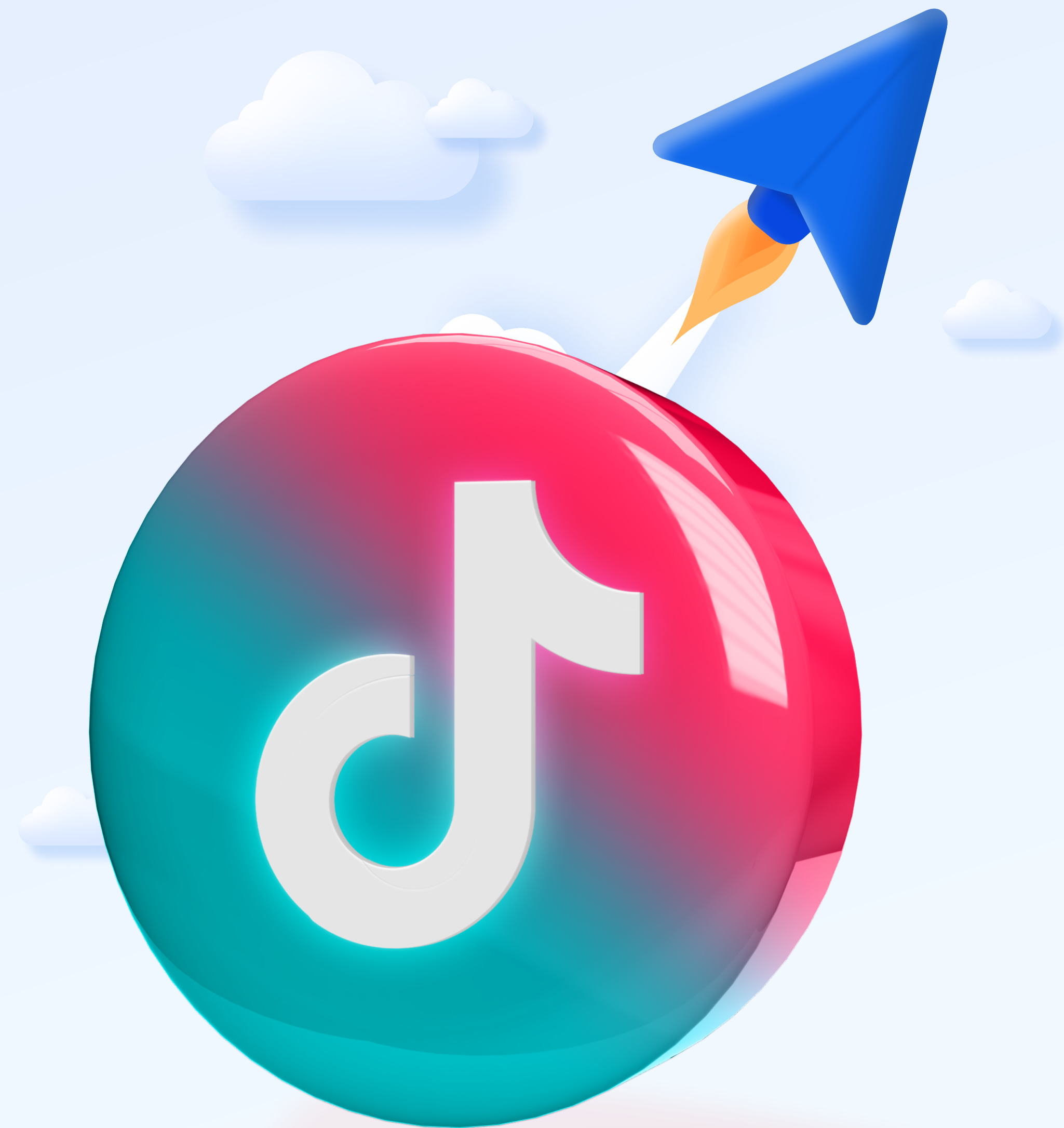




Checklist for Becoming a **TikTok** Superstar in 2023



Introduction

With over a [billion monthly active users](#) and massive popularity worldwide, Tiktok is truly a social media phenomenon today. Let's face it – you really can't ignore it anymore!

SocialPilot's amazing [TikTok scheduling features](#) has already helped around 9362 TikTok accounts increase their followers. If you are new to this video-sharing platform or struggling to generate engagement, we are here to help you become the next TikTok sensation.

Refer to our carefully curated checklist to bring your A game to the platform. We will discuss some [TikTok tips](#) to help you post at the best times, receive stellar engagement, and reach a wider audience.



Checklist

☐ Have you set up a **Business account**?

If you already have a TikTok account, you can switch to a Business account to unlock more features. Then, follow these steps to personalize your profile:

- ☐ Use your logo as the profile image. Or, you can create a 6-second profile video instead of a profile image.
- ☐ Add social media links to your profile.





☐ Is your bio engaging enough?

Your bio must be brief, complete, and engaging. Use your bio to tell your potential customers what you do and sell. Also, remember to add your website link to your bio.





☐ Are the topics of your video shareable?

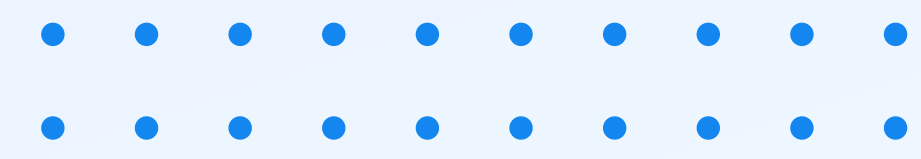
To narrow down topics to create share-worthy TikTok content, check

- ☐ If your chosen topic solves an issue your potential customer faces. Quora, YouTube, and Reddit are some of the best places to search for questions that your target audience needs answers to.
- ☐ What your competitors are making.
- ☐ If your topic educates your audience on content related to your niche or industry. You can make tutorial-style videos up to 1 minute in length.





- ☐ When to hop on a trend. The latest trends on TikTok include dance challenges, posting videos of packing orders, and behind-the-scenes videos. Keep trend-style videos to a duration of 8-10 seconds.
- ☐ If you can tease an upcoming launch.
- ☐ If you can break down the lifecycle of your products or services.





☐ Does your video structure hook attention till the end?

In an era of constantly decreasing attention spans, you need to create videos that can grab eyeballs instantly. Ideally, your TikTok video should have 3 parts:



- ☐ **The beginning:** In this part, grab the viewer's attention in the first 1-3 seconds so they continue watching. Add a hook (e.g., ask a question or state a fact/opinion) here.
- ☐ **The middle:** In the mid section, answer the question you asked in the hook or deliver the value you promised in your introduction.
- ☐ **The end:** In the end, state the next steps or add a call to action (CTA).





☐ Have you decided the format of your video?

After you pin down the topic of your video, follow these steps to fix the format for your video:

- ☐ Open the app and tap on the [+] icon that you will find at the bottom center.
- ☐ Choose your front-facing camera.
- ☐ Play with different filters, change speed, or set up a self-timer.
- ☐ Choose **Add sound** to prepare the music for the TikTok you want to make. Go for some trending tunes.





☐ Do you know the two options to create a TikTok?

There are two ways to create a TikTok. You can either upload videos or photos from your smartphone or create a TikTok through the app. Here's how to make a TikTok using both options:

- ☐ Locate **Upload** next to the record button to upload a video or photo from your camera library.
- ☐ Alternatively, tap the red button in the bottom center to snap a photo or hold it to start recording a video.
- ☐ Repeat all the steps in this section to include more photos or videos in a sequence.
- ☐ After creating all your “scenes,” tap the checkmark icon.





☐ Are there any final edits to make?

See if you want to make any final tweaks or additions after tapping the checkmark icon. You may want to

- ☐ Add stickers.
- ☐ Include more filters.
- ☐ Add relevant text.
- ☐ Have a voiceover.





☐ Does your caption have thumb-stopping potential?

You should always have a well-phrased, appealing, and keyword-rich caption.

Tap on **Next** and add these important final touches to achieve the same:

☐ Any hashtags and URLs.

☐ Tags if needed.

Your TikTok is all set for posting now.

Tap on Post to post it, and you are done!



☐ Have you identified the best times to post your TikTok?

Optimizing your posting time increases the chances of your TikTok showing up in the “For You” section (the stream of videos curated based on the user’s particular interests) and getting more engagement. Here are the [best times to post on TikTok](#):

Weekday/Weekend	Day of the Week	Best Times to Post
Weekdays	Friday	5 am, 1 pm to 3 pm
Weekends	Saturday	11 am, 7 pm to 8 pm
	Sunday	4pm





☐ Are you scheduling your TikTokS to remain consistent and save time?

As you will be managing multiple social accounts for your business, scheduling helps you plan your posts in advance and set the best date and time for their publishing. You can use [SocialPilot's TikTok post scheduler](#) to create and schedule trend-setting videos.





☐ Do you follow these additional pointers apart from posting videos?



- ☐ Follow accounts that are popular among your ideal demographic.
- ☐ Engage with similar accounts to amplify your exposure.
- ☐ Promote your TikTok account on other social media platforms once you have posted a steady stream of strategic content.
- ☐ Identify the kinds of content your audience likes the most.
- ☐ Implement tips to [increase TikTok followers](#) such as posting consistently and using trending sounds and filters.





☐ Are you checking analytics on TikTok?

Analytics help you evaluate your success on TikTok and lets you check and replicate what's working. They help you measure total video play time, monthly and weekly growth, and many other metrics. Here's how you can check analytics on TikTok:



On mobile:

- ☐ Visit your profile.
- ☐ Tap on the **Settings and privacy tab**.
- ☐ Select the **Creator Tools** tab under Account.
- ☐ Tap on **Analytics**.

On desktop:

- ☐ Open TikTok and log in.
- ☐ Move the cursor over your profile photo, and click on **View Analytics**.
- ☐ Select **View Analytics**.





☐ **Are you repeating what worked for your business?**

After you check the analytics, you would know what tactics worked for you, what kind of content you should continue making, and when is the best time to post for your business. Check if you are keeping this information in mind while creating future TikTok videos.





SocialPilot's Superpower

Ace the Short Video Format: Supercharge your TikTok with



Video Scheduling

Create and schedule trend-setting videos and grow your reach on TikTok.



Content Library

Store all your post and hashtag ideas for the future.



Image Posting

Get the best out of your photos on TikTok.



Flexible Calendar

View your posts in a monthly, weekly, and daily grid.

Start Your Free Trial

✓ Trial Begins Immediately ✓ No CC Required ✓ Change Plans Anytime ✓ Cancel Anytime