

If TikTok is banned, high-profile creators may turn to Facebook over Instagram

Article

The news: Most (84%) influencers are worried about the potential [US TikTok ban or sale](#), with 52% being very concerned, according to a new report by First Insight, underscoring the

critical importance of TikTok in the influencer economy.

A significant portion of influencers rely heavily on TikTok for their income, with **16% of influencers deriving more than 75% of their income from the platform** and 33% earning between 25% and 50%. These influencers would have a lot at stake should TikTok be banned or sold.

The study included 435 creators with 10,000 followers or more and whose content influences purchasing decisions.

But they're prepared: The report shows that 67% of influencers have a contingency plan for a ban in place—and 64% said their followers are actually engaging more on other platforms.

When asked which platform they would turn to if TikTok were banned, 40% of influencers chose **Facebook**, followed closely by **Instagram** at 33%. These findings suggest creators believe they can match or surpass their TikTok on Meta's platforms, despite **YouTube's strong performance** in a similar March study.

Why it matters: Though **TikTok** is fighting a potential ban or sale, many creators are bracing for the possibility of significant changes to their primary platform, causing a ripple effect across the social media landscape.

- TikTok has become a central hub for influencer marketing, with its unique algorithm and viral potential making it a powerful tool for reaching large, engaged audiences.
- A shift away from TikTok could fundamentally alter how influencers connect with their followers and how brands leverage these partnerships.
- This uncertainty presents a challenge for both influencers and the brands that rely on them, as they must cultivate new platform relationships, build fresh audiences, and potentially reassess their content strategies.

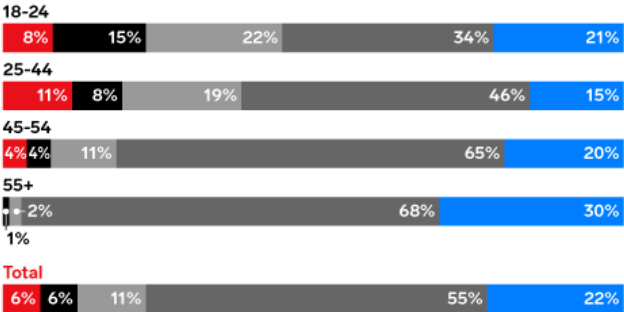
Our take: For brands that depend on influencer partnerships, now is the time to strengthen relationships and diversify across platforms.

- By aligning more closely with influencers whose audiences match their target demographics, brands can ensure they remain effective in reaching their consumers, even if TikTok becomes unavailable.

Retailers should also engage with influencers who are proactive in contingency planning, as these individuals are more likely to maintain their presence across multiple platforms.

US Adults Who Consider Their Job to Be a TikTok Content Creator, by Age, March 2024

% of respondents in each group



- Yes, full-time content creator
- Yes, part-time or less-frequent content creator
- No, but interested in becoming one
- No, and not interested in becoming one
- Never heard of this

Note: numbers may not add up to 100% due to rounding
Source: CivicScience as cited in company blog, April 1, 2024

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