TIKTOK LIVE

Before, during and after every LIVE

KANAME
STRATEGY / MARKETING / GROWTH

01 Before

From two weeks out to 30 minutes before

- [ ] **Brief signed off**
  Audience, promise, outcome and format on one page
- [ ] **LIVE Event live two weeks out**
  Viewers subscribe and get a reminder at start
- [ ] **Video posted before the LIVE**
  A fresh post on the account ahead of the show
- [ ] **Room settings locked**
  Title, topic, keyword filters, moderators
- [ ] **Go or no-go called**
  30 minutes before. One "no" means fix it or move it
- [ ] **Host eligibility confirmed**
  Age and account requirements checked in-app
- [ ] **Teasers posted daily**
  Hook, promise, date and time, tap the Event
- [ ] **Tech check passed**
  Same device, network and set as the real show
- [ ] **Roles and run of show briefed**
  Host, moderator and producer know their segment

02 During

From the first second to the sign-off

- [ ] **Open mid-action**
  The hook in the first seconds, no "waiting for people"
- [ ] **New viewers welcomed by name**
  Names reward taking part
- [ ] **Shares asked for at the peak**
  When the room is fullest and the moment is strongest
- [ ] **Context pinned**
  What the show is and the one CTA
- [ ] **Recap for late arrivals**
  Welcome, show, ask, act. Repeat every 3 to 5 minutes
- [ ] **Payoff delivered, next date given**
  Keep the promise, then book the next show

03 After

The days that follow the show

- [ ] **Supporters thanked**
  On air at the close and in the comments
- [ ] **Next Event created**
  While the audience still remembers the show
- [ ] **Clips posted within a week**
  Best answer, proof, recap, next teaser
- [ ] **Leads followed up**
  Every answer promised on air, within the agreed time
- [ ] **Analytics read against the goal**
  The objective in the brief. Paid and organic apart
- [ ] **Replay saved before day 30**
  Replays are kept for 30 days, then gone

Features and requirements vary by market and account. Confirm in-app before each show.