

Optimal Posting Times Checklist

1. Access TikTok Analytics

- Go to your TikTok profile.
- Tap on the three dots (or menu) in the top right corner.
- Select "Creator Tools" or "Business Suite" (depending on your account type).
- Tap on "Analytics."

2. Review Follower Activity

- Navigate to the "Followers" tab in Analytics.
- Scroll down to find "Follower Activity."
- Note the days and times when your followers are most active.

3. Analyze Peak Activity Times

- Identify the peak days of the week when follower activity is highest.
- Identify the peak times of the day (by hour) when follower activity is highest.

4. Create a Posting Schedule

- Develop a weekly or monthly posting schedule based on peak activity times.
- Include at least 1-2 posts during each peak time identified.

- Schedule posts to align with follower activity for maximum reach.

5. Monitor Performance

- Track engagement metrics (likes, comments, shares) for posts made at different times.
- Compare performance of posts made during peak times vs. non-peak times.

6. Adjust Posting Times as Needed

- Regularly review your analytics to check if peak times shift.
- Adjust your posting schedule based on the latest follower activity data.

7. Test New Posting Times

- Experiment with posting at different times to find potential new peak times.
- Evaluate the performance of these test posts to determine effectiveness.

8. Plan for Time Zones

- Consider the time zones of your target audience if you have an international following.
- Adjust your posting schedule to accommodate different time zones if necessary.

9. Use Scheduling Tools

- Explore and use scheduling tools like Later or Hootsuite to automate your posting times.
- Ensure that the scheduling tool integrates well with TikTok and aligns with your optimal times.

10. Stay Updated with TikTok Changes

- Keep up with any changes in TikTok's algorithm or features that might affect posting times.

- Adjust your strategy accordingly based on new insights or updates.

This checklist will help ensure that your posting times are optimized to reach and engage your audience effectively.

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