

Gerardo Perez:

One of the most common questions that I get about TikTok is how many times should I be posting on TikTok? Well, there's no real straight answer to this question. Look, if you're a business owner, I get it. You don't have all day to be making TikToks, which is totally fine. A lot of people out there are going to be telling you have to post five times a day. I personally find that to be absolutely outrageous. Your posting cadences should actually match up with your lifestyle. In addition to that, it should also match up with your ability to continue to produce quality content on a consistent basis. If that looks like one post per day for you, great. If that's two posts per day, great. If that's even three posts a week, that's awesome too. The only thing that I do encourage you to have are consistent posting cadences so that you're actually able to build momentum and be consistent with your TikTok efforts.

The only advantage of posting at high volumes is being able to refine your content over time, and just put in the hours and the reps to continue to get better. It doesn't necessarily mean that it's going to increase your chances of going viral. Again, I think the most important thing is to find the balance between quality content and how many times you can consistently post.

So that being said, I want you to have a honest chat with yourself and really ask yourself, how many times per week are you going to challenge yourself to post on TikTok? Remember this, consistency and the quality of content is going to be more important than actual quantity.

Another frequently asked question that I get is, at what time of the day should I post? Obviously use common sense here. Don't be posting at 3:00 AM when everyone's asleep, but I wouldn't put too much weight on this. Instead, just focus on making good content. A lot of times, your performance of your video is actually based off of the first handful of users that actually watch it or engage with it. So it's more so a roll of the dice on how those initial audiences actually interact with your video. That being said, don't sweat the small things. It's more important to focus on the quality of your content and the actual consistency of how often you post as opposed to what time of the day you post.

I know this section is pretty brief, but it's also incredibly straightforward. Just be brutally honest with yourself with the output that you're able to produce and stick with it.