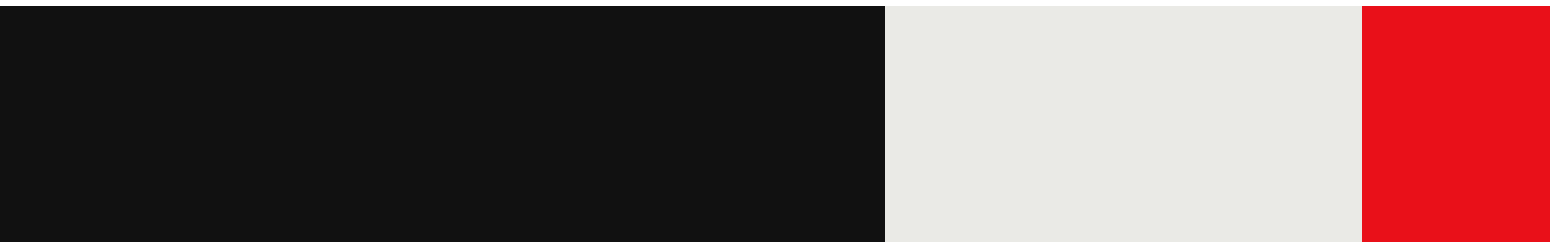



Creators are split on a TikTok alternative

Article



Over one-tenth (12%) of US adults consider being a TikTok creator their full- or part-time job, per March 2024 [CivicScience data](#). But most creators are active on other platforms, and many have started urging their fans to follow them on YouTube and Instagram. Still, there's no replacement for TikTok, especially for small or up-and-coming creators who rely on TikTok to build an audience and start monetizing.

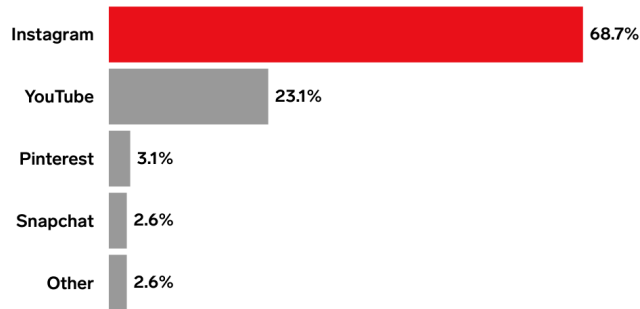
Creators strongly favor Instagram for audience growth. TikTok lowered the barrier to entry to becoming a creator, and its algorithm allows any user to go viral and build an audience. In April 2024, Instagram tweaked its algorithm to [prioritize Reels](#) from smaller accounts, likely in

an effort to attract TikTok creators. Discoverability is a big challenge for creators on YouTube, particularly for long-form video.

US Creators Think Instagram Is Best for Growing an Audience if the TikTok Ban Takes Effect

% of US-based TikTok creators, May 2024

Q: Which platform do you see as your best alternative to TikTok for growing an audience?



Note: n=200 who have at least 10,000 followers; numbers may not add up to 100% due to rounding

Source: Fohr, Dec 18, 2024

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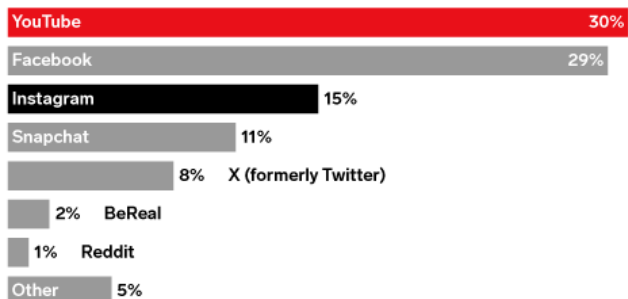
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YouTube could be better for monetization. The end goal for creators is to make money off their content. YouTube's ad revenue sharing program, including on Shorts, is much more robust than that of Instagram: YouTube pays out 45% of ad revenues to Shorts creators who participate in the YouTube Partner Program and said that over 25% of Shorts creators were making money as of March 2024. Snapchat could also be a strong contender for large creators, thanks to its Snap Stars monetization program.

Twice the Number of US Creators Prefer YouTube to Instagram as a TikTok Alternative

% of US TikTok content creators, March 2024

Q: Which of the following would you consider your primary alternative for sharing your content if TikTok were to be banned?



Note: n=688 ages 18+; excludes those who do not create content on TikTok; numbers may not add up to 100% due to rounding
Source: CivicScience as cited in company blog, April 1, 2024

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Audience demographics and creator tools also help determine which platform is the best alternative. Creators will go where their primary audience is. But they will also consider which platforms have strong, easy-to-use content creation tools. Both YouTube and Instagram have recently invested in generative AI (genAI) tools for creators and updated their analytics to better match what TikTok offers to creators.

Read the full report, [TikTok Ban 2025](#).

Report by Jasmine Enberg, and Minda Smiley Jan 08, 2025

TikTok Ban 2025

