

Peak vs. Off-Peak Posting

We compared TikTok videos posted during the three **peak hours** to those posted **off-peak** to see if there were benefits to posting when others aren't.

Peak

Off-Peak

Average likes



Average views



Average comments



Average shares



Average saves



Niches Best for Posting During Peak Times

#1 Beauty

#2 Cooking

#3 Education

#4 Fitness

#5 Sports

Niches Best for Posting During Off-Peak Times

#1 Comedy

#2 Fashion

#3 Gaming

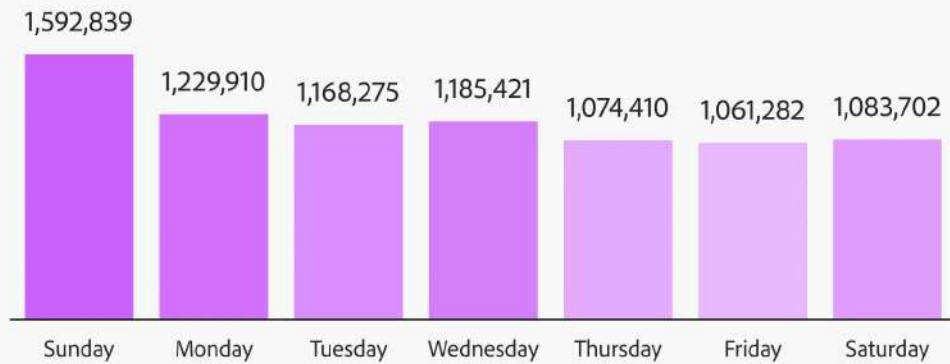
#4 Music

#5 Pets

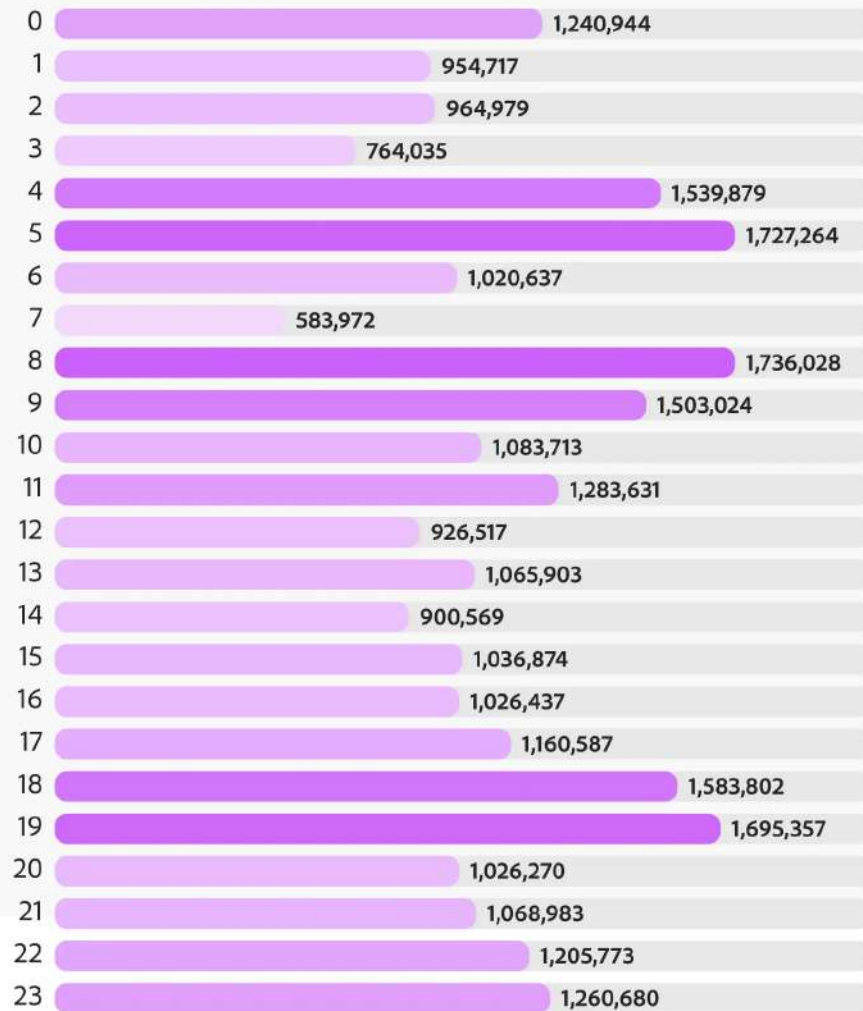
Expanding Your Reach

TikToks posted on Sunday have the **highest average number of views** as do those posted at 7 in the evening.

Average Number of Views by Day Posted



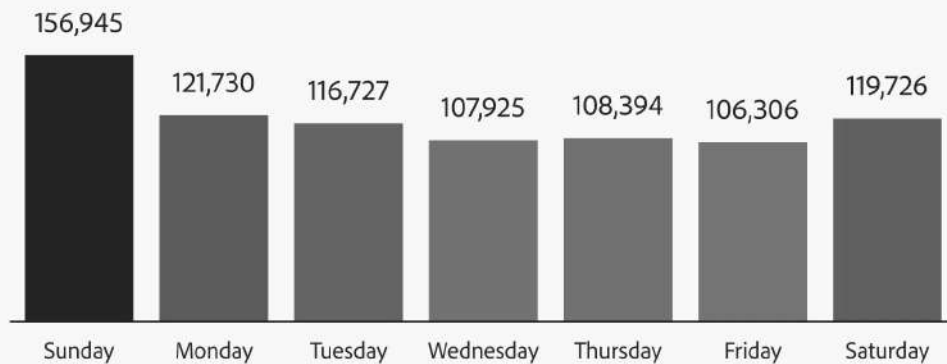
Average Number of Views by Hour Posted



Maximizing Engagement

TikToks posted on Sunday have the **highest average likes** as do those posted at **5 in the morning**.

Average Number of Likes by Day Posted



Average Number of Likes by Hour Posted

