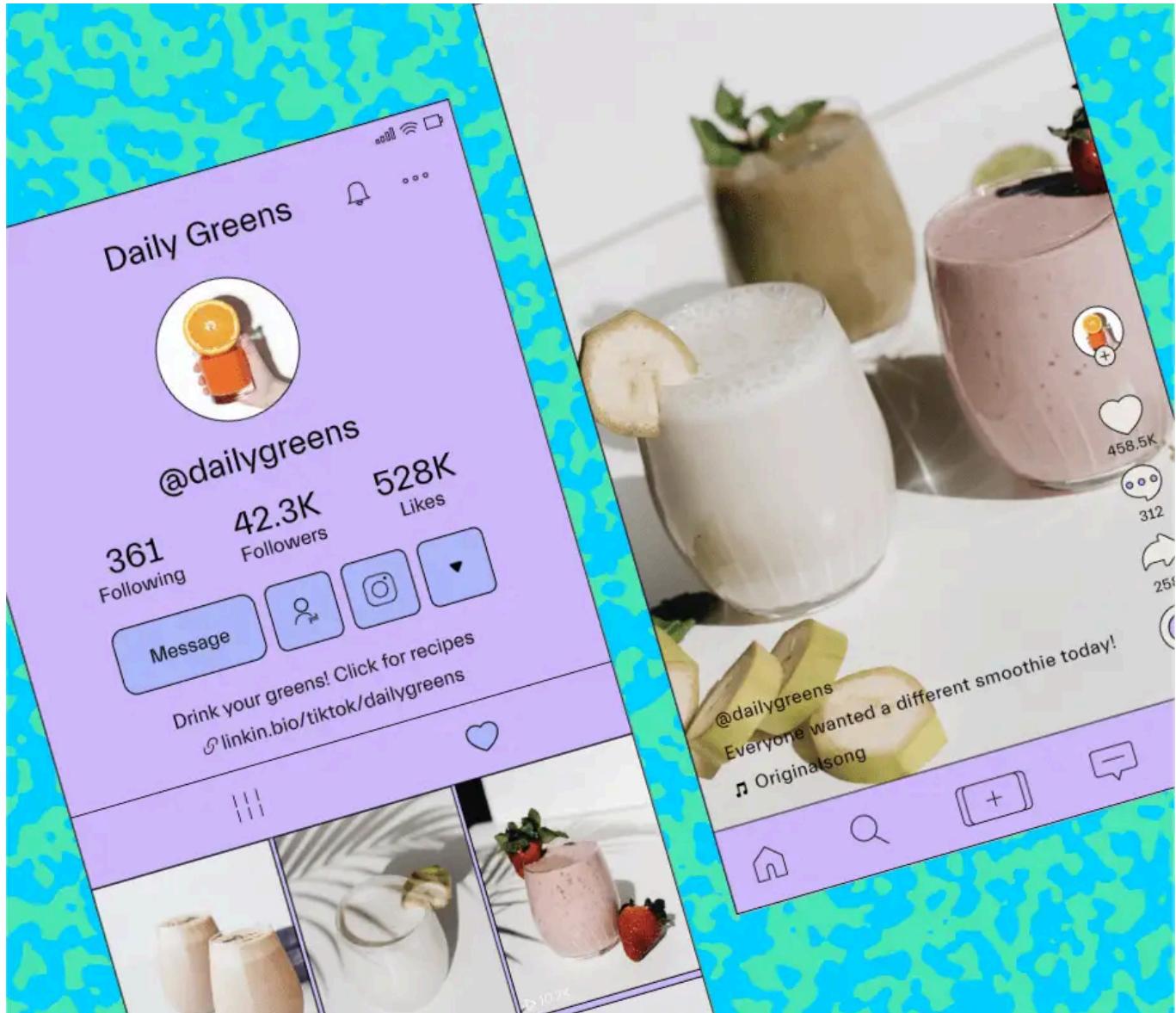




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Top 10 TikTok Algorithm Hacks to Try in 2025

By [Jessica Worb](#)

Updated on March 4, 2025

10 minute read

Everything you need to know about the TikTok algorithm, plus tips for going viral 🔥

Published March 4, 2025

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Wondering how the TikTok algorithm works in 2025?

We're sharing all the important details, along with how to get your videos on as many [For You pages](#) as possible.

Get the low-down by watching our [video](#) that shares the secrets to hacking the TikTok algorithm — or read the full blog post below.

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How the TikTok Algorithm Works in 2023 (Latest Algorithm Update!)



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The TikTok algorithm is a complex system designed to serve users content on the app's homepage — the For You page (FYP).

[According to TikTok:](#) “[Recommendation] systems suggest content based on your preferences as expressed through interactions on TikTok, such as following an account or liking a post.”

Ashley Rosario Wijangco 

@wijangco12 · [Follow](#)

I randomly made it to gymnastics TikTok. I'm not complaining. I'm just surprised. And a little confused. And also, once again, freaked out by the app's algorithm.

7:42 AM · Jan 22, 2022 

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The algorithm considers videos you've interacted with in the past, accounts and hashtags you follow, your location and language preferences, and even the type of content you create.

So instead of being populated entirely with videos from the people you follow, your FYP is filled with videos TikTok's algorithm thinks you'll enjoy — mostly from creators you don't already know.

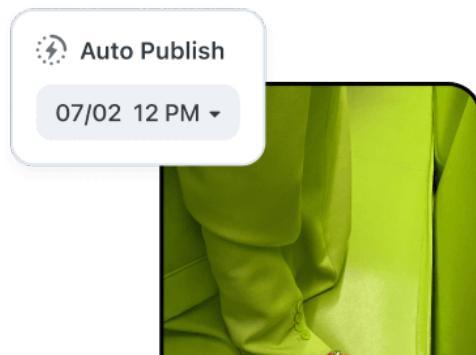
Translation: no two FYPs are the same!

In an effort to be more transparent about the complex algorithm, TikTok has rolled out a feature that lets you discover why the platform has recommended a *specific* video:

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FYI: [Later](#) is an approved [TikTok Content Marketing Partner](#) trusted by 7M+ brands and creators! Start planning and scheduling your [TikTok videos](#) in advance — [start your 14-day free trial today](#):



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How Does the TikTok Algorithm Work in 2025?

There are multiple factors that influence how TikTok's algorithm serves content to users.

The main contributors being: user activity, video subject matter, location and language, audio, and “Not Interested” feedback.

So, let's break them down.

1. User Activity

The more engagement and views a TikTok video receives, the more likely it will be served to larger audiences. Positive indicators include:

- Likes
- Comments
- Shares
- Completions and re-watches
- Account follows

2. Subject Matter (Video Information)

TikTok is great at categorizing content based on user interests, so subject matter is an important factor when it comes to reach potential on the app.

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- Effects
- Content (i.e video transcripts)

3. Location and Language

The algorithm recognizes a user's device settings (including location and language) when deciding who may be interested in a video. These include:

- Posting location
- Language preferences
- Type of mobile device

4. Audio

When a video includes a [trending sound or song](#), the algorithm will use this to categorize your content and serve it to relevant audiences.

Tapping into trending audio is great for landing on more FYPs — especially if you jump on the new trend early.

If you need help finding the latest TikTok trends, bookmark Later's [TikTok trends resource](#) — updated weekly!

5. "Not Interested" Feedback

TikTok's algorithm is always trying to serve high-interest videos to every user, and it uses previous activity to determine this:

- Videos you've marked as "Not Interested"
- Users you've hidden
- Videos you skip through

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There are a few factors that *do not* influence how the TikTok algorithm ranks your content. These include:

- Follower count
- Whether you've had previous high-performing videos

This means that even if you only have a handful of followers, or have never posted to TikTok before, there's still an opportunity for your video to go viral. Huzzah!

Types of Content the Algorithm Won't Recommend

Much like in baseball, there are a set of rules and regulations you must follow in order to play ball (and win big) with [TikTok's](#) algorithm.

To help foster the TikTok experience, the algorithm is designed to take “user safety as a primary consideration.”

According to the platform, "Provided that it does not violate local laws, the following types of content may be allowed on our platform, searchable, and viewed in Following feeds **but not eligible** for recommendation."

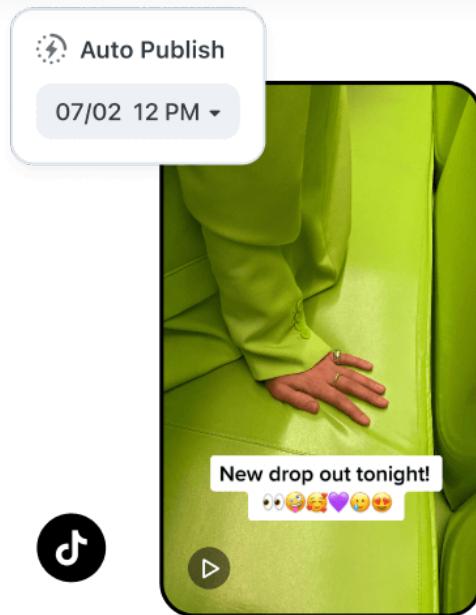
Such content includes:

- Minor safety
- Dangerous sports and stunts
- Overtly sexualized content
- Tobacco and alcohol products
- Violent and graphic content
- Spam, inauthentic, or misleading content
- Unoriginal, low-quality, and QR code content

So, in order to avoid the algorithm flagging your content, it's best practice to steer clear of all the above and follow the app's [community guidelines](#)

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10 Ways to Hack the TikTok Algorithm For More Views in 2025

The TikTok algorithm is always adapting, changing, and learning from user behavior.

Based on everything we know about how the algorithm works, **here are 10 ways to boost your performance and beat the algorithm for growth:**

1. Hook Your Audience
2. Focus on a Niche
3. Use Trending TikTok Audio
4. Experiment with New Features
5. Use Relevant Hashtags

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TikTok Algorithm Hack #1: Hook Your Audience Within Three Seconds

Since watching a video in full is a strong interest indicator, TikTok typically favors videos that are easy-to-digest, have a seamless loop, and cater to users who have a short attention span.

Because of this, it's vital to hook your audience within the [first three seconds](#).

With approximately [2B monthly active users](#) on the app, people want to be entertained immediately, or else they're onto the next.

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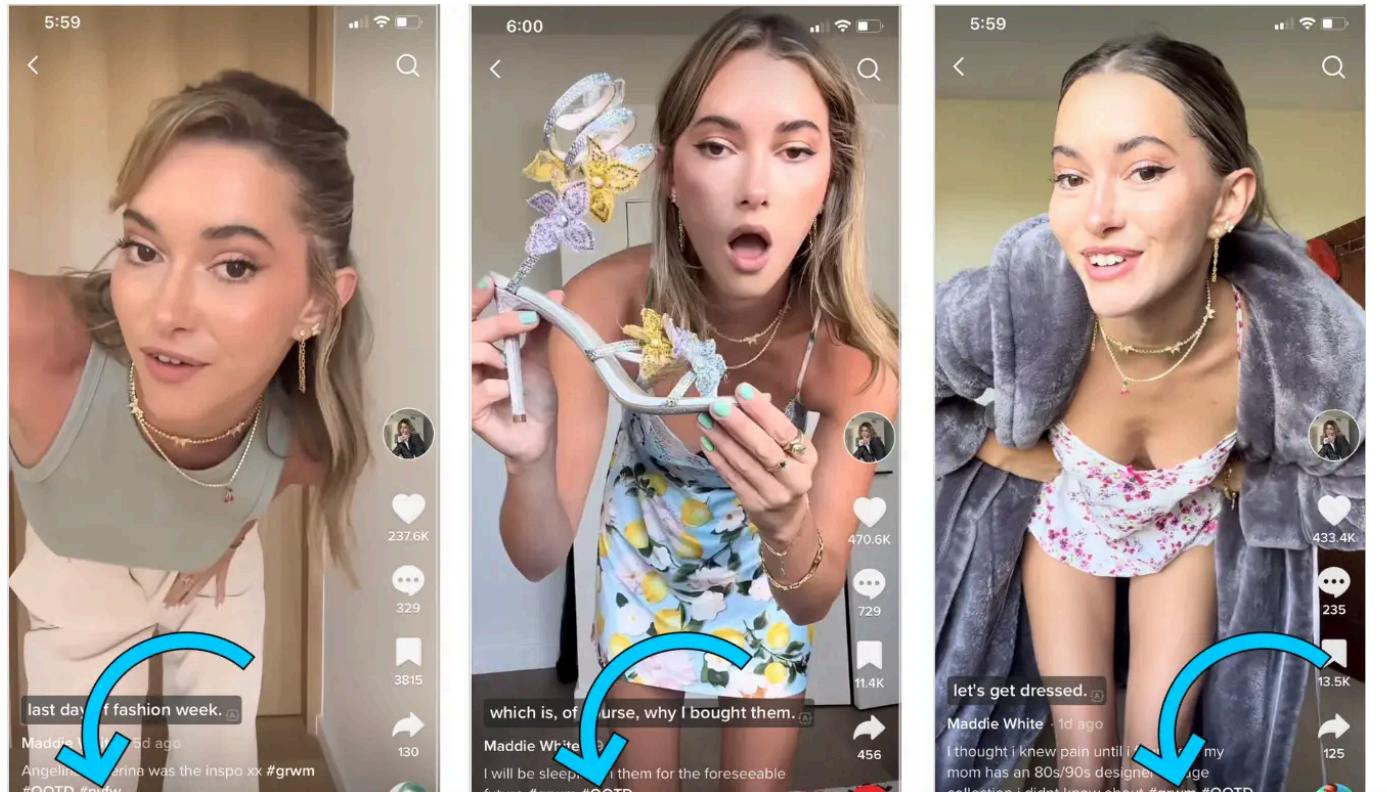
When videos have an intriguing hook, viewers will most likely watch till the end — or even on repeat.

This type of user engagement signals to the algorithm that people are enjoying the content and as a result, it should be shared to more users.

TikTok Algorithm Hack #2: Focus on a Niche

The more consistently you share videos related to your niche, the more the TikTok algorithm will recognize your expertise and begin to serve your content to the right audience.

Think about the content themes that resonate with your target audience best. Is it beauty tutorials, dating advice, comedy sketches, or GRWMs?



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Give the algorithm everything it needs to categorize your content.

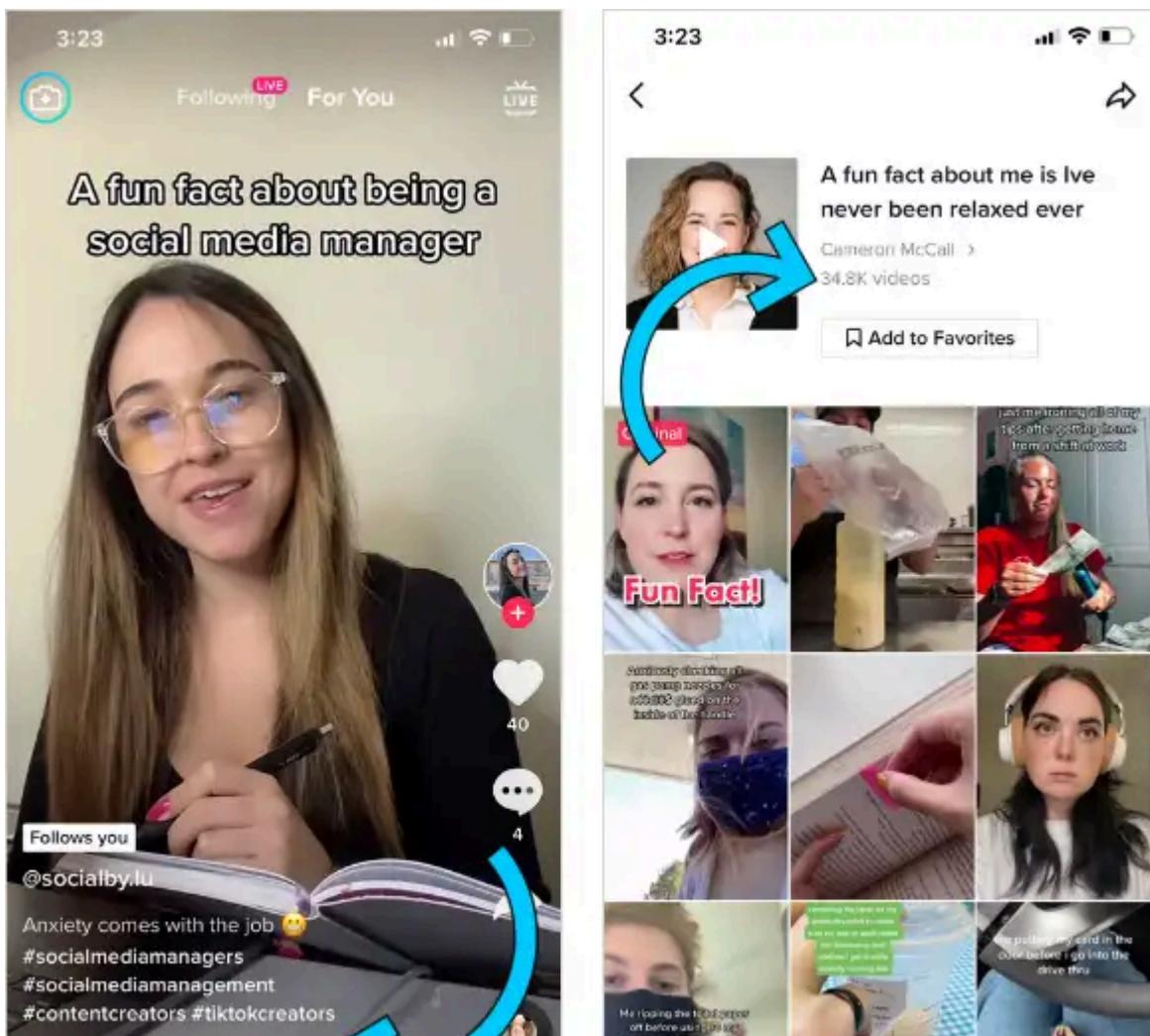
TikTok Algorithm Hack #3: Use Trending TikTok Audio

It goes without saying that [trending audio](#) and TikTok get on like a house on fire.

Since the TikTok algorithm tends to favor videos using trending sounds, consider jumping on trends while they're still hot.

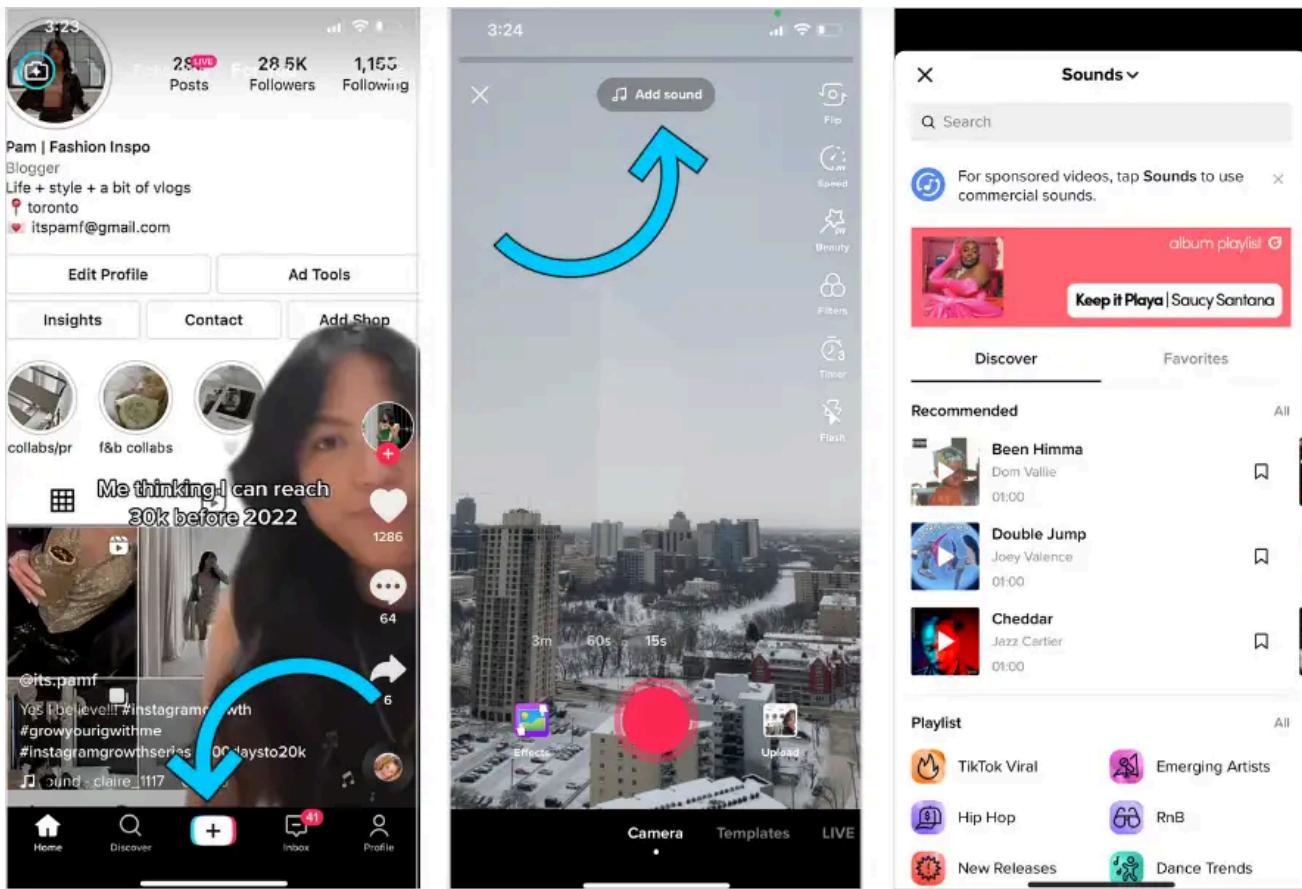
How to Find Trending Audio on TikTok:

1. Scroll through TikTok to see if there are any repeated songs or audio clips. If you think a clip is trending, tap on the audio to see how many users have created videos with the sound:



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TikTok Algorithm Hack #4: Experiment With New TikTok Features

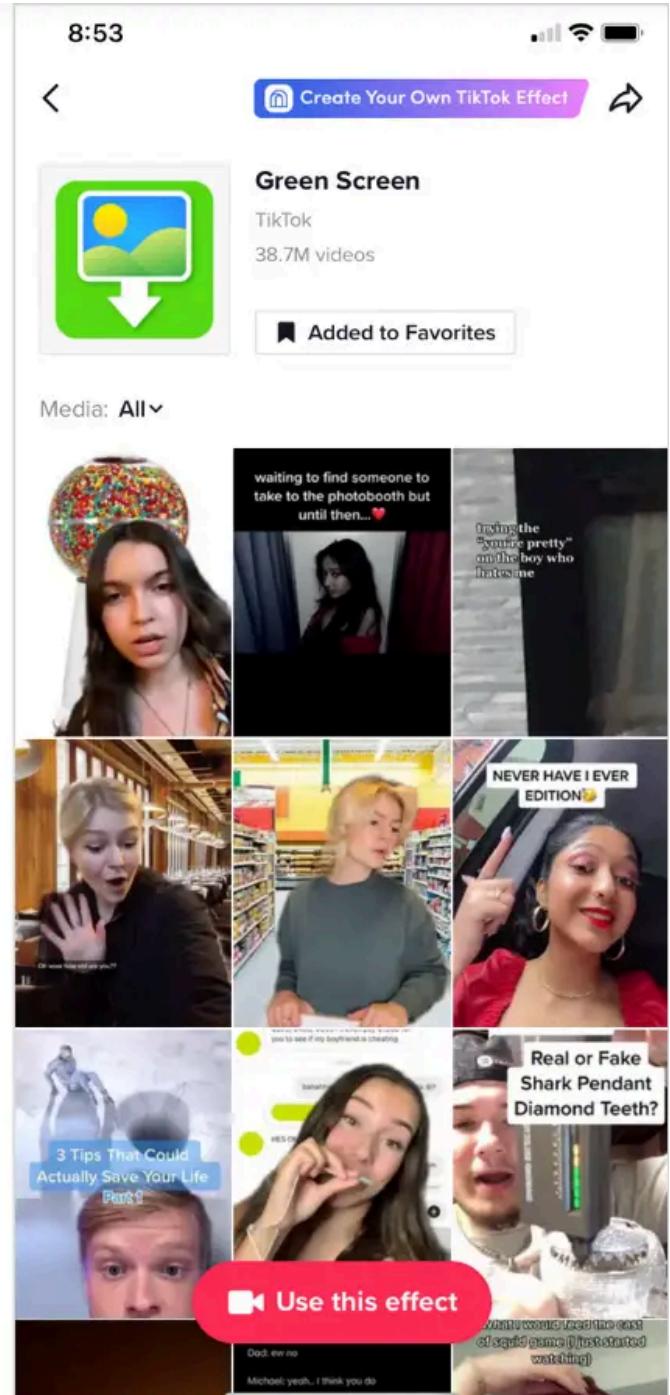
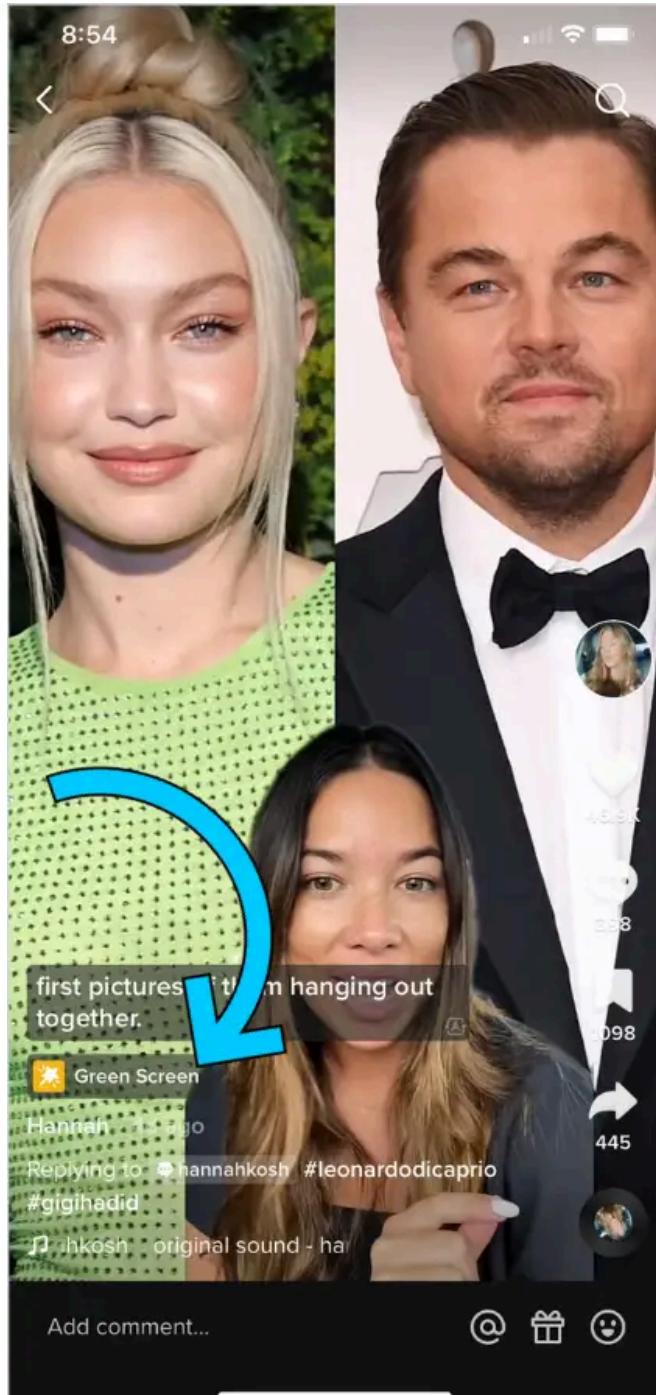
TikTok is all about testing the waters and trying out new ideas.

Being a “beta” user for up-and-coming tools can play a role in getting more engagement on your content.

Especially as TikTok highlights what tools and features you’ve used to edit your video when you post:

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Keep an eye out for new feature releases, you may want to try them out to gain more visibility!

TikTok Algorithm Hack #5: Use Relevant Hashtags

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For example, if you're an Instagram marketing consultant, you may use hashtags like #instagramtips, #smmtips, or #socialmediamarketing:

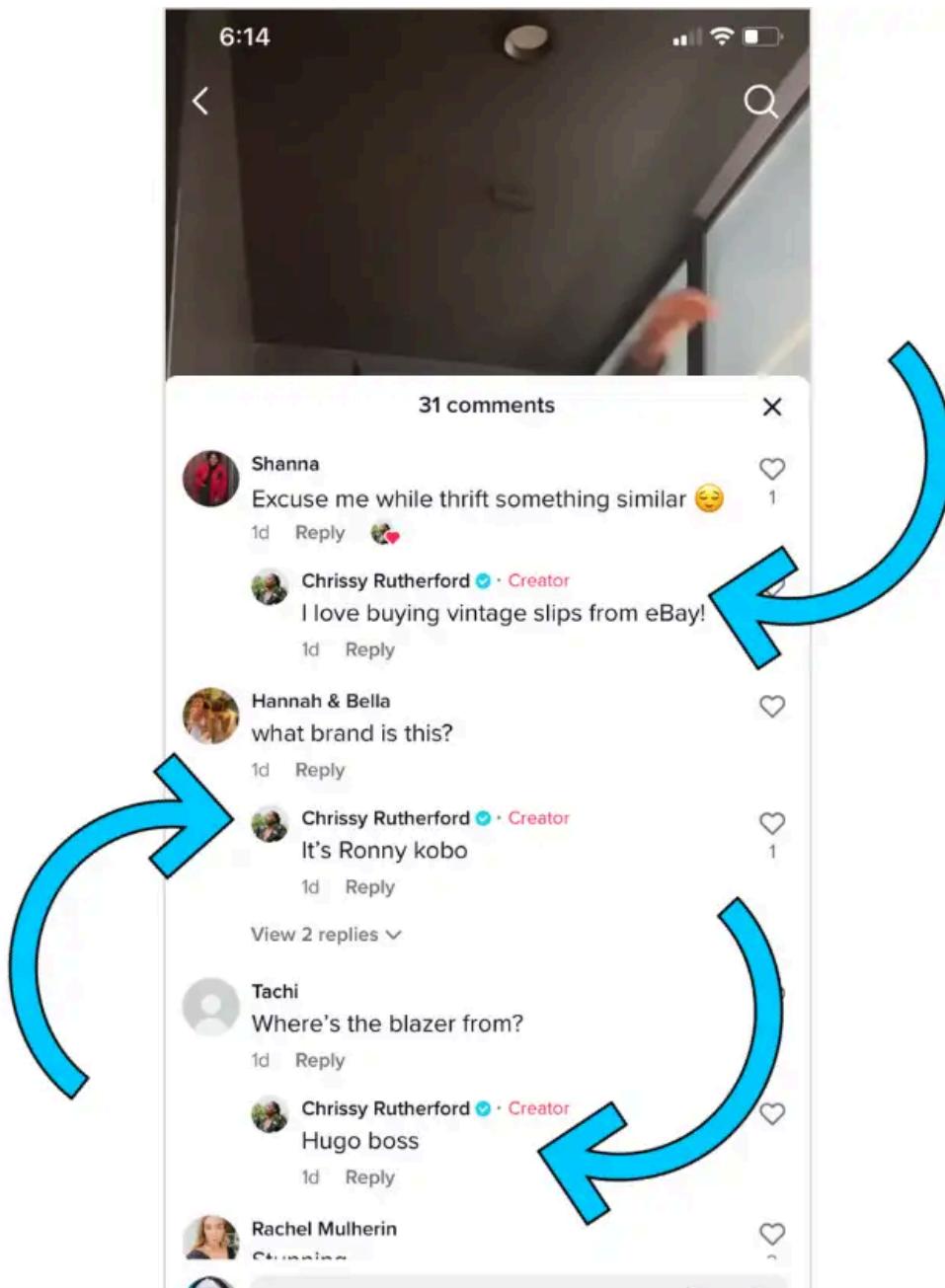
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And if you're jumping on a trend, be sure to use the appropriate trending hashtag in your caption too.

TikTok Algorithm Hack #6: Engage With Content Creators in Your Niche

Social media is meant to be **social** — so it's important not to post and ghost!



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TikTok Algorithm Hack #7: Create Accessible Content

Creating [accessible content](#) is another valuable algorithm hack, and will also make your content more inclusive.

The easiest way to do this is by adding on-screen text and captions:

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The more accessible your video is, the more people can view and engage with your content.

TikTok Algorithm Hack #8: Find the Best Time to Post

While the TikTok algorithm ranks content based on a combination of factors, [posting at your most optimal time](#) is still valuable.

Why? If you post when most of your community is online, you'll reach more people right away.

However, there's no universal best time to post on TikTok — it'll range depending on your audience's location and scrolling habits.

So figuring out when **your** audience is most active is key.

To find out how to do just that, read this: [The Best Time to Post on TikTok in 2025](#)

TikTok Algorithm Hack #9: Experiment With Video Length

TikTok has been gradually upping video limits over the last few years. First 15 seconds. Then one minute. Then three minutes.

And now it's extended its video length to [60 minutes](#) for uploaded videos.

While this does create more opportunities for storytelling or to be creative, even 10 minutes can feel incredibly long — especially on a platform where **short** is key:

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The **TikTok algorithm rewards content that is watched all the way through**, so aiming for a snappy 15-30 seconds is a good place to start.

However, if you want to experiment with long-form videos, give them a try and see how your audience responds.

TikTok Algorithm Hack #10: Don't Delete Old Content

TikTok videos can go viral days, even weeks, after they've been posted.

So, there's a good chance that with a consistent posting cadence, one of your videos will land a spot on the For You page.

Case in point: D.I [@knozehane](#) posted a [PSY X Steve Lacy mashup](#) in 2021 and it went

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Another reason you shouldn't delete old content?

If one of your videos goes viral, you'll have tons of similar content already on deck that users can scroll through and engage with.

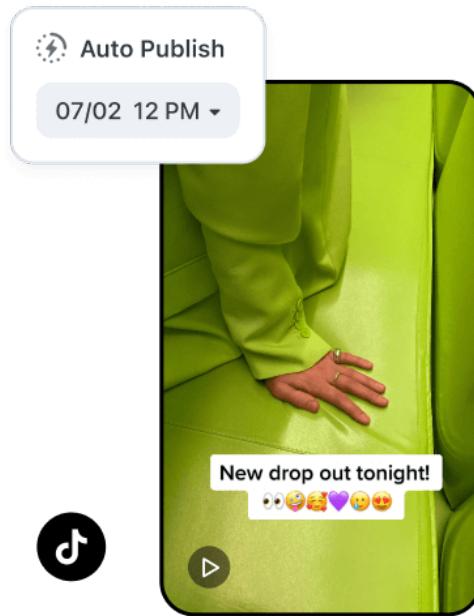
In Summary...

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Being consistent and building a strong presence is the most powerful way to hack the algorithm — and it'll work wonders for your brand too.

Ready to plan your TikTok content in advance? Start scheduling with [Later](#), a social media management platform. [Try it free for 14 days!](#)



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About the Author

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Content Marketing Specialist

Jessica is a creative content writer and marketer. She lives and works remotely from Winnipeg, a city smack dab in the middle of Canada.

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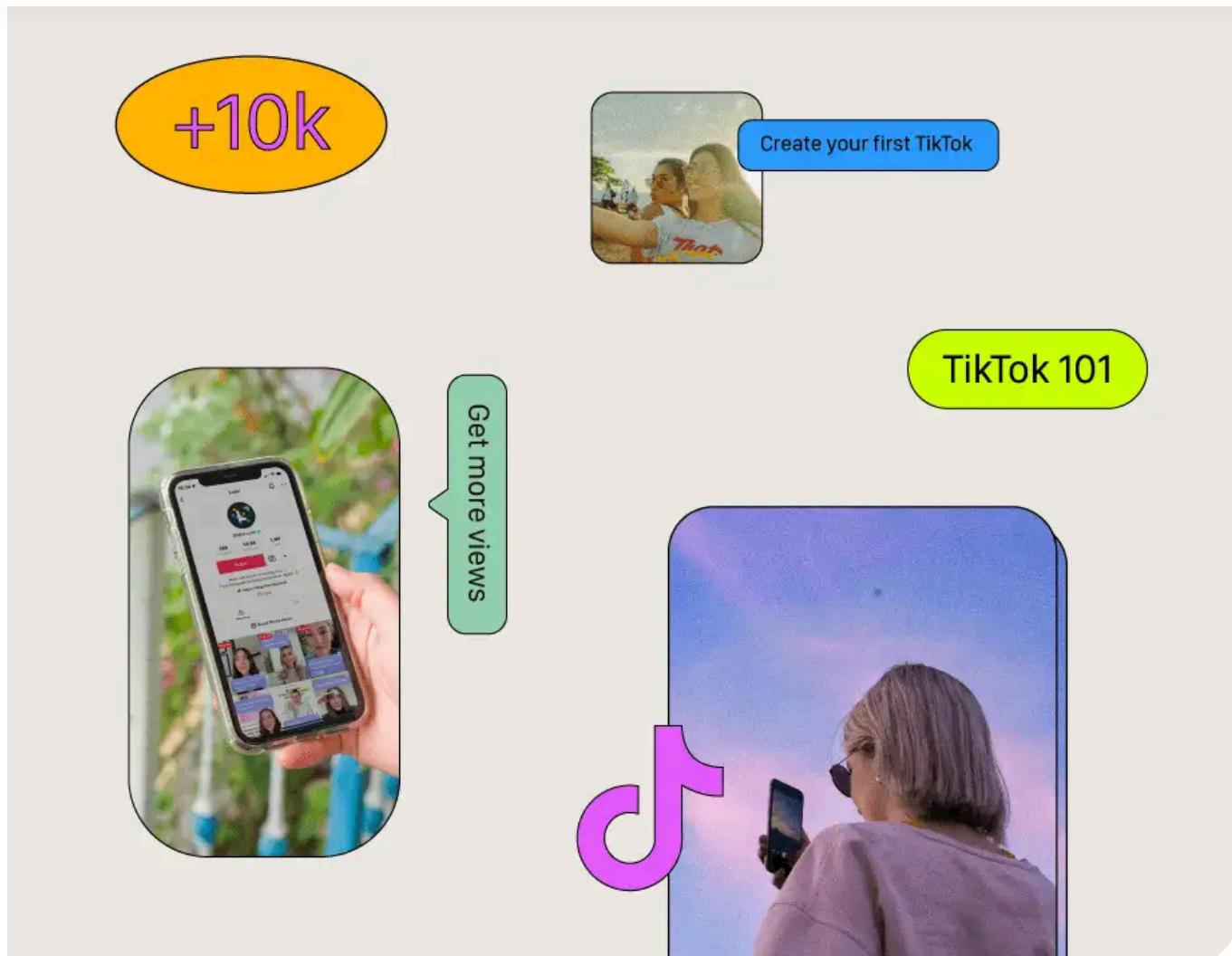
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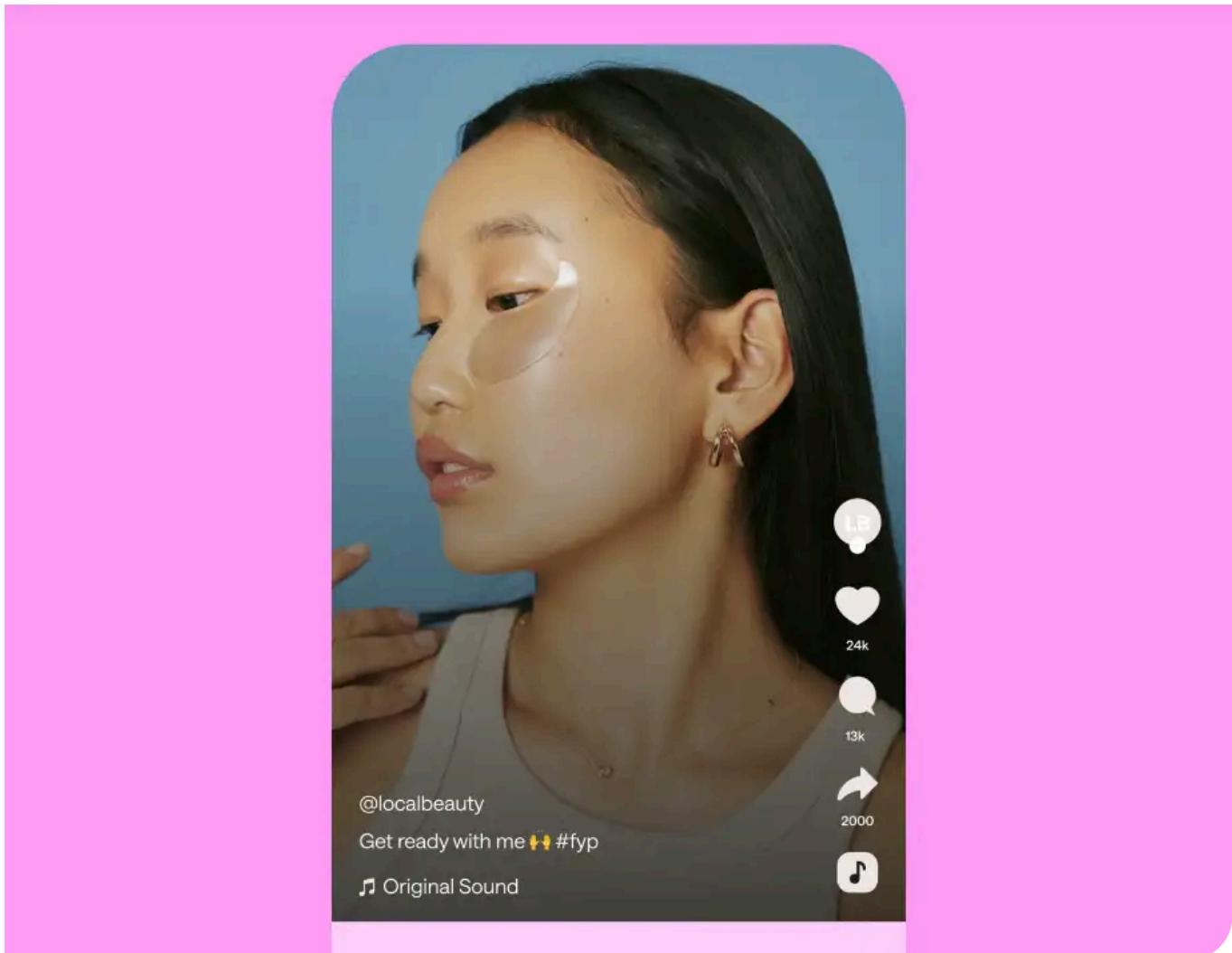
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