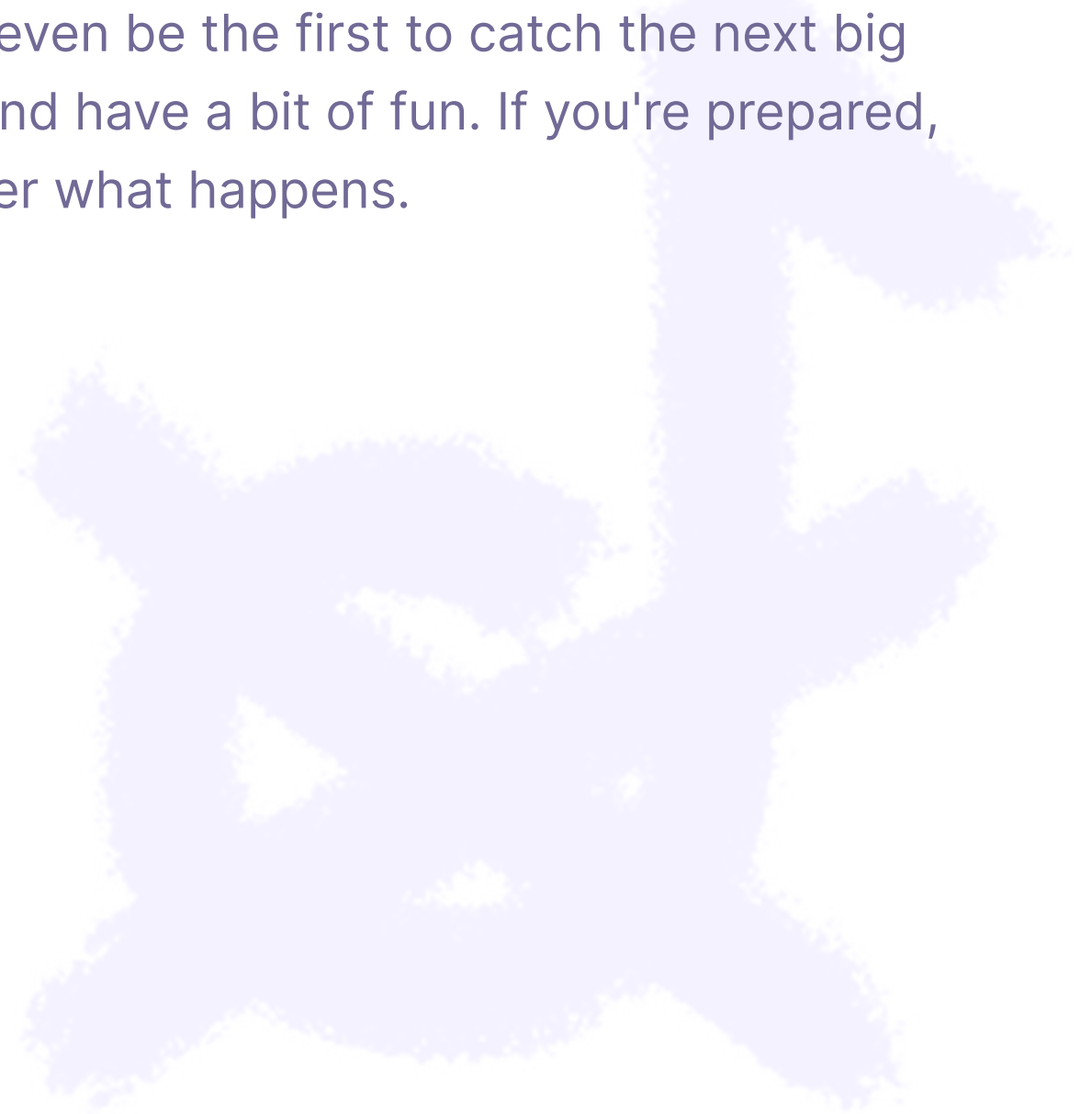
## Redemption Strategies to Build Resilience

**This is not the time to bury your head in the sand.**

Don't get caught off guard. Stay tuned in to the industry, political shifts, and platform changes. This is not the time to bury your head in the sand. Subscribe to the newsletters, read the reports, and follow the big voices in the game. Keep your ears open, and you'll always be one step ahead.

And remember, change isn't the enemy—it's your opportunity to innovate. If you're on top of it, you might even be the first to catch the next big wave. So, embrace the chaos and have a bit of fun. If you're prepared, you'll come out on top, no matter what happens.

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# 5

## Profit Playbook: Winning Without TikTok

Think TikTok's potential exit spells doom for your revenue? Think again. It's time to pivot with vengeance, harnessing new revenue streams that keep your business not just afloat, but thriving. Let's dive into how you can turn this upheaval into an opportunity to diversify and dominate.

**By locking premium content behind a paywall, you create a lucrative, recurring revenue stream.**

### Subscription Models

Kick off by tapping into subscription models. Why not transform your followers into subscribers? Take a leaf from The New York Times' playbook with their [NYT Audio app](#), which has [driven their engagement through the roof](#). By locking premium content behind a paywall, you create a lucrative, recurring revenue stream. Platforms like [Patreon](#) are already empowering creators to monetize their loyal fan base by offering exclusive perks for a fee. This strategy isn't just smart; it's sustainable.

### Virtual Events

Next, let's talk virtual events. They're not just an alternative; they're a gold mine. Webinars, workshops, and conferences can transcend geographical barriers and connect you directly with your audience at a fraction of the cost. Look at the Social Media Examiner's [Social Media Marketing World Conference](#)—they've mastered the art of hybrid events, offering both in-person and virtual tickets, which broadens their reach and deepens their

# 5

## Profit Playbook: Winning Without TikTok

impact. Put yourself in your audience's shoes, and consider what kind of event they'd find irresistible. Then put on your party planning hat and set about putting the wheels in motion.

### Collaborative Power Plays

Don't underestimate the power of collaboration. Partnering with established content creators across platforms can amplify your reach and solidify your presence in new territories. Whether it's co-branded content or joint ventures, these alliances can prime new audiences about who you are and what you stand for before you even set foot on the platform.

**This isn't just about survival; it's about leading the way into new territories with confidence and creativity.**

### Tailored Sales and Marketing Strategies

As you land on these new platforms, remember: what worked on TikTok won't necessarily cut it here. Each platform dances to its own tune. You need to adapt your sales and marketing strategies to fit the unique features and audience behaviors of these new stages. It's about fine-tuning your approach to maximize impact, leveraging ads and organic strategies that resonate with each specific crowd.

### Embrace the Change, Lead the Charge

This isn't just about survival; it's about leading the way into new territories with confidence and creativity. By building diverse revenue streams and adapting swiftly, you position your business not just to withstand potential disruptions but to capitalize on them. Let's not just adapt to change—let's set the pace. Ready to redefine the game? Let's do this.



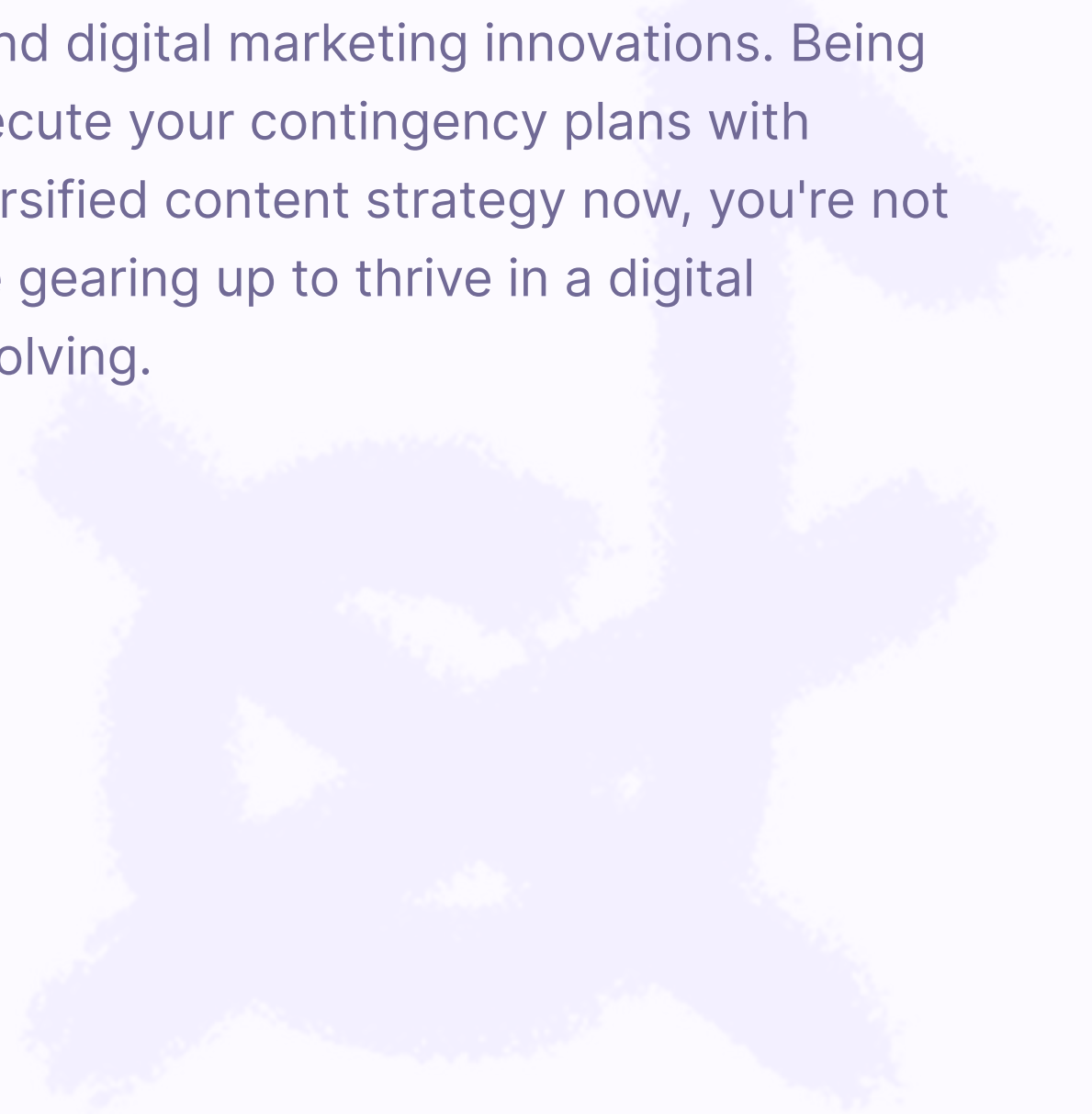
# 6

## Turn TikTok Turbulence Into Triumph

As the digital media landscape braces for the changes that a TikTok ban could bring, it's not just about planning for survival—it's about seizing the moment. This guide is your arsenal in crafting a robust strategy to not only endure but excel amidst these potential shifts.

Now, more than ever, it's crucial to keep your finger on the pulse of industry trends, global shifts, and digital marketing innovations. Being well-informed allows you to execute your contingency plans with precision. By investing in a diversified content strategy now, you're not just preparing to survive; you're gearing up to thrive in a digital ecosystem that's constantly evolving.

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# Resources and Tools

## Training Resources

- [HubSpot Academy](#)

Unleash your marketing beast with HubSpot's free courses. Perfect your skills in inbound marketing, sales, and customer service, and arm yourself for the digital battleground.

- [Nielsen Insights:](#)

Dive deep into the psyche of your consumer enemies with reports that slice through the noise of media consumption and digital trends.

- [Semrush Academy:](#)

Gear up with Semrush's arsenal of free digital marketing courses and exams, crafted by those who've conquered the digital domain.

## Podcasts

- [The Media Show by BBC:](#)

Tune in for a no-holds-barred analysis of the media landscape—where social media meets its antisocial counterpart, and breaking news gets real.

- [Media Voices:](#)

Get the inside scoop on media's toughest challenges with a podcast that doesn't sugarcoat the publishing world's chaos.

- [DigiDay:](#)

Step into the arena of digital publishing and advertising innovation through candid interviews with the gatekeepers of media's future.





## Resources and Tools

### Newsletters

- [The Publish Press:](#)

Stay ahead of how digital and traditional media collide and collude. This is your intel on the evolving media battlefield.

- [MediaPost:](#)

Command your strategy with insights covering everything from agency maneuvers to the latest in digital marketing tactics.

- [Content Marketing Institute:](#)

Arm yourself with the latest research and proven battle tactics in content marketing, direct from the frontlines.

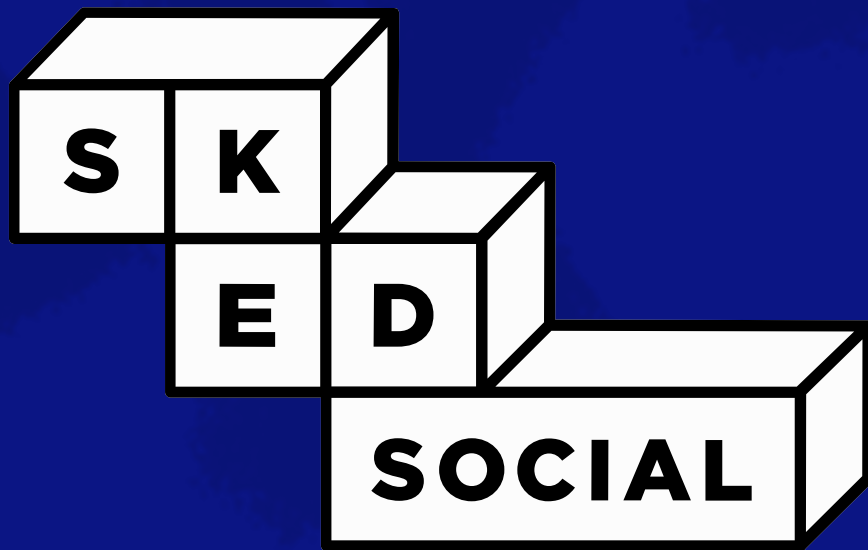
### Tools

- [Sked Social:](#)

Command your posts across the social media frontlines. Schedule, monitor, and analyze your campaigns with military precision.

- [Kiss Metrics:](#)

Decode enemy movements with analytics that reveal how individual and group behaviors change the face of your digital campaigns over time.



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