

TIKTOK MANAGEMENT



A Tactical Masterclass

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Module 3

Instagram Management

Carly Hill

Tiktok Management

By the end of this module, you should understand the following:

- TikTok Basics and Terminology
- Setting Up a TikTok Business Account
- Understanding TikTok Algorithm and Analytics
- Creating and Curating Content for TikTok
- Using TikTok Trends and Challenges to Grow Your Account
- Building a Strong TikTok Community

TikTok Basics and Terminology

What is TikTok and how does it work? Well, have you ever come across a TikTok video even though you're not on the platform?

Odds are you've probably seen at least one viral lip-syncing TikTok, or screencaps on Instagram or Twitter of meme-worthy TikToks.

What is TikTok?

TikTok is a video-sharing social media platform where you can create, edit, share, discover, and watch short, vertical videos—from just a few seconds long, all the way up to 10 minutes.

And it's continuously changing. While TikTok made a name as a lip-syncing app, it's become much more. "TikTok, as we know it today, didn't exist five years ago, and we anticipate the TikTok of 2027 to look similarly unique.

TikTok has been a disruptor in so many ways, so the biggest opportunity for brands at that point in time probably doesn't exist yet.

However, building a strong network and community around your brand will help serve as a foundation for what's next," TikTok told us.

When was TikTok created?

While the name TikTok has gained familiarity in the past few years, the basis of the app has been around for a while. It originated as an app known as Musical.ly in 2014, before being acquired by ByteDance in 2017, a tech company based in Beijing that

already had an app named TikTok. Musical.ly and TikTok officially merged platforms in 2018.

Who created TikTok?

Half of TikTok, the aforementioned Musical.ly, was created by Chinese entrepreneurs Alex Zhu and Luyu Yang. And TikTok's original form was created by ByteDance—the company that owns the platform today.

Who owns TikTok?

TikTok is owned by tech company, ByteDance. ByteDance already owned TikTok—called Douyin in China—and merged it with Musical.ly after acquiring it in 2017 to create the wildly popular platform we know now.

How does TikTok work?

On TikTok, users can customize their videos with filters, stickers and background music, then share them with the TikTok community. Once shared, people can like, comment on, download or share a video. Content is found by users in three feeds:

The Friends Tab, Following Feed and the For You Page, where the TikTok algorithm recommends content based on what you like.

TikTok makes video content creation easy with a number of regularly-enhanced tools. Here are some of those features:

1. Create videos

Users can create TikTok videos by recording them directly in the app, or by uploading videos from outside the app. The video recorder lets you choose how long you want your video to be, with a max length of 10 minutes.

2. Add music

Music is the cornerstone of the TikTok platform. Users can even discover new content by clicking on a track link and conducting a search of clips that use the song. So adding a popular song in your video will increase your chances of trending in the community.

3. Co-create content using duets

TikTok also boasts features like duet, which helps nurture engagement within the community. This feature does exactly what the name suggests—it lets you create a video with another creator and will split the screen in half to show both cameras.

Most use this feature to sing or dance to the same song, or they develop corresponding videos much like comedy shorts.

4. Add filters and effects

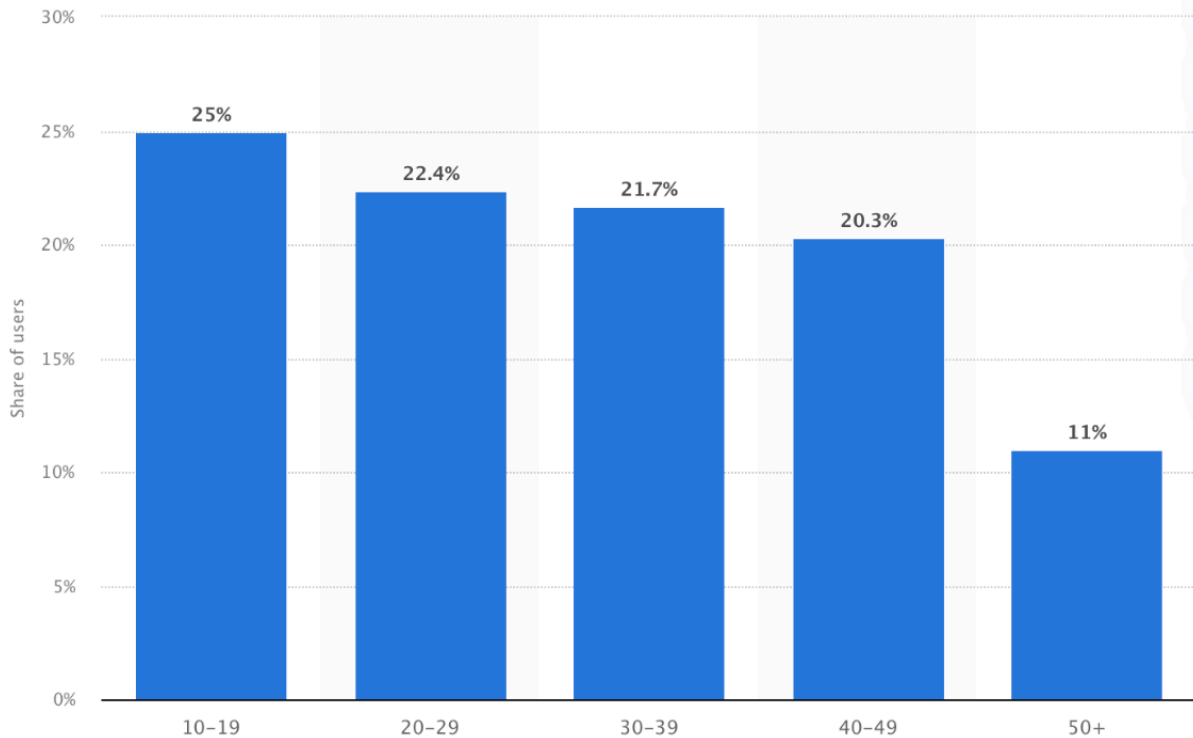
It's easy for users to edit their videos with different filters and effects. You can even add stickers, emojis, text, transitions, GIFs and time effects to make your videos more compelling.

5. Live stream

TikTok also comes with a feature that lets you stream live video broadcasts. But note that this feature is only available for select users with at least 1,000 followers.

Who uses TikTok?

While TikTok is known for its popularity with younger users (47% in the US are between 10 and 29 years old), it's aging up, with 42% of users aged 30-49 and 20% between 40 and 49. This makes it a great place to reach a wide audience.



As of January 2022, TikTok's user base skewed 57% female and 43% male—although these reported numbers are not inclusive of all genders.

And the platform's user base is extremely active, watching around 24 hours of content on the app every month.

Most of the app's users are from the United States, with 136.5 million users as of April 2022.

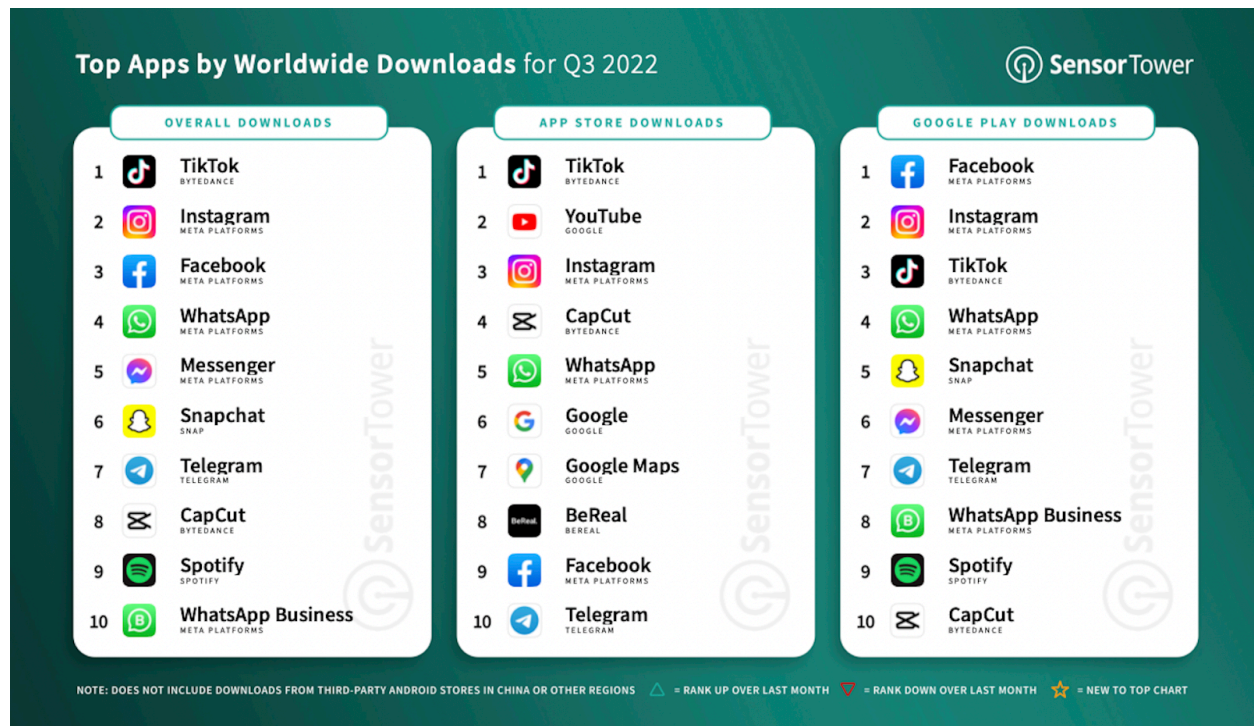
Indonesia comes in second with about 99 million users and Brazil lands in third with 74 million. TikTok’s widespread and growing popularity makes it a valuable app to use if you have an international audience.

Why is TikTok so popular?

Most of us hadn’t heard of TikTok until a couple of years ago. Since then, it’s become a household name, launched the careers of new celebrities, and is a go-to platform for favorite celebrities and brands to create viral moments.

In Q1 2022, TikTok was the most downloaded app worldwide and surpassed Google as the most popular web domain. In Q3 2022, TikTok broke records again as the world’s highest-grossing app.

Let’s get into some features that fuel its popularity:



Fueling viral trends

One of the reasons TikTok is so sticky is because it's a discovery machine. It's often where trends start, as TikTok trends are frequently spread to other platforms, and into popular culture.

If you're wondering how to go viral on TikTok, there are a few unique elements on the app that fuel trends and user loyalty:

TikTok Sounds

TikTok sounds are a key part of the platform experience—so much so that TikToks with sound perform 2.2x better than those without. People can use songs and sounds in their videos by selecting them from TikTok's library, or saving them from other videos.

When you use a song or sound that's trending, you boost your chances of going viral. The songs or sounds that take off can spark new memes, create a billboard hit, inspire cross-platform content or simply become part of the larger conversation.

Like we mentioned—trends often start on TikTok. If one of your TikTok videos performs well on the app, repurposing that same content elsewhere can help you find success on other platforms, as well.

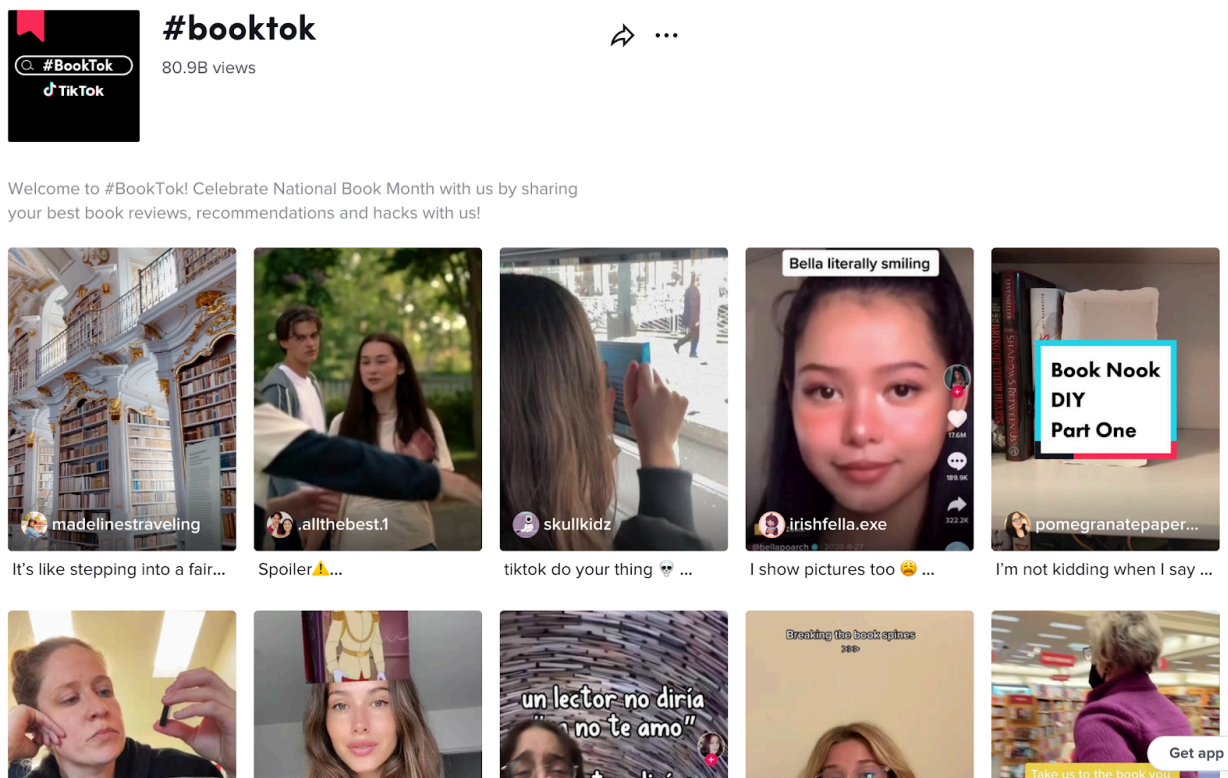
But a word of warning: if your video uses a song, avoid copyright issues and double-check that you're legally allowed to use that song on other platforms.

Using a tool can make repurposing content easier by cutting out the need to run around to each social platform.

Hashtags

Hashtags are a key part of viral trends and challenges. Using the right ones can give you a major visibility boost.

They're also a great way to find your community on the platform. #BookTok is a great example. This hashtag connects you to videos about book recommendations, bookstores and more. Tags like this can foster niche communities and become extremely popular among them—the BookTok hashtag has over 80.9 billion views.



Collaborative tools

TikTok is all about connecting with your community and your friends. Their recent move to replace the Discover feed with a Friends Only feed supports that.

Collaboration is built right into their video creation tools. TikTok stitching, for example, allows you to add your own commentary or reaction to existing clips, including viral clips.

TikTok user Hank Green often uses this to answer questions or explain the science behind popular videos.

Learning how to stitch on TikTok can help you get started on the platform by piggybacking off of existing content before creating your own.

Challenges

Users and brands alike come up with challenges that eventually go viral and encourage user participation. These challenges are also highly effective for enticing non-users to join the platform.

A viral video of TikToker Nathan Apodaca (aka Doggface208) skateboarding while drinking Ocean Spray cranberry juice inspired the brand to create a challenge, encouraging participants to recreate the video. #DreamsChallenge now has 21.1 million views.

We could mention more. But TikTok moves so quickly that by the time you read this article, there will likely be entirely new ones.

Video format

Put simply, TikTok has the type of content that consumers want: bite-sized videos. In fact, 66% of consumers say that short-form video is the most engaging type of content.

TikTok popularized this format to the point that other platforms added their own short video feeds, like Instagram Reels and YouTube Shorts. Appropriately, we'll leave this section short and sweet.

Video downloads fuel more shares

Users on the platform can freely download videos from other users and share them to other social media platforms to reach more people. This is perhaps one reason why the platform has gained so much popularity so quickly.

Since each video has a TikTok watermark and the username of the original creator, it leaves little room for plagiarism. It gives due credit and when people watch those downloaded videos on other platforms, they'll know exactly who to follow for more.

How to use TikTok for business

With trends like [#TikTokMadeMeBuyIt](#), and 49% of users saying TikTok helped them make purchase decisions, the app is a prime place to reach new consumers. However, marketers are still not utilizing TikTok to its full potential.

Many marketers are still in the process of understanding how TikTok works and how it fits into their social media content strategy, social media marketing strategy, and larger marketing campaigns.

Here are a few popular ways brands use TikTok to help get you inspired:

Launch a branded hashtag challenge

We've already talked about how using viral trending hashtags can extend your reach. But you can also create your own trends.

TikTok challenges are campaigns or trends that encourage people to participate by performing tasks like demonstrating a talent, showing how you use a product, using a filter, lip syncing and more.

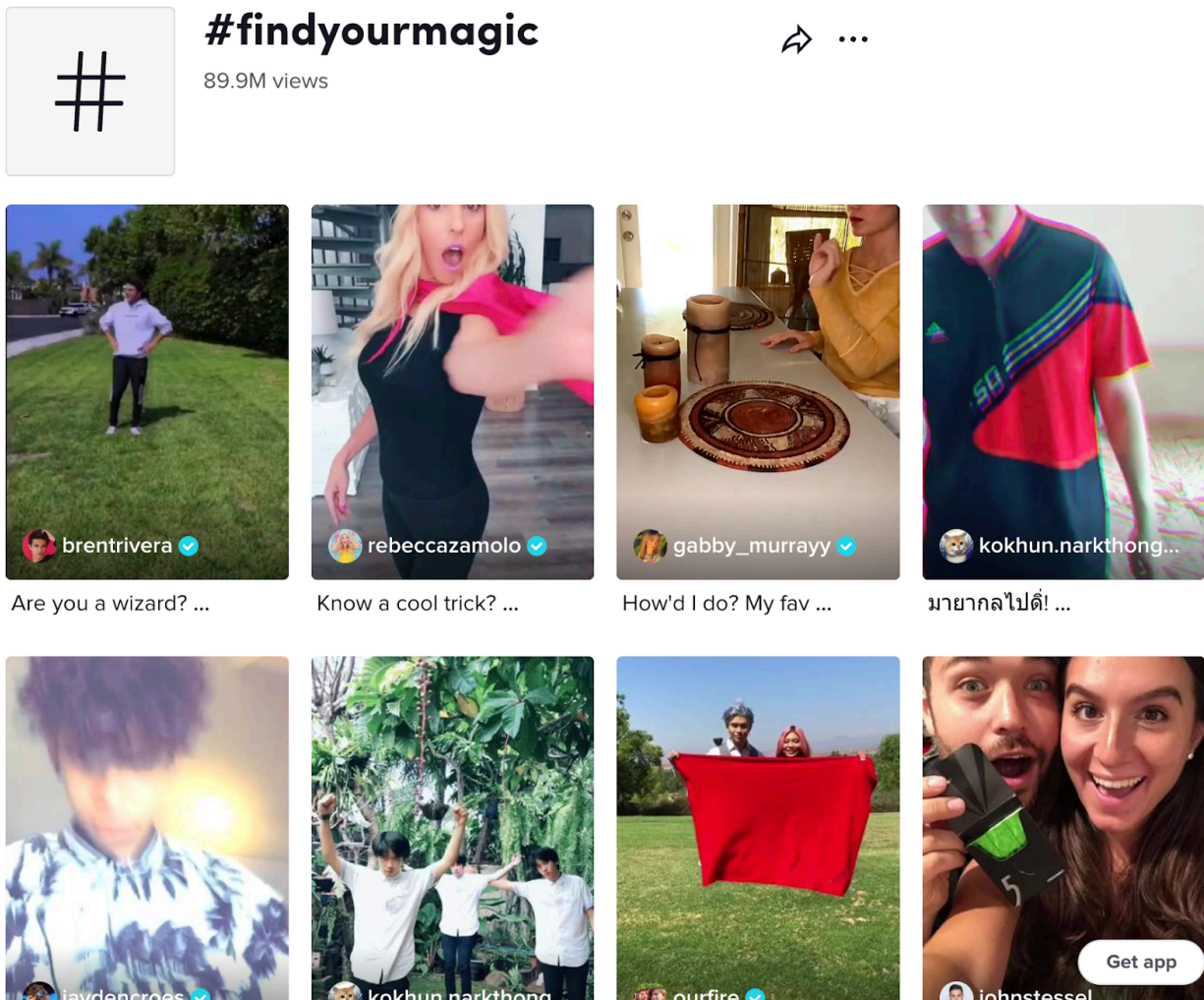
Work with influential content creators

Influential content creators on TikTok have millions of followers and drive tons of engagement that brands can leverage to amplify their efforts. Brands can collaborate with creators on a variety of campaigns, from content featuring their products or services to jumpstarting a branded hashtag challenge and more.

For Universal Pictures, TikTok influencers played a major role in the promotion of their movie, "The House with a Clock in its Walls". They partnered with 10 influencers who each created 'magical' stories using the hashtag #FindYourMagic.

These videos garnered a total of 1.3 million likes and even resulted in 19k+ more videos from other users.

The brand also gained 11k+ new followers in just six days. To date, the hashtag has amassed over 80 million views on the platform.



Don't be afraid to experiment

The beauty of TikTok's fast pace is that if one video flops, you can move on and try again. Bari, social media manager for Auntie Anne's, recommends reusing old content with new sounds in her TikTok Bootcamp.

TikTok's status as a fast-moving trend incubator means experimentation is rewarded, and many brands are cementing their TikTok presence by testing new tactics on the platform.

Analyze your tests by using TikTok analytics to identify which of your posts are most successful and should be recreated.

Engage, engage, engage

Responding to comments and questions on TikTok is just as important as responding to them on other platforms.

Monitor your comments and respond—even a simple response or “like” can mean the difference between gaining a fan, and losing one.

You can even respond to comments with a new TikTok video.

This is an innovative and ultra-interactive way of engaging with your community, and filling out your content calendar.

Setting Up a TikTok Business Account

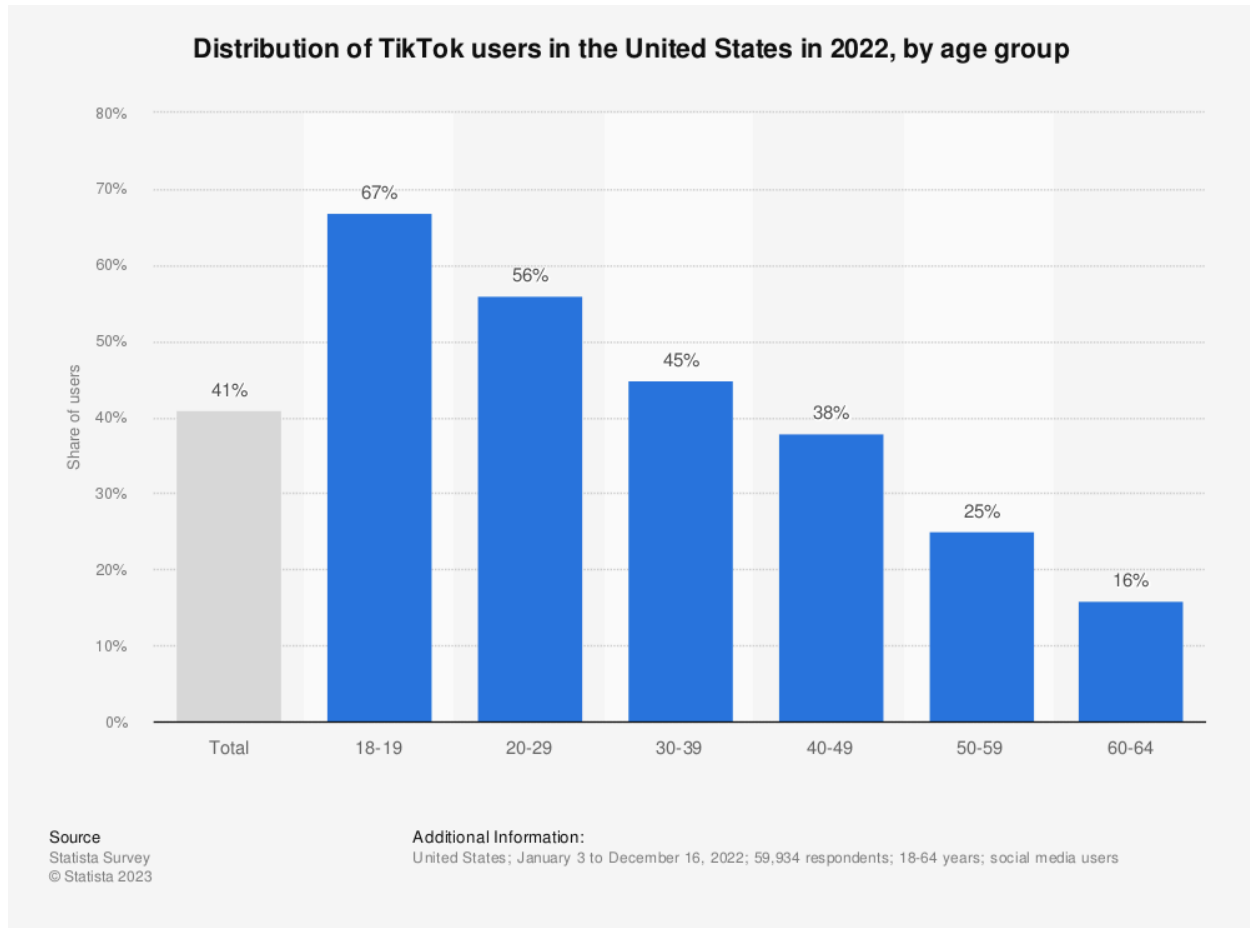
With over 1 billion monthly active users, TikTok has quickly become one of the largest social media platforms in the world.

What started as a fun video streaming app for Gen Zers has taken the marketing and advertising world by storm, completely changing the way brands create and share content.

Why should businesses consider using TikTok?

You may think that TikTok is all about challenges, pranks, and dance videos. While that's not entirely false, there's also a ton of opportunity in the entertainment content for brands to connect with their audience on a personal level.

Moreover, 47.4% of US TikTok users are below the age of 30, and over half of those users are teenagers. For brands targeting younger audiences, TikTok is a gold mine.



But even if your business is not targeting Gen Z customers, you can still benefit from establishing a presence on the platform.

Depending on your industry and niche, these young users will eventually grow up to become [your target audience](#), with TikTok heavily influencing their desires, aspirations and even purchase decisions. Plus, let's not forget the fact that over 50% of TikTok users are still aged 30+, meaning there's a potential untapped audience for your business on the platform now.

8 ways to use TikTok for business

It's not enough to just be present on TikTok — or on any social platform for that matter. It's how you take advantage of the app's creative tools and features that can get your business noticed by millions of users worldwide.

Let's explore how you can use TikTok as part of your marketing strategy.

1. Create unique and relevant content

The first thing you notice when you open the app and scroll through the feed is the seemingly endless amount of video content on the platform.

To stand out in this sea of content, your videos need to be unique, attention-grabbing and relevant to both your audience and your brand. Below are some tips to keep in mind.

- Consider the audience and nature of the platform. TikTok is a place for fun, playful and entertaining content — you need to learn how to adapt to this 'culture' without compromising your own brand voice and values.
- Avoid creating overly formal and scripted videos. The more authentic you are, the better you'll do on TikTok. Don't overthink that you need a fancy video setup either. You can easily shoot videos with your phone as long as your ideas (and lighting) are good. Our guide to remote video production is a great starting point for social media video, wherever you plan to record.
- Show the human side of your business. Take your audience behind-the-scenes at your office. Have your employees show off their desks or what they do in a day. Do you have an office pet? Have them say hello to the camera!

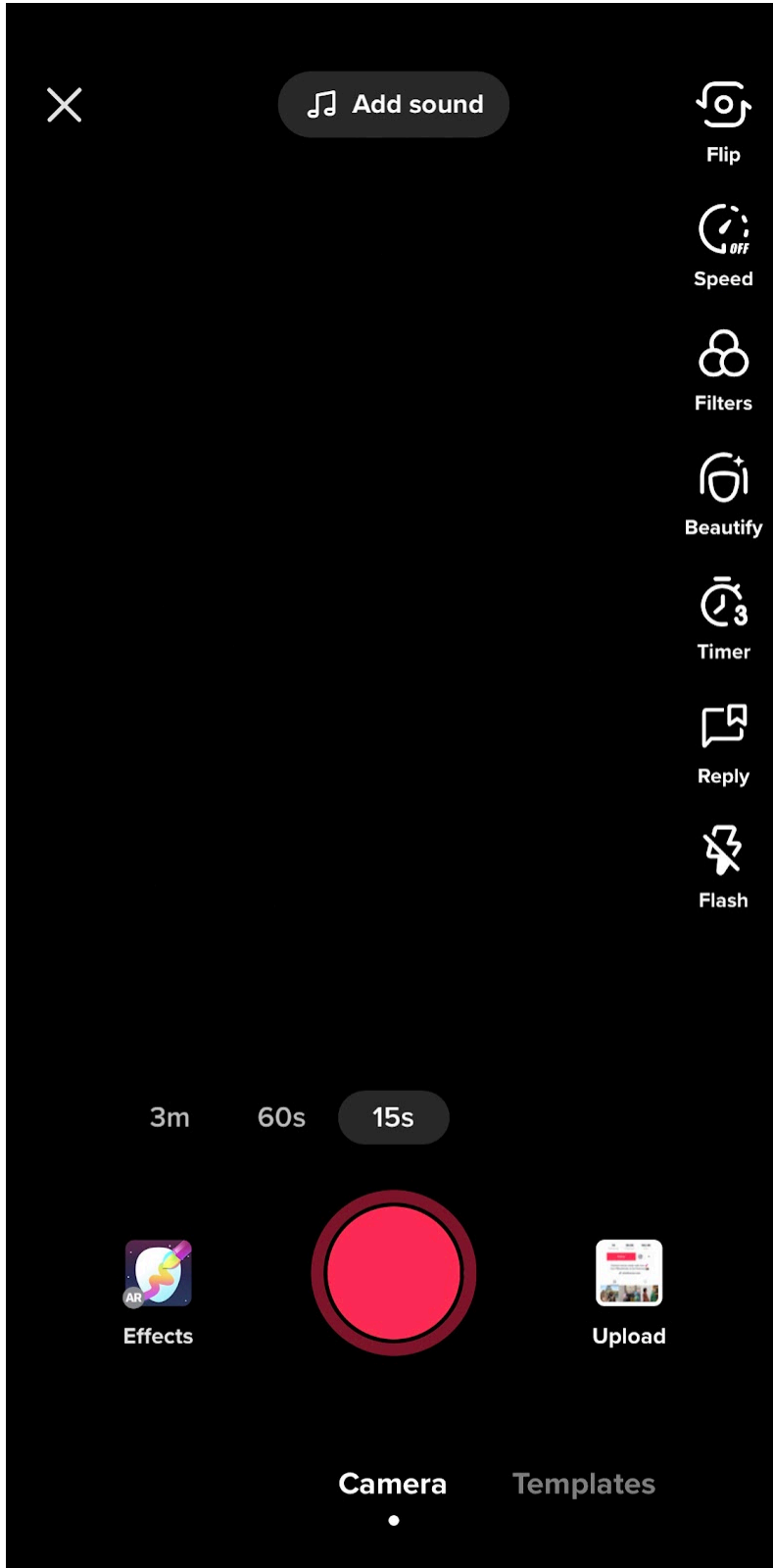
- Hop on trends and challenges. The beauty of TikTok is you never run out of ideas for new videos. Simply look up trending hashtags, music and videos, and join in. Remember to put your own twist on TikTok hashtags to make your brand stand out.

2. Add music and effects to your videos

TikTok is all about taking your social videos to the next level and getting noticed with the help of catchy, trending music and creative effects.

Simply tap on Add Sound at the top of your recording screen, and browse a huge library of audio clips in categories like trending, recommended and genres. You can save sounds you like to the Favorites tab to use later.

You can add a sound before or after recording your video, and also to previously recorded videos. Along with adding sounds to your videos, you can also access a bunch of video editing features from the recording screen.



Here's a quick rundown of these features.

- Video length: Choose the video length that best suits your content—up to 10 minutes long.
- Flip: Switch between your phone's front and back cameras.
- Speed: Adjust the frame speed of your videos to speed them up or slow them down.
- Filters: Apply color or contrast filters to make your videos look more attractive.
- Beautify: Access an array of beauty filters to modify facial features.
- Timer: Stop recording automatically after a set period of time.
- Reply: Respond to comments on your own or any other videos.
- Flash: Enable or disable flash on your phone's camera.
- Effects: Add overlays, face transformation effects, background changers, voice changers, interactive effects and more.
- Templates: Drag and drop your photos and/or videos into these pre-made templates to quickly create eye-catching content. You can always edit the sounds, effects and text later.

Other video editing features include trimming your videos, joining several videos together, applying effects and filters after, and more.

Note: You can also develop your own branded filters, effects and 3D objects, similar to Instagram and Snapchat. TikTok users can then use these elements in their own videos and spread the word about your business.

3. Leverage TikTok's content publishing features

TikTok makes it just as easy to share, optimize and organize your videos as it is to record and edit them. Here are some ways you can leverage the platform's content publishing tools to make sure your videos get the attention they deserve.

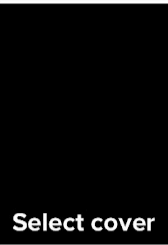


Post

Describe your video

Hashtags

@ Friends



Who can watch this video

Only me >



Allow comments



Allow Duet



Allow Stitch



More options



 Drafts

 Post

- **Write a description:** Your TikTok descriptions are limited to 150 characters, so keep them short, meaningful and interesting. They may also be helpful for visually or hearing impaired audiences to understand the context of your videos.
- **Include hashtags:** Adding the right hashtags can help your videos show up in front of the right people. Pay attention to trending hashtags, and make yours as specific as possible to attract targeted users who are actually interested in your content.
- **Tag friends:** If you're collaborating with another brand, content creator or influencer, you can tag them in your description using the "@" symbol. This is also useful if you're reposting user-generated content and you want to give credit to the original creators.
- **Add links:** If you have a TikTok Business account, you can add a link in your bio by editing your profile and adding a URL to the Website field. In your videos, you can then ask users to sign up, browse products or make a purchase via the link in your bio.
- **Adjust privacy:** Make your videos visible to only yourself, friends or followers who you follow back, or everyone.
- **Enable duet/stitch:** Allow users to use your videos to create duets or stitch your videos with their own to create unique or response content.

4. Decide when and how often to post on TikTok

One of the most important strategies for any social media platform — not just TikTok — is to pay close attention to the usage behavior of your audience. What times are they online? Which days of the week do they use TikTok the most?

If you post late at night when most of your customers are snoozing, for example, you might not get as much engagement as you'd have hoped for in the first few hours.

And without that initial buzz, your videos might not get a boost from TikTok's algorithm.

It's crucial to constantly monitor and analyze these metrics to post your videos at the best times. You can access TikTok's built-in analytics by switching to a Business account for free. Head over to your app settings, and click on Manage Account to switch.

5. Share user-generated content on TikTok

It's no secret that brands love user-generated content (UGC). For some industries, like B2C, it's the easiest (and sometimes least expensive) way to acquire and share high-performing content.

UGC is content that users create for your brand. You can share or repost this content on your own social media profiles in different ways, with permission of course. Here's how fashion brand Stradivarius encourages user-generated content with a branded hashtag:

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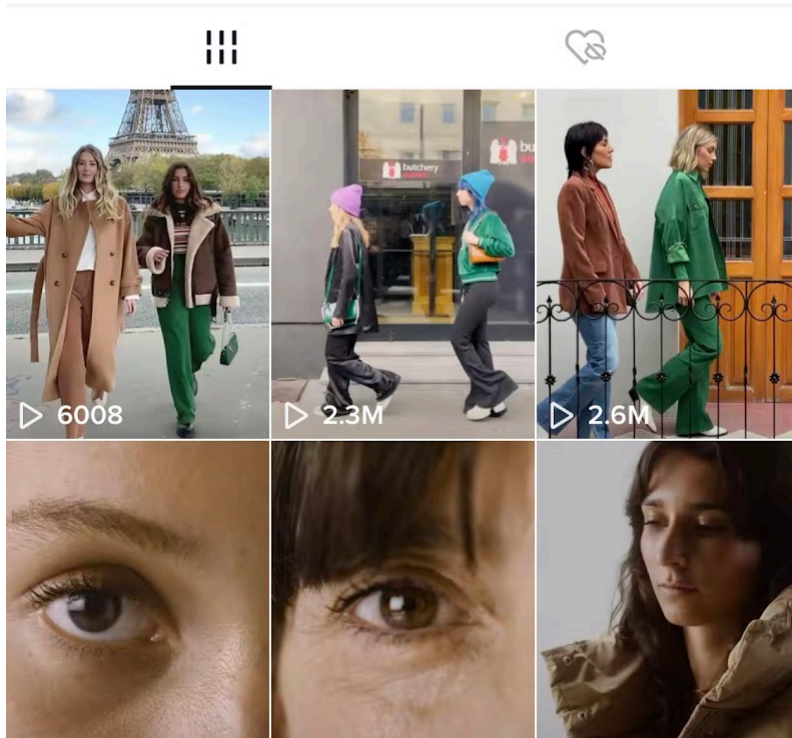
@stradivarius_official ✓

14 Following | **39.5K** Followers | **142.4K** Likes

Follow  

Fashion trends made with love 💕
Use #Stradilooks to be featured 📸

 [stradivarius.com](https://www.stradivarius.com)



Sharing user-generated content is a great way to feed three birds with one stone:

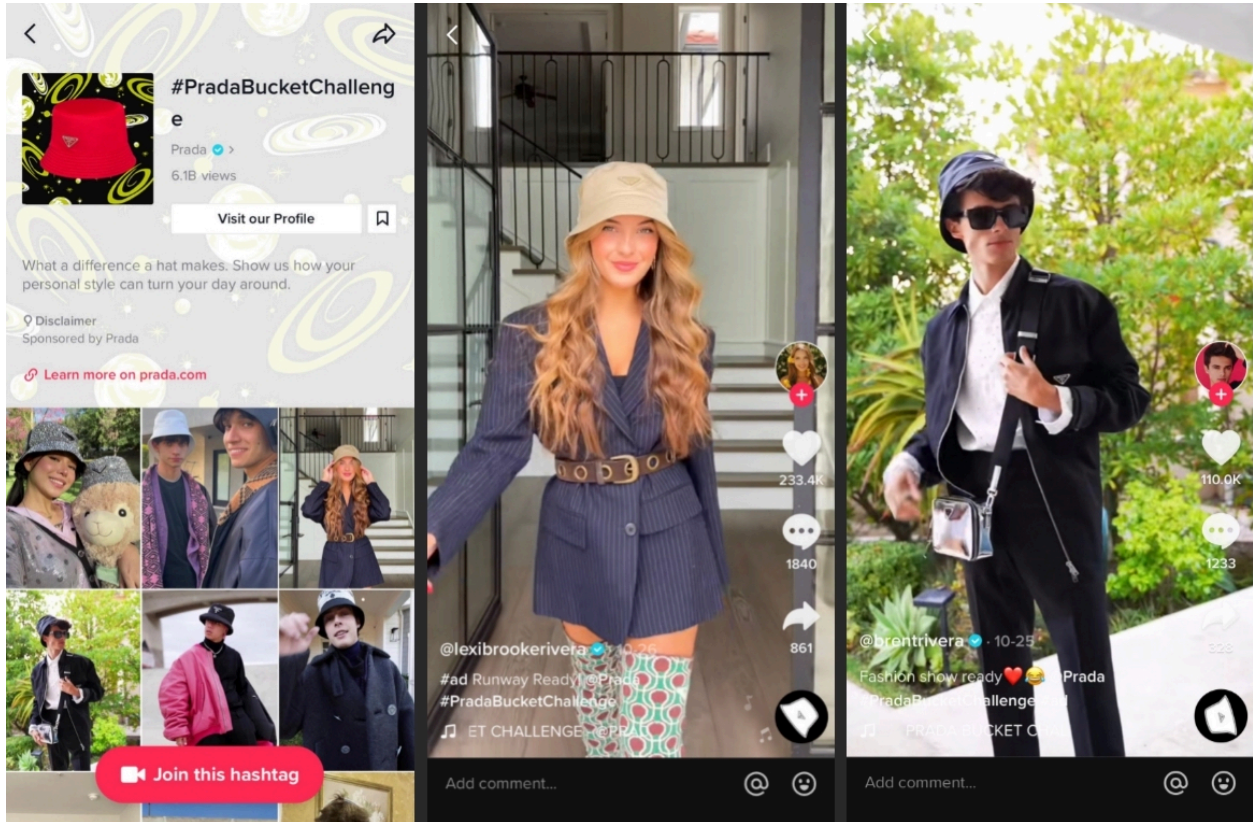
- Consistently filling your TikTok feed with engaging videos
- Delighting existing customers by offering them recognition
- Acquiring new customers by leveraging social proof

You can encourage UGC on TikTok in several ways, such as by collaborating with an influencer to kickstart a trend, creating a branded hashtag or starting a challenge. This takes us to the next point.

6. Create a TikTok challenge

Challenges are the bread-and-butter of TikTok. They have extreme viral potential, everyone wants to try them and are highly entertaining videos.

Prada, for example, recently launched the #PradaBucketChallenge on TikTok to encourage people to make videos showing how a Prada bucket hat can make a difference in their wardrobes.



To promote this challenge, Prada enlisted the help of several top influencer accounts with millions of followers, including Bella Poarch, Michael Le and Lexi Rivera. At the time of writing this article, the hashtag has received over 6 billion views.

Before you start a challenge, know why you're doing it in the first place. What are your goals?

- Do you want to increase brand awareness?
- Are you looking to drive sales for a new product?
- Do you want to promote an upcoming event?

Once you've defined your objective, you have several ways to kickstart and promote your brand new TikTok challenge:

- Work with TikTok to promote your challenge. The cost of running a sponsored hashtag challenge is around \$150,000 for 6 days. During this time, your challenge will appear in your audience's feed as they explore the app.
- Launch a social media contest to encourage participation. Turn your challenge into a competition by awarding a prize to the best participant. You can also set more rules for entry, such as making it mandatory to follow your accounts on Instagram and TikTok.
- Partner with influencers to spread the word. While people may participate in the challenges sporadically, if they see their favorite influencer participate, they'll probably jump at the chance. Reach out to select influencers on TikTok in your niche and ask them to participate in your challenge while using the hashtag.

Keep in mind that working with influencers may be a financial investment that could be worth the ROI.

Alternatively, brands can also choose to participate in existing challenges and ride the waves. Starting your own challenge can be highly rewarding, especially if it goes viral.

However, it can also be costly, depending on how you choose to promote it.

7. Advertise on TikTok

Even though TikTok does not focus heavily on monetization, businesses can still run ads that blend in seamlessly with the rest of the content on the platform to grow their following. There are a few kinds of ads you can run on TikTok.

- **In-feed ads:** These are native ads that show up as full-screen videos between a user's scrolling activity. In-feed ads can only be up to 60 seconds, and can link to landing pages or app store listings. You can also create engaging ads using Interactive Card, Voting Card and Display Card formats.
- **Brand takeovers:** These are ads that show up as soon as users open the TikTok app. Brand takeover ads can be 3 second photos or 3.5 second videos, and are more expensive than in-feed ads. Only one advertiser can run a brand takeover ad per day per interest, taking over the entire share of voice for that category and also comes with a hefty price tag.
- **TopView ads:** These ads are enhanced versions of brand takeovers, and are naturally more expensive. These videos can be 5-60 seconds long, and users can engage with them by liking, commenting and sharing.

8. Collaborate with TikTok influencers

Last but not least, TikTok is a haven for brands looking into influencer marketing. There are countless influencers of all levels on the platform — from mega influencers with millions of followers to nano influencers with a few thousand fans.

Working with influencers can help you attract new audiences and build a credible brand image by reaching out through someone they trust.

Below are some tips for maximizing your TikTok influencer marketing campaigns:

- Find the right influencers to work with. Look for influencers that align with your brand voice. Also, consider whether to pursue large influencers or smaller ones. Larger influencers offer more reach but are expensive. Smaller influencers are more affordable, and while they offer less reach, they often have a loyal,

highly engaged following. Depending on your goals, the influencers you engage may differ, which brings us to the next point.

- Have clear goals in mind. Partnering with influencers without clear objectives can be a waste of resources for both parties. You need to know exactly what you hope to achieve out of this collaboration and communicate it to the influencer so they know what to do. Is it brand awareness? Is it an increase in followers or a certain number of sales?
- Don't be too controlling. Once you've communicated the end goal to the influencer, don't try to take over every aspect of the campaign. Outline points you want them to cover but let them have their creative freedom and do things "their way." Not only will this improve your relationship with the influencer, it will also make your brand look more credible and authentic.
- Measure and analyze results. Track the performance of your influencer marketing campaigns both during and after the execution phase. Know whether your outlined goals and objectives have been met, or whether you need to pivot in any way.

If done right, influencer collaborations on TikTok can be highly rewarding for your brand. Use an influencer marketing tool to choose the right partners and work closely with them during the planning and strategizing to see impactful results.

Don't forget — they are experts at what they do, and might be able to bring a lot of great ideas or valid concerns to the table that you'd have otherwise missed.

Understanding Tiktok Algorithm and Analytics

If your brand is using TikTok for marketing, you're probably looking for ways to gain traction on the platform. How do you get more views and followers on TikTok? On that note, how do you get more people to discover your content in the first place?

Understanding how the TikTok algorithm works is key to making this platform work for your brand.

What is the TikTok algorithm?

The TikTok algorithm is a system that makes content recommendations personalized for each user. It decides which videos a user might like based on their individual interests and displays them on the user's For You page.

As a result, the For You page is highly personalized for each user. What you see on your For You page will not be the same as what your friend or colleague sees on their For You page.

Someone who watches a lot of beauty and makeup content will naturally see more recommendations for similar videos. Yet those videos will rarely show up for someone who mostly consumes content related to sports and gaming.

It also means that the types of content you see on this page will change over time as your viewing behavior and preferences change.

How does the TikTok algorithm work?

Now you may be wondering how TikTok knows which content to recommend. The TikTok algorithm considers a combination of factors to decide which videos a user might like.

Let's take a look at the most important TikTok ranking factors that influence which videos show up on your For You page:

User interactions and behavioral signals

One of the most important considerations TikTok makes is how users behave on the app. This information allows the platform to get a better understanding of the unique preferences of each user and how they change over time.

It then ranks videos based on how aligned they are to these behavioral signals.

The TikTok algorithm considers the following key data signals:

- Video likes and shares
- Accounts followed
- Comments posted
- Content created
- Videos completed
- Favorited videos

TikTok uses this information to understand the types of videos you like to watch and the creators whose content you enjoy. That means it's more likely to recommend

videos similar to the ones you've watched and interacted with before. It's also likely to favor videos from creators whose content you've regularly engaged with.

Video information for content discoverability

The information on the video itself such as captions, hashtags and sounds also helps TikTok understand how to rank the content. This is mainly because it uses the information to understand what the content is all about so it can decide when to display it on users' For You pages.

Device and account indicators

TikTok also looks at the device and account settings of each user to optimize for performance. The main information it looks at are:

- Country settings
- Language preferences
- Device type
- Category selection

However, since users don't actively express them as preferences, they don't hold as much weight as the other two factors. That means the algorithm is likely to place greater weight on a strong indicator of interest such as watching a video in its entirety.

6 tips for making the TikTok algorithm work for you

Looking at these ranking factors, it's safe to say that the most important way to "hack" the algorithm is by driving engagement. This may seem like a challenge if your brand is new to the platform and you're still building your following.

The good news is that TikTok doesn't consider follower count or a history of high-performing videos as direct ranking factors.

This makes it much easier for newer accounts to get on the For You page of relevant users—provided they're taking the right approach. On that note, here are a few tips to improve your chances with the TikTok algorithm:

1. Make the first few seconds count

TikTok prioritizes factors like whether users finished watching your video. So you should create engaging content to get more people to watch your videos from start to finish.

For that, you need to grab their attention within the first few seconds and hook them in so they'll want to watch the rest of the video.

That means skipping the intro and getting straight to the good part within the first 2-3 seconds. With TikTok being a fast-moving platform, there's no room for slow build-ups that could cause viewers to lose interest. Otherwise, viewers will get impatient and quickly skip to the next video on their feed.

Depending on the content, you may need to use text overlay, voiceovers or sound effects to make the first few seconds count. The goal is to instantly show the value of your video to make viewers stay.

Here's an example from Colourpop Cosmetics, where a text overlay tells viewers why they should watch the video.

2. Lean toward shorter videos

TikTok recently expanded its maximum video length to 10 minutes. However, longer videos may not necessarily give you an advantage with the TikTok algorithm. As mentioned above, the video completion rate holds significant weight in the algorithm.

Now, what's the chance that people will watch an entire 15-second video vs. a 10-minute video?

Try to create shorter, punchier videos that will engage viewers from start to finish. That's not to say that you shouldn't experiment with long-form videos, especially if they're better aligned with your brand identity, messaging and goals. Just remember to keep at least some of your videos short.

3. Post at the right time

Just like on other social networks, time is of the essence on TikTok. The algorithm looks at engagements on your video to rank it appropriately.

In other words, the more engagement it sees, the more likely your video will show up on the For You pages of relevant users.

This means that you need to drive as much engagement as possible within the first few minutes of posting to improve visibility on the platform.

Posting your TikTok videos when your audience is the most active will help you achieve this goal. The best time to post on social media, in general, is weekdays between 9 a.m. and noon. However, every audience and app is different. It's best to

look at your TikTok analytics to access your follower activity and see when your audience is most active.



4. Make trending sounds work for you

TikTok is a platform that's highly focused on audio, where songs and sounds quickly become viral.

In fact, it's one of the few social networks that allow users to conduct searches using audio. So it's no surprise that the audio you use influences the discoverability of your videos.

When someone interacts with a video that uses a certain audio track, the TikTok algorithm will take it as a cue to recommend other videos using the same audio. That means using trending songs and sounds in your video could help you improve your content visibility.

If you see a trend that's surfacing on the platform, don't be afraid to jump in and use the audio in your own videos, if it's relevant.

5. Level up your hashtag game

If you thought hashtags were just for Instagram, think again. The TikTok algorithm uses hashtags to understand the content of a video and how to categorize it.

That means if you want TikTok to show your video to the right users, you should use hashtags that are relevant to your video and your brand.

For example, [Duolingo](#) uses the #LearnOnTikTok hashtag in the following video. This is relevant to the video, which teaches an Italian word.

It's even better if you can make use of trending TikTok hashtags that are already getting a ton of visibility and engagement. For example, you may be able to take part in a popular hashtag challenge and add your own twist to it. These trending hashtags could inspire your content creation.

They could also boost your content visibility since they're already popular on the platform.

The Trends section under your Discover tab can show you hashtags that are trending right now. Research each trending hashtag to look for opportunities that your brand can leverage.

6. Write keyword-rich captions

While you can keep your captions short or even leave it blank, it's much better if you can use it to your advantage. Write captions that are relevant to the video so the TikTok algorithm can understand what the content is about.

You can make the most of this space to include keywords that are relevant to the video. This will make it easier for TikTok to understand the content of the video and show it to the right users.

That said, avoid stuffing your caption with keywords just for the sake of it. Instead, use the keywords strategically to form a sentence that's clear and easy to understand while being relevant to the content.