TikTok Basics

Best time to post on TikTok: 2 am, 6am, 10pm, 10am

Post 1-4 times a day

Share posts when the audience is online

Use hashtags (max 3)

Tag other users in your captions to foster collaboration.

Come up with catchy captions to drive engagement.

TikTok Analytics

Use analytics to refine your content strategy.

Once your account is set up as a Pro Account, you'll gain access to TikTok Analytics.

Engagement rate is crucial. It's calculated by dividing the sum of likes, comments, and shares by the total number of views.

Analyze where your traffic is coming from (e.g., For You Page, Following, External Sources).

Adjust your content strategy based on what works best for your audience.

Use third-party services for analytics (e.g. https://www.socialinsider.io/)

Creating account

Create an account using a valid email or phone number.

Choose a catchy username that reflects your brand or identity (cool tool https://inst-ausername.com/tiktok-usernames).

Write a concise and engaging bio that gives viewers a quick understanding of who you are or what your content is about.

Cross-promote your TikTok content on platforms like Instagram, Twitter, or YouTube.

Get trained in the TikTok Academy. TikTok offers an in-app academy where you will find tutorials on how to use various features and create successful content.

Content Creation Tips

Interact with your audience by responding to comments.

Participate in trends and challenges to boost discoverability.

Collaborate with other TikTok users through duets and partnerships.

3-15 Seconds: Ideal for trends and quick content.

Popular and engaging topics

Tutorials and How-To Guides (provide step-by-step tutorials on various skills)

Dance and Choreography (teach dance routines or showcase your own choreo-graphy)

Comedy and Skits (use humor to engage and entertain your audience)

Lifestyle and Daily Vlogs (showcase your hobbies, routines, and activities)

Cooking and Recipes (demonstrate cooking techniques or kitchen hacks)

Fashion and Style (showcase your personal style and outfits)

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