



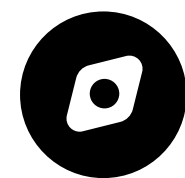
TikTok Strategy Guide

Based on SocialPilot's analysis of nearly **1.5 million** TikTok posts from Q1 2025.

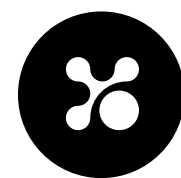


The TikTok You Knew? That's History

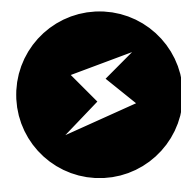
2025 isn't just another year on TikTok, it's a whole **new playing field**.
What started as a platform for lip-syncs is now a:



Discovery Engine



Shopping Channel



Cultural Trendsetter

With over 1.59 billion monthly active users worldwide, TikTok is the 5th most used platform in the world. Despite bans, backlash, and competition, **TikTok thrives.**

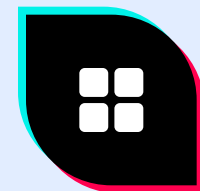


TikTok is Evolving, SocialPilot Helps You Win It

TikTok isn't just a trend machine, it's the front page of the internet.

With 1.59B users (and 135M in the U.S.), it's where the GenZ searches, shops, and shapes culture.

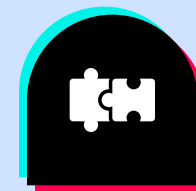
Big brands still play here but it's the smaller, smarter ones that win. That's where we come in. SocialPilot helps 15,000+ brands and agencies:



Post smarter



Move faster



Collaborate better



Tap into real-time
insights



Turn TikTok data into
strategy



We analyzed over a million TikTok posts to uncover what's really working in 2025. Whether you're growing your first thousand followers or managing a million-strong community, this report gives you the data and direction to make smarter, faster moves on TikTok.

Jimit Bagadiya

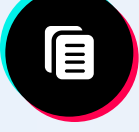
Co-founder & CEO, SocialPilot

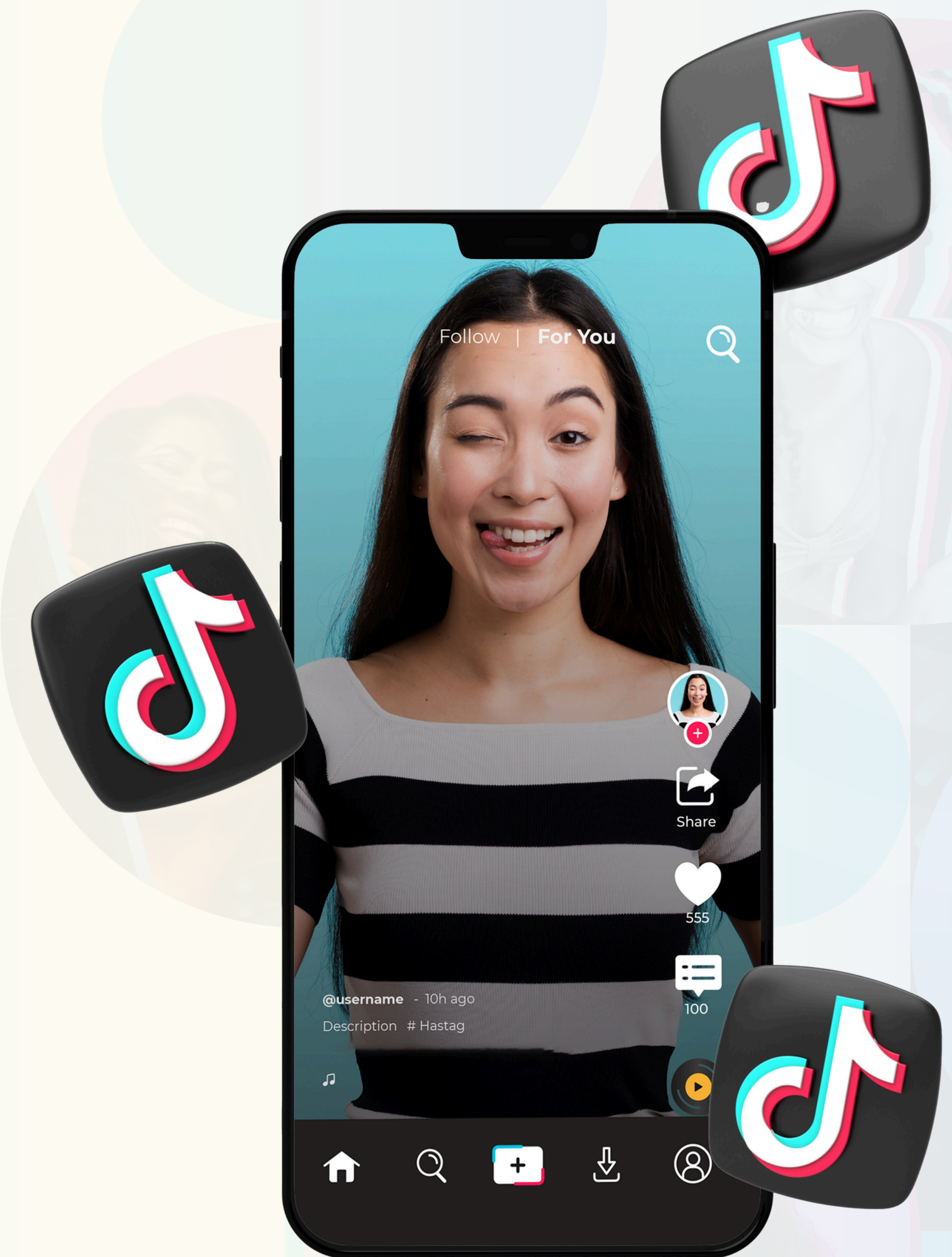


Our Methodology

To **decode** TikTok's evolving ecosystem, we analyzed nearly **1.5 million posts** to discover what's working right now.

Our analysis focused on core parameters like:

- | | |
|--|---|
|  Posting Frequency |  Image vs Video |
|  Caption Length |  Mentions |
|  Hashtags |  Industry |
|  Video Length |  Account Type |
|  Format | |



Posting Frequency

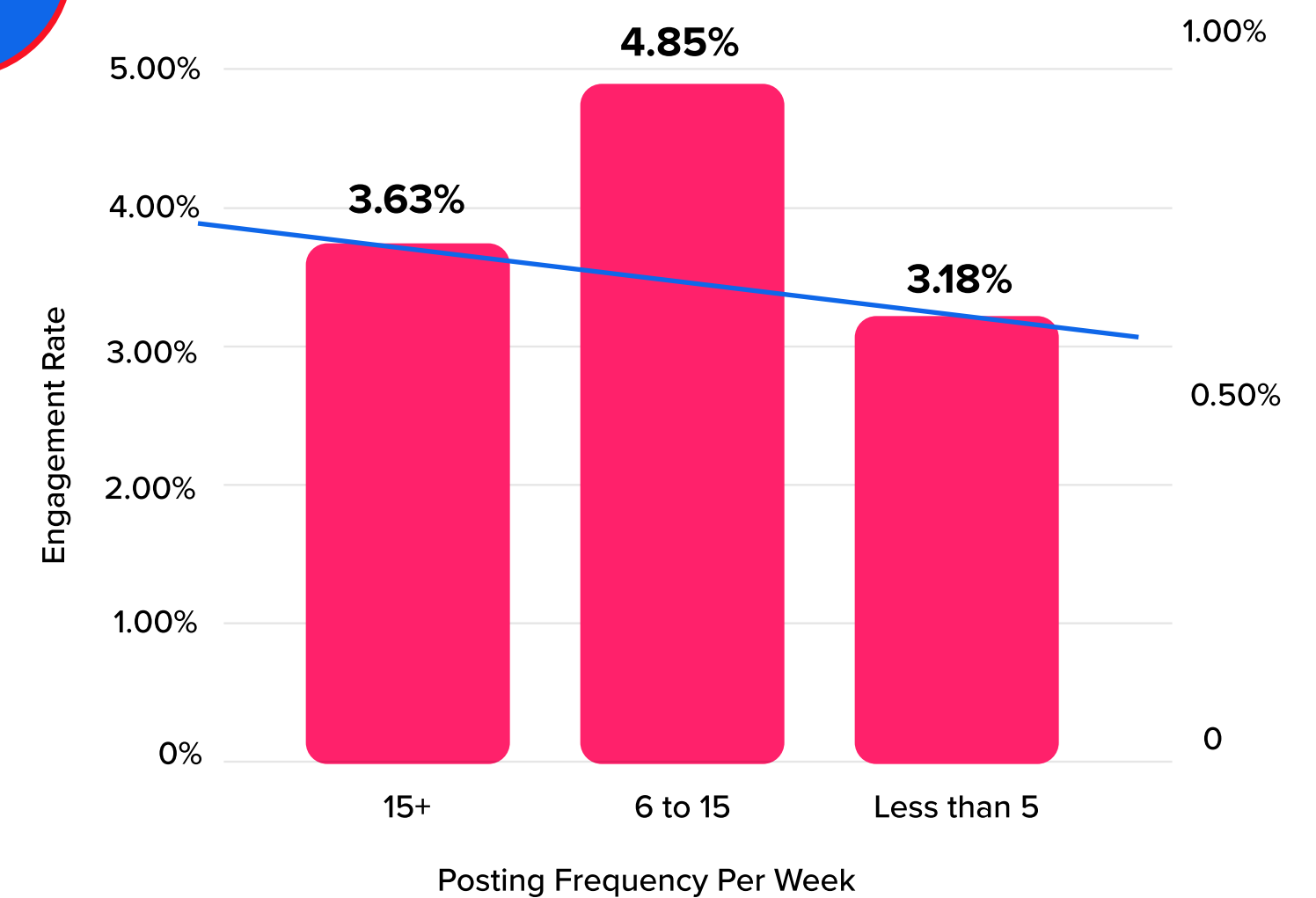
Many marketers feel the pressure to post daily on TikTok just to keep their audience engaged. But contrary to popular belief, flooding feeds is not the answer.

Our data reveals the sweet spot for posting. It's somewhere **between 6 and 15 times a week**. TikTok accounts in this range see a **4.85% engagement rate**. This is better than accounts that post more than 15 times (3.63%) or less than 5 times (3.18%) per week.

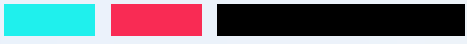


Pro Tip

Instead of obsessing over post frequency, experiment with content diversity. This keeps things fun and shows you what really clicks with your audience.



SocialPilot TikTok Trends 2025



Caption Length

You might think TikTok captions are just fillers but our data says otherwise.

Captions make your video content more discoverable, accessible, and engaging. Keep it between 101-200 characters. Our data suggests that these mid-length captions generate **0.12% higher engagement**.

The perfect caption includes:

The main point

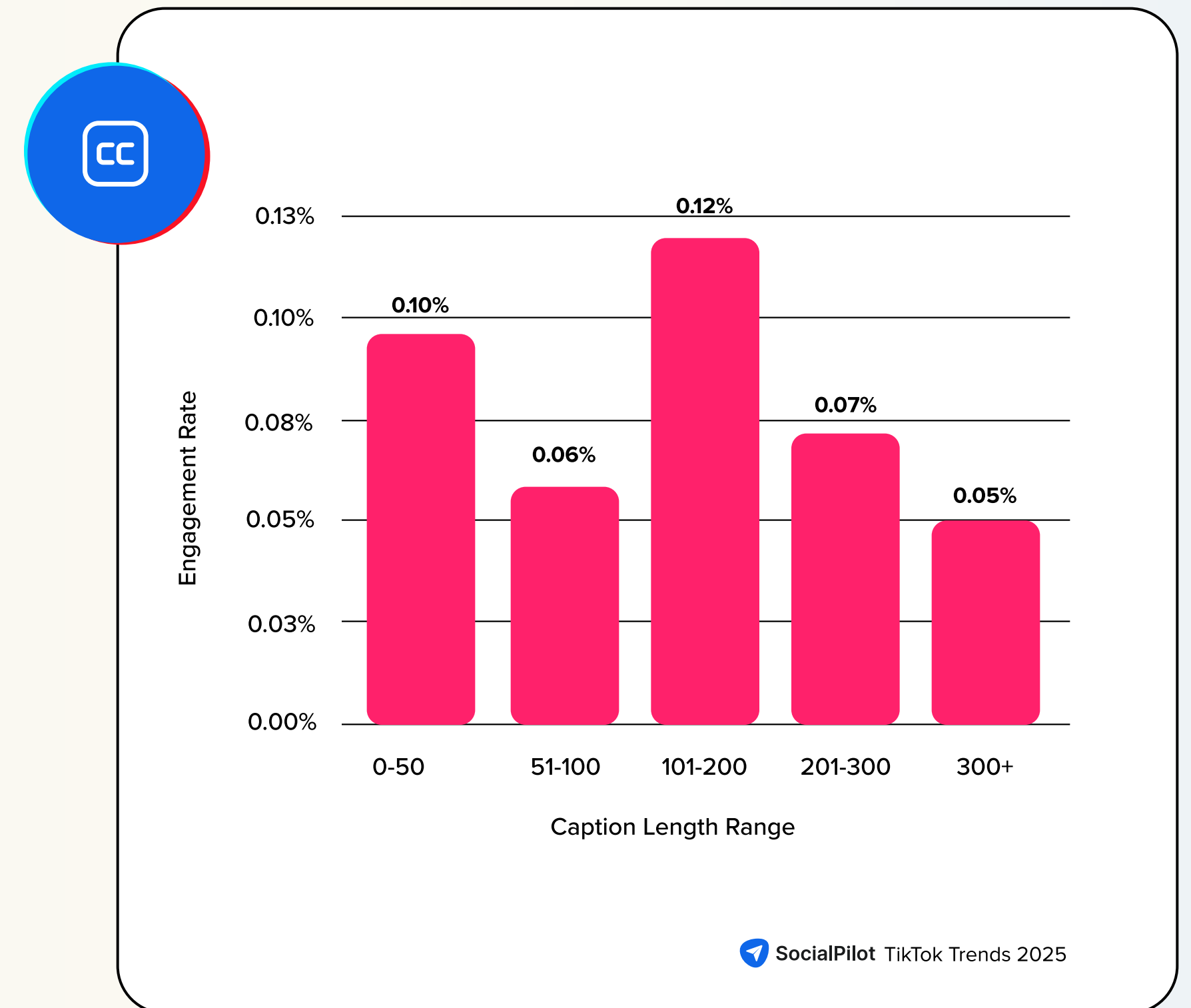
2-3 relevant keywords

A question or call-to-action



Pro Tip

Before writing your caption, think about what people would search to find your content and use those exact keywords.



Hashtags

Hashtags aren't about reach hacks anymore. They're about **relevance** and **discoverability**.

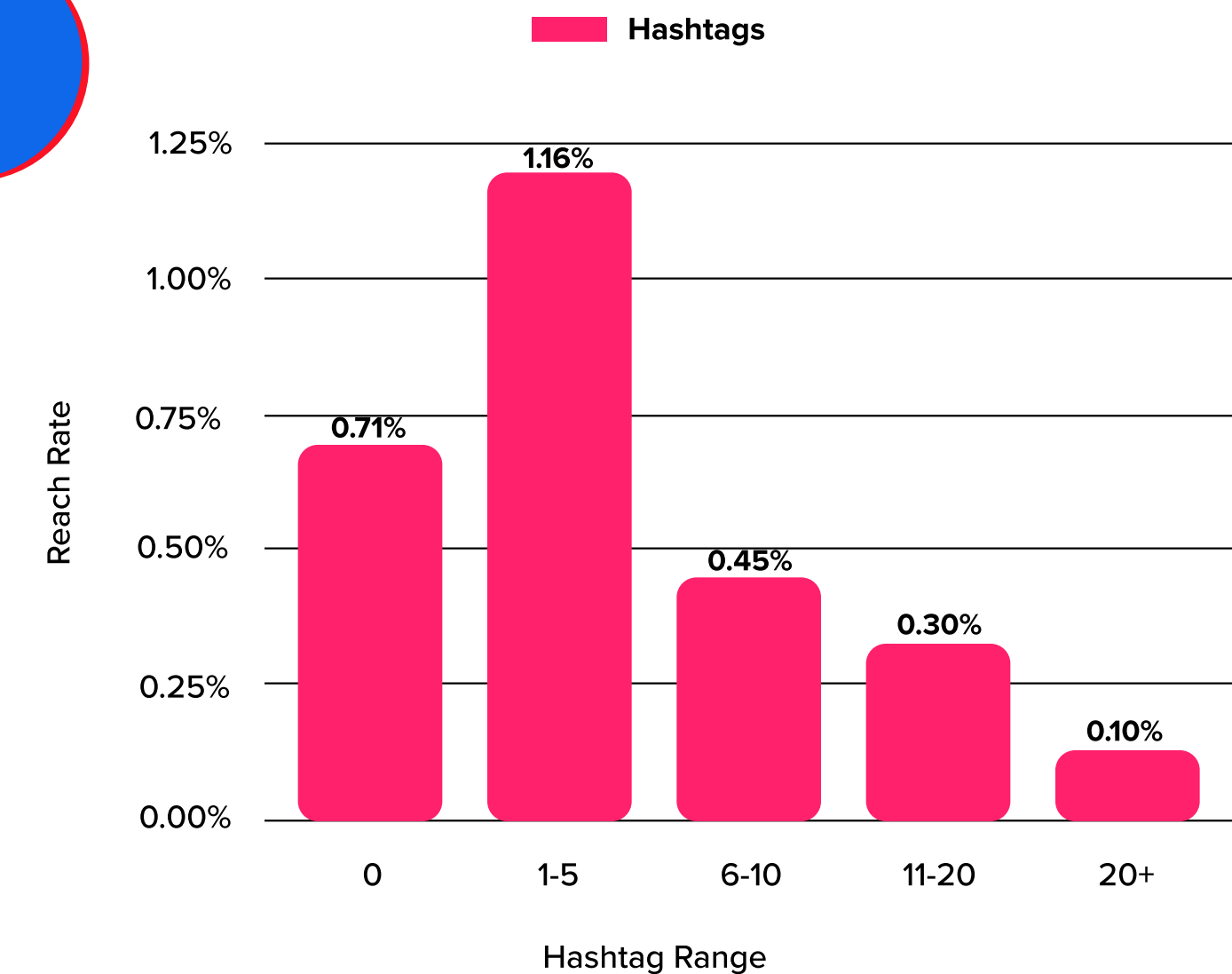
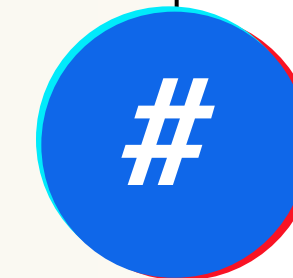
Our data shows that videos with **1-5 hashtags** have the **highest reach rate at 1.16%**. Skipping hashtags altogether can still get you a 0.71% reach, but the right mix of hashtags can help you reach almost twice as many people.

But once you cross into hashtag-stuffing territory, things fall off a cliff. While you can use 33 hashtags, you absolutely shouldn't.



Pro Tip

Use a mix of broad and niche hashtags. Pair trending tags like #fyp or #viral with specific ones like #BookTok or #FitCheck to reach the right audience.



Video Length

Videos between **31 and 60** seconds get the highest engagement, earning nearly **18 times more interactions than other lengths**.

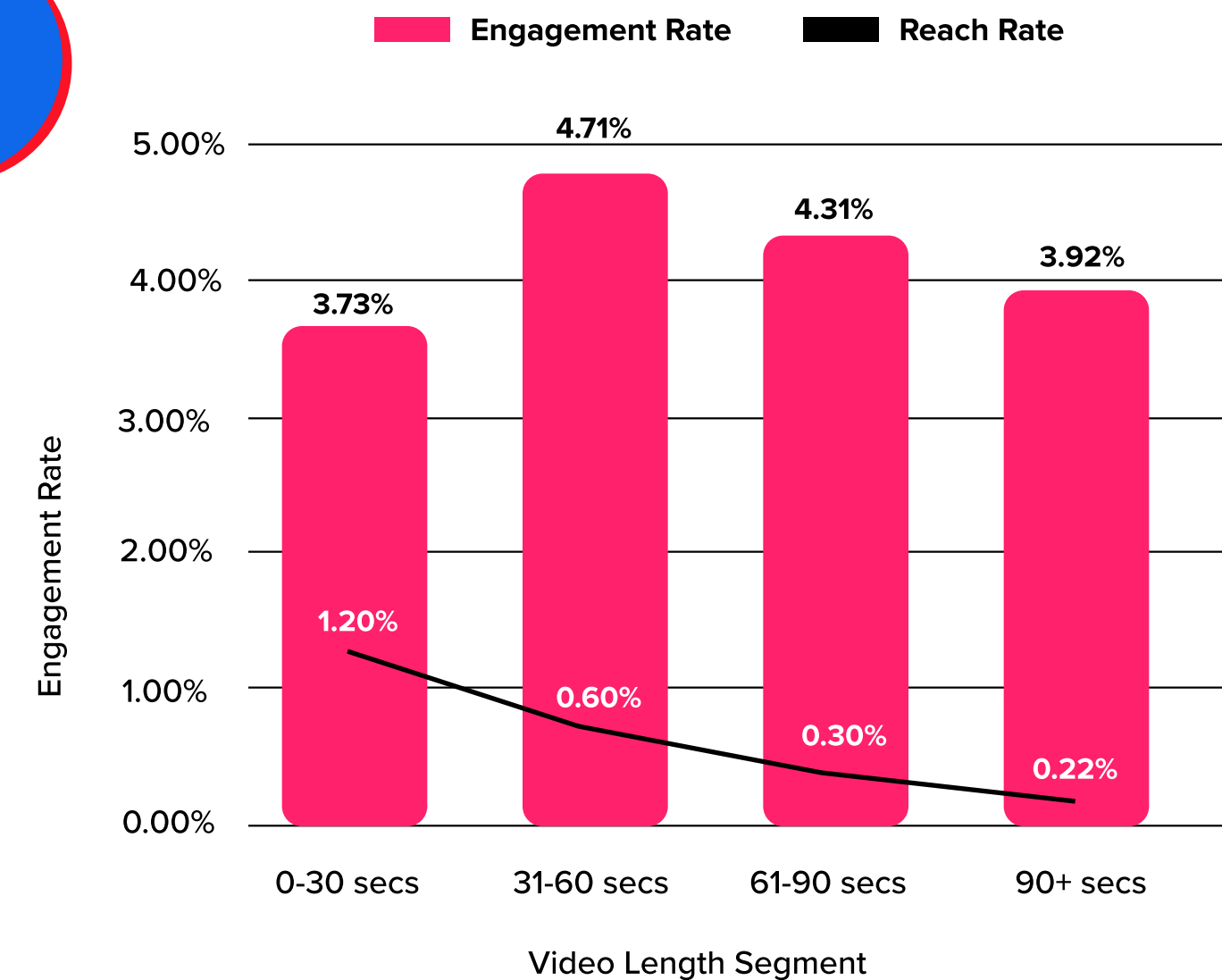
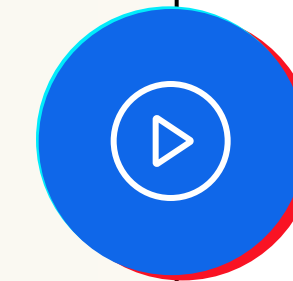
Contrary to popular belief, the quick under-30-second clips underperform at 3.73% engagement. Yet they reach more viewers with a **1.20% reach rate**.

So when you want to engage your current followers, aim for a 31-60 second window. And while trying to grow your audience, keep it under 30 seconds to maximize discovery.



Pro Tip

No matter which type of video you're creating, the first 3 seconds determine whether viewers stay or scroll, so hook them fast.





Format

Almost 100% of social media marketers think non-vertical videos won't stand a chance on TikTok. But surprise! Square videos perform almost the same as vertical videos in engagement.

Our data shows that **vertical videos get the highest engagement and reach**, with an engagement rate of **3.52%** and reach of **0.36%**, significantly outperforming other formats.

Square videos perform reasonably well for engagement (3.22%) but struggle to reach new viewers (0.01%). And horizontal videos? They fall significantly behind with just 1.53% engagement and 0.12% reach.



Pro Tip

Shoot in full-screen vertical and keep your subject center stage. TikTok loves videos that fill the screen, and so do viewers.

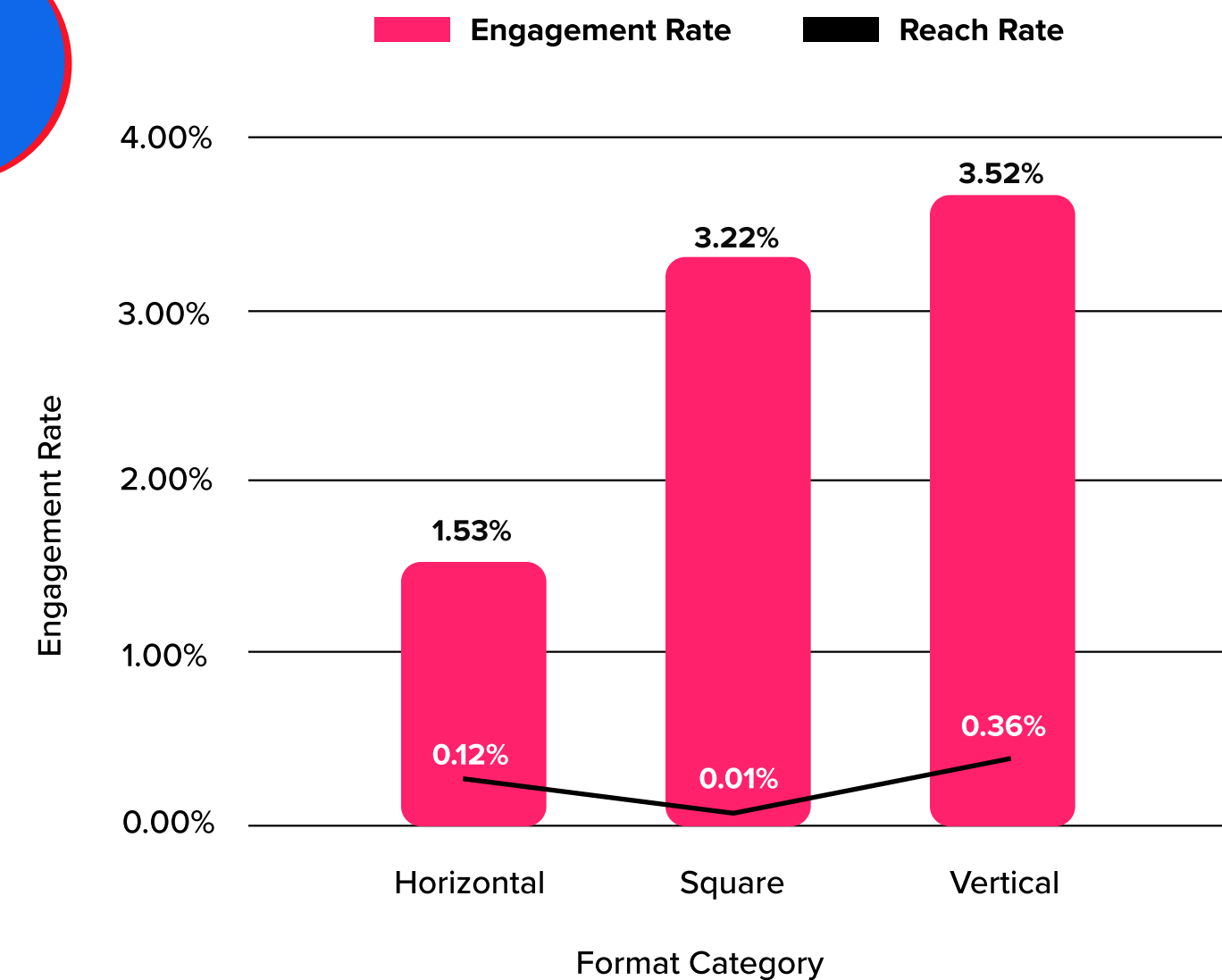


Image vs. Video

So, here's something interesting from our data about TikTok media. Images get about 4.34% engagement, which is nearly **47% higher than videos** at 2.95%.

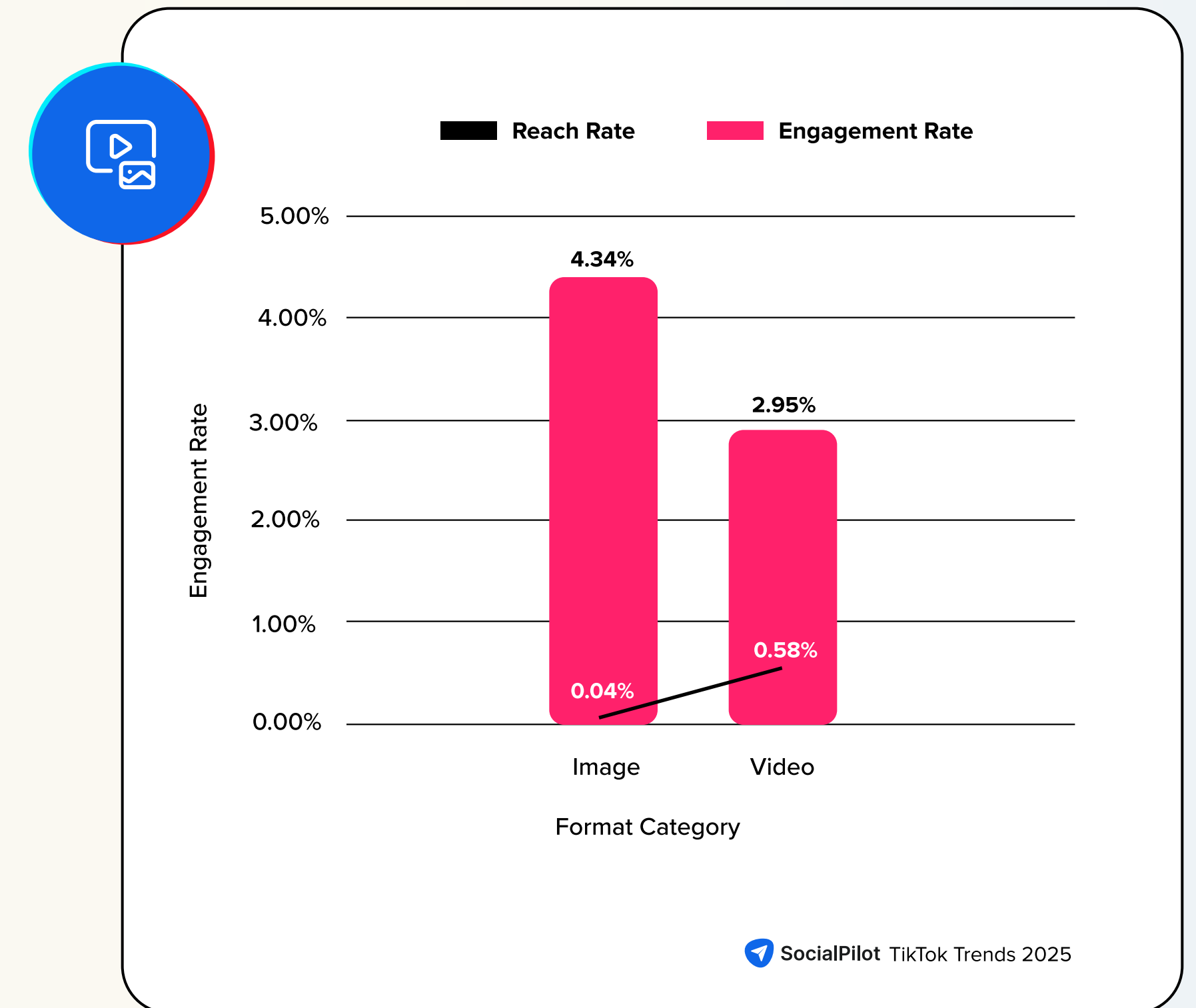
But, on the flip side, **videos reach almost 15 times more people** than images do. That means images help you connect deeper with your current followers, they're more likely to comment, save, and share.

Meanwhile, videos are the way to get in front of new audiences since TikTok's algorithm favors them for discovery. In short, use videos to grow and images to keep people hooked.



Pro Tip

Post a video that tells a story, then follow up with an image carousel that digs into the details. The video hooks them and the images keep them engaged.



Mentions

Mentions are doing wonders for engagement. Our data shows that **posts with 11-20 mentions are getting the most interaction, with 10.31% engagement**. Tagging others seems to get people involved, whether it's liking, commenting, or sharing.

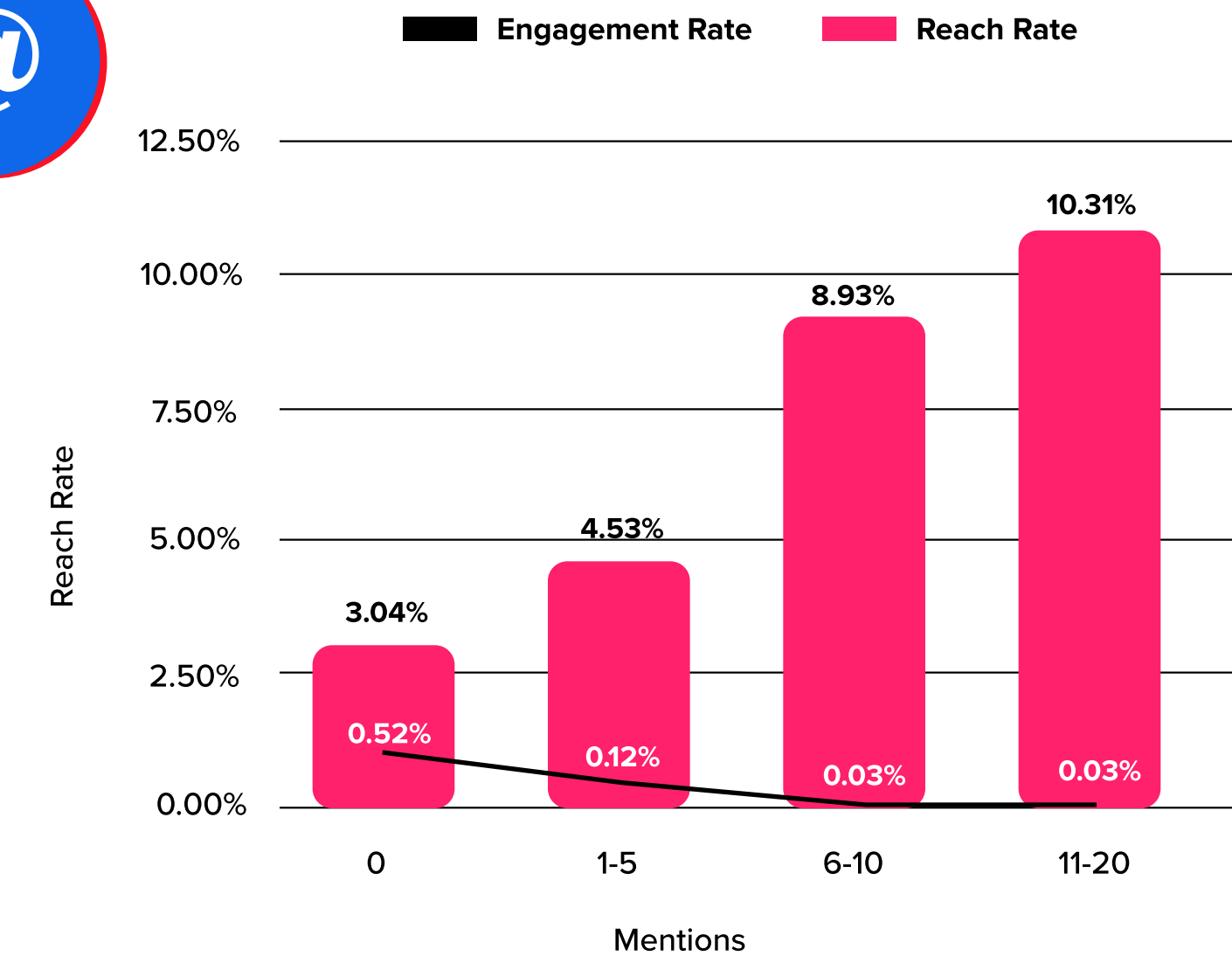
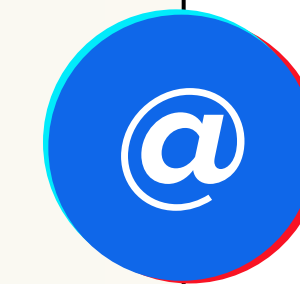
However, when it comes to reach, mentions don't really make a big impact.

Despite the strong engagement, **posts with 11-20 mentions only see a 0.03% reach**, which shows that mentions don't help push your content out to a wider audience.



Pro Tip

Tag creators or followers relevant to your content. Focus on those who are likely to engage, rather than tagging over ten random accounts.





Insights Into Your Industry's TikTok Strategy

Every industry is hopping on the TikTok train, but not all are riding it the same way. From creators using viral hacks to beauty brands running highly targeted campaigns, we're breaking down how each industry is making TikTok work for them.

Ready to see who's killing it? Let's go!





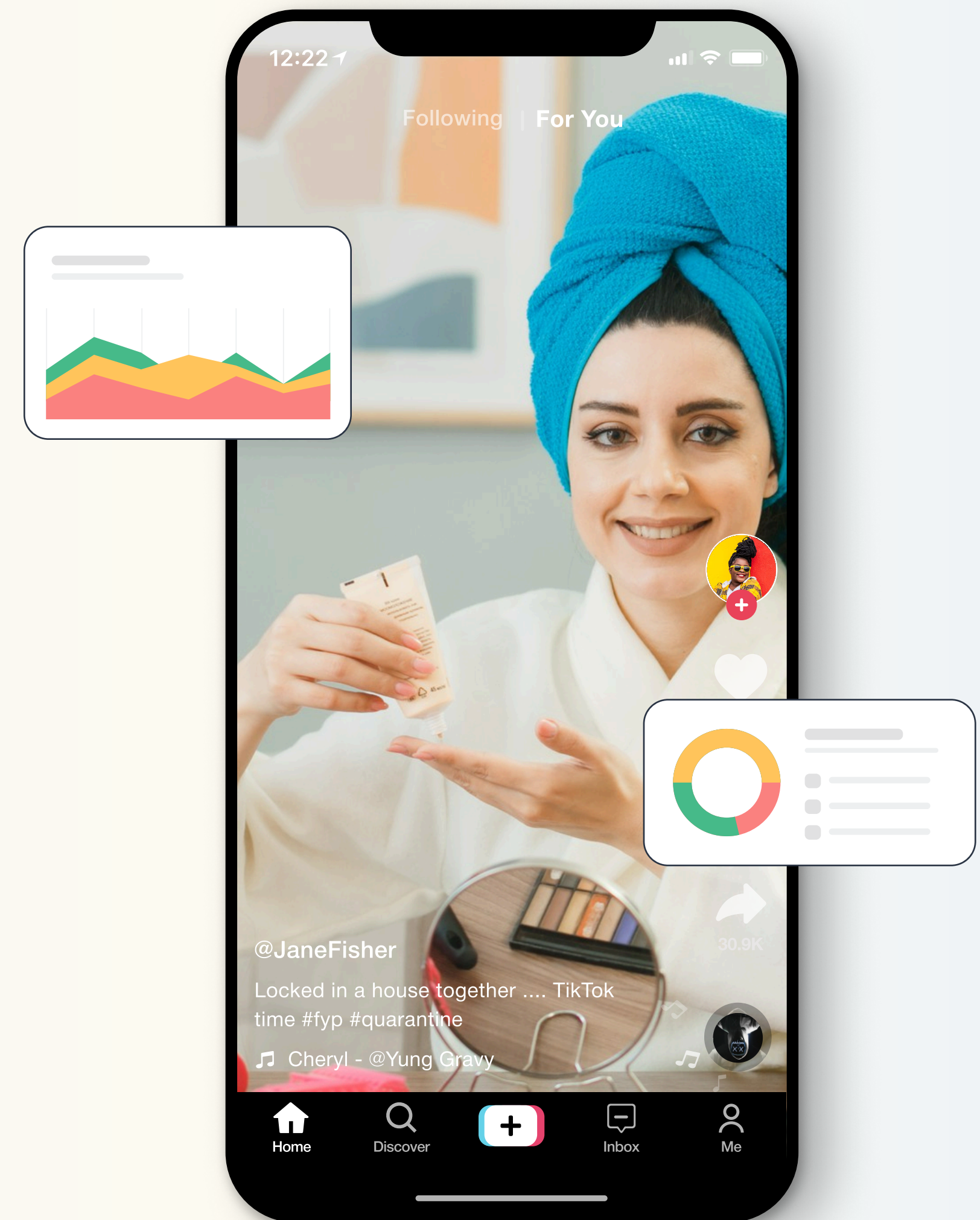
Reach and Engagement Rate

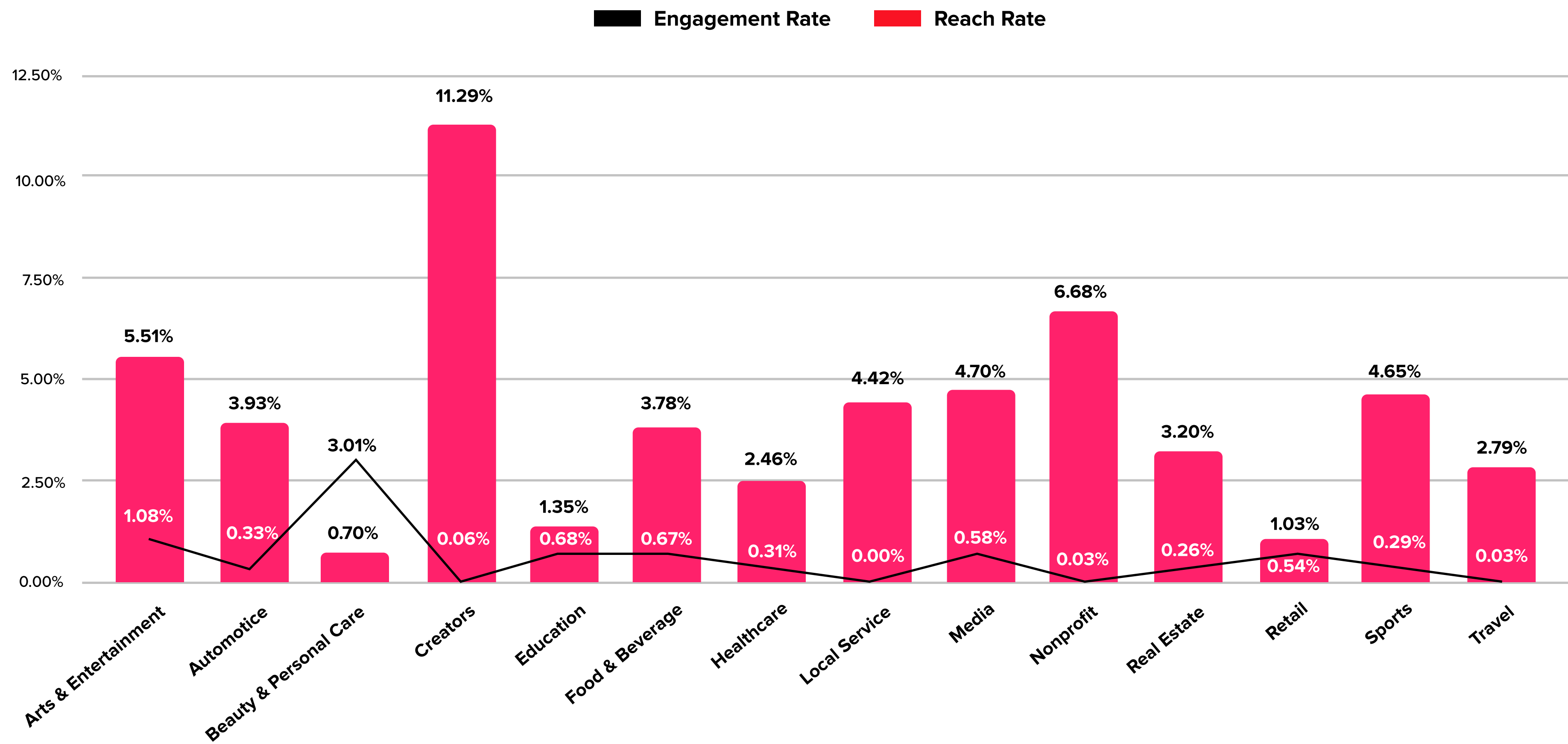
Most Engaging Industry: Creators (11.29%)

When it comes to building real connections, no one does it like creators. Their content might not go the farthest, but it hits hard.

Widest Reach: Beauty & Personal Care (3.01%)

Beauty is built for the FYP. With swipe-stopping routines, product hauls, and transformation content, this space knows how to get seen.





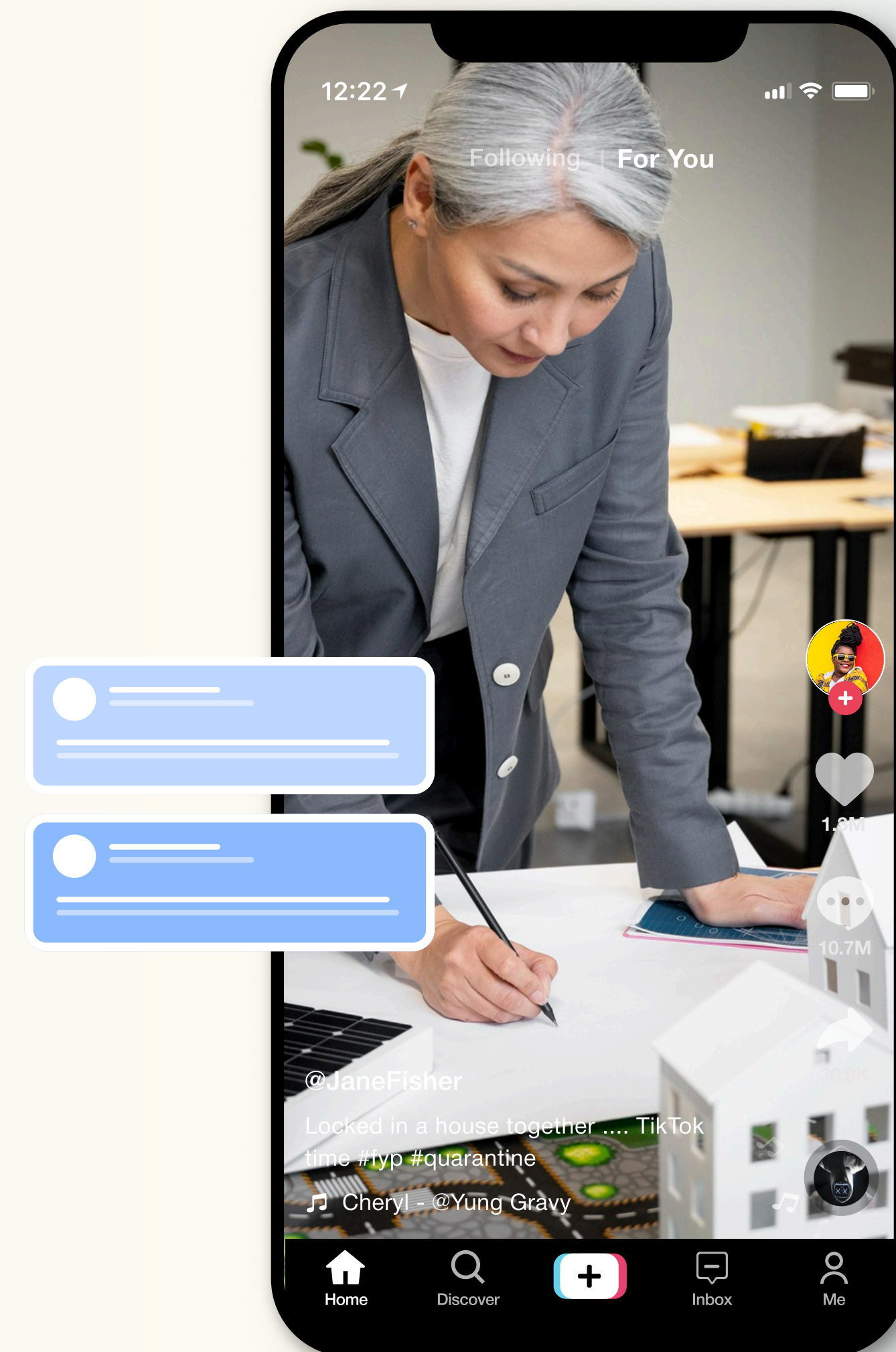
How Active Industries Are on TikTok

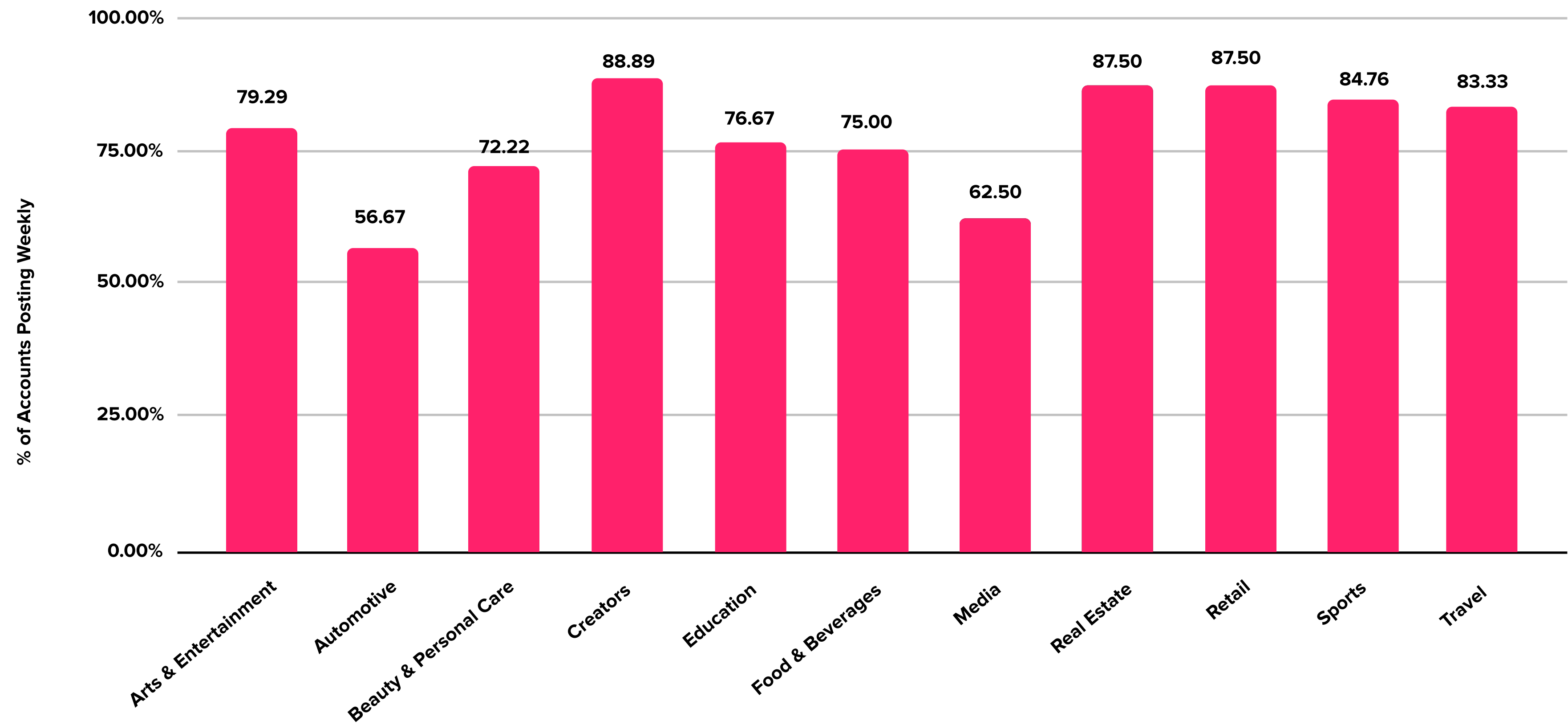
Creators aren't just consistent, they're relentless. Nearly **8 out of 10 creators post weekly**, keeping their content fresh and the audience locked in.

They basically live on the platform.

Real estate and retail follow close behind at 87.5%. These industries know that on TikTok, out of sight means out of mind.

But automotive? Just 56.67% are posting weekly. That's a lot of missed scrolls.







Average Video Length

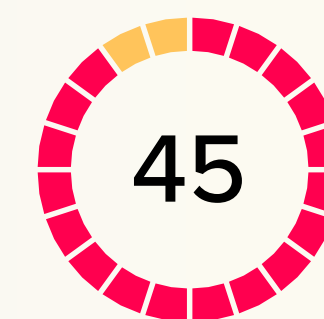
Media takes the crown for the longest videos, at one minute and 18 seconds, practically a TikTok documentary. They are likely repurposing segments from shows, interviews, and news clips that need room to breathe and deliver context.

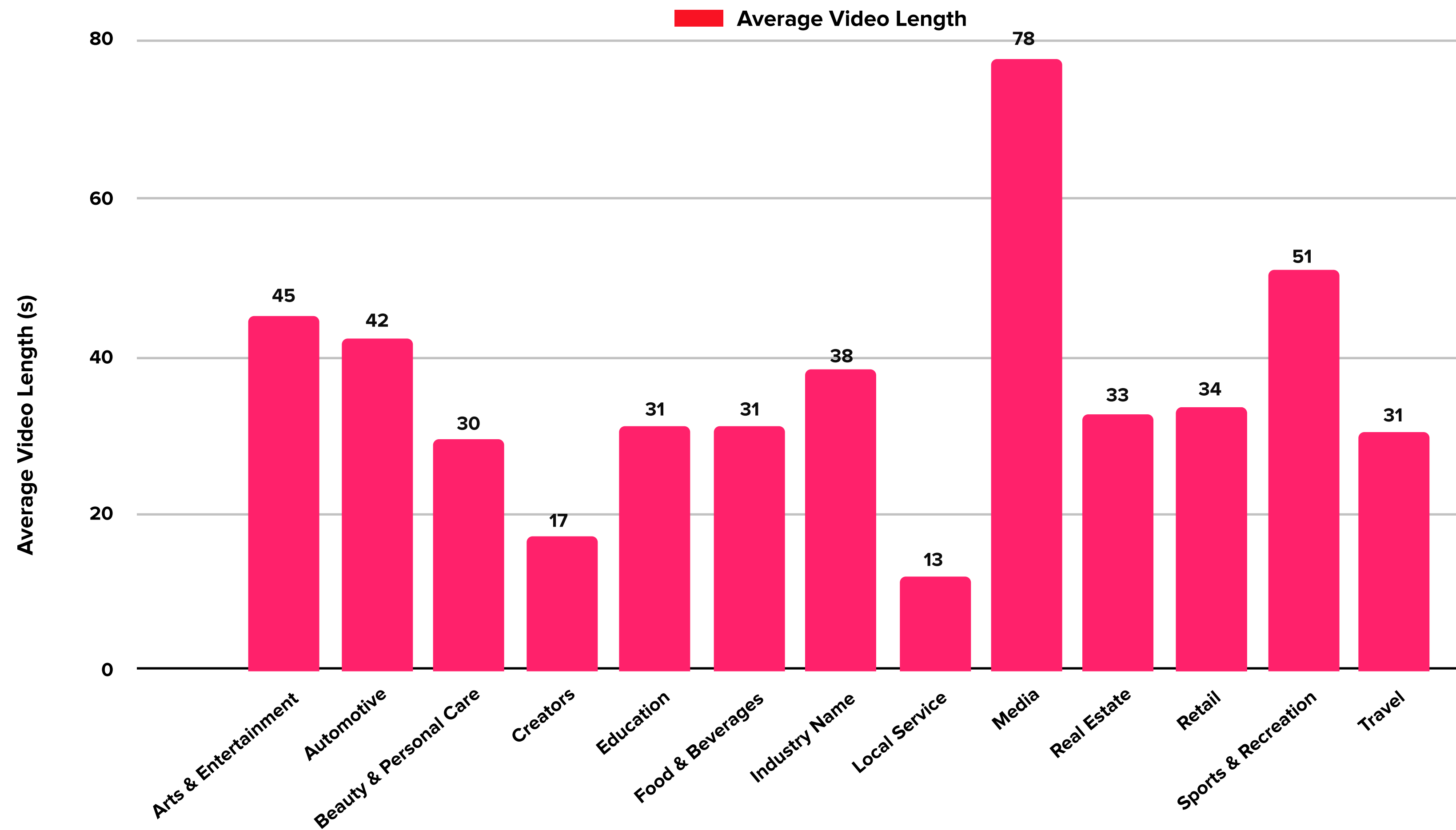
On the complete opposite end, **Local Services claim the title for the shortest content** at just 13 seconds.

Beauty brands are all about the 30-second magic. It's short enough to tease and strong enough to wow.

Quick reveals and glam moments? Yes, please.

Arts content keeps videos within 45 seconds, allowing just enough time for creative processes to unfold without losing viewer attention.





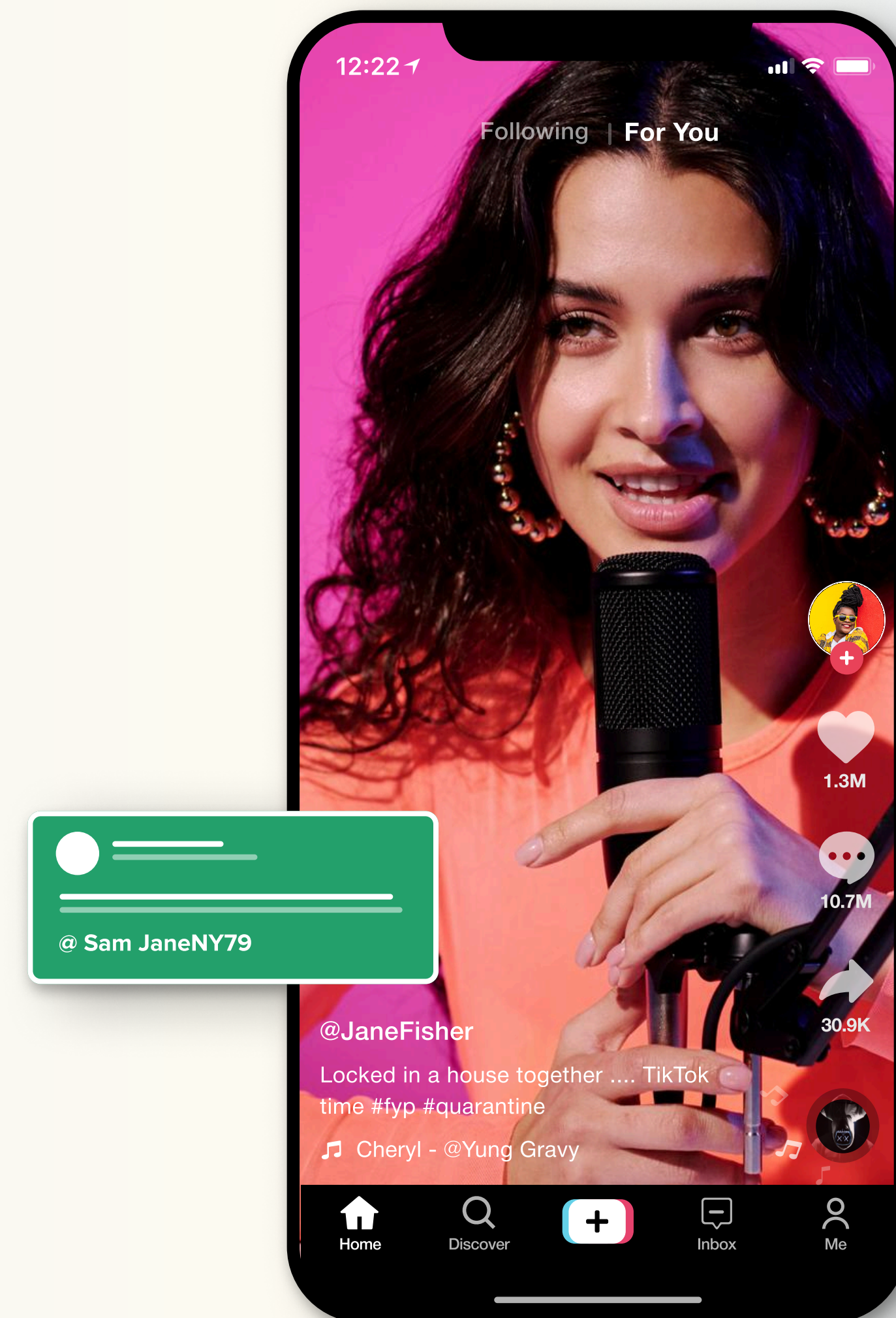


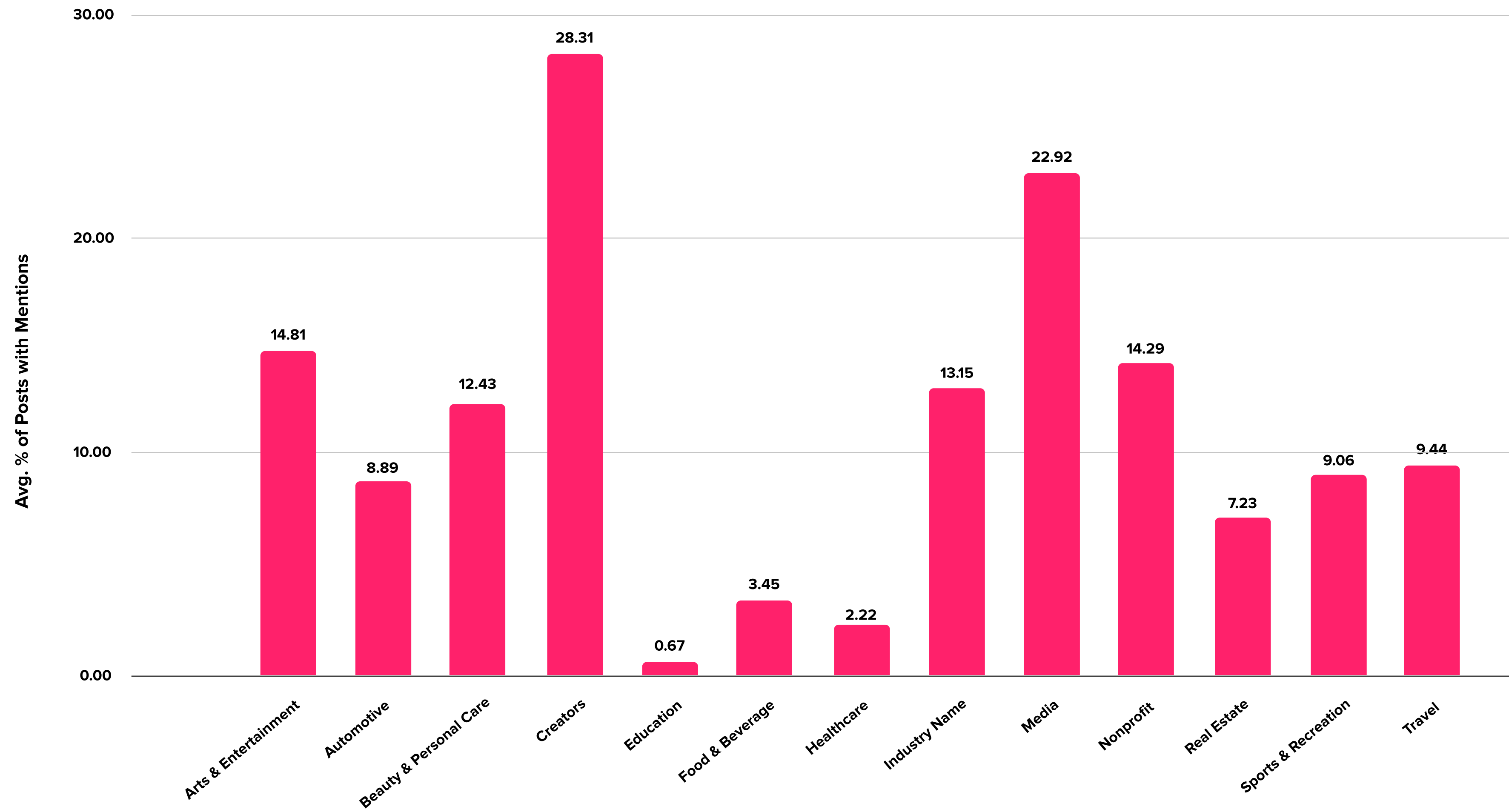
Mentions

Creators are absolutely leading the charge with **28.31%** of posts using mentions. They're all about building connections - tagging collaborators, friends, and brands in a way that drives engagement. They know how to work the TikTok network!

Media and **Arts** follow closely with **22.92%** and **14.81%**, making sure their content is collaborative and in the conversation. But then there's **Healthcare** and **Education**, barely scratching the surface at **2.22%** and **0.67%**. They're playing it cool but missing out on those key connections.

Creators are in full-on collaboration mode, while others are still trying to figure out how to jump in.







Account Type

Every account type on TikTok has its own style. Creators are riding trends, businesses are growing communities, and personal accounts are keeping it real.

Here's a look at how each account type is shaping TikTok in 2025!



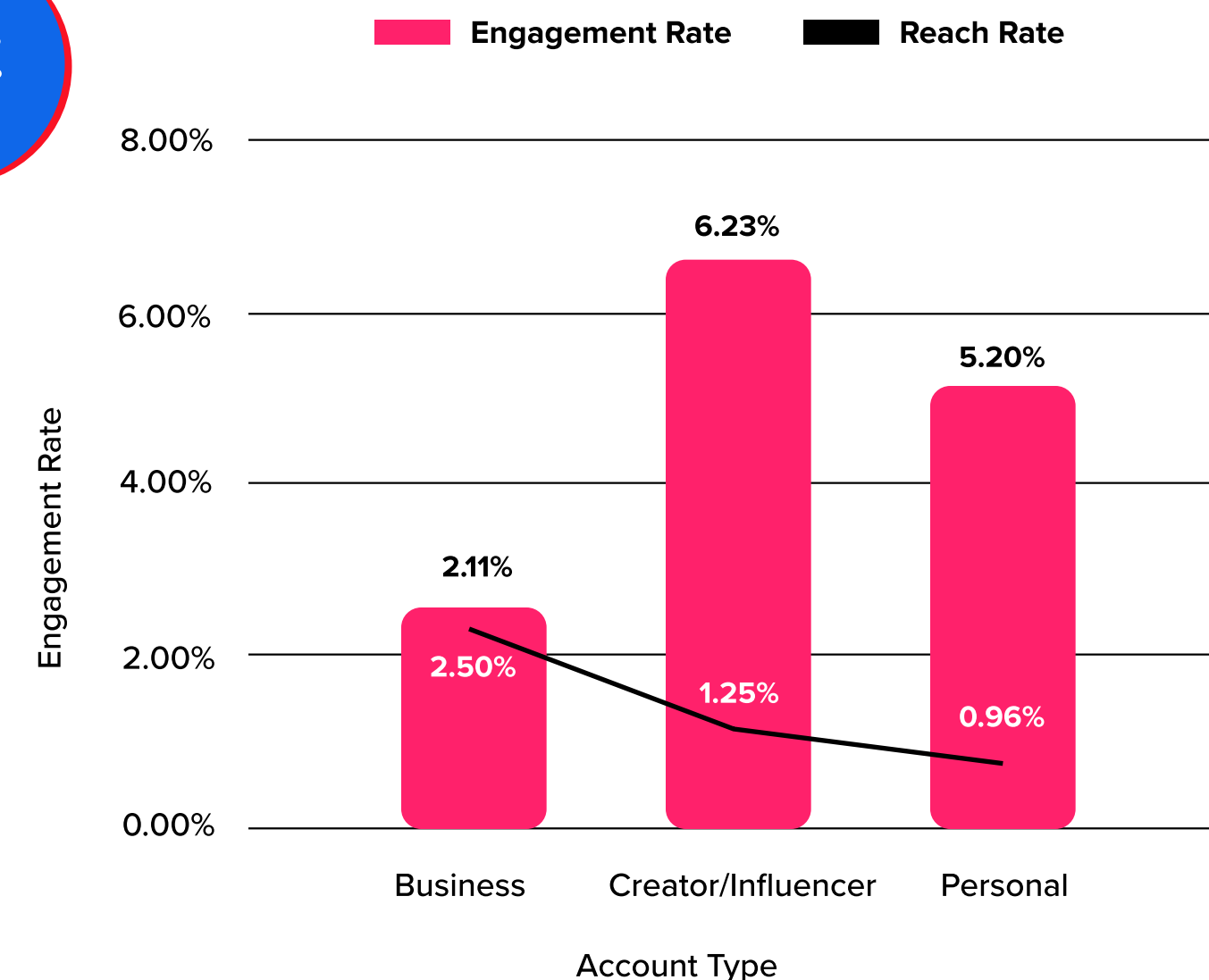
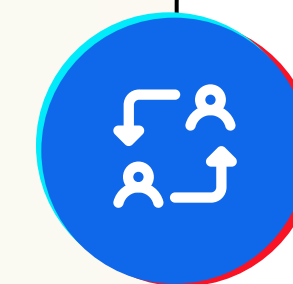


Reach and Engagement Rate

When it comes to engagement, Creators are leading with 6.23% engagement rate, outpacing business accounts by nearly 150%. Their content feels fresh, fun, and personal. TikTok loves this, and so do the viewers.

Business accounts might not be winning in engagement, but they are ahead when it comes to reach.

With a **2.11%** reach rate, their content might lack that personal touch but they've got access to all those fancy TikTok tools that help them reach more audiences.



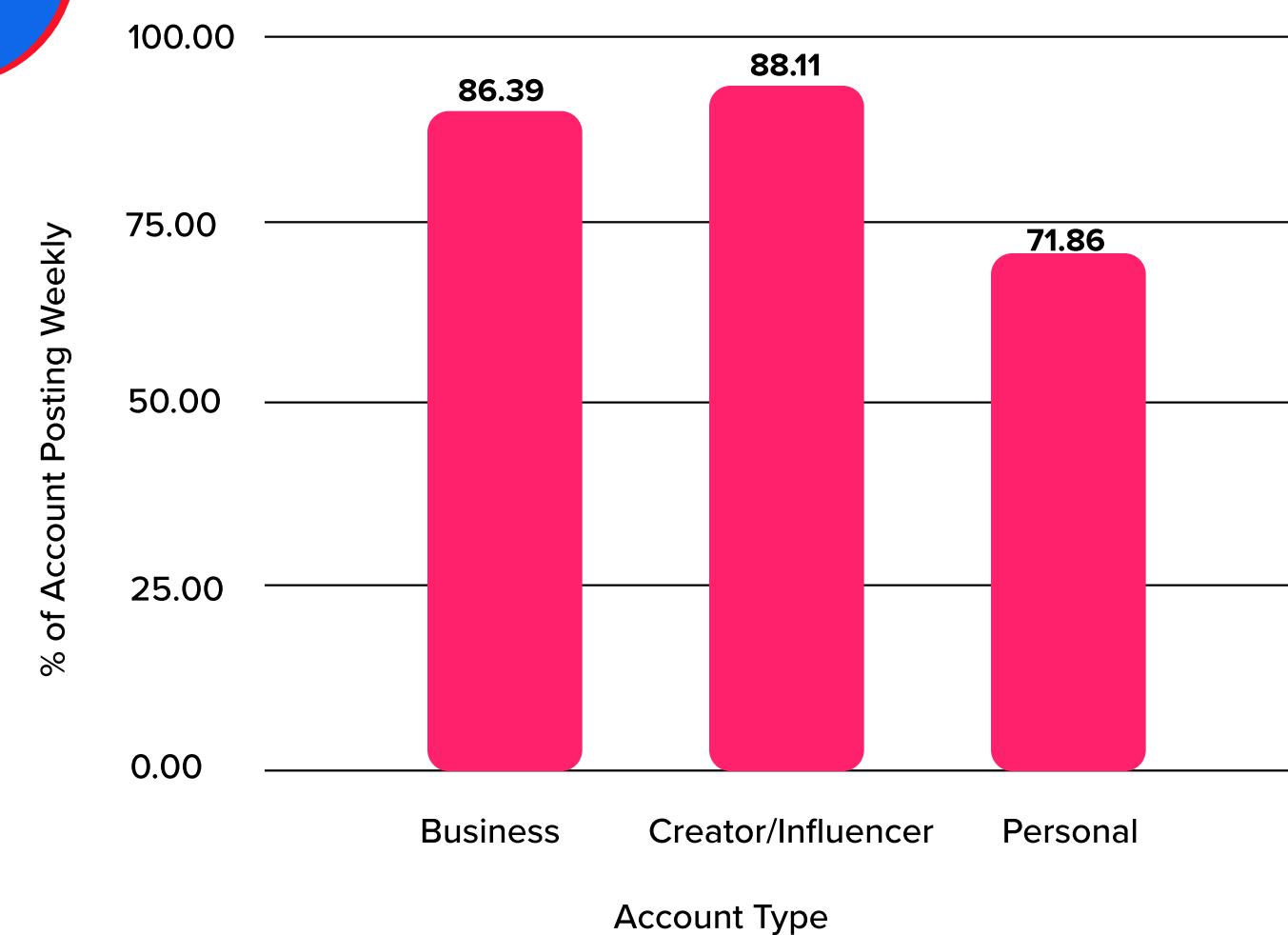


Weekly Posting

Creator accounts are the most active, with **88.11%** weekly posting.

Business accounts are super close behind at **86.39%** weekly posting. They've clearly gotten the memo that consistent presence means brand awareness.

Posting more often doesn't always mean you'll see better results. Some accounts see more traction by focusing on content that connects, not just content that fills the feed.



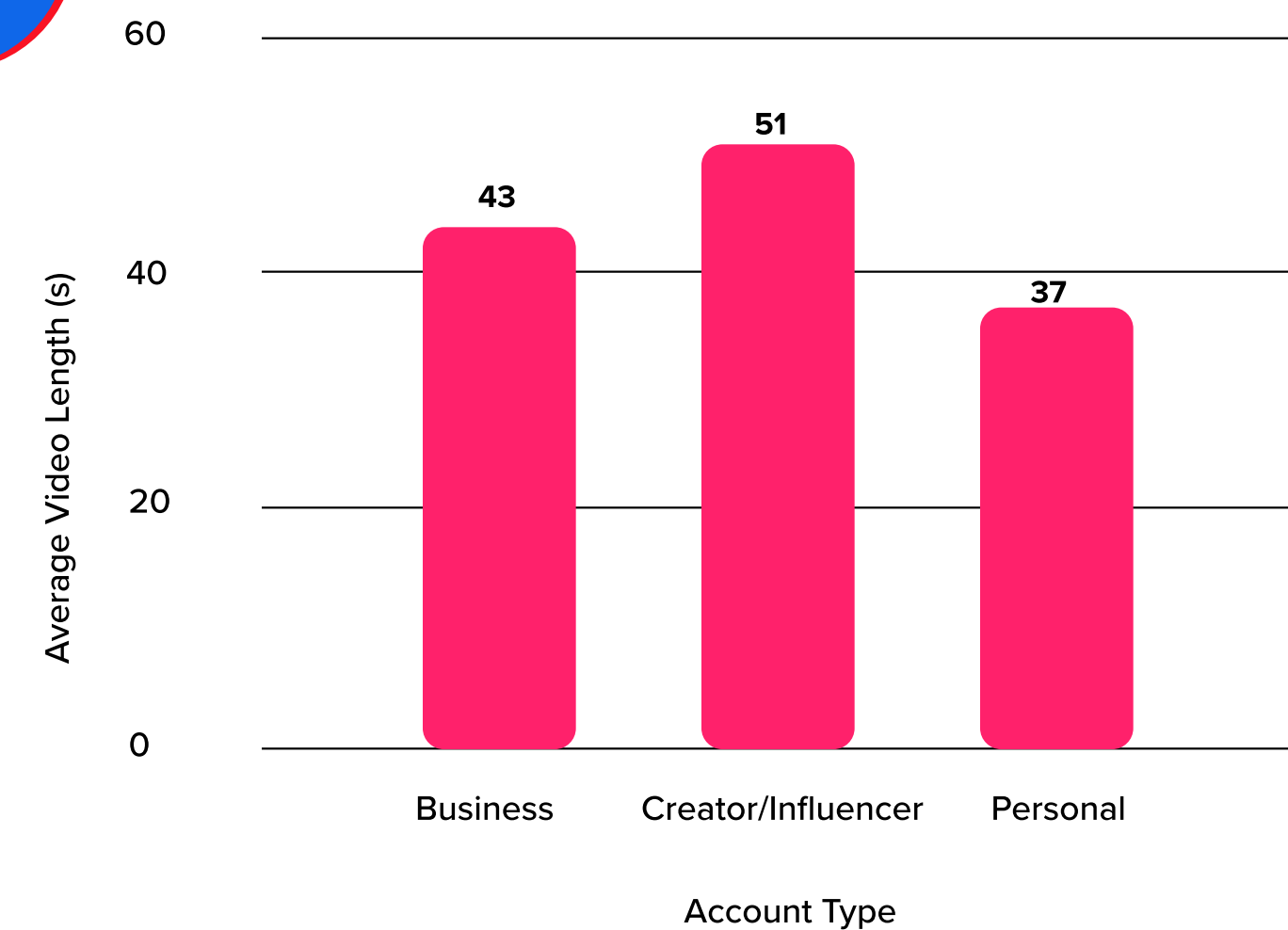
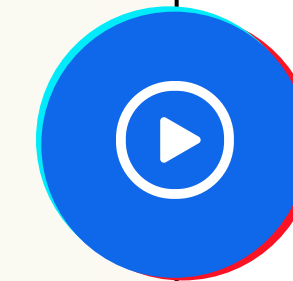


Average Video Length

Creator accounts are going LONG with **51 seconds** on average. They're taking their time to tell those stories! They know their audience is invested and are willing to stick around.

While business accounts are posting videos within **43 seconds**, where they can deliver value without losing viewers.

The takeaway is that it's not just about how long your videos are. It's about matching your content style to what your audience expects.





That's a Wrap!

You made it to the end and now you are not just on TikTok, you're ready to win it.

Here are your key takeaways:

- Posting 6-15 times weekly boosts engagement.
- Captions of 101-200 characters increase engagement by 0.12%.
- Using 1-5 hashtags gives the highest reach rate at 1.16%.
- 31-60 second videos drive engagement, under 30 seconds drive reach.
- Vertical videos outperform all, but square is a solid alternative.
- Images get better engagement (4.34%), videos dominate reach.
- Tagging 11-20 users can push engagement as high as 10.31%.
- Brands reach more people but lack community building.
- Creators lead in engagement, video length, and consistent posting.
- Beauty & personal care leads in reach (3.01%).

So just stay consistent, stay relevant, and create with intent to grow on TikTok in 2025.



Turn These Insights Into Action With SocialPilot

Whether you manage one brand or fifty, SocialPilot keeps your TikTok management strategic and scalable with these core features:



TikTok Direct Publishing

Plan, schedule, and publish posts directly to TikTok



AI Pilot

Ideate, generate, and rewrite content with a creative wingman



Content Library

Organize your best posts, hashtags, and ideas for easy repurposing



First Comment

Schedule your first comment alongside posts to drive engagement



Manage DMs and Comments

Respond to messages and comments from all platforms



Mentions and Hashtags

Increase reach by tagging profiles and adding trending hashtags directly



Tagging and Collaboration

Work seamlessly with team members and clients



Canva Integration

Design stunning visuals without leaving the platform



Performance Analytics

Track performance with detailed insights at your fingertips

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