

Most social media creatives will gatekeep this information from you and sell it to you as the secret sauce to success with TikTok.

Us? We're giving you this TikTok Cheat Sheet for free. We've taken all the noise that surrounds best practices with TikTok and condensed it into one easy to digest document.

The secret sauce we mentioned above actually comes from the implementation of what you see. And most businesses find this to be the big challenge with socials.

So if you want to level up your social media and content strategy to keep up with the ever changing algorithms, book your free call with us.

Or don't. We can't tell you what to do 👍

[Book Your Free Consultation](#)

## Think Like Search, Not Scroll

- Use real, natural phrases people type (e.g. "easy work lunch ideas")
- Add keywords in the first line of your caption + on-screen text
- Every post = *a mini search result*

## Keep it Short & Snappy

- Ideal length: 15–30 seconds
- Shoot vertical, use TikTok's editing tools + trending audio
- Skip fancy transitions—get to the point *fast*

## Stay Real, Not Perfect

- Radical honesty is trending—be upfront, be human
- Let people see your face, your process, your mistakes
- Don't over-edit or script—it kills trust

## Optimise the First 3 Seconds

- Hook fast or get swiped
- Lead with motion, bold text, or a hot take
- Keep them watching = better reach

## Use Niche Influencers

- Micro creators = more trust + tighter communities
- Let them lead the content—no corporate scripts
- Focus on shared values, not follower count

## Use Your Data (Not Your Gut)

- Key metrics: watch time, shares, saves
- A/B test hooks + visuals
- Double down on what performs—cut what doesn't

## Use AI - Don't Be AI

- Radical honesty is trending—be upfront, be human
- Let people see your face, your process, your mistakes
- Don't over-edit or script—it kills trust

## Post With Purpose

- Quality > quantity in 2025
- 3–5 smart posts a week > daily noise
- Batch, plan, and post when it makes sense
- Every post should earn its spot

## What To Avoid

- Copy/pasting from Instagram
- Over-editing or over-explaining
- Using trends that don't fit your audience
- A waffling introduction