

# 2024 TIKTOK Study



metricool



## **Metricool's 2024 TikTok Study has arrived, and you now have a social strategy gem in your hands.**

After six months of data analysis, we are launching a comprehensive report on TikTok's 2024 evolution. This will support your team in decisive marketing decisions, with comparable data to your current results.

The study results are joint teamwork from Metricool's Growth, Marketing, and Design departments. While there are fewer coffees than completed pages in the report, we stopped counting days ago. Thank you for reading this study and we hope you enjoy the data you are about to discover!

### **What will you find in the 2024 TikTok Study?**

Data, a lot of data. More importantly, information that will reveal TikTok's 2024 evolutions. How important are carousels and images in a strategy? What is the ideal video length? Which format generates the most engagement?

Thanks to the positive feedback received, the "Best Practices" section compiles important TikTok tips and strategies, based on the report data, to put into practice.

To give you a taste of what to find, here are a short list of learnings that have caught our attention. A spoiler never hurts to raise the hype, right?

**metricool**

Videos are the "sheriff" of TikTok. Although images and carousels are becoming more prominent, TikTok's natural format isn't losing steam. Moreover, video lengths are only increasing, with the ideal video length being between 2-5 minutes. Who said short-form?

We also noticed an interesting trend with posting frequencies. We have been trained to think posting every day, multiple times a day is the adequate way to grow. However, the average posting frequency is 2.62 videos per week, with the largest accounts maintaining the highest average posting frequency. So...

### **The responsibility is yours: compare your account**

The main purpose of this report is for you to compare your account with similar-sized accounts. So while there's insightful data to devour, it's time to get down to work observing how similar accounts perform on TikTok, to leverage your own growth.

Analyze, draw conclusions, and above all, enjoy Metricool's 2024 TikTok Study. Tripod, SEO, action!

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**Isabel Romero**  
CMO at Metricool



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# STUDY DATA SET

Study data set

Analyzed data during 2024



**87,600**

personal and professional TikTok accounts

**35,480** personal accounts

**52,120** professional accounts



**1,001,817**

analyzed videos

**409,601** personal accounts

**592,216** professional accounts



**73,388**

images and carousels

**38,913** personal accounts

**34,475** professional accounts

**Personal accounts:** Creator accounts are the default account type for any average user

**Professional accounts:** Brands, businesses, influencers





# VIDEO ANALYSIS

FOR PERSONAL AND PROFESSIONAL ACCOUNTS



## The ideal video length is 2 to 5 minutes

This is the video length where the most views are obtained, with an average of 50,000 views.



	Personal accounts	Professional accounts
<b>1 - 10 second video</b>	<b>11,110.77</b> views	<b>14,256.34</b> views
<b>11 - 30 second video</b>	<b>14,455.40</b> views	<b>26,816.65</b> views
<b>31 - 60 second video</b>	<b>21,898.96</b> views	<b>28,506.59</b> views
<b>1 - 2 minute video</b>	<b>40,923.18</b> views	<b>50,486.37</b> views
<b>2 - 5 minute video</b>	<b>52,381.72</b> views	<b>53,449.72</b> views
<b>5 - 10 minute video</b>	<b>37,058.51</b> views	<b>49,480.88</b> views

Average views by video duration

**Tiny Accounts** 0-500 followers

Personal **2.12**

Professional **1.90**

**Small Accounts** 501-2,000 followers

Personal **2.74**

Professional **2.40**

**Medium Accounts** 2,001-10,000 followers

Personal **3.46**

Professional **2.95**

**Big Accounts** 10,001-50,000 followers

Personal **4.12**

Professional **3.73**

**Huge Accounts** 50,000+ followers

Personal **5.96**

Professional **6.67**

Posting frequency by account size

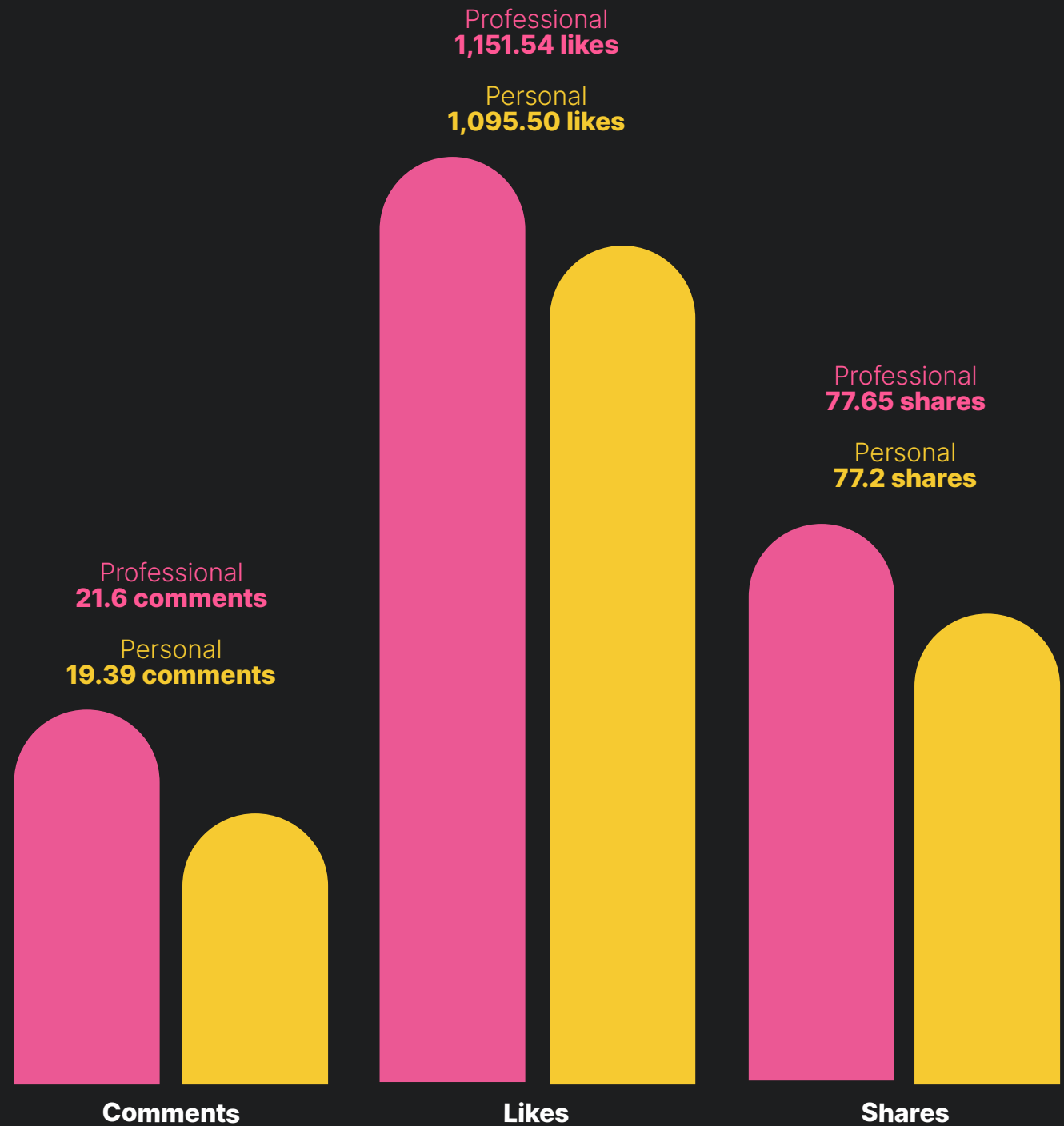
## The average posting frequency exceeds 2 videos per week

The accounts with the highest number of followers publish the most videos, almost one video every day.



## 'Likes' are users preferred interaction

With an average of 1,000 likes per video, this is the most-used interaction option among TikTok users'.



What happened on TikTok in 2024?

# IN-DEPTH VIDEO AND TREND ANALYSIS

TIKTOK VIDEOS

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Follow

For You



@metricool - 10m ago

#TikTokStudy2024

See translation

🎵 metricool - Original sound



# HOW MANY VIDEOS SHOULD I POST PER WEEK?

What happened on TikTok in 2024?

The smallest account sizes maintain an average weekly posting frequency of 2-3 videos. As the account size increases, so does the posting frequency.

The largest accounts publish an average of 7 videos per week.

The data reveals a direct relationship between the posting frequency and the number of followers. The more followers, the higher the posting frequency. Coincidence? We don't think so.

## Tiny Accounts 0-500 followers

Personal **2.12**

Professional **1.90**

## Small Accounts 501-2,000 followers

Personal **2.74**

Professional **2.40**

## Medium Accounts 2,001-10,000 followers

Personal **3.46**

Professional **2.95**

## Big Accounts 10,001-50,000 followers

Personal **4.12**

Professional **3.73**

## Huge Accounts 50,000+ followers

Personal **5.96**

Professional **6.67**

Posting frequency by account size



# WHAT IS THE PERFECT VIDEO LENGTH ON TIKTOK?

What happened on TikTok in 2024?

We segmented video durations into groups and compared them with the average number of views per length to analyze the data.

The data reveals that videos between 2-5 minutes receive the highest average views, 50,000.

1-2 minute videos generate the second-highest average views, just over 40,000.

1-10 second videos are the least viewed, less than 15,000 views.

## 2-5 MINUTE VIDEOS

receive the highest number of views

	Personal accounts	Professional accounts
<b>1 - 10 second video</b>	<b>11,110.77</b> views	<b>14,256.34</b> views
<b>11 - 30 second video</b>	<b>14,455.40</b> views	<b>26,816.65</b> views
<b>31 - 60 second video</b>	<b>21,898.96</b> views	<b>28,506.59</b> views
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Average views by video duration

# AND THE IDEAL VIDEO LENGTHS BY ACCOUNT SIZE?

What happened on TikTok in 2024?

<b>Personal accounts</b>	<b>Tiny Accounts</b> 0-500 followers	<b>Small Accounts</b> 501-2K followers	<b>Medium Accounts</b> 2K-10K followers	<b>Big Accounts</b> 10K-50K followers	<b>Huge Accounts</b> 50K+ followers
<b>1 - 10 second videos</b>	<b>1,256</b> views	<b>3,479</b> views	<b>11,310</b> views	<b>23,845</b> views	<b>53,313</b> views
<b>11 - 30 second videos</b>	<b>1,200</b> views	<b>4,753</b> views	<b>10,990</b> views	<b>23,164</b> views	<b>92,026</b> views
<b>31 - 60 second videos</b>	<b>1,119</b> views	<b>4,717</b> views	<b>12,813</b> views	<b>26,136</b> views	<b>113,826</b> views
<b>1 - 2 minute videos</b>	<b>1,735</b> views	<b>4,122</b> views	<b>11,796</b> views	<b>26,520</b> views	<b>15,620</b> views
<b>2 - 5 minute videos</b>	<b>1,045</b> views	<b>3,753</b> views	<b>9,524</b> views	<b>22,358</b> views	<b>173,437</b> views
<b>5 - 10 minute videos</b>	<b>1,405</b> views	<b>1,061</b> views	<b>10,107</b> views	<b>29,129</b> views	<b>144,660</b> views

Average number of views by duration and account size for personal accounts

# AND THE IDEAL VIDEO LENGTHS BY ACCOUNT SIZE?

<b>Professional accounts</b>	<b>Tiny Accounts</b> 0-500 followers	<b>Small Accounts</b> 501-2K followers	<b>Medium Accounts</b> 2K-10K followers	<b>Big Accounts</b> 10K-50K followers	<b>Huge Accounts</b> 50K+ followers
<b>1 - 10 second videos</b>	<b>1,187</b> views	<b>3,082</b> views	<b>9,407</b> views	<b>24,806</b> views	<b>115,801</b> views
<b>11 - 30 second videos</b>	<b>1,584</b> views	<b>5,045</b> views	<b>12,623</b> views	<b>34,253</b> views	<b>160,521</b> views
<b>31 - 60 second videos</b>	<b>1,881</b> views	<b>4,008</b> views	<b>11,228</b> views	<b>28,518</b> views	<b>127,552</b> views
<b>1 - 2 minute videos</b>	<b>1,518</b> views	<b>5,313</b> views	<b>10,605</b> views	<b>29,195</b> views	<b>162,341</b> views
<b>2 - 5 minute videos</b>	<b>931</b> views	<b>3,109</b> views	<b>9,541</b> views	<b>24,557</b> views	<b>153,910</b> views
<b>5 - 10 minute videos</b>	<b>828</b> views	<b>1,686</b> views	<b>4,061</b> views	<b>24,172</b> views	<b>215,280</b> views

Average number of views by duration and account size for professional accounts



**For the largest-sized accounts, 5 to 10-minute videos obtain the highest average views.**

Surprisingly, 1 to 10-second videos don't earn the highest views of any account size.

However, small and medium-sized professional accounts earn high views for 11 to 30-second videos.



# HOW DO ACCOUNTS POST ON TIKTOK?

What happened on TikTok in 2024?

Do accounts with more followers post longer videos? The short answer is yes.

On average, accounts with fewer followers post videos shorter than 40 seconds, while larger accounts share videos 1 minute and longer.

In conclusion, accounts with more followers tend to share longer videos, more often. This consistency contributes to increased average views.

## Personal Frequency Duration Views

<b>Tiny Accounts</b> 0-500 followers	2.12	34.5 sec.	1,189
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<b>Small Accounts</b> 501-2K followers	2.74	39.51 sec.	4,225
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<b>Medium Accounts</b> 2K-10K followers	3.46	43.68 sec.	10,889
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<b>Big Accounts</b> 10K-50K followers	4.12	47.66 sec.	24,181
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<b>Huge Accounts</b> 50K+ followers	5.96	61.82 sec.	115,151
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## Professional Frequency Duration Views

<b>Tiny Accounts</b> 0-500 followers	1.9	34.96 sec.	1,565
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<b>Small Accounts</b> 501-2K followers	2.4	39.57 sec.	4,237
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<b>Medium Accounts</b> 2K-10K followers	2.95	46.79 sec.	11,208
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<b>Big Accounts</b> 10K-50K followers	3.73	48.59 sec.	29,829
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<b>Huge Accounts</b> 50K+ followers	6.67	57.81 sec.	145,995
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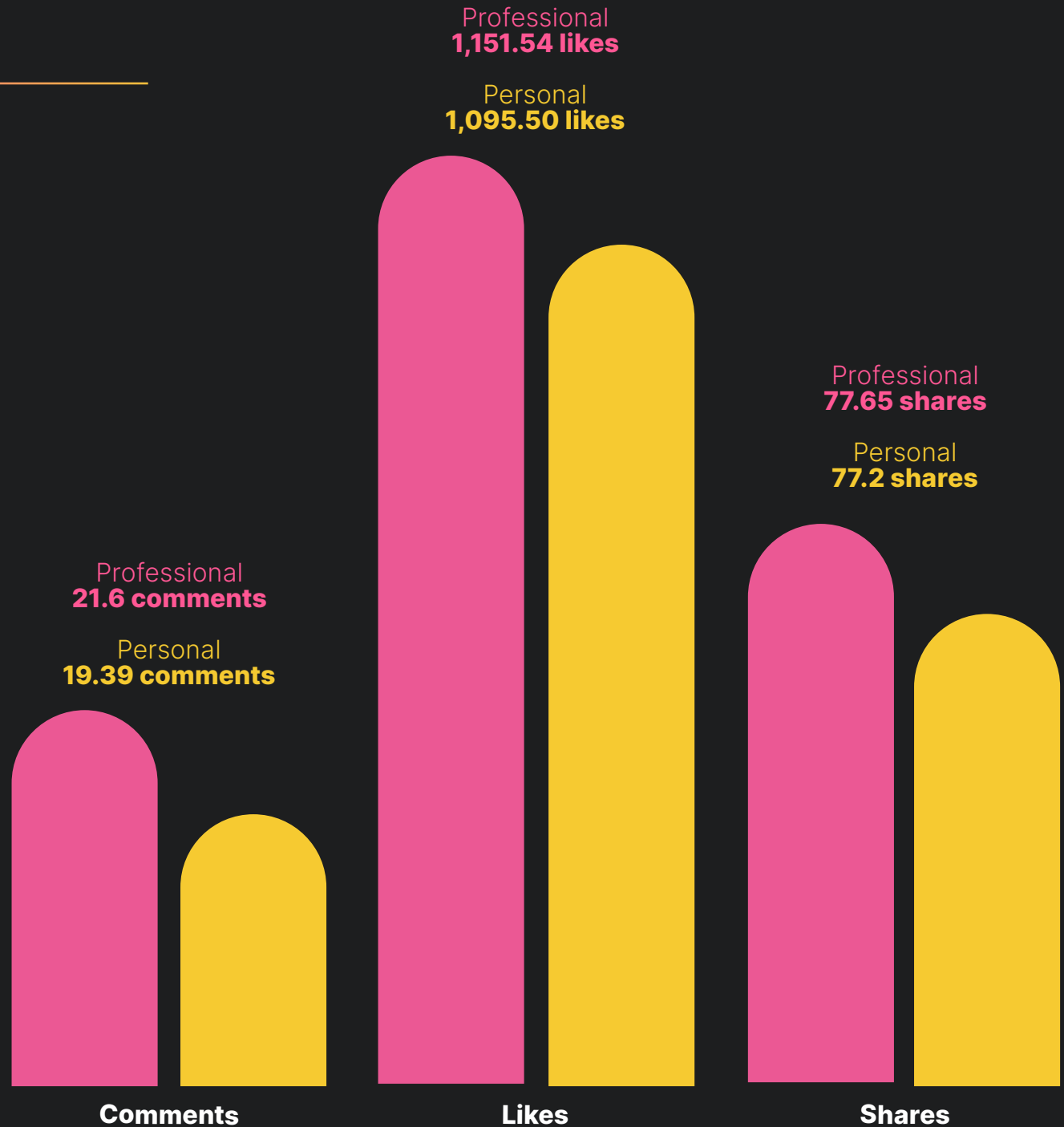
# AND WHICH INTERACTIONS DO USERS PREFER?

What happened on TikTok in 2024?

In order of significance, users go for 'likes' the most, followed by shares, and comments.

Shares are important because they help distribute content and expand reach across other apps, like WhatsApp, messages, and other social media platforms. A higher number of shares signifies increased content reach, relevance, and resound.

Likes are an easy way to express approval, explaining why users gravitate to them first. Although comments are less frequent, they generate a higher level of engagement and provide user context, so brands and creators can adapt future content.





# WHAT IS CONSIDERED A “GOOD” ENGAGEMENT RATE?

What happened on TikTok in 2024?

The engagement rate identifies how involved users are with the content.

**What is the ideal engagement ratio?** As a guide, compare your average engagement with similar-sized accounts.

**4.26%** Average professional account engagement rate

**4.69%** average engagement rate

**5.47%** Average personal account engagement rate

	Personal accounts	Professional accounts
<b>Tiny Accounts</b> 0-500 followers	<b>3.83%</b> engagement rate*	<b>2.69%</b> engagement rate*
<b>Small Accounts</b> 501-2K followers	<b>4.41%</b> engagement rate*	<b>2.84%</b> engagement rate*
<b>Medium Accounts</b> 2K-10K followers	<b>4.14%</b> engagement rate*	<b>2.80%</b> engagement rate*
<b>Big Accounts</b> 10K-50K followers	<b>5.14%</b> engagement rate*	<b>2.92%</b> engagement rate*
<b>Huge Accounts</b> 50K+ followers	<b>5.84%</b> engagement rate*	<b>4.72%</b> engagement rate*

\*The engagement ratio is calculated by the total number of interactions (likes, comments, and shares) divided by the number of views, multiplied by 100. This produces the percentage of engagement.

# WHICH TRAFFIC SOURCES GENERATE THE MOST VIDEO IMPRESSIONS?

**Traffic sources are a significant part of the TikTok algorithm, explaining how users arrive at videos. As the table shows, the 'For You' page, offering video recommendations based on users' interests, generates the highest number of impressions across all account sizes.**

Most notably, smaller accounts gain the highest impression percentage from the 'For You' feed. This shows that TikTok's algorithm gives any content equal opportunity to go viral, regardless of followers.

For other traffic sources, the 'Following' feed impressions increase as the account size grows.

On the other hand, impressions from search results remain low across all account sizes. Brands should capitalize on content rankings to maximize reach. In other words, brands and creators have unfinished business with SEO on TikTok.

	Tiny	Small	Medium	Big	Huge
<b>Follow</b>	1.31%	2.86%	3.97%	7.45%	10.79%
<b>For You</b>	78.11%	73.07%	68.73%	64.35%	63.76%
<b>Hashtag</b>	0.03%	0.01%	0.01%	0%	0.01%
<b>Profile</b>	2.17%	1.45%	1.2%	0.84%	0.54%
<b>Search</b>	5.95%	4.76%	5.29%	5.52%	5.2%
<b>Sound</b>	0.02%	0.03%	0.04%	0.04%	0.02%

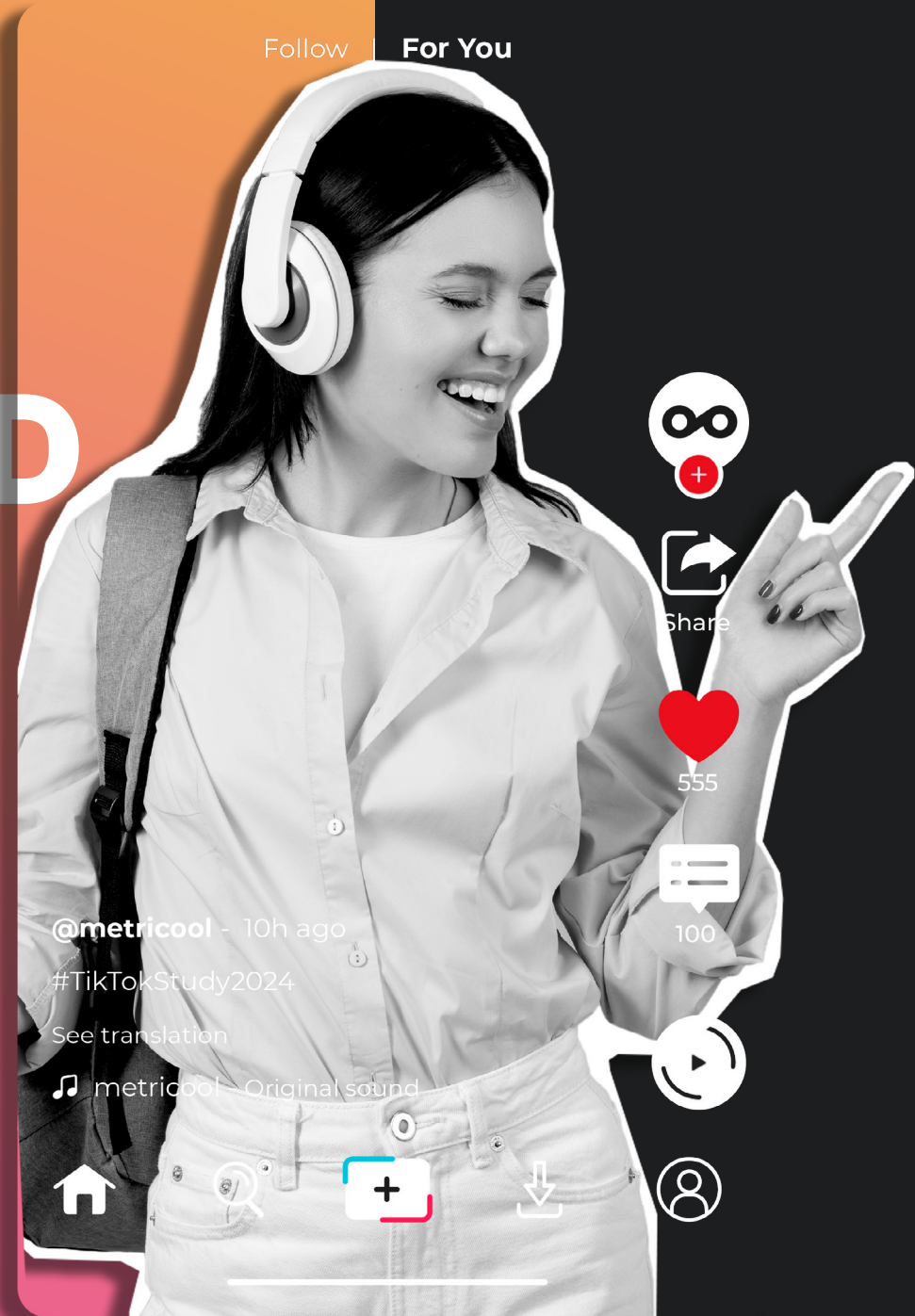
Data only accessible from professional accounts

Percentage of impressions by traffic source for professional accounts

Best hour and day to post

# WHEN SHOULD I POST ON TIKTOK?

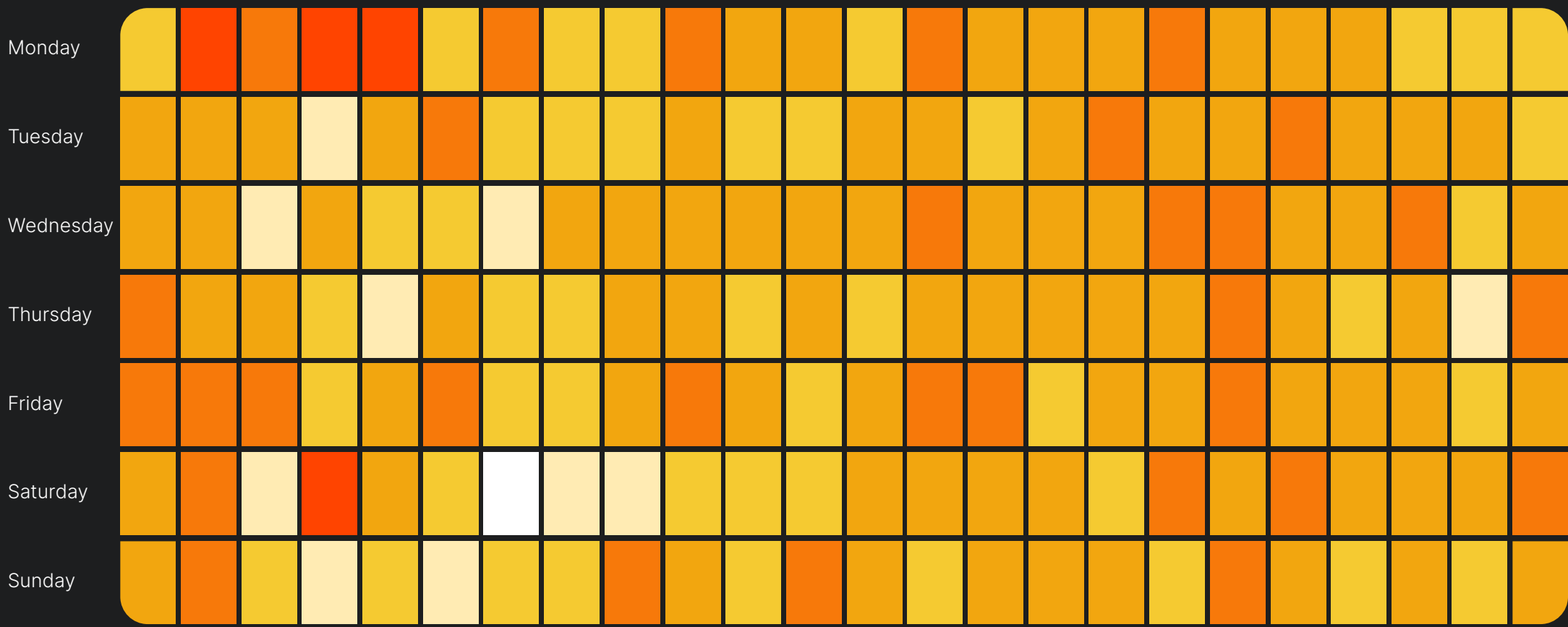
TIKTOK VIDEOS



# PAPER AND PEN: TIMES AND DAYS TIKTOK VIDEOS HAVE THE MOST VIEWS

Best hour and day to post

Personal accounts



12am 01am 02am 03am 04am 05am 06am 07am 08am 09am 10am 11am 12pm 01pm 02pm 03pm 04pm 05pm 06pm 07pm 08pm 09pm 10pm 11pm

Less average views

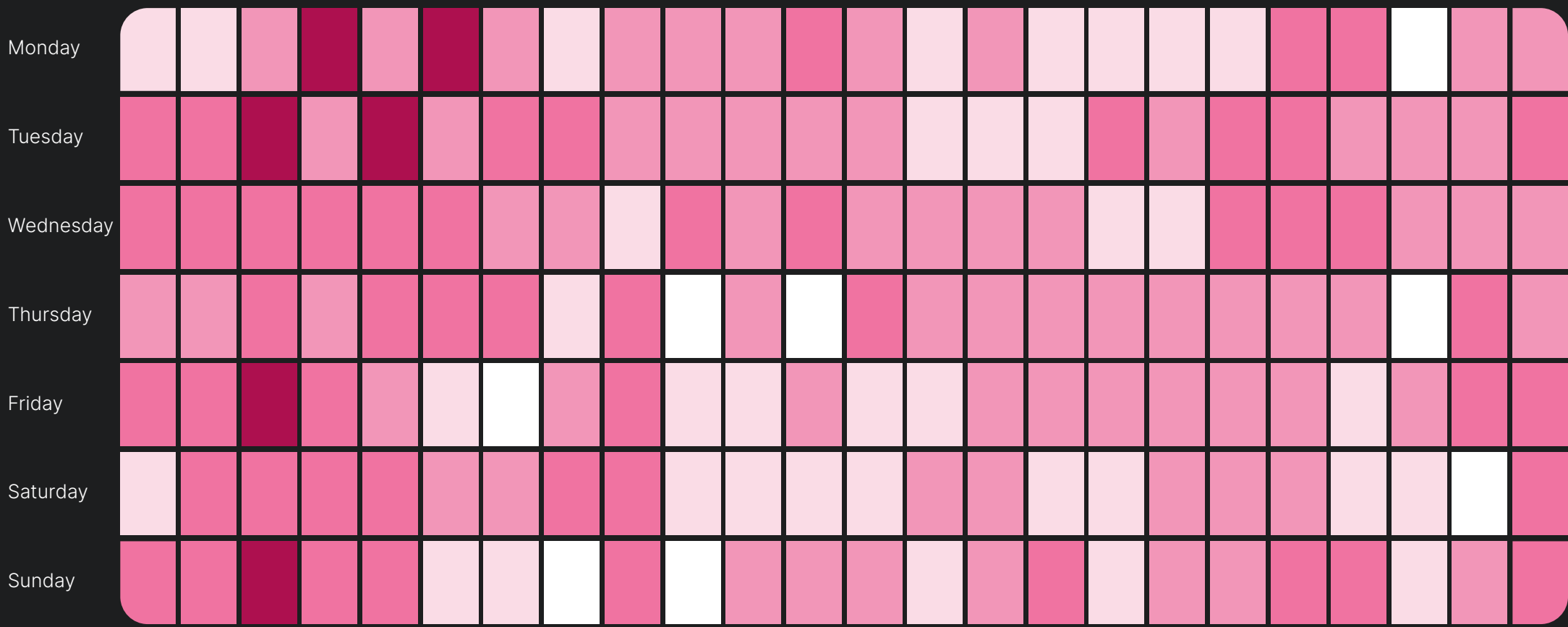
More average views



# PAPER AND PEN: TIMES AND DAYS TIKTOK VIDEOS HAVE THE MOST VIEWS

Best hour and day to post

Professional accounts



12am 01am 02am 03am 04am 05am 06am 07am 08am 09am 10am 11am 12pm 01pm 02pm 03pm 04pm 05pm 06pm 07pm 08pm 09pm 10pm 11pm

Less average views

More average views





**Personal accounts**



**Professional accounts**



Days of the weeks organized from most to least average views

# IMAGE AND CAROUSEL ANALYSIS

FOR PERSONAL AND PROFESSIONAL ACCOUNTS



## The posting frequency stagnates

Personal and professional accounts barely publish one image or carousel a week.

	Personal accounts	Professional accounts
<b>Tiny Accounts</b> 0-500 followers	<b>1.03</b> weekly posts	<b>0.75</b> weekly posts
<b>Small Accounts</b> 501-2K followers	<b>0.9</b> weekly posts	<b>0.91</b> weekly posts
<b>Medium Accounts</b> 2K-10K followers	<b>1.14</b> weekly posts	<b>0.96</b> weekly posts
<b>Big Accounts</b> 10K-50K followers	<b>1.24</b> weekly posts	<b>0.95</b> weekly posts
<b>Huge Accounts</b> 50K+ followers	<b>0.96</b> weekly posts	<b>1.15</b> weekly posts

Weekly posting frequency for images and carousels by account size

**5.85%** Average professional account engagement rate

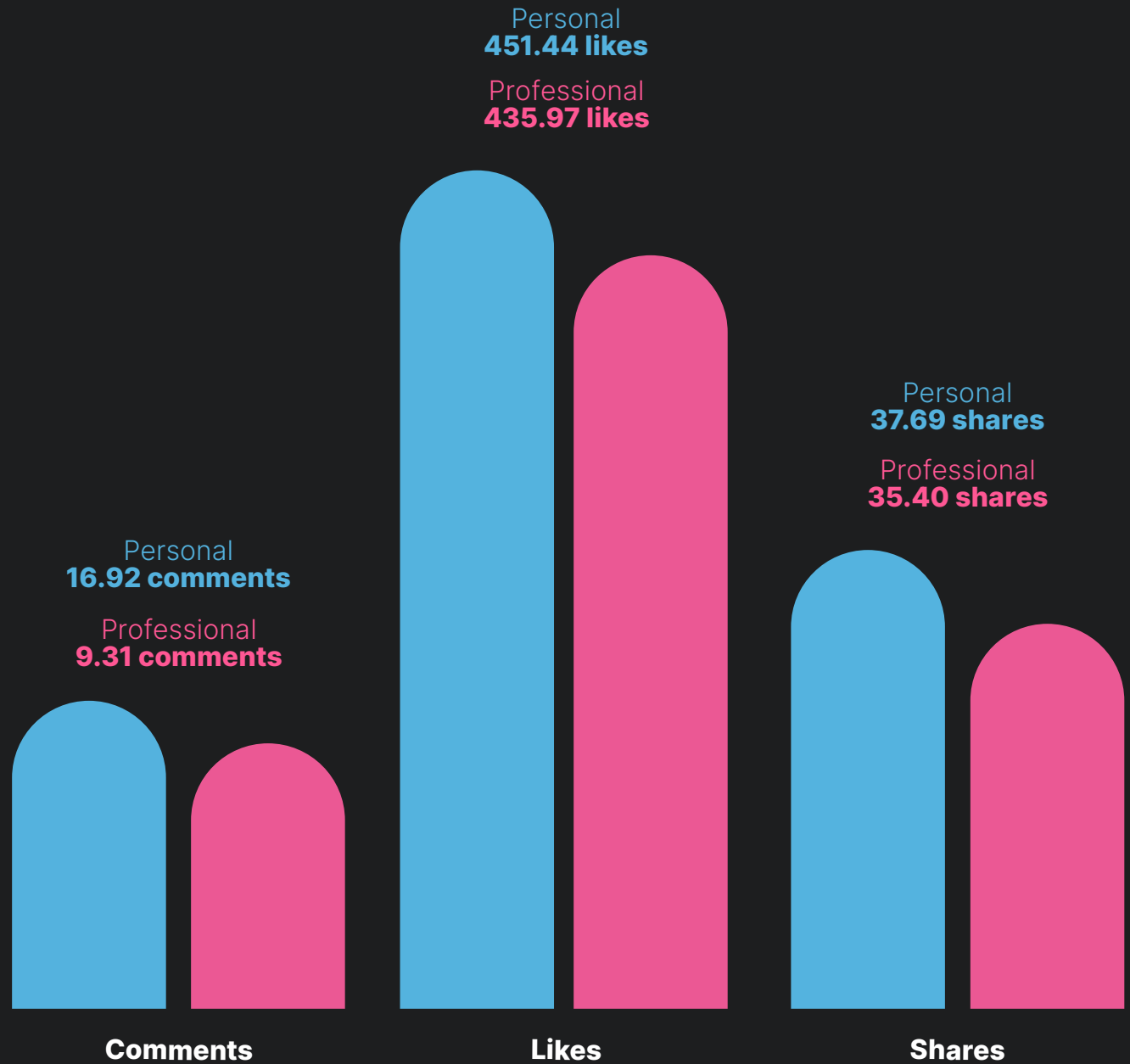
**7.06%** Average personal account engagement rate

## Fewer views, but more engagement

User engagement peaked on images and carousels, expanding reach to users more likely to engage with the content.

## 'Likes' repeat as the go-to interaction

The red heart is the most common user interaction, with an average of more than 400 'likes' per post.



What happened on TikTok in 2024?

# IN-DEPTH IMAGE AND TREND ANALYSIS

TIKTOK IMAGES AND CAROUSELS



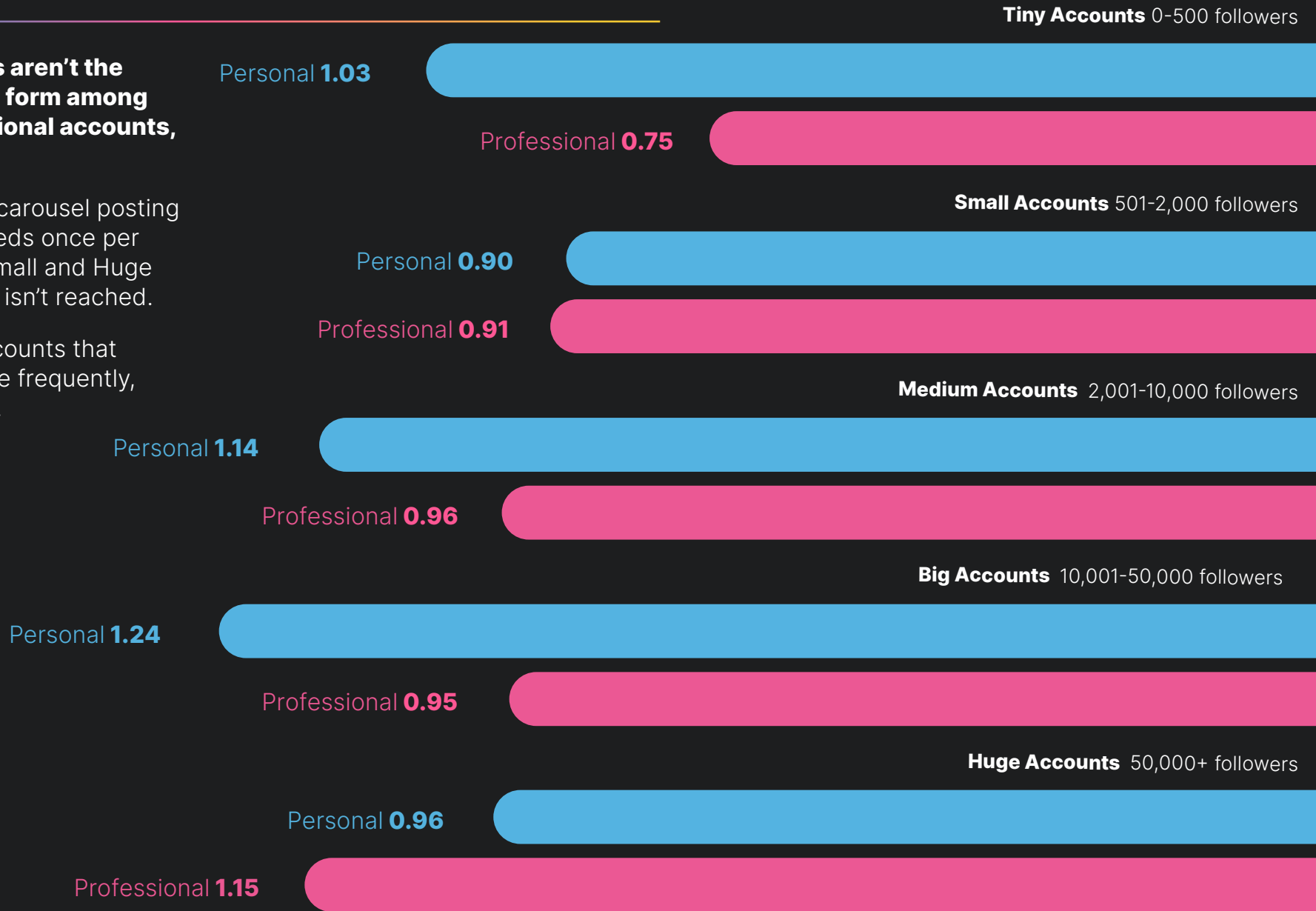


# WHAT IS THE AVERAGE POSTING FREQUENCY BY ACCOUNT SIZE?

**Images and carousels aren't the most popular content form among personal and professional accounts, regardless of size.**

The average image or carousel posting frequency barely exceeds once per week. In the case of Small and Huge accounts, this average isn't reached.

It's only the largest accounts that use these formats more frequently, although, not by much.

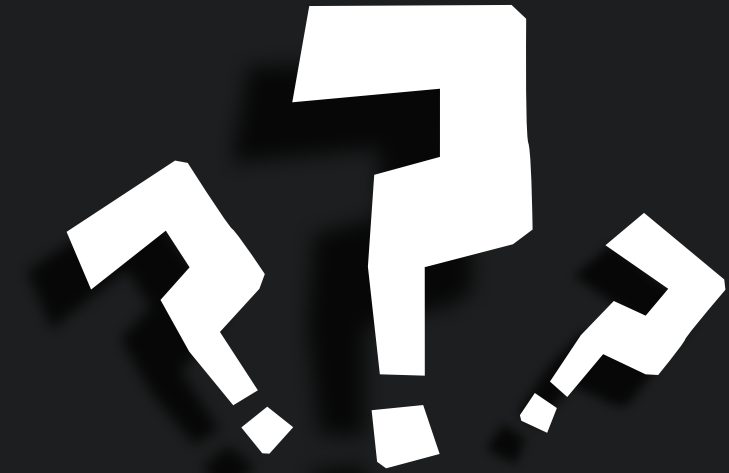


Posting frequency by account size

# IF I POST MORE, WILL I RECEIVE MORE VIEWS?

**According to the data, the weekly posting frequency doesn't significantly impact the average number of views.**

The largest accounts receive the most views, indicating that the number of followers has a greater influence than the posting frequency for image and carousel content.



Personal	Frequency	Views
<b>Tiny Accounts</b> 0-500 followers	1.03	770,33
<b>Small Accounts</b> 501-2K followers	0.90	3.029,93
<b>Medium Accounts</b> 2K-10K followers	1.14	4.430,75
<b>Big Accounts</b> 10K-50K followers	1.24	16.917,90
<b>Huge Accounts</b> 50K+ followers	0.96	59.331,68

Professional	Frequency	Views
<b>Tiny Accounts</b> 0-500 followers	0.75	1.289,86
<b>Small Accounts</b> 501-2K followers	0.91	2.353,99
<b>Medium Accounts</b> 2K-10K followers	0.96	5.664,16
<b>Big Accounts</b> 10K-50K followers	0.95	10.138,69
<b>Huge Accounts</b> 50K+ followers	1.15	48.098,08

Weekly posting frequency and average views by account size

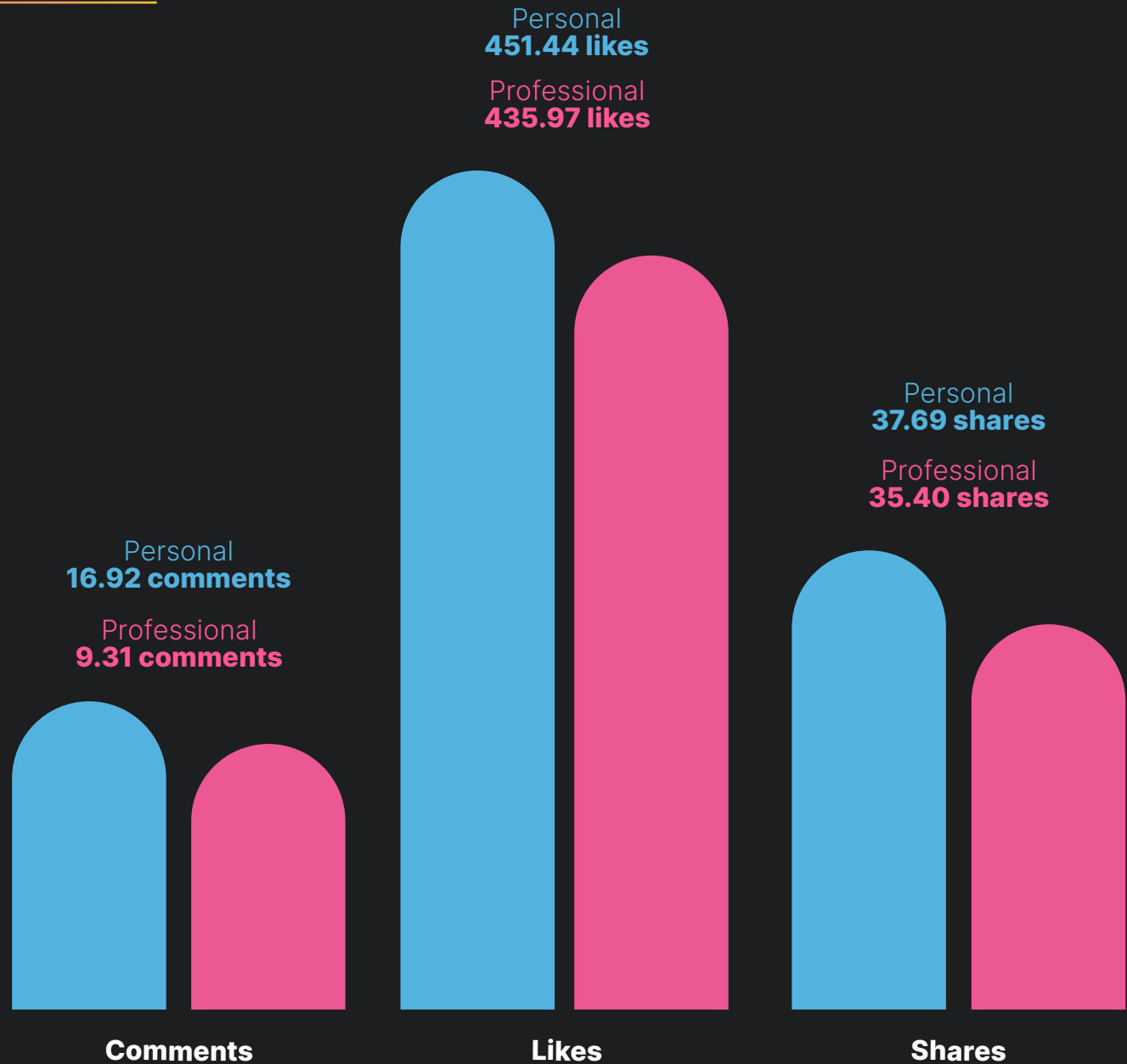
# HOW DO USERS INTERACT WITH IMAGES AND CAROUSELS?

What happened on TikTok in 2024?

**'Likes' continue to be users' favorite interaction type, with an average of more than 400 per post.**

Shares come next, more than doubling the average number of comments.

When comparing account types, professional accounts receive more comments than personal accounts, on average. Overall, users prefer to share content than leave a comment.



# HOW DOES ENGAGEMENT FAIR IN IMAGES AND CAROUSELS?

What happened on TikTok in 2024?

Engagement measures the rate at which your audience interacts with the images and carousels you share.

What is the ideal engagement rate on TikTok for your account size? Use the table, sorted by account size, to compare average engagement rates of similar-sized accounts.

**5.85%** Average professional account engagement rate

**6.46%** Average engagement rate

**7.06%** Average personal account engagement rate

	Personal accounts	Professional accounts
<b>Tiny Accounts</b> 0-500 followers	<b>3.22%</b> engagement rate*	<b>5.34%</b> engagement rate*
<b>Small Accounts</b> 501-2K followers	<b>5.90%</b> engagement rate*	<b>7.36%</b> engagement rate*
<b>Medium Accounts</b> 2K-10K followers	<b>5.67%</b> engagement rate*	<b>4.29%</b> engagement rate*
<b>Big Accounts</b> 10K-50K followers	<b>6.86%</b> engagement rate*	<b>4.91%</b> engagement rate*
<b>Huge Accounts</b> 50K+ followers	<b>8.11%</b> engagement rate*	<b>6.37%</b> engagement rate*

\*The engagement rate on TikTok is calculated by the total interactions (likes, comments, and shares) divided by the number of views, multiplied by 100.

This reveals the percentage at which viewers interact with the content.

# WHICH TRAFFIC SOURCES CONTRIBUTE THE IMPRESSIONS FOR IMAGES AND CAROUSELS?

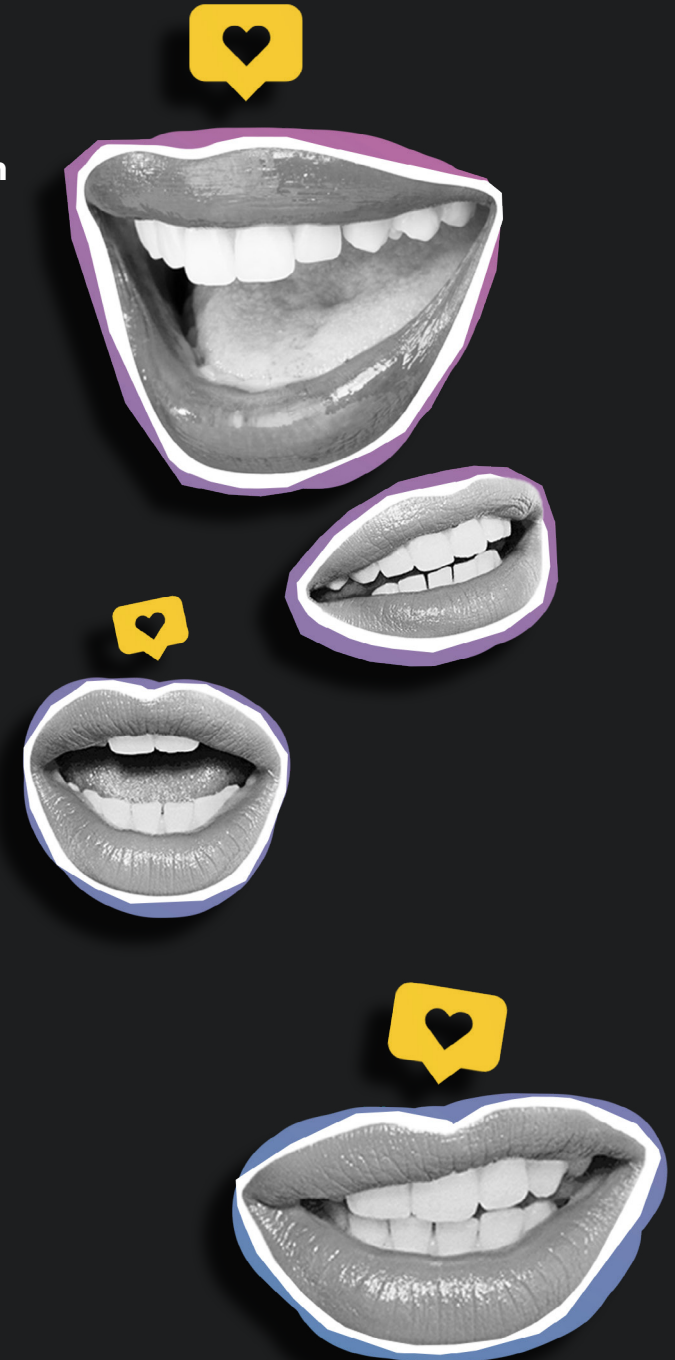
By no surprise, the 'For You' feed drives impressions, capturing 74% of the total, towering the 'Following' feed. However, 'Personal Profile' and 'Search' traffic sources compete with the 'Following' feed as a secondary traffic source to earn impressions.

When comparing the data by account size, the smallest accounts collect the most impressions from the 'For You' feed. This once again validates the TikTok algorithm's power, which rewards and prioritizes valuable content for expanded exposure, regardless of follower size. In other words, good content has the potential to go viral if it has captured targeted user interest.

	Tiny	Small	Medium	Big	Huge
<b>Follow</b>	0.84%	2.28%	5.02%	9.57%	16.19%
<b>For You</b>	84.16%	77.55%	68.41%	64.06%	55.73%
<b>Hashtag</b>	0.01%	0%	0%	0%	0%
<b>Profile</b>	2.15%	1.53%	1.48%	1.26%	0.71%
<b>Search</b>	2.83%	2.46%	3.29%	3.95%	4.29%
<b>Sound</b>	0.04%	0.08%	0.09%	0.11%	0.06%

Data only accessible from professional accounts

Percentage of impressions by traffic source for professional accounts



Best time and day to post

# WHEN SHOULD I POST ON TIKTOK?

## TIKTOK IMAGES AND CAROUSELS

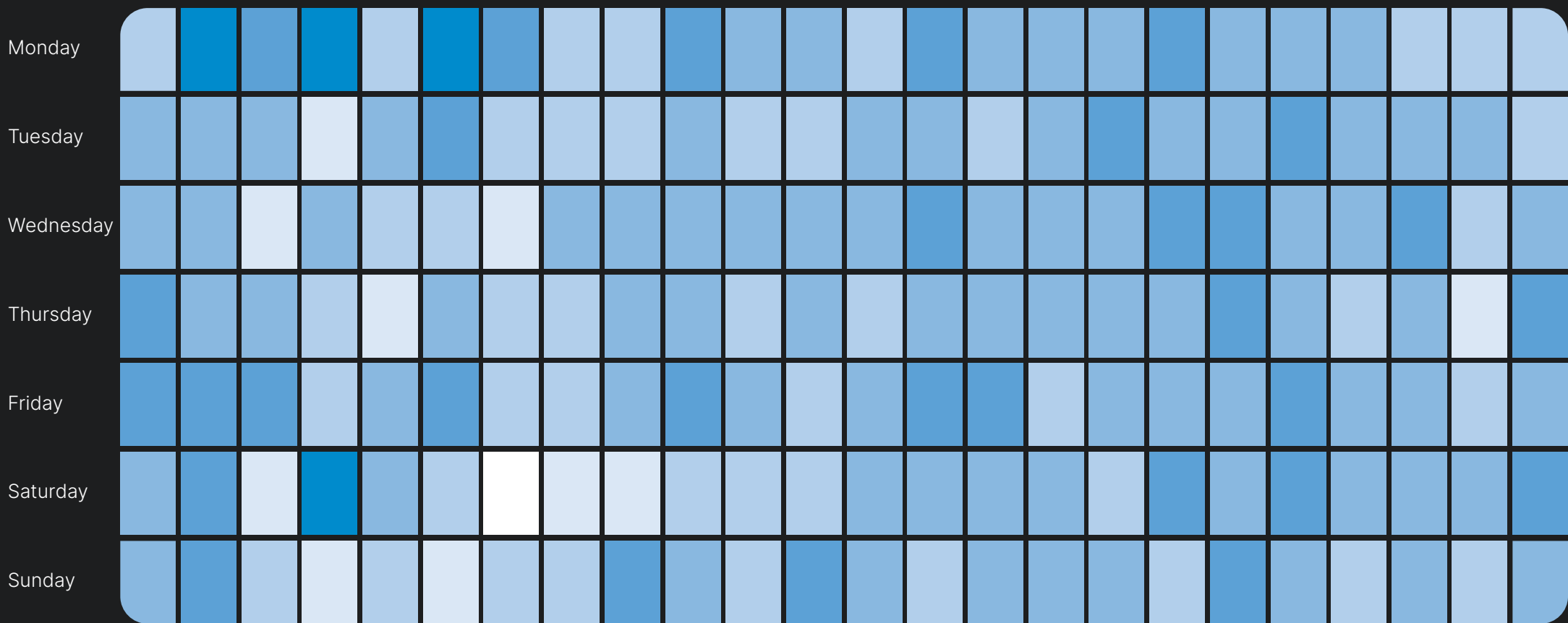




# PAPER AND PEN: TIMES AND DAYS TIKTOK VIDEOS HAVE THE MOST VIEWS

Best hour and day to post

Personal accounts



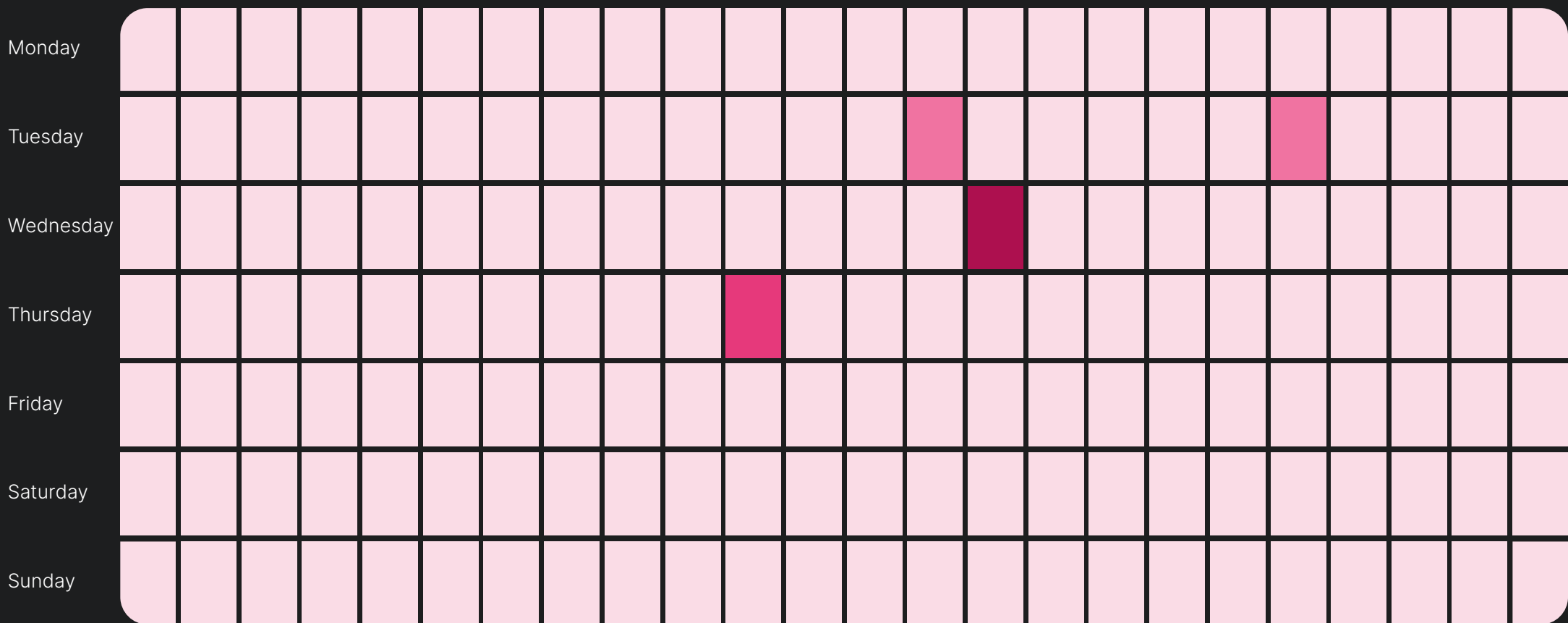
Less average views

More average views

# PAPER AND PEN: TIMES AND DAYS TIKTOK VIDEOS HAVE THE MOST VIEWS

Best hour and day to post

Professional accounts



12am 01am 02am 03am 04am 05am 06am 07am 08am 09am 10am 11am 12pm 01pm 02pm 03pm 04pm 05pm 06pm 07pm 08pm 09pm 10pm 11pm

Less average views

More average views



**Personal accounts**



**Professional accounts**



Days of the weeks organized from most to least average views

# ANALYZING AND COMPARING TIKTOK FORMATS

VIDEOS VS. IMAGES



## Videos generate more interactions

Video content receives more user participation, almost 60% more than image and video interactions.



## Images and carousels win the engagement battle

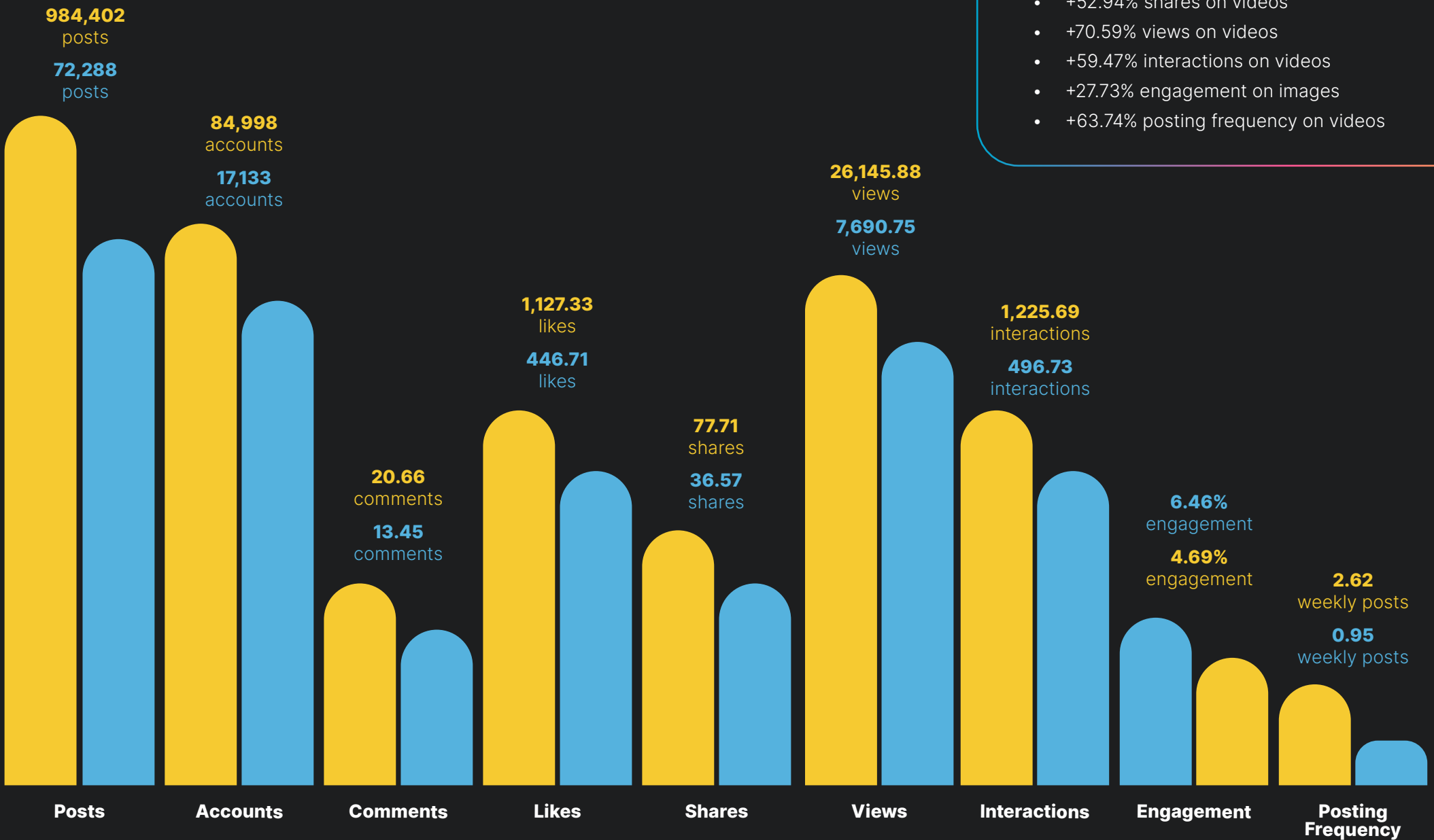
Even though videos earn more interactions alone, surprisingly, images and carousels surpass videos' engagement ratio by more than 25%. How does this make sense? Image and carousels views-to-interactions ratio is higher.



## Video content is the dominant format

With an average weekly posting frequency of 2.62, personal accounts prefer videos over images and carousels, which are barely shared once a week, on average.

● Images ● Videos



### Differences video vs. image

- +34.90% comments on videos
- +60.37% likes on videos
- +52.94% shares on videos
- +70.59% views on videos
- +59.47% interactions on videos
- +27.73% engagement on images
- +63.74% posting frequency on videos





# BEST PRACTICES

Discover real-life examples and effective strategies to maximize reach, target ideal users, and help you stand out from industry competition.

# CHECK THE LENGTH OF VIDEOS

**The trend of TikTok videos' length is only getting longer and longer, with an ideal length between 2-5 minutes. But, is it really necessary to upload videos at this length?**

Our recommendation is to take as much time as you need to tell your story. However, if you can convey your message in 10 seconds, you don't need to drag it out to 3 minutes as you can lose user's attention.

Use the ideal length data by account size as a guide to record.

**The University of Tampa account uploads videos of different lengths depending on what they want to say in order to storytell effectively.**

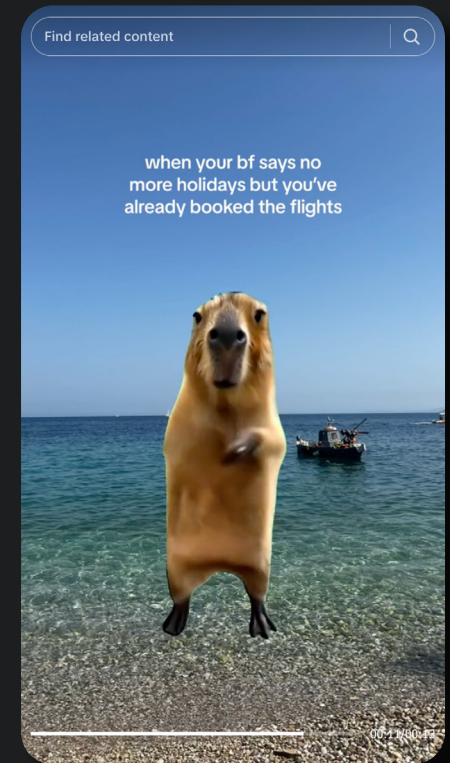
The average length of the videos is 76.5 seconds, which compared to the average ideal length is in the second most viewed group (1 to 2 minutes).

The ideal video duration per account size compared to similar accounts is in third position, as 31-60 and 11-30 second videos perform best in Small accounts.



There are videos like this one in which they ask a series of related questions to students, professors, and faculty. They do different types of questions depending on the day or the interviewee, keeping the viewers hooked for longer.

Entertainment content tends to be shorter in duration, as it seeks quick interactions and to entertain.

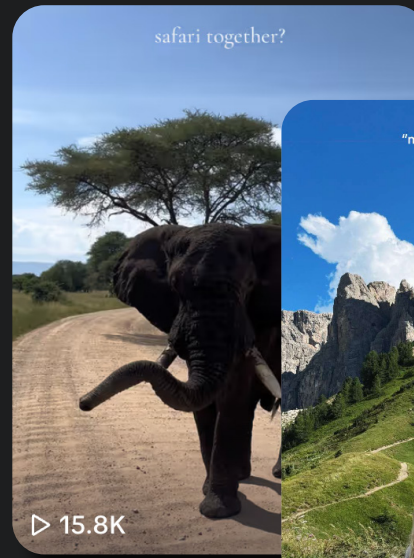


# TAKE ADVANTAGE OF ALL TIKTOK FORMATS

**As shown in this study, both brands and creators prefer to share videos instead of images or carousels. And it's no surprise: videos are the platform's star format, generating the most views and interactions, making them the audience's favorite.**

However, although images and carousels have far fewer views, they stand out for their high engagement rate. This means that, despite reaching a smaller audience, that audience tends to be more engaged with the content.

Combine both formats in your strategy to take advantage of the massive reach of videos and the specific engagement provided by images and carousels.



**The travel account 'gihihihina' uses both videos and carousels on its TikTok profile.**

Both formats achieve similar average views, making it a good balance of different content formats. Don't be afraid to post both and test what your audience likes to see. They may prefer some content in video format and others in a photo or carousel format.

**This jewelry profile 'drakenbergsjolin' also uses both formats for its content.**

Again, both formats obtain a similar average playback rate. The profile creates its content strategy in the same way as the previous account, thinking about which format is best suited to what it wants to tell: in this case, to show the product.



# WORK ON SEO AND APPEAR ON THE 'FOR YOU' PAGE

Best practices

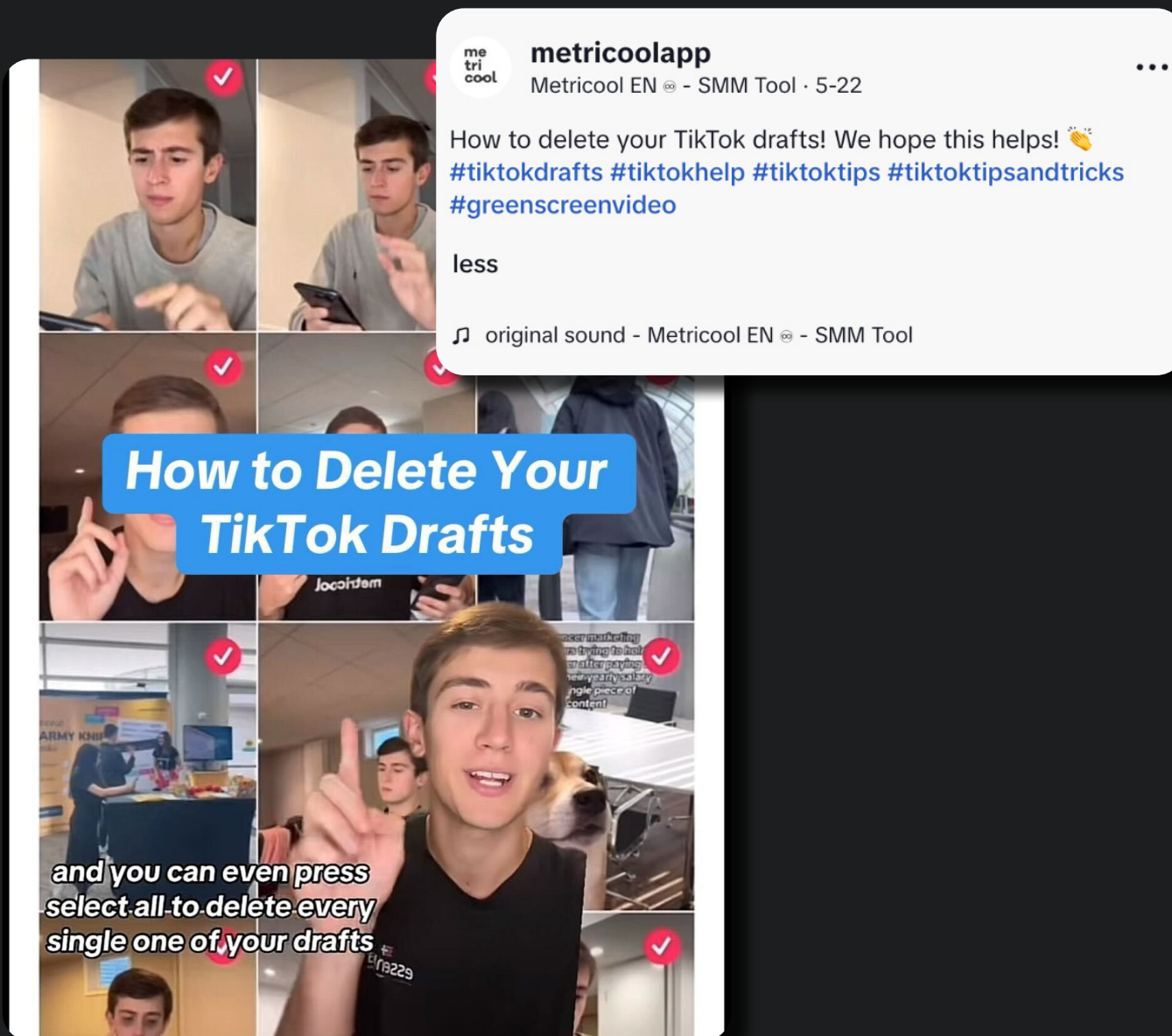
**The main source of traffic for videos and images on TikTok is the 'For You' page, where the platform recommends content based on each user's interests.**

Your mission is to optimize the SEO of your posts so that TikTok suggests them to your target audience. This involves conducting a study of keywords related to your content and using them strategically to improve the positioning of your account and publications.

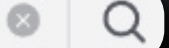
Keywords have their place in the text on screen, in the copy, in the closed captioning and even on your account profile. All these elements help to improve the positioning of your videos, since the TikTok algorithm uses these signals to identify the content.

**In this video, we uploaded on Metricool, we "fulfilled" the SEO task: we used the keyword 'TikTok drafts' and put it in the copy of the video, on-screen, and in the hashtags.**

We also added it on the text in the video cover, and in the closed captioning to beat the algorithm.



social media manager



**Another proof of the importance of SEO is to search for a keyword.**

If you look at the example below, when searching for 'social media manager', the first results have the keyword (or similar) on screen or in the copy.

The image shows a grid of six social media posts from a search for 'social media manager'. Each post includes a thumbnail image, a timestamp, a snippet of the video content, and the user's profile name and view count.

- Post 1:** Thumbnail shows a woman in a kitchen. Text overlay: "A SOCIAL MEDIA MANAGEMENT PACKAGE WE OFFER TO CLIENTS: MONTHLY CONTENT SHOOTS, 2 SOCIAL PLATFORMS, 20 POSTS PER MONTH, 20 STORIES PER MONTH, CONTENT SCHEDULING, CAPTION WRITING, HASHTAG RESEARCH, COMMUNITY ENGAGEMENT, SOCIAL STRATEGY, BIWEEKLY ANALYTIC REPORTING, CUSTOM GRAPHICS". Timestamp: 3h ago. User: set.apart.s... (893 views).
- Post 2:** Thumbnail shows a man at a computer. Text overlay: "POV: the social media manager has started her morning research". Timestamp: 5-30. User: tfm.digital (160.7K views).
- Post 3:** Thumbnail shows a woman in a car. Text overlay: "HOW TO BECOME A SOCIAL MEDIA MANAGER". Timestamp: 5-12. User: nicolekram... (24.2K views).
- Post 4:** Thumbnail shows a woman in a room with a TikTok logo. Text overlay: "just work things". Timestamp: 4-26. User: [partially obscured] (yep, it's just posting pretty).
- Post 5:** Thumbnail shows a woman in a black top. Text overlay: "Day 1 of starting a social media management business". Timestamp: 2023-10-30. User: [partially obscured] (Follow the journey ✨ any).
- Post 6:** Thumbnail shows a person at a computer. Text overlay: "You landed a client as a newbie social media manager. What are your next steps?". Timestamp: 7-17. User: [partially obscured] (Just landed a new client as a).

**The main source of traffic on TikTok is the 'For You' page. But even if put the most effort attracting new users through this page, you shouldn't forget the other key traffic sources.**

For example, the following page, the feed where your content appears to those users who already follow you. This traffic source is 4.37% of video impressions and 4.67% of images and carousels.

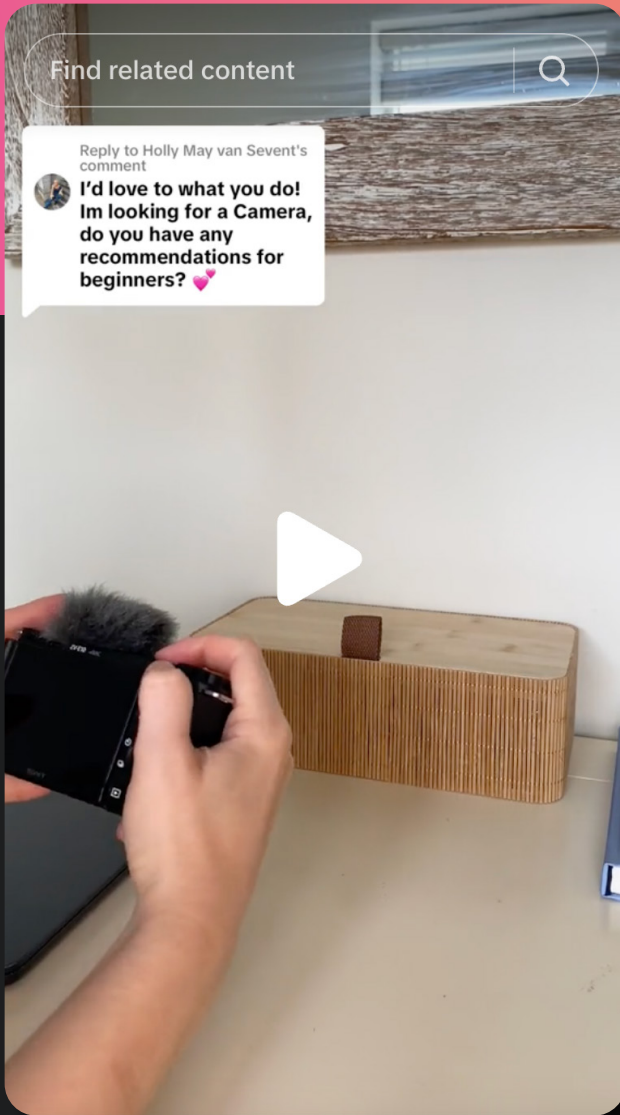
This means that part of the success of your content lies in keeping your community loyal and engaged. How?

- Provide valuable content that is of interest to them.
- Add 'calls to action' that invite them to participate and interact.
- Switch things up and use images and carousels, the format that has the best engagement rate.

**4.67%** impressions from Following for images

**4.37%** impressions from Following for videos





**One of the formats that usually works to connect with your community of followers is to create videos responding to a comment.**

It is also a win-win situation. You respond to a comment from a follower or user. They feel important within your community and now you've created valuable content for your target audience.



**A classic social media call-to-action is to invite the user watching the video to tag or mention a friend.**

This resource helps increase interactions. It increases reach because new people discover your content who may or may not follow you and this helps the algorithm to know that your content is interesting.

# PAY ATTENTION TO PUBLICATION FREQUENCY

Best practices

**The publication frequency is an important data point and one of the big questions we always ask ourselves when starting on TikTok: how much should I post to keep growing on TikTok?**

Our recommendation is to go by the data. You'll have a reference of how many accounts similar to yours publish per week.

The data shows that the publication frequency is a determining factor when it comes to obtaining views.

The accounts with the highest number of followers have a high publication frequency, almost 1 video per day, which implies an increase in views.



@metricool - 10h ago

#TikTokStudy2024

See translation

metricool - Original sound

# BOOST YOUR CONTENT BY POSTING AT THE BEST TIMES ON TIKTOK

The Study data reflects the times when the average number of views on TikTok videos, images, and carousels is highest.

Does this mean that should be the time you post your content? The answer is that it depends. Try different times to see when you get the most views. Test, test, test.

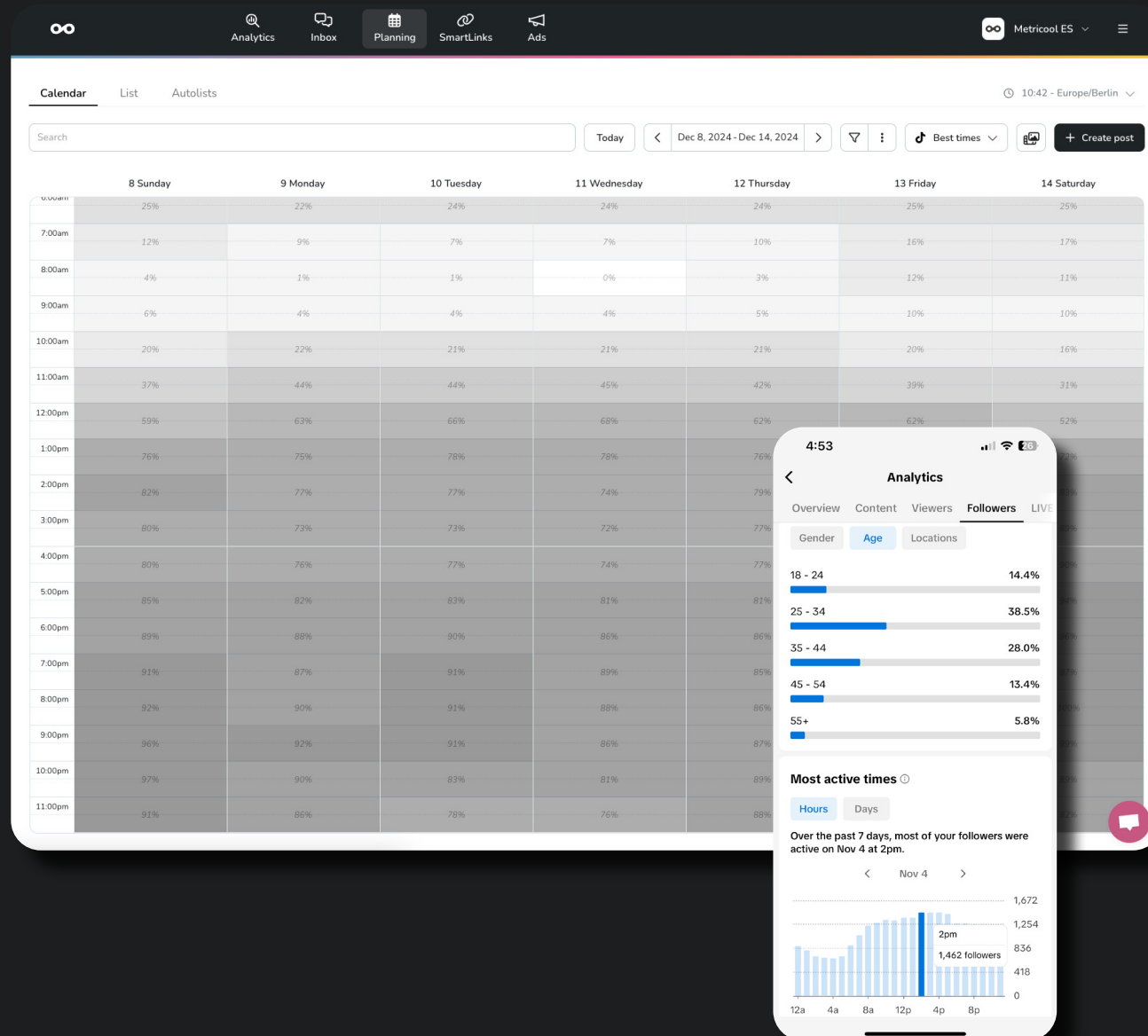
Another option is to have on hand the times when your following is most active. This way when you publish, you know you are getting the time right.

Analyze your best hours on Metricool. In the planner, find the 'Best Times to Post' based on your analytics. You also have the option to activate the percentage of active users in each time slot for greater detail.

You can also plan and analyze your TikTok account from a single platform.

In TikTok you also have the 'Activity' section, where you will see the number of active followers per hour.

This data changes every day and, unlike Metricool, it does not offer detailed information on the number of active followers at that moment.





# ARE SOUNDS STILL A GREAT WAY TO IMPROVE YOUR 'REACH' ON TIKTOK?

**Although the main source of impressions in videos, images and carousels is the 'For You' page, sounds continue to take center stage on TikTok.**

Perhaps at the level of traffic source they do not have the same importance as before, but when it comes to a trending sound, creating content with that 'trend' is key to reach new users.

In fact, sounds barely reach 1% of impressions generated in both images and videos. Even so, if you have the opportunity to use them, it is an interesting resource.

**0.07%** impressions from Sounds for images

**0.03%** impressions from Sounds for videos

## How to keep up with current sounds/trends?

Every week we update this [Metricool blog post](#) with the top 10 trending sounds of the week. We even include examples to get you inspired for your own content.

Save it in your favorites and start creating!



# BONUS TRACK

FIND TRENDS USING CREATOR SEARCH INSIGHTS

**TikTok lives on trends. One big goal for brands and creators is to jump on those trends to potentially go viral and increase their brand awareness.**

But how do you ride the trend wave?

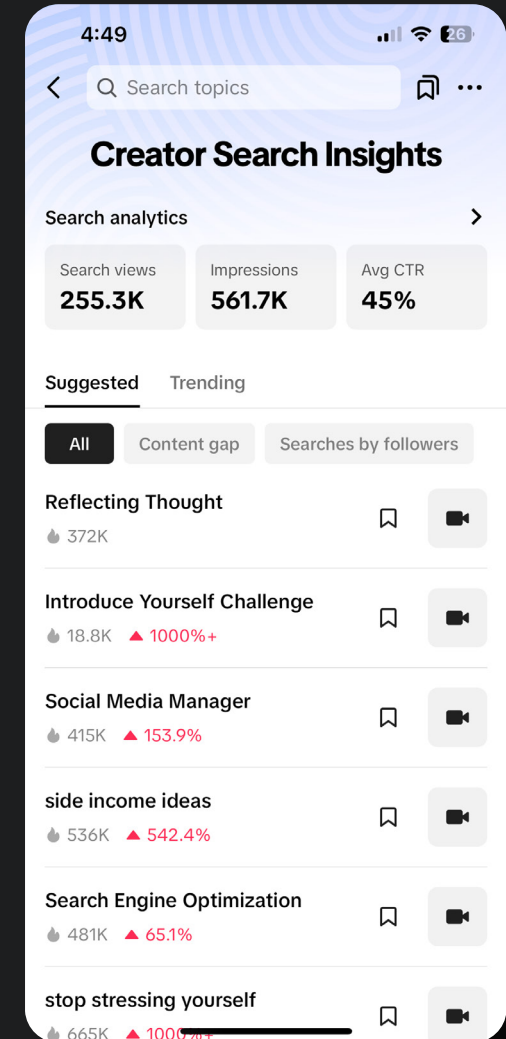
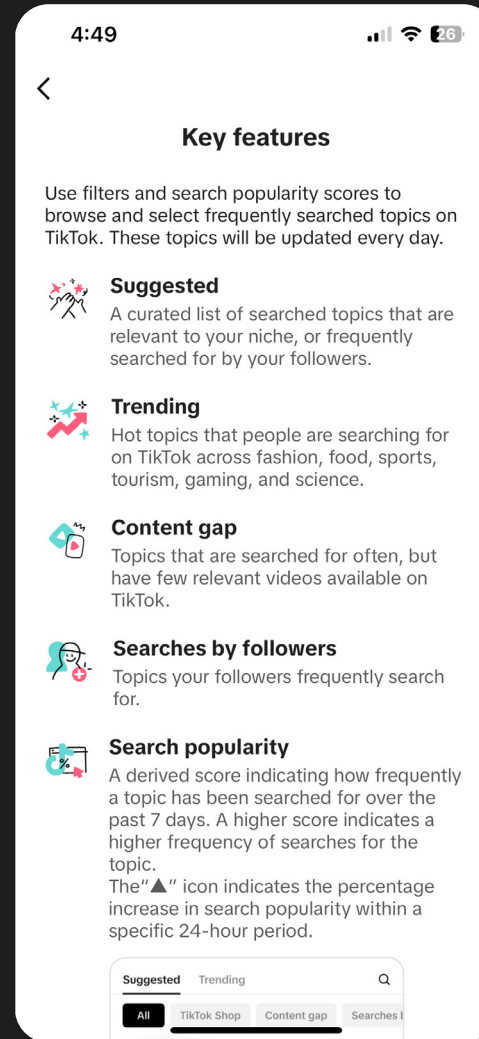
TikTok makes it easy with 'Creator Search Insights', which is the latest best practice in this TikTok 2024 Study.

It is a feature on TikTok to find trends and terms that users on the platform are looking for: basically, find out what is popular among users or is being heavily searched for and create content around those topics and keywords. Be the answer they need.

To access the feature, just enter 'Creator Search Insights' in the search bar on TikTok and the tool will appear. Click 'view' and you're in.

Now:

- Use the 'Suggested' section and find interesting searches based on the content you upload. Utilize 'Content gap' to identify what keywords are lacking content.
- Search for popular trends to create content in the 'Trending' section.
- Measure and analyze specific keywords in the search engine.



**Do you want to know more about Creator Search Insights?**

Here is a post from Metricool's blog with all the information you need to know about TikTok trends.

Now it's your turn to analyze the performance of your Instagram account with Metricool and take action.

**Create your FREE account**



**metricool**