

Links in bio



- **#1 Button links**

- they give you the chance to connect your YouTube and Instagram profiles to your TikTok account
- they're available for all users

- **#2 Regular links in bio**

- only verified users can add a link in their bio at this moment, but the feature is currently being tested on regular accounts as well
- you can use this link to send people to your website or to a lead magnet where you can collect email addresses

- **#3 Special link for app companies (unique to TikTok)**

- verified app businesses have the ability to add a "Download app" link to their profile

- ▶ An easy way to direct people's attention to your link is to use arrow or hand emojis