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**Samantha Scott** 20 déc. 2024 7 min. read

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When is the Best Time to Post on TikTok in 2025?

Social Media  
Marketing Guide

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and other content creators to reach new and engaged audiences. In fact, it is the **sixth most popular social media platform**, with over 1 billion monthly active users!

Given this, knowing the best time to post on TikTok is crucial to growing your presence.



While it's nearly impossible to pinpoint exact and foolproof TikTok upload times that will work for everyone, we've done our best to compile a comprehensive guide to help you hone your **TikTok business strategy**.

Tip: If you'd like to know more about the best times to post on social media in general, check out this [blog](#).

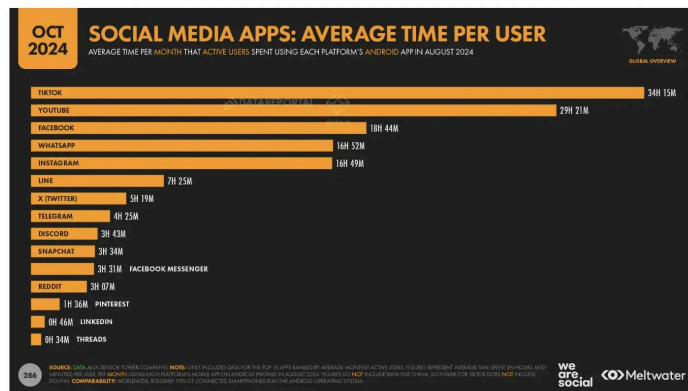
Let's dive in...

## When is the Best Time to Post on TikTok?

- Tuesdays 9 AM
- Thursdays 3 PM
- Fridays 8 PM

month users spend on TikTok is actually higher than they spend on Facebook 🥰.

As of October 2023, TikTok usage has surpassed YouTube at **33 hours per month**, roughly 10 hours more than at the beginning of the year.



Want more stats? Check out the [Global Digital Report](#) for over 400 pages of digital marketing and social media data, take a look at [general social media statistics](#), [YouTube statistics](#), [TikTok stats](#), and [Twitter \(X\) statistics](#)!

Because TikTok is used in such capacity worldwide, brands can have good luck using TikTok post times that are calibrated to **Eastern Standard Time**. This way, you can capture people during waking hours, in top TikTok usage countries across the globe.

can get in front of early morning scrollers as well as dinnertime scrollers. Talk about two birds with one stone!

The top times to post on TikTok for maximum engagement, from Influencer Marketing Hub, are:

- Tuesdays 9 AM
- Thursdays 3 PM
- Fridays 8 PM



The best TikTok post time fluctuates of course — according to industry, seasonality, and your specific business goals and location. But based on the analysis that led to the times laid out here, all these times are worth testing in your TikTok marketing.

Posting to TikTok throughout the week will soon give you insights into what content performs the best. According to the study done by Influencer Marketing Hub, which analyzed the engagement rates of over 100,000 posts, these are optimal times to post each day:

**Note:** All times are listed in Eastern Standard Time

## Best time to post on TikTok on Monday

- 12 PM
- 4 PM

The best times to post on TikTok on Monday ARE 12 PM and 4 PM. Looks like most people enjoy a lunchtime scroll and a late afternoon wind-down scroll before the busy week ahead.

## Best time to post on TikTok on Tuesday

- 4 AM

- 3 PM

The best time to post on TikTok on Tuesday is 4 to 8 AM, 10 AM, and 3PM. We've got some early riser scrollers on Tuesdays it seems!

## Best time to post on TikTok on Wednesday

- 1 PM
- 2 PM

The best times to post on TikTok on Wednesday are 1 PM and 2 PM. It seems people get their fill of hump-day content in the afternoon.

## Best time to post on TikTok on Thursday

- 5 AM
- 3 PM
- 6 PM

The best times to post on TikTok on Thursday are 5 AM, 3 PM, and 6 PM. Apparently people log on more frequently as the week winds down, perhaps starting

## Best time to post on TikTok on Friday

- 1 AM
- 11 AM
- 7 PM
- 9 PM

TGIF! The best times to post on TikTok on Friday are 1 AM, 11 AM, 7 PM, and 9 PM. Friday evenings are surprisingly busy on the app. And it seems that Thursday night bleeds into Friday morning for some TikTok users. Then, of course, you worked hard all week, you deserve that 11 AM break to check out what's happening on your FYP.

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- 5 PM

The best time to post on TikTok on Saturday is 5 PM. [Social media managers](#) tend to be divided on whether or not posting on weekends is a good idea, but there is a case to be made for catching these early evening weekend users. They might be getting ready for a night on the town, so make it some share-worthy content!

## Best time to post on TikTok on Sunday

- 1 AM
- 2 AM
- 1 PM
- 2 PM
- 10 PM

The best times to post on TikTok on Sunday are 1 AM, 2 AM, 1 PM, 2 PM, 10 PM. People seem to continue their Saturday scrolling right into Sunday, then continue fighting the Monday scaries throughout the day.



Once you've figured out the best days and times to upload on TikTok, now you need to know the **cadence with which you should post your videos**. How often you post on TikTok is an important factor that determines how frequently people see your posts, and how much you're favored in the algorithm.

Unlike other social media channels, such as Instagram, where the recommendation is to stick to posting around 3 times per week max, you should think about **posting at least 1 TikTok video per day**. The general recommended cadence for brands posting on TikTok is **between 1-3 times per day**.

This frequency will improve your chances of **showing up on the "For You" page** more often.

Using **TikTok scheduling tools** can help you keep up with posting at least once a day, and give you information quickly on when your videos perform the best.

Related: [Best Times to Post on Social Media](#) guide, covering Twitter, Facebook, Instagram and more. Looking for more local information? [Learn about the best time to post on Instagram in Australia](#) and

# Finding the Best Time to Post on TikTok For Your Brand

For brands, there are a few key steps you can take to start off on the right foot for determining the right days and times to post.

## 1) Make sure you're on a "Pro" account

With a [TikTok Pro account](#), you have access to a lot of useful information and analytics that will help you narrow down which of the above optimal posting times for TikTok are ideal for your brand.

Getting a Pro account on TikTok is very straightforward and takes 3 simple steps:

- Access the privacy settings from your profile page
- Select "Manage Account"
- Tap the "Switch to Pro Account" button

And you're done!

[get verified on TikTok](#)

## 2) Get to know your audience

Using TikTok Pro, you can see your audience broken down by **location, gender, and times when they're most active** on the app. This information can help you decide when the optimal time to post on TikTok is for getting in front of your followers.

## 3) Explore TikTok analytics

By following and analyzing metrics like watch time, comments, shares, and likes you'll soon pinpoint how, and when, your content resonates.

## 4) Experiment with different times

The metrics, while valuable, only tell you one story. It's also a good idea to experiment and post at different times to get a fuller picture. This data will allow you to formulate a schedule that is specific to you, designed for maximum engagement.

Lastly, consider that the above suggested best time times to post on TikTok won't work for everyone, especially when you think about your own goals and needs.

That's a wrap! By now you should feel ready to experiment and find the best TikTok posting times for your brand, to build a following, encourage engagement, and increase your brand presence on TiKTok.

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