

How to Grow on TikTok

5 Tips on How to Get the Most Out of the Short-Form Video Sharing Platform

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It's no secret that millions of influencers and businesses have built their brands and careers on TikTok. The video-sharing platform is easy to use, readily accessible to anyone with a phone and makes attracting and interacting with audiences a breeze. With the right branding, content, and techniques, you too can be the next self-made social media mogul or fan favorite business on TikTok. Here's how:

1. Consistency is Key

Like all things in life, TikTok is best mastered through consistency. In a world where content and news change daily, it's easy to get lost in the day's biggest craze. Keeping your content flowing frequently will help your account from being forgotten by your audience while encouraging engagement and attracting new followers.

Map out the perfect posting schedule for your TikToks to ensure the most views possible. Studies have shown that Tuesdays, Thursdays and Fridays are the best days for posting, while 6 - 10 a.m., and 7 - 11 p.m. are the optimal times to post. You can also utilize features provided by a TikTok Pro account to view your account's analytics and see when your followers are most active.

2. Understand Your Audience

While learning about the best time to post your TikTok content, features of TikTok Pro will also help you gain an understanding of who is watching you. You can use this information to craft videos that fit the needs of your followers. This will not only attract more of your targeted audience, but it will keep them invested in your content for longer.

Interacting with your audience is another good way of getting to know them. Posting polls and going live on TikTok allows you to see just how many users are stopping and engaging with your account. These features are great ways to see what your viewers want from you, and what they like or dislike about your content.

3. Hashtags are your friend

Hashtags are a way users can find your content by relating it to similar content, so they are a very useful tool when building audiences. The best way to know what hashtags to use is by studying what other similar accounts are using. You can also find databases that keep track of the most popular and trending hashtags by industry and time.

Because hashtags use Artificial Intelligence (AI), it's important to be strategic. Use hashtags that only pertain to your content, and don't use too many or the AI will have a difficult time putting your video into a category. It's encouraged to use anywhere from 3-5 hashtags per video.

4. Collaborate with other TikTok Creators

TikTok makes collaborating with other creators incredibly easy. When growing your platform, reaching out to creators with larger followings can give you a leg-up in attracting audiences and gaining views. With features like Duet and its vast sound library, TikTok opens its users to multiple ways to connect with others. There are also opportunities to host live streams with other users and to open your account to guest appearances from other TikTok-ers.

TikTok is especially helpful when it comes to sharing content between multiple platforms. Instagram, Twitter and even Facebook are all compatible with TikTok, so sharing your collaborations with all of your audiences has never been more effortless.

5. Stay on Trend

TikTok is the #1 trendsetting platform of this generation. Many music, fashion, comedy and lifestyle trends come from TikTok and leave massive imprints on society. It's important to follow these trends to keep your TikTok brand relevant. Staying updated with the latest viral videos, the most used sounds, endearing challenges and the countless dance moves will give you an idea of the material you should incorporate into your own content so you can pop up on someone's For You Page.

The best way to keep up with TikTok trends is by watching your For You Page, or FYP. This is where you will find popular creators, sounds and hashtags. You can then pick what kind of trend is most relevant to you and your brand and build them into your videos.

Growing your brand on TikTok takes effort, strategy, planning and plenty of trial and error. But by understanding your audience, expanding your knowledge of hashtags, reaching out to other creators and constantly studying trends, your TikTok will eventually grow into something you're proud of. Never forget that your audience is your priority, so create engaging content that will resonate with them while providing value to their lives.

