



# TikTok Best Practices

Keep these tips on hand to help maximize your TikTok account's performance



## Platform Info

As one of the fastest-growing social media platforms, TikTok has approximately [one billion monthly active users](#). It's also the most engaging social media app, with an average session length of 10.85 minutes, compared to Facebook at 4.82 and Instagram at 2.95 minutes.

TikTok is a great channel for targeting younger demographics and offers a unique opportunity for brands in regards to its broad organic and paid reach. Only [50%](#) of top brands have a TikTok account, meaning there's still time for corporate accounts to grow on this platform.

### Platform Audience

- 25% are 10-19
- 22% are 20-29
- 22% 30-39
- 20% 40-39
- 57% female
- 43% male

### Posting Cadence and Times

1x/day is ideal for growth  
3x/week minimum  
Tuesday, Thursday, Friday  
7-10am PST  
*(Post cadence may change depending on industry and unique audiences)*

### Content Formats

TikTok is a video-only platform, where users can choose to share pre-recorded video or live videos. Recorded videos can be up to 3 minutes long (and up to [10 minutes](#) in 2022), but best practice is still 15-sec videos.

### Music

Not only is music integral to the entire TikTok experience, but audio tracks are one of the best ways to achieve growth. Users can choose from the entire music library and add trending music tracks to videos, while brands are restricted to the platform's commercial music library or uploading original audio tracks.

### Image/Video Specs

**All videos:** 9:16  
**Organic video length:** 15 seconds  
**Max video length:** 10 minutes

### Hashtag Usage

Adding 3-5 hashtags is ideal for TikTok videos in order to increase your video's reach and appeal to new audiences. There is no limit to the number of hashtags you can include, but the caption is capped at 300 characters.

## TikTok Advertising

### In-Feed Video Ads

In-feed video ads are the most popular on TikTok, appearing on viewers' "For You Pages," and should be between [9-16 seconds](#). These ads feature a clickable CTA button which can be used to drive traffic to an external landing page or to your brand's TikTok account.

### Top View Ads

Top view ads occupy the first In-feed post after first opening the app. They show up to 60 seconds of full-screen video, without any distractions from other surrounding videos.

### Brand Takeover Ads

These ads pop up as soon as users open the TikTok app, taking over the full screen before changing into an in-feed video ad. They can appear on the "For You Page" as still images or videos of 3-5 seconds with links and are effective for generating brand awareness and traffic.