

How To Post: TikTok

[4. Editing, Posting & Optimizing Your Videos](#)

Now that your video is done it's time to post it to TikTok! This video is all about how to do that and the features you should pay attention to in order to make sure your video performs as good as possible. Because the last thing we want is all your hard work to go to waste because you didn't post the video correctly.

In this video we discuss:

1. **Starting The Posting Process on TikTok**
2. **Adding Music and Titles**
3. **Choosing a Cover Image**
4. **Creating an Effective Caption**
5. **Using Hashtags**
6. **Tagging People and Adding Locations**
7. **Setting Content Disclosure for Ads**
8. **Ensuring High-Quality Uploads**
9. **Final Steps to Posting**

Let's Dive Into It!

1. Posting Process on TikTok

- When in the TikTok app tap the plus symbol at the bottom to start, and select 'upload' to choose your video.
- **Video Length:** TikTok allows up to 10-minute videos, but for cross-posting with Instagram, a 90-second length is optimal due to Instagram's limit. This way you can upload your video to all platforms.

2. Adding Music and Titles

- **Adding Sound:** Tap 'Add Sound' at the top to browse and select music from TikTok's library, adjusting the volume as necessary.
- **Creating Titles:** Use the 'A' button to type in your title, customize its style and size, and position it on the screen. You can also set the title's duration to control when it appears and disappears in your video.

3. Choosing a Cover Image

- **Importance of Cover Image:** Select a visually compelling part of your video as the cover to attract viewers when they browse your profile.

- **Customization:** You can add text to your cover image. Here you can add the title of a series or what the video is about.

4. Crafting an Effective Caption

- Captions serve as an additional hook, compelling viewers to watch the entire video. The first few lines are crucial as they're visible without clicking show more to see the whole thing.
- Suggest intriguing events or outcomes in the video ("Can't believe what happened at the end!") to spark curiosity.

5. Using Hashtags

- We recommend adding 3-5 relevant hashtags to your post, avoiding the overuse which might negatively impact your post's performance.
- **Hashtag Considerations:** TikTok may penalize posts overloaded with hashtags, aiming to prevent gaming the system.

6. Tagging People and Adding Locations

- **Tagging:** If your video features others, tag them to acknowledge their participation or contribution.
- **Location Tags:** For local businesses or content related to specific places, adding a location tag can enhance discoverability among local audiences.

7. Setting Content Disclosure for Ads

- **Sponsored Content:** Use the content disclosure setting to label sponsored posts clearly, maintaining transparency and adhering to advertising regulations.

8. Ensuring High-Quality Uploads

- **Quality Settings:** Activate the 'allow high quality uploads' option to ensure your video looks its best on TikTok, potentially improving its performance.

9. Final Steps to Posting

- **Review and Post:** After fine-tuning all settings and content, hit the red 'post' button to upload your video. Ensure the video is set to be viewable by everyone for maximum reach.