

What are the Best Times To Post on TikTok

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In brief

The best times to post on TikTok vary by day, but generally peak windows include early mornings around 6 to 7 am, mid-mornings around 10:30 to 11 am, and evenings from 8 to 10 pm.

For all the activities, time is an important factor, and the same is applicable in the case of TikTok also. Posting the TikTok video at the right and best time can attract more users, increasing engagement.

Since the popularity of TikTok got increased, more and more people used to post their TikTok videos to attract more followers and engagements. Many ask which is the best time to post on TikTok, when to post on TikTok, etc. Today in this article, we will check them in detail, and thereby, you will get an idea about the best time to post on TikTok, etc.

Best Times to Post on TikTok

While considering the best time to post on TikTok, it must also be noted that time should depend on the target audience. The time varies based on the country, and you should consider your target audience's time and time zone before finalizing the best time to post on TikTok.

As mentioned earlier, you must consider your target audience's time first. TikTok users in different counties have a different time zone, and you must first identify the target audience. And it would help if you considered the TikTok post time based on the target users. Here the time listed below should be based on your target audience time.

- Monday - The best time to post on TikTok is between 6 am - 6.30 am, 10.30 am - 11 am, 9 pm- 10 pm
- Tuesday - 10.30 am - 11 am, 9 pm - 10pm
- Wednesday - 6 am - 7 am, 8.30 pm - 9 pm
- Thursday - 6.30 am - 7 am - 2 pm - 2.30 pm, 9 pm - 9.30pm
- Friday - 6 am - 6.30 am, 8 pm - 8.30 pm
- Saturday - 6 am - 6.30 am, 12 pm - 1 pm, 10 pm - 11 pm
- Sunday - 6 am - 7 am, 8 pm- 10 pm

Factors to be considered before choosing the Best Time to Post on TikTok

When time matters, you should note all other factors also. If your target audience in TikTok comes from different countries, you should adjust the time based on that. If the target audience is from adjacent counties, then a minor adjustment in the time is needed. However, if the audience is from entirely different time zones, you should not wholly follow the time mentioned above. In that case, you should post on TikTok in another way. For example, you can post on time mentioned above for the one-time zone in the morning. But in the evening, you should follow another country's time zone.

If the audience is from more than two countries, then you should adjust it in the best suitable form by testing each time zones and finding which one fits best for you. In short, even though time is an important factor for the engagement on TikTok posts, it might vary with each TikTok user, depending on the audience and their region. So, the best practice is to try each time combination mentioned above as a test, and thereby you can find the best times to post on TikTok by yourself.

Other Factors To Get More Engagement on TikTok

Apart from posting at the correct time on TikTok, there are a few other things to be noted.

Produce More Contents

Producing more content to keep your audience active within your TikTok account is important. If you have more content, the overall engagement within your TikTok account will be higher; thus, you will get a chance to make your account more popular.

Post-Same Nice Contents

Make sure to publish content in the same niche itself. If you post content in a mixed format, some users might find it interesting, whereas some won't. For example, if you continue publishing comedy videos, most of the audience are of the same nature and like comedy videos. But when you start posting some other type of videos like dance, etc., your actual audience may find it boring, and they might not watch your videos. So, make sure to post your niche-related videos only.

Keep Consistency and Post Regularly

You don't have to publish many videos in a single day. The number doesn't matter. You can post 1, or 2, even 5 videos per day, depending on your content availability and time. But make sure to follow the same number all the time. This will give your audience a feel that you are always active.

Use Hashtag For your TikTok Videos

Always use proper hashtags for your videos. Hashtags help you find your videos on the search and thus may reach more audience when it is discovered in the search result. So make sure to use proper and optimized hashtags for each video.

Conclusion

Here we can conclude that time is an important factor in TikTok, so you need to identify the best times to post on TikTok and follow the same for your TikTok videos. However, never keep other factors unattended as great content, and consistent posting is also essential to keep everything properly and thus gain popularity in the TikTok community.