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Best Time to Post on TikTok in 2024 [+ Free Calculator]

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March 24th, 2025

26 min read

Written By:



TikTok is blowing up! At the current time of writing, TikTok has more than [1.6 billion users globally](#) and more than 300 million monthly active users. And if you're already a [TikTok influencer](#) or considering becoming one, you've probably wondered how to [grow a large audience](#). One of the first steps is to make sure you're posting consistently and at the best times when your audience is most likely to engage.

So, how do you find the best times to post on TikTok? And how do you maximize your content creation to draw a larger following? Since TikTok pays anywhere between [\\$0.02 and \\$0.04 for every 1,000 views](#) through the [TikTok Creator Fund](#), it makes sense to know when your audience is most active to reap the most rewards.

In this post, we'll give you two important questions you should ask to find the best times to post on TikTok for your audience. Once you've answered these questions, you'll need to find a way to grow your audience.

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Determining an optimal time to post on TikTok can be challenging. This is especially true since different studies show different times with high engagements. However, we've collected data from multiple sources to narrow down the times with the highest engagement rates overall.

TikTok Followers Growth

Enter TikTok account name

Check



Je ne suis pas un robot

reCAPTCHA

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Frequently Asked Questions

Best Times to Post on TikTok at a Glance (in EST):



- **Monday:** 10 AM, 4 PM, 10 PM
- **Tuesday:** 4 AM, 9 AM, 4 PM to 6 PM
- **Wednesday:** 7 AM to 9 AM, 11 PM
- **Thursday:** 9 AM, 7 PM
- **Friday:** 5 AM, 3 to 6 PM
- **Saturday:** 11 AM, 7 to 8 PM
- **Sunday:** 8 AM, 2 PM, 4 PM

Try the Best Time to Post on TikTok Calculator

Choose the Channel where you want to post

TikTok

What is the location of your largest following:

Audience Country

Audience City

Calculate

Best Times to Post on TikTok on the Weekdays

Different studies show varying results when it comes to the best times to post on TikTok during the weekdays. One thing remains consistent—**weekdays see much higher engagement compared to the weekends across all studies.**

Let's give you a breakdown of the best times to post on TikTok for different days of the week.

Best Times to Post on TikTok on Monday

Mondays generally see lower engagement overall compared to other weekdays. But studies by [Buffer](#), [Hootsuite](#), and [SocialPilot](#) all agree that **10 AM and 10 PM** are the best times to post on TikTok on Monday. So you're seeing high engagements at times when people are either getting settled for their workday or ending their day after a busy start of the week.

Meanwhile, [Sprout Social](#) found higher engagements between **3 PM and 6 PM**, which corroborates [Meltwater](#)'s finding of high engagement levels at **4 PM**. This suggests that people are doing some casual late-afternoon scrolling before winding down.

Key takeaways

Best times to post on TikTok on Monday are:

- **10 AM**
- **4 PM**
- **10 PM**

Best Times to Post on TikTok on Tuesday

By Tuesday, people are starting to check their TikTok late into the night or early in the morning with some of the studies seeing high engagement around **4 AM**. They're also starting the day strong with some light entertainment around **9 AM** before they get started with work.

Other studies also found higher engagement in the late afternoon and evenings between **4 PM and 6 PM**, which could be associated with teenagers and younger users starting to use the app after school.

Key takeaways

Best times to post on TikTok on Tuesday are:

- **4 AM**
- **9 AM,**
- **4–6 PM**

Best Times to Post on TikTok on Wednesday

Wednesdays are one of the most engaging days across various studies. People are mostly consuming TikTok content starting from early in the morning at around **7 AM until 9 AM**, possibly on the way to school.

According to the Sprout Social study, this engagement trend continues until **6 PM** when engagement starts to dip. Some studies also found high engagement levels at night around **11 PM** as people are starting to get ready for bed.

Key takeaways

Best times to post on TikTok on Wednesday are:

- **7–9 AM**
- **11 PM**

Best Times to Post on TikTok on Thursday

Thursdays are another high engagement day across all the studies. Most studies found a peak in engagement at around **9 AM** when people are getting started with their workday. The Sprout Social study found a consistent engagement pattern throughout the rest of the day until **6 PM**. Other studies also noticed another peak at around **7 PM** when people open the app after finishing dinner.

Key takeaways

Best times to post on TikTok on Thursday are:

- **9 AM**
- **7 PM**

Best Times to Post on TikTok on Friday

Engagement patterns on Friday closely mirror Tuesday. This day sees a lot of engagement from early risers with peak engagement at around **5 AM** as people start to get ready to close their weekday. Additionally, some studies noted engagement rising from **3 PM** as school ends for the week and people start to gear up for the weekend. This engagement trend continues until dinner time at around **6 PM**.

Key takeaways

Best times to post on TikTok on Friday are:

- **5 AM**
- **3–6 PM**

Best Times to Post on TikTok on the Weekend

Across all the studies, **weekends saw much lower engagements compared to weekdays**. This can be attributed to people being busy with their weekend plans and not having the time to check their phones. Additionally, engagement begins much later in the day, with most people not having to get up early for work or school.

Best Times to Post on TikTok on Saturday

Most studies noticed a similar pattern of engagements rising at around **11 AM** when people are generally getting ready to head out for their weekend plans. TikTok users are also more likely to engage with the app after dinner at around **7 to 8 PM**.

Key takeaways

Best times to post on TikTok on Saturday are:

- **11 AM**
- **7–8 PM**

Best Times to Post on TikTok on Sunday

Sundays again saw higher engagement in the morning at around **8 AM** as people generally wake up early for church service. Engagements peak again in the afternoon at around **2 PM and 4 PM** as they start to get back from lunch or from other Sunday plans.

Key takeaways

Best times to post on TikTok on Sunday are:

- **8 AM**
- **2 PM**
- **4 PM**

Best Times to Post on TikTok by Industry

The above numbers are generally the best times to post across all industries. However, there may be variations in engagement times based on your industry. This is largely influenced by the **behavioral patterns** of users relevant to your industry. Let's take a look at the best times to post on TikTok according to some of the leading industries on the platform.

就医 **Healthcare:** Peak engagement times are in the afternoons and evenings.

The best times to post are:

- **Mondays:** 5–8 PM
- **Tuesdays:** 4 PM
- **Wednesdays:** 2–5 PM
- **Thursdays:** 2 PM
- Individual doctor accounts see peak engagement from 12–1 PM, Monday through Friday.

教育 **Education:** Engagement is highest during typical school days and evening hours. Best times to post are:

- **Weekdays:** 10 AM–1 PM

健身和运动 **Fitness and Sports:** This community generally sees high engagement during early morning and evening hours:

- **Weekdays:** 5–8 AM and 6–9 PM

餐饮 **Restaurants:** For restaurants and food services, lunch hours during weekdays yield the highest engagement:

- **Weekdays:** 3–5 PM

旅游和酒店业 **Travel and Hospitality:** Audiences are most active later in the week when planning for weekends:

- **Fridays:** 2–4 PM

时尚和美容 **Fashion and Beauty:** Evenings, particularly toward the end of the week, see the highest engagement, with notable weekend activity:

- **Thursdays and Fridays:** 3–6 PM
- **Weekends:** 10 PM–7 AM

音乐家和娱乐 **Musicians and Entertainment:** Engagement builds over the weekend, making it ideal for posting during late evening and early weekend hours:

- **Fridays:** 8–10 PM
- **Saturdays:** 2–4 PM
- **Sundays:** 1 PM

This schedule reflects the most engaging times for each industry on TikTok, tailored to when audiences are most active.

Read also:



Read also:

Check out the [11 Behavioral Analytics Software & Tools to Help You Understand Users](#)

[Check it out](#)

Best Times to Post on TikTok by Location

The [location of your audience](#) plays a huge role in the best time to post on [TikTok for your business](#). You'll need to consider factors such as time zone differences and regions to determine when your TikTok videos should go live.

Best Times to Post on TikTok in USA

For brands with an audience in the USA, the best times to post on TikTok are Wednesday and Thursday mornings around **9 AM**. This region also sees high engagement at around **11 PM** on Wednesday and **7 PM** on Thursday. These engagement patterns indicate that people are incorporating TikTok to start the day and while winding down at night.

Key takeaways

Best Times to Post on TikTok in USA

- **Wednesdays and Thursdays:** 9 AM
- **Wednesday:** 11 PM
- **Thursday:** 7 PM

Best Times to Post on TikTok in Canada

According to [RecurPost](#), Canadian TikTok users tend to be more active in the night with peak engagement happening on Mondays at **10 PM**. On Tuesdays, however, engagement peaks at around **9 AM**, suggesting a quick catch-up following the previous night's wind-down session.

Key takeaways

Best Times to Post on TikTok in Canada

- **Monday:** 10 PM

- **Tuesday:** 9 AM

Best Times to Post on TikTok in UK

Meanwhile, in the UK, higher engagements happen on Tuesdays and Fridays between **4 and 6 PM** as people. Thursday is another high-engagement day, with engagements increasing in the morning between **9 and 11 AM** and in the evening from **2 to 6 PM**. These patterns indicate that UK TikTok users are incorporating the app into their morning routines and wind down after school or work.

Key takeaways

Best Times to Post on TikTok in UK

- **Tuesdays and Fridays:** 4–6 PM
- **Thursdays:** 9–11 AM, 2–6 PM

Best Times to Post on TikTok in Europe

Unlike American TikTok users, European users are most likely to engage with the platform on Mondays. Peak engagements are at **10 AM and 2 PM** on Mondays, suggesting that people are starting the week strong with some TikTok entertainment in the morning and post lunch.

Key takeaways

Best Times to Post on TikTok in Europe

- **Mondays:** 10 AM and 2 PM

Best Times to Post on TikTok in Australia

Similarly, Australian TikTok users tend to be more active on Mondays and Fridays. Engagements peak in the late mornings from **10 AM until 12 PM** and start to pick back up at night around **8 PM and 10 PM**. These TikTok engagement patterns align with the Australian lifestyle, suggesting that users engage with the app during their mid-morning breaks and while unwinding at night.

Key takeaways

Best Times to Post on TikTok in Australia

- **Mondays and Fridays:** 10 AM–12 PM, 8–10 PM

Best Times to Post on TikTok in Ireland

The Irish shows a pattern of early engagement, with peak engagement happening at around **6 AM**. People in this region also seem to be winding down for the day with some light TikTok entertainment as engagement sees another uptick at around **10 PM** on Mondays.

Key takeaways

Best Times to Post on TikTok in Ireland

- **Mondays:** 6 AM, 10 PM

Best Times to Post on TikTok in Singapore

Singaporean TikTok users show a pattern of engaging with the app at night, which indicates that they're using the app during their leisure time.

Engagement peaks between **7 PM and midnight** throughout the week.

Key takeaways

Best Times to Post on TikTok in Singapore

- **Throughout the week:** 7 PM–Midnight

Best Times to Post on TikTok in the Philippines

TikTok users in the Philippines are starting the week strong with high engagement happening at **7:30 AM** on Monday. As the week progresses, users are showing a pattern of late-night scrolling with high engagements at **12:30 AM** on Fridays. Engagement continues to peak at around **4:30 and 5:30 AM** on Saturday, with people either staying up late or waking up early to make the most of their weekend.

Key takeaways

Best Times to Post on TikTok in the Philippines

- **Monday:** 7:30 AM
- **Friday:** 12:30 AM
- **Saturday:** 4:30 AM and 5:30 AM

Related Content:

- [Create a Powerful Social Media Strategy in 10 Steps \[+ Free Template\]](#)
- [48 Popular TikTok Songs You Need to Listen to in 2024](#)
- [Tools to Build Your TikTok Likes and Followers](#)

Best Time to Post on TikTok by Content Format

Choosing the right time to post on TikTok isn't just about the day of the week; the format of your content—whether it's video, images, text overlays, or livestreams—also plays a major role in how audiences engage. Here's a breakdown of the best times for different content formats to maximize engagement.

Video Content

- ⏱ **Key Times:** Weekdays: **1 PM – 3 PM**; Weekends: **4 PM – 6 PM**
- 🧠 **Reasoning:** Video content performs well during early afternoons on weekdays, coinciding with midday breaks, and in the late afternoon on weekends when viewers are more relaxed.
- ✅ **Result:** Posting videos at these times broadens reach, as audiences are more likely to watch and engage during break hours.

Images (Photo Slideshows)

- ⏱ **Key Times:** Weekdays: **12 PM – 2 PM**; Weekends: **10 AM – 1 PM**
- 🧠 **Reasoning:** Images and slideshows resonate during lunchtime on weekdays and mid-morning on weekends, when viewers have time to browse leisurely.
- ✅ **Result:** Posting photo slideshows at these times captures audiences in a relaxed browsing mode, encouraging more likes, saves, and overall engagement.

Text Overlays

- ⏱ **Key Times:** Weekdays: **8 AM – 10 AM**; Weekends: **9 AM – 11 AM**
- 🧠 **Reasoning:** Morning hours are ideal for text-overlay content, which appeals to viewers seeking quick, relatable, or motivational snippets to start their day.
- ✅ **Result:** Posting during morning hours captures viewers' attention while they're fresh and ready to engage with concise content.

Livestreams

- ⏱ **Key Times:** Weekdays: **7 PM – 9 PM**; Weekends: **6 PM – 10 PM**
- 🧠 **Reasoning:** Livestreams, or **live videos**, thrive in the evenings when viewers have more time to join live and interact in real-time.
- ✅ **Result:** Scheduling livestreams at these times maximizes engagement, as viewers are in a more social and interactive mindset.

Best Time to Post on TikTok by Content Type

When choosing the best times to post on TikTok, it's important to consider the specific content type you're sharing—whether it's entertainment, educational, or lifestyle-based—as each category has its own prime engagement times.

Below, we'll guide you through the best times to post based on content type, giving you a clearer understanding of when your target audience is most active and likely to engage.

Entertainment & Trends 🎭

- ⌚ **Key Times:** Weekdays: **5 PM – 7 PM**; Weekends: **3 PM – 6 PM**
- 🧠 **Reasoning:** Entertainment-driven content resonates after work hours and on weekend afternoons when people look for lighthearted content.
- 📈 **Result:** Posting during these times increases visibility and amplifies the chance for viral engagement, as viewers are actively seeking trends and entertainment.

Educational & Informative Content 🎓

- ⌚ **Key Times:** Weekdays: **9 AM – 11 AM**; Weekends: **10 AM – 12 PM**
- 🧠 **Reasoning:** Morning hours are ideal for educational content, capturing viewers when they are most focused and open to learning.
- 📈 **Result:** Posting in the morning enhances reach and engagement, drawing in viewers who seek valuable insights.

Lifestyle & Vlogs 🎬

- ⌚ **Key Times:** Weekdays: **8 PM – 10 PM**; Weekends: **11 AM – 2 PM**
- 🧠 **Reasoning:** Lifestyle content resonates with viewers during weekday evenings and late morning to early afternoon on weekends when they have more time.
- 📈 **Result:** Scheduling lifestyle content at these times builds stronger connections, reaching viewers as they unwind or enjoy leisure time.

Reviews & Recommendations 🕵️

- ⌚ **Key Times:** Weekdays: **12 PM – 2 PM**; Weekends: **3 PM – 5 PM**
- 🧠 **Reasoning:** Midday during the week and later afternoon on weekends capture audiences in a discovery mindset, ideal for recommendation-based content.
- 📈 **Result:** Posting at these times enhances credibility and engagement, as viewers explore new products or services.

Interactive & Engaging Content 🤝

- ⌚ **Key Times:** Weekdays: **4 PM – 7 PM**; Weekends: **5 PM – 8 PM**
- 🧠 **Reasoning:** Engagement-focused content, like challenges or polls, performs well in the late afternoon and evening when viewers are more inclined to interact.
- 📈 **Result:** Posting during these hours maximizes interaction, driving comments, shares, and engagement.



Creative & Artistic Content

- ⏰ **Key Times:** Weekdays: 3 PM – 6 PM; Weekends: 12 PM – 3 PM
- 🧠 **Reasoning:** Artistic content resonates in the mid-afternoon on weekdays and slightly earlier on weekends when viewers seek inspiration.
- ✅ **Result:** Posting at these times attracts a creatively inclined audience, boosting shares and saves as they discover fresh, inspirational content.

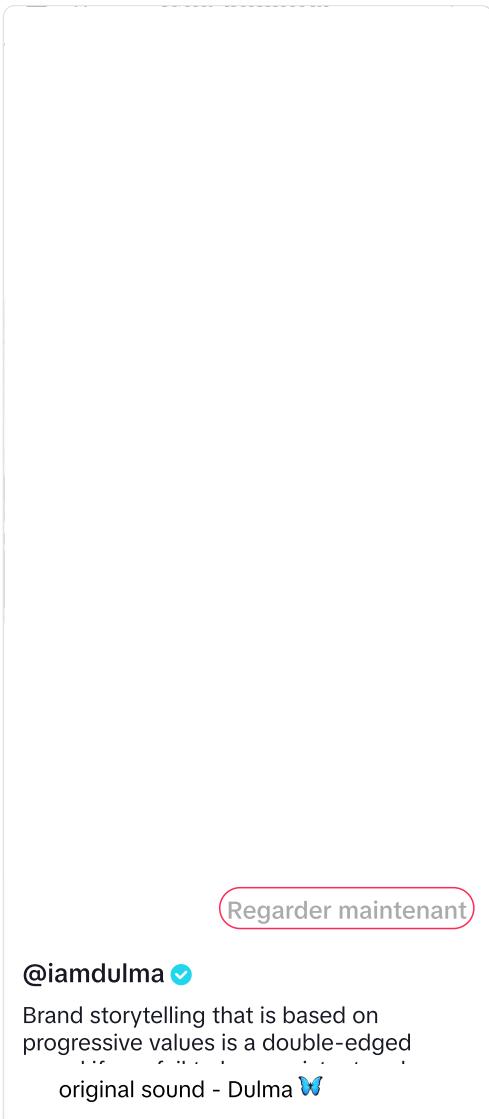
Best Practices Beyond Timing: Consistency vs. Frequency

Posting at optimal times is essential, but balancing consistency and content quality in your TikTok schedule plays a crucial role in driving meaningful engagement. Here's how focusing on quality and maintaining consistency can elevate your TikTok strategy.

Importance of Content Quality and Engagement

Posting regularly is only half the equation—**high-quality content** is what truly sparks engagement and sets a brand apart on TikTok. Quality content keeps viewers coming back, whether it's informative, entertaining, or inspiring. It helps build a follower base that values your posts and engages with them meaningfully.

For example, Dulma (@iamdulma), a business strategist, consistently shares value-driven insights in her videos, prioritizing her audience's needs over trends. Her balance between content depth (80%) and trend adaptation (20%) keeps her posts relevant and impactful, ensuring her audience remains engaged.



Similarly, [@poppycooks](#), a Michelin-trained chef and self-proclaimed Potato Queen delivers educational yet entertaining content in concise formats, like her popular “How to Cut Onions Like a Pro” tutorial. This approach illustrates how focusing on quality, even over posting frequency, can attract and retain a loyal audience that appreciates expertise delivered in an accessible way.

Regarder maintenant

@poppycooks ✅

Reply to @kelliepooler THIS WILL CHANGE YOUR LIFE! How to cut your onions like a 🍅

Put Your Head on My Shoulder - Paul Albert Anka

Key Takeaway: It's more effective to post fewer high-quality videos weekly than to upload daily content that may feel rushed. Quality builds a loyal following that engages with your content consistently.

Consistency in Posting and How It Shapes Follower Expectations

Consistency in posting helps set expectations for your followers, creating anticipation and fostering retention over time. Followers who know when to expect content are more likely to remain engaged, contributing to a stable growth pattern.

For instance, FaZe Rug (@rug), well-known for his engaging gaming and lifestyle content, has built a dedicated following by maintaining a consistent posting schedule that keeps fans eagerly returning for fresh updates.

In a recent episode of the GNB Podcast, hosts Britney and Garik highlight this very approach, attributing FaZe Rug's popularity to his steady cadence of content. They emphasize that his regularity sets him apart in his niche, as followers always know when to expect new material.



Vidéo actuellement indisponible

Trouve plus de vidéos tendance sur TikTok

Découvres-en plus sur TikTok

But consistency alone doesn't fully account for FaZe Rug's success. As Britney and Garik explain, FaZe Rug strikes a critical balance by ensuring his videos maintain a high level of quality.

This approach strengthens his connection with fans, demonstrating that while a steady posting schedule builds routine engagement, quality content is essential for sustaining and growing an audience over time. This combination of consistent timing and engaging quality has made FaZe Rug one of the most recognizable faces in gaming and lifestyle content on TikTok.

Key Takeaway: Begin with a manageable schedule, like posting twice weekly, and increase gradually if engagement stays strong. Consistent posting signals the algorithm to prioritize your content while keeping followers engaged without overwhelming them.

Focusing on quality and consistency together can help you strengthen audience connections, maximize engagement, and enhance your TikTok visibility over time.

The Best Times to Post on TikTok According to Your Analytics

As you can see, the best times to post on TikTok vary greatly based on factors such as your industry and audience location. So the best thing you can do is use these timings as a guideline on when to schedule your posts. You can then use your own analytics to determine when your audience is most engaged with your TikTok posts. Here are two questions to ask yourself to find the best time to post content on TikTok.

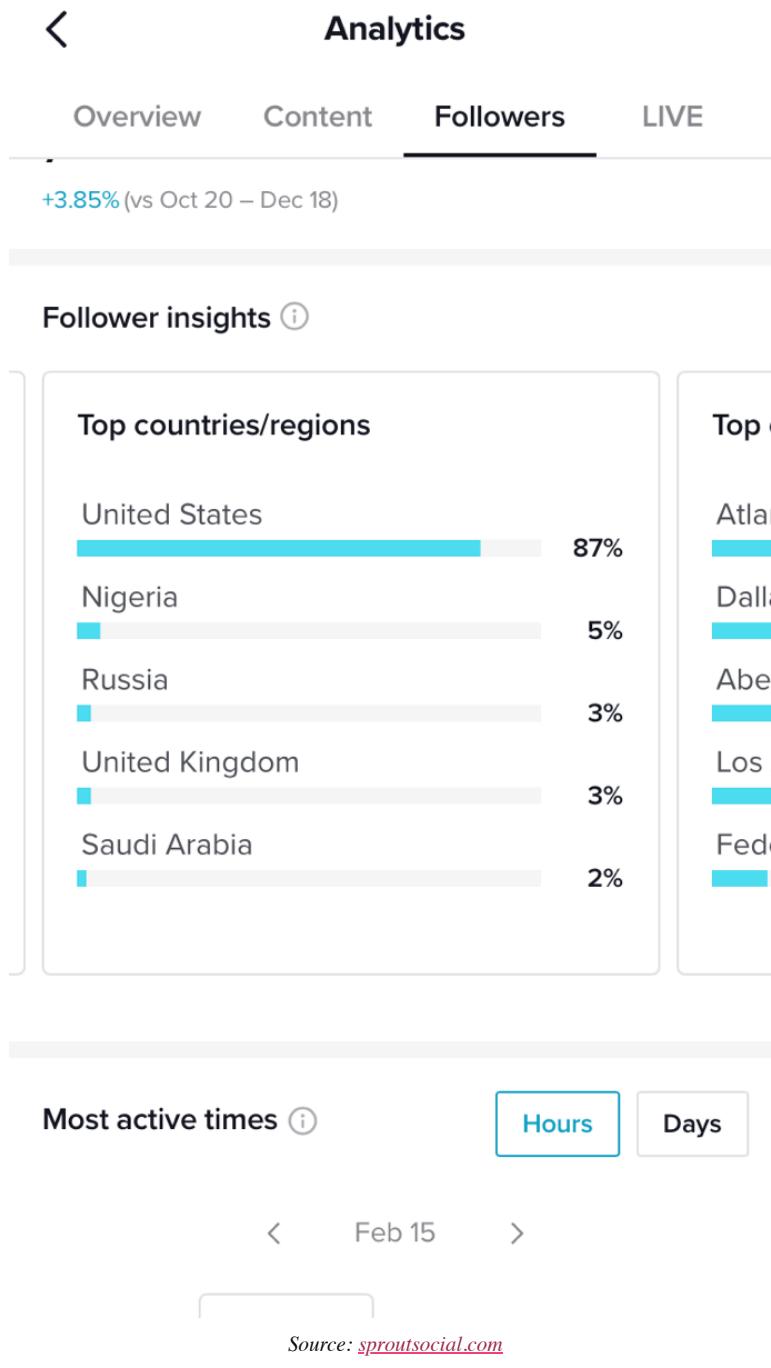
Where is Your Audience Located?

TikTok, like all [social media platforms](#), has a global base of users. The latest [TikTok stats](#) show that Indonesia now has the largest TikTok audience, with 127.5 million users. The US comes next with 121.5 million users, followed by Brazil with 101.8 million users.

If you have a global audience, these numbers should influence the type of content you produce and, of course, when you post them. Time zones automatically dictate that much of your content will be viewed during the busiest hours within a certain geography.

So you'll need to strategically time your posts according to where most of your audience is located. If you have audiences in various regions with starkly different time zones, you can spread out your content to engage users across those different regions.

To find out where your audience is located, go into your TikTok analytics and head to the “**Followers**” section. Then scroll down to your Follower insights to find the “**Top countries/regions**.” This will show you the audience distribution between different countries and regions for your specific account. You can even check out the top cities your audience is located in to further narrow your post timing based on specific cities.



What Time is Your Audience Awake?

You've figured out where your audience is located. Now, it's time to figure out when they are awake. Go into your analytics and check out the “**Most active times**” under your “**Followers**” tab. This will give you an idea of when your audience is most active and, therefore, most likely to engage with your posts.



If your audience lives in different regions, you'll need to figure out when those different audiences are active on the platform. You can then time your posts to strategically reach people when they're awake and active.

This part may seem a little trickier, but it's really a simple matter of understanding time zones. For example, if you're in Thailand and have tons of followers in India and Thailand, there is only around an hour and 30 minutes in time difference to consider. In fact, with a time difference that small, your posting schedule won't be disrupted.

If, on the other hand, you have large audiences in North America and the UK, that's different. You'll have to plan and schedule content around an eight-hour time difference.

Fortunately, TikTok comes with a scheduling functionality. Also, there are some quality [social media scheduling tools](#) that allow you to link your TikTok account to post or schedule content. You may also want to check our guide about [TikTok scheduling tools](#).

You'll have to build a [content schedule](#) to cover the biggest territories your fans come from. It may not be pretty. It also will be hard to maintain if you have audiences in countries with large time differences, but it appears to be the only way to cover posting content for your audience (for now).

Other Ways to Grow Your TikTok Followers

Posting content at optimal times is one of the essential steps on [how to use TikTok](#). However, this alone isn't enough to grow your TikTok following. You'll need to use it in combination with other TikTok best practices to grow your presence on the platform effectively.

1. Understand Your Audience

Even if you post your content at a time when people are likely to see it, they might not engage with it if they don't enjoy it. So it won't make that much of an impact on your performance as the [TikTok algorithm](#) favors content that sees tons of engagement. This is why it's crucial to have a [deeper understanding of your audience](#) so you can tailor your [TikTok marketing strategy](#) to match their preferences.

Use your native TikTok analytics insights to understand your audience demographics. Additionally, use [TikTok analytics tools](#) to get an even deeper understanding. Find out their interests and preferences as well as their behavioral patterns to come up with a content strategy that resonates with them.

2. Optimize Your Profile

A well-optimized TikTok profile not only enjoys increased visibility but also looks more credible to potential followers. Make sure to have a profile picture that accurately reflects your brand so that people can instantly tell that the account belongs to you. You can also add links to other websites or social media pages to further verify that the account is associated with you.

Your [bio](#) is another area that can be optimized to improve visibility and credibility. Use this section to describe what your brand is all about so people can get an idea of what to expect. Make sure to include relevant keywords that users might use when conducting a search. This will help boost your visibility in relevant search results.

See how The Ordinary ticks off all the boxes with a brand logo as their profile picture and a short bio explaining what the brand is all about. It includes

keywords such as “skincare” and “sensibly priced.”

@theordinary

Read also:



Read also:

Check out the [How to Create a Successful TikTok Marketing Campaign](#)

[Check it out](#)

3. Engage with Your Followers

When your brand is responsive, it gives your followers more incentive to engage with you. Responding to comments and answering questions can quickly [ramp up your TikTok engagement](#) and boost your visibility on the platform.

You can also drive more [TikTok comments](#) by adding a [call-to-action](#) in your videos or caption. Ask a question or include a prompt that will encourage them to comment on the post and increase your engagement. Check out the following TikTok where Denny's asks their followers to tag someone whose name starts with a “D” because they owe them a meal at Denny’s.

@dennys

All the Davids out there get ready

#tagsomeone

🎵 Chopin Nocturne No. 2 Piano Mono - moshimo
sound design

But if you want to drive the most engagement to your TikTok videos, check out our guide on the [Best Tools to Build Your TikTok Likes and Followers](#). If after all that you still see dwindling engagement numbers, there's a real chance you've been [shadow-banned](#).

4. Leverage Trends and Sounds

Trends quickly become viral on TikTok because the algorithm tends to favor content that makes use of trending sounds and hashtags. It displays trending content to users, who then create their own content based on those trends, which again gets promoted by the algorithm. The biggest personalities and the [highest-paid TikTok influencers](#) rely on trends to maintain their fame on the app.

So the easiest way to instantly boost your TikTok visibility is by participating in [trending hashtag challenges](#) or using [trending TikTok sounds](#).

Check out the [trending TikTok videos](#) popping up on your For You page and see which hashtags and sounds they're using. Explore those hashtags and sounds to see if there are a ton of posts using them. This will give you an idea of what trends are hot right now so you can use them in your own posts. We also have a [TikTok Hashtag Generator](#) you can use to generate hashtags for your videos.

Duolingo does a great job of incorporating the [latest trends](#) and sounds in their TikTok videos. See the following video based on the K-pop song, “Aye Domino” as soon as it started trending.

@duolingo
AYE DOMINO ?

#skz
#hanjisung
#duolingo
🎵 aye domino - lana ★

Another popular trend is to use TikTok Shop. Users were shopping on the platform even before this feature. Even so, you can set up your own shop on the platform and reap the benefits of the platform's massive user base. To get the most out of this feature, read our [TikTok Shopping Strategies Guide](#).

5. Post Consistently at Optimal Times

In addition to leveraging optimal post times, you need to make sure you're posting consistently. This will improve the chances of your content showing up in relevant feeds and Explore pages. Preferably, post every day (or even multiple times a day if you can) to keep your audience engaged.

Make the most of the best times to post guidelines shared above to strategically plan your TikTok content calendar. Then use scheduling tools to make sure you're tapping into those optimal post times.

And here's a bonus: we at Influencer Marketing Hub have a free [Social Media Content Calendar](#) to help you plan your TikTok content in advance.

[Free Social Media Content Calendar Template](#)

If you're running out of ideas on what to post, tap into the latest trends and conversations taking place across the internet to find your inspiration. You can also check out our comprehensive list of [TikTok video ideas](#) to get inspired.

Alternatively, you can even fill up your feed with [user-generated content](#). This is a great way to tap into the creativity of your TikTok audience while providing social proof. Moreover, you can keep up with a consistent posting schedule with minimal effort. In addition to reposting UGC directly, you can even repurpose it to add more value. For instance, Huda Beauty uses UGC videos to create reaction videos to entertain their followers.

@hudabeauty
#reactions
@Rachel Carlisle
#makeuptok
#makeuphacks
#blush
@Huda
🎵 original sound - Huda Beauty

6. Create High-Quality Content

While consistency is key, quality is just as important. You need to make sure that you're posting high-quality videos with engaging visuals and concise editing. Good lighting and clear audio are also crucial to help you record high-quality videos.

Besides these, the content itself needs to be engaging and impactful. Focus on **capturing attention** within the first few seconds if you're going to keep your audience engaged.

Post at the Best Times and Grow on TikTok

Growing your following on TikTok relies on a number of factors. First, you also need to know where your audience is located. Then, you need to establish the best time to post on TikTok based on time zone differences (yours and theirs). Together, these factors help you establish when your audience will most likely be online and searching for more of your content.

But to grow your following, you'll need more than the right time of day to post content. You need to find your special trait and share it, produce more content, and leverage collaborations and hashtags. You can also supercharge your growth using **TikTok ads**.

If you apply these tips consistently, you'll be on your way to a growing follower count in no time. Check also Influencer Marketing Hub's analysis of the **Best Time To Post On Instagram** and the **Best Times to Publish on YouTube in 2024**.

Frequently Asked Questions

What is the best time to post on TikTok?

Best Times to Post on TikTok at a Glance (in EST):

- **Monday:** 10 am, 4 pm, 10 pm

- **Tuesday:** 4 am, 9 am, 4 to 6 pm
- **Wednesday:** 7 am to 9 am, 11 pm
- **Thursday:** 9 am, 7 pm
- **Friday:** 5 am, 3 to 6 pm
- **Saturday:** 11 am, 7 to 8 pm
- **Sunday:** 8 am, 2 pm, 4 pm

Does it matter what time you post on TikTok?

If you treat your time on TikTok seriously, you are going to want to ensure that you post your videos at the best times to ensure maximum engagement. We have covered the best times for this in this article. Two of the main factors that affect this are:

- Where is Your Audience Located?
- What Time is Your Audience Awake?

Likewise, if you use your TikTok account for marketing, you are going to want to post videos when your target audience is active.

How many times should I post on TikTok?

Many TikTok influencers post a couple of times each day. However, being video-based, it is harder to make an excellent TikTok post than a text post on something like Facebook, or even an image-based post on a platform like Instagram.

Quality is far more critical than quantity on TikTok. The videos may be short, but they must be worth watching and able to interest their target audience. If you want to build an enthusiastic following, you should post at once most days, however.

How do I get more views on TikTok?

There are legitimate ways to improve the number of views your TikTok videos receive. These methods include:

- Create high-quality content
- Use relevant hashtags in your video descriptions
- Make shorter video
- Add music to your videos
- Make engaging content
- Keep up with the trends
- Remember to engage

These basic practices will give you far better results than any attempt to game the system. The better quality you make your content, and the more you

engage, the higher the likelihood that TikTok will consider your videos worthy.

Do hashtags work on TikTok?

Being a relatively recent social app, TikTok's developers saw the advantage of using hashtags to organize content. Hashtags play an essential part in TikTok. Indeed, hashtag challenges are one of the favorite forms of TikTok engagement.

At a base level, hashtags act to help TikTok users find content on a particular topic. However, people also use them to collect other things together, for example, entries to a competition (or challenge). Businesses use custom hashtags to collate all posts about their brand.

How does TikTok make money?

One way that TikTok makes money is through the in-app purchase of coins in the app store. People can buy coin bundles ranging from 100 to 10,000 coins. Users can then gift these coins to their favorite creators, with TikTok keeping a portion of the money.

TikTok now provides an official advertising market, giving an additional source of cash flow to TikTok. TikTok advertising works similarly to Facebook. You state your budget and preferred audience and bid behind the scenes for ad spots.

When is the best time to post on TikTok for new creators?

New creators can benefit from posting during general high-engagement times, like weekday mornings or evenings, when TikTok users are more active and more likely to see new content. Starting with these peak hours can help creators establish initial traction with a broader audience.

Do TikTok's general "best posting times" work for small creators?

Yes, they provide a good starting point, but small creators may find better results by tracking their own audience's specific activity patterns over time. Adjusting based on this data helps fine-tune posting strategies as the audience grows.

How often should you post on TikTok to maximize views?

Posting consistently, ideally once a day or several times a week, keeps your audience engaged and increases visibility with TikTok's algorithm. Frequent posting keeps content fresh and encourages followers to engage regularly.

Are weekdays better for TikTok engagement than weekends?

Generally, yes. Weekdays often see higher engagement, as users check TikTok during regular breaks and after work hours, while weekends tend to be less predictable. Planning posts around these weekday peaks can maximize reach and interactions.

Do global audiences affect TikTok posting schedules?

Yes, creators with global audiences should consider time zone differences to ensure they reach followers in multiple regions effectively, maximizing engagement in key areas. Using a scheduling tool can make managing different time zones much easier.

How important is timing compared to content quality on TikTok?

Both are crucial; quality content retains followers, while timing ensures it reaches the largest audience, and together, they help optimize visibility and engagement. High-quality content posted at the right time keeps followers coming back.

What are the most popular posting times for entertainment content?

Entertainment content performs best at:

- **Fridays:** 8–10 PM
- **Saturdays:** 2–4 PM
- **Sundays:** 1 PM

Is it better to follow follower activity or general best times?

Follower activity data is more tailored to your audience, though general best times are a helpful starting guide until patterns are clear. Monitoring both can help you find the most effective posting times faster.

Are there tools to analyze TikTok audience activity?

Yes, TikTok analytics, as well as third-party tools like [Loomly](#) and [Brandwatch](#), provide insights into follower activity patterns, helping you optimize post timing and understand engagement trends more deeply. These tools offer analytics dashboards to track engagement over time.

How often should businesses post on TikTok?

Consistent posting a few times a week is effective, with daily content ideal for building a stronger brand presence over time. Posting more frequently also enhances familiarity and brand recall with followers.

Do certain times boost visibility for educational TikTok content?

Yes, mornings are ideal for educational content, capturing viewers' attention when they are more focused and open to learning. The best times to post educational content on TikTok are:

- **Weekdays:** 9 AM – 11 AM
- **Weekends:** 10 AM – 12 PM

How does engagement differ between morning and evening posts?

Morning posts reach a refreshed audience, while evening posts often receive more interaction as users wind down for the day. Evening posts may capture more casual viewers, ideal for content meant for light entertainment.

What times work best for niche topics on TikTok?

Mid-morning to late afternoon on weekdays works well, as viewers are more focused on specific interests during these times and may engage more actively. Niche content benefits from times when audiences are naturally curious or focused.

Does TikTok promote videos more if posted at peak hours?

While peak hours help with immediate visibility, the algorithm also heavily weighs content quality and relevance in promoting videos. Great content posted at peak times has the best chance of reaching For You pages.

What time is ideal for the tech industry on TikTok?

Tech and gaming niches on TikTok perform best at:

- **Weekdays:** 7 PM – 9 PM

About the Author



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Writer

Nadica Naceva writes, edits, and wrangles content at Influencer Marketing Hub, where she keeps the wheels turning behind the scenes. She's reviewed more articles than she can count, making sure they don't go out sounding like AI wrote them in a hurry. When she's not knee-deep in drafts, she's training others to spot fluff from miles away (so she doesn't have to).



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