

Picking your username



- **General rules you should follow when choosing your username:**

- keep it simple and short
- don't use special characters
- don't use several letters in a row
- don't add a random string of digits at the end

- **Personal profile**

Ideally, your username should be your name

- **What to do when your name is already taken:**

- ▶ Add "I am" before your name (@imcesarmillan)
- ▶ Use the initial of your first or last name (@mcuban)
- ▶ Add an adjective before or after your name (great, awesome, expert, etc.)
- ▶ Replace your last name with a relevant keyword
 - a word with the same initial as your name (@peterprankster)
 - a word that rhymes with your name (@trashcandan)
 - a word that represents your industry or niche (@thebentist, @kaypikemotion)

- **Business profile**

Ideally, your username should be the name of your company

- **What to do when your business name is already taken:**

- ▶ Add the name of your industry or your product (@boschpowertools)
- ▶ Add “.com” to your name if you have a website (@lovehockey.com)
- ▶ Add “TikTok” before or after your username (@tiktokhoopers)
- ▶ Add your location if you have a physical store (@mcdonaldsfrance)
- ▶ Add “official” at the end (@extremeofficial)
- ▶ Shorten your name (@mnwild)
- ▶ Add other words that help your business (@getflexseal, @staytunednbc)

- If you're a known brand and you find accounts that have your name and pretend to be you, you can report them to TikTok and they'll take them down

- **Aggregate / Themed account**

Your username has to make it clear what the account is about

Example: @memeordare