TikTok for Business

Turn up LEGALLY on TikTok

Turn it UP!

TikTok is a sound-on platform. From voiceovers, to pop tracks, to original scores, all content is driven by sound.

When it comes to making TikToks, a strong strategy is to think about how you'll use sound first.

Do not use any copyrighted sound without acquiring all necessary licences

Sound Types

Commercial

Brands with verified business accounts gain full access to **the TikTok Commercial Music Library** for free.

Benefit used this high tempo track from the Commercial Music Library to grab attention in this post.

Original

Original sounds are those created uniquely for the platform by users (or brands) that combine sounds and /or music.

Original sounds are not cleared for commercial use.

Gucci licensed the rights of an **Original Sound** made by a creator and used it to start their own challenge.

Owned

Owned Sounds are ones that have been uploaded by a brand to the platform with full usage rights.

Chlorax created a bespoke **Owned Sound** for this piece of content. Here they utilized a famous creator, used his iconic saying, & garnered 9 billion views.

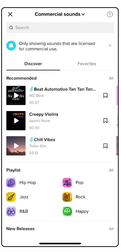
Get started with our Commercial Music Library.

A pre-cleared, brand-ready library to get your account up and running instantly.

Over 150,000 royalty free songs

Cleared for organic and paid posting

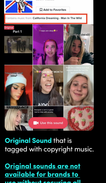
No additional approvals needed or fees required



Sound Legalities

As important as it is to use sound on TikTok, it is equally vital that it is done legally, without breaching copyright. This means acquiring all necessary licences for any sound.

This can be difficult to navigate as original sounds that are linked to trends often include elements of copyrighted material. Our advice? if you are unsure about a sound, investigate it fully, obtain legal advice on the rights engaged, and then seek out all required licences. Alternatively, look to recreate any trend you are concerned about with an owned sound.



Original Sound that is tagged with copyright music.

Original sounds are not available for brands to use without securing all necessary licences.

Above is a screengrab of the **Commercial Music Library** which brands can access with a business account.

All music here is free and licensed for use on TikTok only.

Brands can upload their **Owned Sounds** when creating a TikTok.

During the process of creation, pre-posting, brands will be prompted to confirm they own the license to use said sound.

How to use trends without using unlicensed sounds

Currently, brands cannot use unlicenced music in their organic channels, but many trends on TikTok are led by the sound.

Here are three examples that show you how to jump on trends without getting in trouble.

1

Use a non-sound led 'human trend'

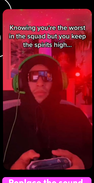
From POV to ASMR to storytimes, plenty of TikTok native trends exist beyond one soundtrack.

2

Create your own original vocal track

Record your voice as a voiceover (or in English -speaking countries, use text to speech) or speak in the video.

3



Replace the sound with an owned one

This recognisable organic sound has been re-created by the Xbox team.

Where are the trending sounds at?

There is no better way to spot grassroots sound trends than by regularly using the platform and scrolling the For You page.

Here are some more ways to stay on top of current TikTok trends.

Search — Use the search function to explore hashtags relevant to your category and brand.

Creators — Follow prominent Creators to keep your finger on TikTok's cultural heartbeat.

Brands — Stalk brands with strong organic strategies to see what they're up to.

For You Page — Scroll the FYP and note relevant trends and hashtags.

Go forth and make TikToks!

This general guidance is not legal advice and you should not rely on it as such. Please obtain your own independent legal advice.