

how the TikTok algorithm works

a visual guide to maximising engagement

Have you been using TikTok, but not having huge success in the algorithm? If so, you're not alone. With so many people struggling to harness TikTok in their marketing, we wanted to share our top tips for maximising engagement on the platform!

why TikTok matters

TikTok has **1 billion + active users** globally

Users spend **95 minutes per day** on average scrolling TikTok

TikTok has a **150% higher engagement rate** than Instagram

90% of TikTok's users visit the app daily

70% of users say TikTok content helps them discover new products or brands

Videos with trending audio have a **1.5x greater chance** of getting onto the FYP

key factors driving the TikTok algorithm

What actually causes the TikTok algorithm to pick up content and show it to more people? Well, this can be broken down into four sections, which are user interaction, video information, device and account settings, and finally user demographics and interests.

user interaction

Likes and Comments
The more likes and comments a video receives, the more likely it is to be shown to a wider audience.

Shares and Follows
Content that's shared or leads to new followers has a higher chance of being pushed to the For You Page (FYP).

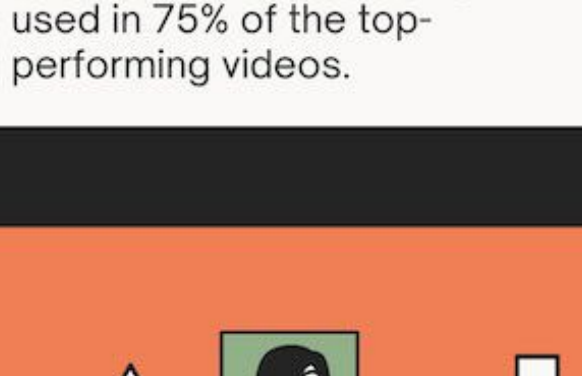


Watch Time
Videos watched all the way through rank higher. On average, videos retaining 70% of viewers are greatly boosted.

video information

Sounds
Trending audio clips increase engagement. Using popular sounds can boost your video views by up to 30%.

Captions
Videos with keywords relevant to trending topics or user interests rank higher.



Hashtags
Strategic use of popular hashtags improves visibility. For example, #foryoupage is used in 75% of the top-performing videos.

demographics and interests

Existing Habits
Users see more of what they watch, creating a personalised feed of content tailored to their habits.

Previous History
Engagement history with specific creators or niches.



Content History
Previous interactions with content types (e.g., comedy, educational, lifestyle).

pro tips for maximising engagement

Now that we know what's behind videos being picked up by the TikTok algorithm, it's time to look at some of the ways you can help your content land a space on the For You Page.

leverage trending topics and sounds

Use viral sounds and challenges to increase your chance of landing on the FYP. 67% of viral videos feature trending audio.

We recommend, before creating anything, that you take a look through the trending audios to see which best aligns with the idea you have.

Avoid (at all costs!) just overlaying trending audio or sounds onto your video content without considering how well they work together.

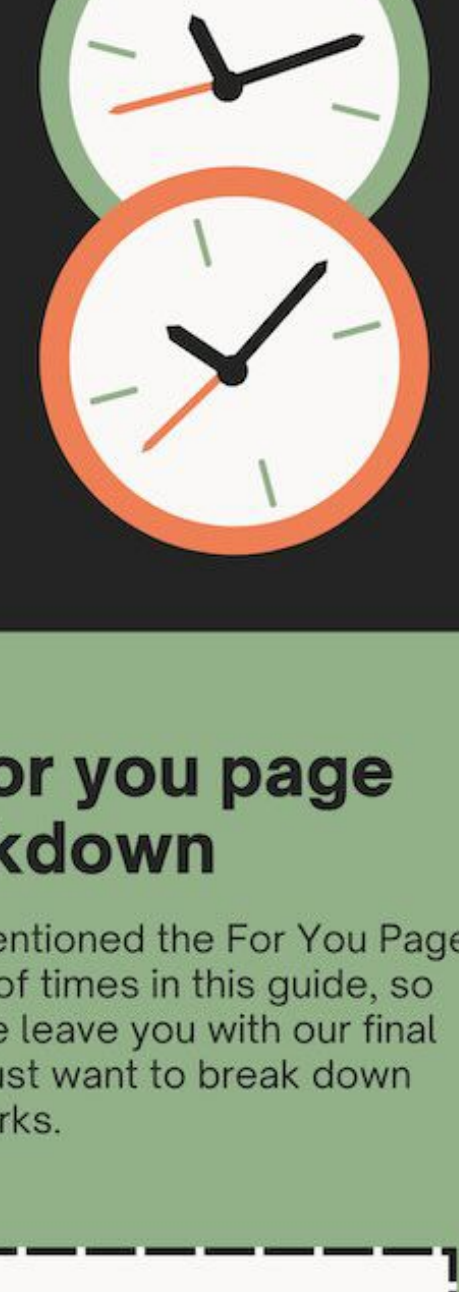


create high-quality content

Videos that get high engagement in the first 2 hours of being posted are significantly more likely to be featured.

Videos that feature faces and have some kind of enticing hook in the first 2 - 3 seconds are much more likely to encourage your audience to continue watching. If they continue watching, this will signal to the TikTok algorithm that your content is high-quality, thus making it show your video to a wider audience.

We also recommend maintaining a posting schedule of 1-4 videos per week to improve visibility and keep your account front-of-mind for your audience.



optimise for time of posting

Studies show the best times to post are between 6PM and 10PM, particularly on weekends, when engagement is 30% higher.

However, with that being said, each and every audience is different. So, whilst starting between 6PM and 10PM is good to start with, you should see how this works with your audience. If you find that your posts get more engagement in the morning, then switch your strategy to post in the morning.

It's important to remember that posting on any social media platform is a constantly learning experience, with trial and error being the name of the game!



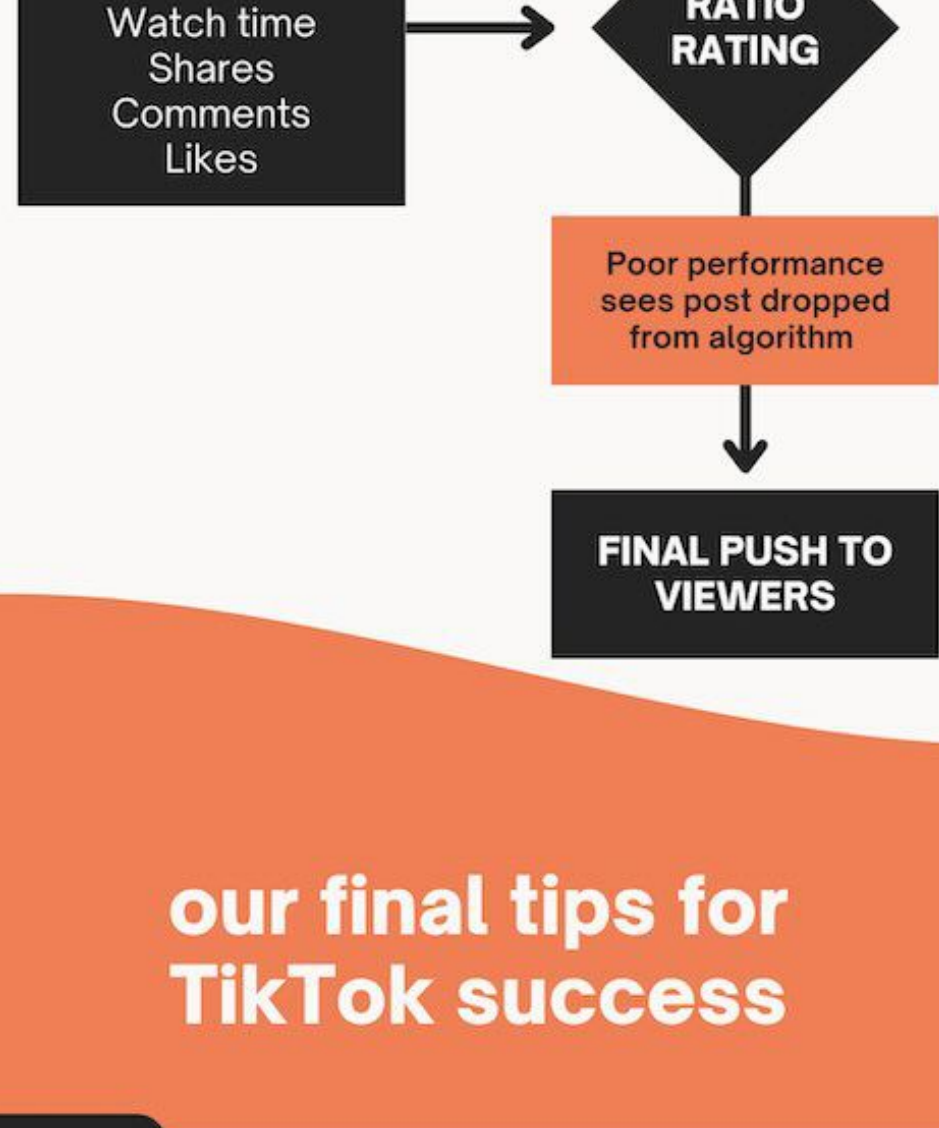
the for you page breakdown

We've mentioned the For You Page a couple of times in this guide, so before we leave you with our final tips, we just want to break down how it works.

A video is first shown to a small group of users. If it gets high engagement (i.e. comments, likes, shares, replays), TikTok pushes it out to more users.

If the video continues to perform well, it'll continue to be shown on the For You Page.

However, once engagement begins to dip, it will be shown less and less, and eventually drop out of the For You Page altogether.



our final tips for TikTok success

1

Engage with Your Audience

Respond to comments and engage with your followers. Interaction with your audience boosts algorithm performance.

2

Analyse and Adapt

Regularly check the analytics to see what's working and adjust your strategy accordingly. Remember, experimentation is essential.

3

Optimise Thumbnails

Custom thumbnails with eye-catching images can increase the likelihood of a user clicking on your video, leading to higher views.

4

Collaborate with Other Creators

Collaboration with influencers or creators in your niche exposes your content to new audiences, boosting your reach.

sources

- Statista: <https://www.statista.com/statistics/1238155/tiktok-global-monthly-users/>
- Statista: <https://www.statista.com/statistics/1345351/tiktok-average-user-daily-time/>
- Hootsuite: <https://blog.hootsuite.com/tiktok-statistics/>
- HubSpot: <https://blog.hubspot.com/marketing/tiktok-statistics>
- Sprout Social: <https://sproutsocial.com/insights/social-media-statistics/#tiktok>
- Influencer Marketing Hub: <https://influencermarketinghub.com/tiktok-marketing/>
- TikTok for Business: <https://www.tiktok.com/business/en/resources/blog/tiktok-marketing-2023>