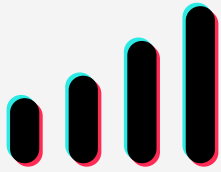


# 10 Tips for Posting on TikTok



by Destination Uplift



## USE A TIKTOK BUSINESS ACCOUNT

You'll be able to access analytics & advertising features.



## LEAN INTO ORIGINAL AUDIO

Adding your own sounds to your video, such as voice narration, allows you to produce timeless content.



## TIKTOK ADS HAVE A SHORT SHELF-LIFE

Ads produce the best results when run for short durations, typically no more than two weeks.



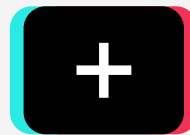
## POST SHORT CONTENT TO INCREASE VIEWS

Posting videos that are 7 seconds or less encourages shares & repeat views. Of course, you can mix in longer-form content too!



## DEVELOP A "SCHTIK" FOR YOUR BRAND

Having a recognizable theme can set your brand apart.



## USE TRENDS & INCORPORATE YOUR STAFF

Trends increase your visibility & relevance. Incorporating your staff can humanize your brand while showing the people behind the scenes.



## KEEP AUTHENTICITY & FUN PARAMOUNT

Users appreciate genuine content that feels relatable and fun, rather than overly polished or corporate.



## ENGAGE WITH YOUR AUDIENCE

Take time to respond to comments and interact with your viewers.



## APPROACH CONTENT WITH AN SEO MINDSET

Increase discoverability by using relevant hashtags, compelling captions, and keywords that reflect what your video is about.



## POST FREQUENTLY

It's best to post at least once a day. Some experts even recommend posting up to 3 times a day.