

18 TikTok Best Practices

1. **Mix it up** - Post a mix of evergreen and trending content
2. **Plan ahead** - Create evergreen content in advance and save it in your TikTok drafts so you always have content to post even when you don't have time to make videos
3. **Be consistent!** - Whether you post one video per day or 5 videos per day, keep it consistent so that followers know what to expect from you
4. **Space it out** - Maximize your reach by posting your videos throughout the day
5. **Know your audience** - Know who you want to reach and who you are creating content for before you hit record
6. **Stay positive** - Every video won't be a winner so don't let that discourage you
7. **Be the expert** - Put your knowledge on display and show viewers why they should follow you and keep up with your content
8. **Be entertaining** - Keep the viewer's attention by being interesting to watch
9. **Keep it vertical** - Vertical videos look and perform better than horizontal videos
10. **Choose the right audio** - Use music that matches the tone of the video
11. **Add text** - Some people won't be watching your videos with the sound on, so be sure to add text overlays to the video that caption what you are saying
12. **Keep it concise and candid** - Get to the point quickly! Try to stick to 15 second videos for higher completion rates
13. **Use hashtags** - Find and use hashtags that are relevant to the content of your video
14. **Write captions** - Always write a caption that grabs the attention of the viewer
15. **Allow comments** - You can't engage with people if they don't have a way to talk to you! Make sure that you set each new post to allow people to comment
16. **Engage** - Reply to commenters and leave comments on other people's videos
17. **Profile picture** - You only get one so really make it show who you are!
18. **Write a great bio** - Use your bio to tell who you are and why people should follow you. You only get 80 characters so be smart with what you post!