



What a TikTok ban could mean for creators

April 29, 2024 at 11:00 AM EDT

President Biden [has signed legislation that forces ByteDance](#), the parent company of TikTok, to either divest its operations or face a ban in the US. Xcel Brands CEO & ORME Co-Founder Robert D'Loren joins Yahoo Finance to discuss what the legislation means for content creators and brands moving forward.

D'Loren acknowledges TikTok's status as "one of the most important social media platforms" for brands and influencers, offering opportunities for business growth and exposure. However, with uncertainty looming over TikTok's future in the United States, D'Loren advises users to "hope for the best, plan for the worst."

Highlighting the resilience of the creative community, D'Lorene emphasizes their adaptability stating, "never underestimate a crowd." Even in the event of a TikTok ban, he expresses confidence that creators would find "the next best platform" to maintain their presence.

"I think we're going to see more and more people, given the uncertainty with TikTok, beginning to migrate to new platforms," he tells Yahoo Finance.