NextStory App

Platform guide

Everything you need to use NextStory App every day: setting up the agency, inviting the team, loading Backstage data and getting the most out of every section. Each chapter explains what the section is for, how to use it step by step and practical tips.

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CONTENTS

1 Welcome to NextStory App
2 Getting started
3 Overview
4 Roster and creator profile
5 LIVE stats
6 Goals
7 Calendar and challenge board
8 Tasks and notifications
9 Discord and bot
10 AI assistant
11 Finances
12 Settings and security
13 Subscription and invoices
14 For creators
15 Glossary

CHAPTER 1 · EVERYONE

Welcome to NextStory App

NextStory App is the dashboard for TikTok LIVE creator agencies. It brings together what is usually scattered across spreadsheets, chats and Backstage: your creators, their stats, goals, the LIVE and match calendar, the agency's finances and contact with creators through a Discord bot. This guide follows the order in which the platform is usually used.

How the dashboard is organised

After logging in you find the menu on the left, split into four groups. General contains the Overview, Tasks and this Guide. Creators gathers everything about your creators: Roster, Goals, LIVE stats, Calendar, Challenge board and Discord requests. Agency contains the settings: Your agency, Finances, Discord, Bot FAQ, Goal settings and Activity log. Account contains Account & security and, for the Owner, Subscription.

- Each person only sees the sections and creators their role allows: if a colleague is missing a menu item, that is expected.
- At the top you see your agency's name and logo, the last day covered by data ("Data up to ..."), the clock and the notifications bell.
- The purple button at the bottom right opens the AI assistant from any page.
- NextStory App works on computer and phone at app.nextstory.it, with nothing to install.

Roles

Every agency member has a role, which decides what they see and can do. The Owner can then add or remove single permissions for roles or people.

- Owner: the person who created the agency. Full control: staff, permissions, finances, integrations and all data.
- High Management: sees all creators, reports and finances; can manage assignments and goals.
- Lead: runs a team and sees the team's creators.
- Talent Manager: works on the creators they follow and only sees those.

- Creator: only sees their own data, via the Discord bot or the website.

> Owner and High Management always log in with a second factor (the 6-digit code from an authenticator app): the website asks for it the first time and it takes a minute to set up.

Your data is safe

Each agency is a separate space: no other agency can see your creators, your numbers or your finances. Personal data and contracts are only visible to those with permission, and every important change is kept in the Activity log.

CHAPTER 2 · OWNER

Getting started

Four steps and your agency is ready. The “Your agency” page shows a “Getting started” list with what you have done and what is missing, with a button to do it right away.

1. Create your account and agency

1. Open app.nextstory.it and press “Register your agency”.
2. Enter your email and a password of at least 12 characters.
3. Open the confirmation email and press the link button: you are back on NextStory App.
4. Type the agency name and your name: from now on you are the Owner.
5. When asked, scan the QR code with an authenticator app (Google Authenticator, Microsoft Authenticator or similar) and enter the 6-digit code.

> If the confirmation email does not arrive, check your spam folder. The link is valid for one hour and can be used once.

2. Customise the agency

In Agency → Your agency you can change the name and upload the logo. They appear at the top next to the NextStory App brand, for the whole team.

3. Invite the staff

1. In Your agency press “Invite” and type the person’s email.
2. Pick the role: High Management, Talent Manager or Creator. For a creator, also pick which roster creator they are.
3. Keep “Send by email” on: the person receives a message with the link. The link is also shown on the page, in case you need to send it by hand (for example on WhatsApp).
4. The person opens the link, creates their password and lands straight in your agency.

> An invite link works once and only for that email. If the person is already logged in with another account, the page offers to log out and sign up with the right email.

4. Add creators and data

Add creators to the Roster, one at a time or all together from a CSV file, and assign each one a manager. Then load the TikTok LIVE Backstage data as explained in the “LIVE stats” chapter. From then on Overview, goals and rankings fill in by themselves.

Overview

The first page after logging in, answering “how are we doing?”. Owner and High Management see the whole agency; Leads and Talent Managers see the numbers of the creators they follow.

What you find

- Yesterday: the diamonds of the last day with data, shown large at the top.
- LIVE now: the creators streaming right now, highest diamonds first, with profile photo and estimated diamonds; refreshes every minute. Click a creator to open their LIVE.
- Your open tasks, with the nearest deadlines.
- Roster numbers: total, active, onboarding and at-risk creators.
- Agency tasks: assigned to you, open, overdue and urgent.
- Contracts expiring in the next 30 days.
- LIVE stats for the period and the “Data up to …” date: the last day covered by imports.
- AI analysis: signals about the agency (for example when most diamonds come from a few creators) and about single creators, with a practical suggestion. It updates by itself after every import.

Filtering the numbers

The “Show” filter at the top limits the Overview to the whole agency or to one manager’s creators. Useful in one-to-one meetings with a Talent Manager.

> If a number looks old, check “Data up to …”: if the date is behind, a Backstage import is missing.

CHAPTER 4 · STAFF

Roster and creator profile

The Roster lists the agency's creators, or those you follow, with status, growth stage, manager and last LIVE. From a creator's row you open their profile, which gathers everything about them.

Adding creators

- New creator: enter nickname and TikTok account, then status (Onboarding, Active, Paused, Inactive, Left), growth stage (Beginner, Growing, Established, Top, Inactive/at risk) and joining date.
- Import CSV: upload a file with many creators. Before confirming you see a row-by-row preview with any errors to fix.
- Export CSV: download the roster with non-sensitive fields only.

The creator profile

- Overview: status, stage, manager and key numbers; below the operational data, TikTok account, Discord link and the code to connect the bot.
- Creator info: first the contract (status, signing, expiry, notes and documents), then personal data (name, address, email, mobile) and the erasure request at the bottom; permission-only.
- The creator's goals.
- LIVE stats: official numbers for the month, a calendar to pick the day, that day's LIVEs (click → chart and the LIVE's top gifters), the month's top gifters and the history. The creator sees the same page with their own data.
- Bot conversations: requests and questions the creator sent on Discord.
- The creator's tasks are on the Tasks page (filter by creator); who changed what stays in the Activity log.

Assigning the manager

From the profile (Main manager → Update) or, for many creators at once, from the Roster with multiple selection. A creator without a manager is invisible to Talent

Managers: the yellow box in the Roster lists who has no manager, with a link to each profile, and lets you assign one to all of them.

> Archiving a creator removes them from the lists without losing history. “Delete” is only for creators added by mistake.

LIVE stats

TikTok does not offer a direct connection (API) to agencies' LIVE data. NextStory App uses the data you already see in TikTok LIVE Backstage: diamonds, LIVE hours, valid days, and brings it in with the Chrome extension.

With the Chrome extension

The extension reads the data while you use Backstage and sends it to NextStory App, with no files to download. It is read-only: it changes nothing on TikTok.

1. Install the "NextStory App – Backstage Sync" extension from the Chrome Web Store (link in LIVE stats → Backstage data).
2. In NextStory App go to LIVE stats → Backstage data and create the device pairing code.
3. Open the extension options, paste the code and check that the address is https://app.nextstory.it.
4. Open LIVE Backstage with your login: the extension sends the agency data while you browse. It can also fetch months and LIVEs of recently active creators automatically.

What you find

- Diamonds, LIVE hours and valid days for every creator, month by month and day by day.
- Choose the month at the top: it applies to the whole page (day-by-day calendar, month figures and creator ranking). Click a day in the calendar to see its numbers.
- The current month is marked as partial until it closes. On the 1st of the month statistics stay on the month just closed (a day's data arrives the next day); from the 2nd they move to the new month.
- Creator rankings and comparisons with previous months.
- Official numbers come from Backstage imports: NextStory App never invents data it does not have. Real-time LIVE estimates are always labelled as

estimates.

> Talent Managers only see stats for the creators they follow.

LIVEs in real time

The NextStory Live bot follows active creators' LIVEs while they are on (turn it on in Settings → Real-time LIVE). For each LIVE it saves duration, peak viewers, diamonds, gifts, likes, new followers, battles, a minute-by-minute chart and the gifters (public username and diamonds given, kept for 365 days). These are estimates: official diamonds remain Backstage's. In Overview, Key metrics opens on Today and also shows Yesterday and, with Custom, the dates you choose, with the trend and the best creators, and the month's numbers below: the day follows Backstage (midnight UTC) and yesterday becomes an official number as soon as it arrives through the extension.

- In the creator profile → LIVE stats: the month's numbers at the top; in the calendar tap a day to see its LIVEs; open a LIVE to see the chart and top gifters by diamonds. Below: the month's top gifters, gifters who stopped coming back and the month-by-month history.
- The creator sees the same page with their own data, on the website.
- Days not yet in from Backstage show the real-time estimate.

Agency top gifters

- Monthly ranking: who gives the most gifts to the agency's creators, adding up all followed LIVEs. If a gifter gives to several creators, you see all of them, each with their diamonds.
- Dependence on a single gifter: for each creator with at least 5,000 diamonds from gifters in the month, how much the top gifter weighs. Sorted by the top gifter's diamonds; red from 50% up. The same signal feeds the AI Suggestions, as numbers only.
- Gifters who stopped coming back, week by week (Monday to Sunday): regular gifters (gifts in at least 2 weeks and at least 500 diamonds in the last 8) who have not given gifts for at least one full week while the creator kept doing LIVEs. Time to thank them or win them back.

In the first weeks of data the lists are short: “gifters who stopped coming back” needs at least two or three weeks of followed LIVEs. The Owner decides in Settings → Members whether Talent Managers see donors.

Goals

Every month NextStory App suggests a goal for each creator, based on their real numbers and the agency's settings. You review it, change it if needed and confirm it: only then does it become the creator's goal.

How to use it

1. In Goals pick the month. Creators are split into "To generate", "To confirm" and confirmed.
2. Generate the proposals for those who do not have one yet.
3. Open a proposal: you see which numbers it comes from. Edit it if needed and confirm it. The "Relationship" column flags creators with an open exit request or who have already left.
4. During the month follow daily progress against the goal.
5. On confirmation, a creator linked to Discord receives a message with their goals (base and competitive) in their private channel. If they link later, the message arrives then, as long as the month is not over; if you change goals already sent, they receive the update.
6. If a creator stops (holiday, issues), mark a pause: the goal takes it into account.

Settings

In Agency → Goal settings you set the seasonal coefficients (for example a month with holidays) and the other values used for proposals. They start as default values: adapt them to your agency.

How proposals are built

- Two levels for each number: base (the one to reach) and competitive (for those who want to push further).
- Diamonds are always round figures, rounded up (for example 206,000 becomes 210,000).

- LIVE hours have a sustainable cap, 80 hours by default (100 for competitive): creators who already stream much more do not get a higher goal. The cap is set in the settings and goes down if the month has pause days.

Calendar and challenge board

The calendar gathers scheduled LIVEs, matches and tournaments, campaigns and manager meetings for the creators you follow. Times are shown in Italian time, but each event keeps its own time zone.

Creating an event

1. Press “+ New event” and pick the creator.
2. Pick the type: Scheduled LIVE, Match / Tournament, Campaign or Manager meeting.
3. Set date, start and end time and the time zone (useful with opponents in other countries).
4. For a match, set the type (1v1, 2v2, tournament, other) and, if known, the opponent.
5. If the event repeats, choose “Every day” or “Every week” on the days you want.

> The creator and their manager get an in-app reminder the day before and one hour before.

Looking for an opponent across agencies

1. Create a “Match / Tournament” event and tick “Look for an opponent”.
2. The match shows up on the Challenge board of the other agencies on NextStory App, with only the published details: creator, agency, match type and time.
3. Other agencies propose one of their creators: you find the offers in “Offers received”.
4. Accept the one you prefer: the match lands in both agencies’ calendars and everyone is notified.

Proposing one of your creators

On the Challenge board, under “Open challenges from other agencies”, pick your creator, add a message if you like and press “Propose”. “My offers” shows the status; until the other agency decides, you can withdraw it.

Tasks and notifications

Tasks are the team’s to-dos. They are created by hand, by automatic rules (for example an expiring contract), by the AI assistant or by requests creators send from the bot.

Working with tasks

- Create a task with title, description, linked creator, assignee, priority and due date.
- Change the status (open, in progress, done), snooze it or assign it to a colleague; “I’ll take it” assigns it to you.
- Filters show tasks assigned to you, unassigned, overdue and closed.
- Creators’ Discord requests become tasks for their manager, with the creator’s text.

Notifications

The bell at the top tells you about assigned tasks, upcoming events, challenge offers and deadlines. Mark them as read one by one or all at once.

CHAPTER 9 · OWNER (SETUP), CREATORS (USE)

Discord and bot

The NextStory Live bot brings your agency to your Discord server. Creators link with a code, message their manager and get instant answers from the agency FAQ. The bot does not read server messages and never sends mass messages: it answers commands and only writes in each creator's private channel (end-of-LIVE summary and, if the agency turns it on, the weekly recap).

Connecting the server

1. Add the NextStory Live bot to your Discord server.
2. In Agency → Discord register the server.
3. Set the staff role (who can see requests) and the welcome message for newcomers.
4. Optional: create the verification channel with the "Verify your profile" button, to receive new creators' join requests in Discord requests.

Linking a creator

1. In the creator profile → Overview, Discord box, press "Generate Discord code": the command with the code appears (valid 7 days, single use).
2. Send the creator the code and the server invite through a trusted channel.
3. The creator types /collega followed by the code: they are linked and get their private channel with the staff.

Commands for creators

- /richiesta: a message to their manager, which becomes a task.
- /domanda: answers with the agency's published FAQ; if there is no confident answer, it passes the question to the staff.
- /percorso: where they are in joining the agency.
- /ruolo: gets or removes the Match or Gaming role, to be tagged in announcements. It also works by writing it with /domanda ("aggiungimi al ruolo

match”).

- /aiuto: what the bot can do.

Weekly recap to creators

Available to every agency and off until you turn it on: in Agency → Discord tick “Send the weekly recap” and choose the day and time (Italian time). On that day and time the bot posts to each creator, in their private channel, their numbers for the past week (diamonds, LIVE hours, valid days), the month so far with the data date, and progress on confirmed goals.

- Creators receive it if they are linked with /collega, active and not on pause. There must be something to summarise (imported stats or monthly goals): with no data nothing is sent, no empty messages.
- Turning it on sends nothing for past weeks: the first recap arrives on the first chosen day and time.
- Each creator only sees their own numbers, and each agency only its own creators. No personal data, at most one recap per creator per week.

> Pick a time after the daily Backstage import, so the recap uses the latest data.

End-of-LIVE summary

With real-time LIVEs on, 2 minutes after each LIVE ends the bot writes the creator a summary in their private channel: duration, peak viewers, diamonds, likes, new followers and battles. Gifters are not included: they are on the website. Only for LIVEs of at least 30 minutes, one per LIVE (if the LIVE drops and resumes, it waits for the real end). Turn it off in Settings → Real-time LIVE.

Bot FAQ

In Agency → Bot FAQ write frequent questions and answers (payments, LIVE rules, how bonuses work...). The bot only uses published FAQ: you can keep a draft and publish it when ready.

AI assistant

Describe in plain words what happened or what you want to do, and the assistant prepares the change for you. Nothing changes until you confirm.

What you can ask

- “Put Luna on pause until the end of the month.”
- “Remind me to call Sole on Friday, high priority.”
- “Andrea signed the contract.”
- “How many active creators do I have and which tasks are overdue?”

How it works

- It proposes one change at a time and shows you what it will do.
- It only runs if you confirm, with your permissions, and it is kept in the Activity log.
- If several creators share a name, it asks which one you mean.
- It does not see personal data or documents.

Finances

The agency’s income, expenses and profit, entered by hand in USD. No other role sees this section.

Entering data

- Income: month, source, reference, total and breakdown (activity bonus, special bonus, deductions), with status “To receive” or “Received”.
- Expenses: month, category (Talent Manager, Software, Marketing, Other), description, amount and status (To send, Awaiting invoice, Sent).
- Recurring expenses: fixed monthly costs; add them to the month with one click.

The overview

Shows the year’s income, expenses and profit, the month-by-month chart, margin, best month and expenses by category. Every number comes only from what you enter.

CHAPTER 12 · OWNER

Settings and security

Control of the agency and of your account.

- Your agency: name and logo, staff with roles and status, pending invites, role permissions and the “Getting started” list.
- Activity log: who did what, when and which fields changed (never personal values). It cannot be edited.
- Account and security: your display name and second-factor devices.

Forgotten password

1. On the login page open “Forgot password?” and type your email.
2. Open the email and press the button: the link is valid for one hour and once.
3. If you use an authenticator app, enter the 6-digit code first.
4. Choose the new password and save it.

> If you see “The link is no longer valid”, request a new one and open it right away.

CHAPTER 13 · OWNER

Subscription and invoices

The Owner manages the subscription from Subscription, in the Account group of the menu. Other staff members only see whether the subscription is active.

The two plans

- Start: everything to run the agency every day. Roster and managers, LIVE stats from Backstage, calendar with reminders, tasks and notifications, Finances, Discord bot with FAQs, roles and permissions.
- Agency: everything in Start, plus the AI assistant, automatic AI analyses on the Overview, monthly reports, monthly goal proposals, the challenge board with other agencies and the multi-creator calendar.
- Each plan is billed monthly or annually: with annual billing you pay 10 months instead of 12.

Activating the subscription

1. After creating the agency the Subscription page opens: choose the plan and whether to pay monthly or annually.
2. Stripe's secure payment page opens. Enter your card details and billing details (company name, address, VAT number). If the agency is Italian, also enter the SDI code or PEC.
3. If you have a discount code, enter it on the payment page with "Add promotion code".
4. Once the payment is confirmed the dashboard unlocks within seconds and you receive an email with this guide.

> NextStory App never sees or stores card details: the payment happens entirely on Stripe.

Changing plan or card, or cancelling

In Subscription press "Manage subscription, card and invoices": Stripe's portal opens. From there you can switch from Start to Agency (or from monthly to annual), change card, update billing details, download receipts and cancel.

Upgrades apply immediately; cancellation takes effect at the end of the period already paid.

Invoices

For every payment, the first one and every renewal, Stripe emails you a receipt. The electronic invoice is issued with the billing details entered at payment.

If a payment fails

Stripe retries automatically for a few days and the dashboard stays usable. If the payment remains unpaid, the dashboard is locked and the Chrome extension stops sending data until the subscription is active again. Your data is kept.

For creators

Creators mostly use the Discord bot. The website is optional, but handy to check their own numbers.

- On the website they only see their own data: LIVE stats (including LIVEs followed in real time, with chart and top gifters, and their own gifters who stopped coming back), monthly goals, calendar events and requests to their manager.
- At the end of each LIVE of at least 30 minutes they receive the LIVE summary in their private Discord channel, if the agency follows LIVEs in real time.
- They can create their own calendar events, except matches, which the staff manages.
- When the agency confirms their goals for the month, they receive a message in their private Discord channel, even if they link later.
- If the agency turns it on, every week they receive a recap of their own numbers and goals in their private Discord channel.
- They do not see other creators, the staff, contracts or the agency's finances.

CHAPTER 15 · EVERYONE

Glossary

The words you meet most often in the dashboard, in short.

- LIVE: a TikTok live stream. LIVE stats gathers each creator’s numbers by day, by month and by single stream.
- Backstage: TikTok LIVE Backstage, TikTok’s portal for agencies. NextStory App reads its data with the Chrome extension or an export file; there is no direct connection (API).
- Diamonds: the unit TikTok uses to count gifts received during LIVEs. It is the main number to see how much a creator earns; NextStory App shows the Backstage values without recalculating them.
- LIVE hours: the total time spent live in the period.
- Valid days: the days TikTok counts as valid for the creator’s LIVE activity, according to its own criteria. The number comes from Backstage; NextStory App does not infer it.
- Scheduled LIVE: a calendar event for a planned stream. It is not a stream that already happened.
- Match / Tournament: a live challenge between creators, including other agencies’ creators, organised from the calendar and the Challenge board.
- Roster: the agency’s list of creators, with status, stage and manager.
- Task: something the staff has to do, with an owner and a due date.
- Finances: the agency’s income, expenses and profit, entered by hand; Owner and High Management only.