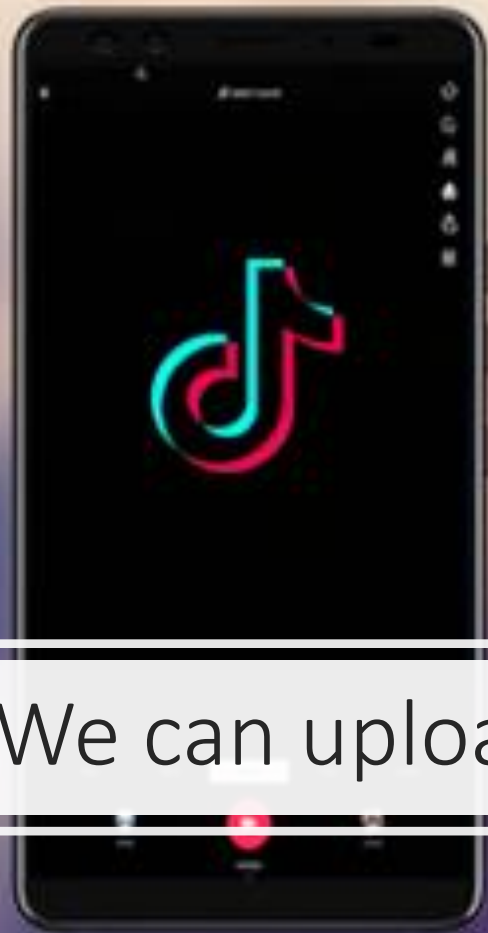


# Publishing On TikTok

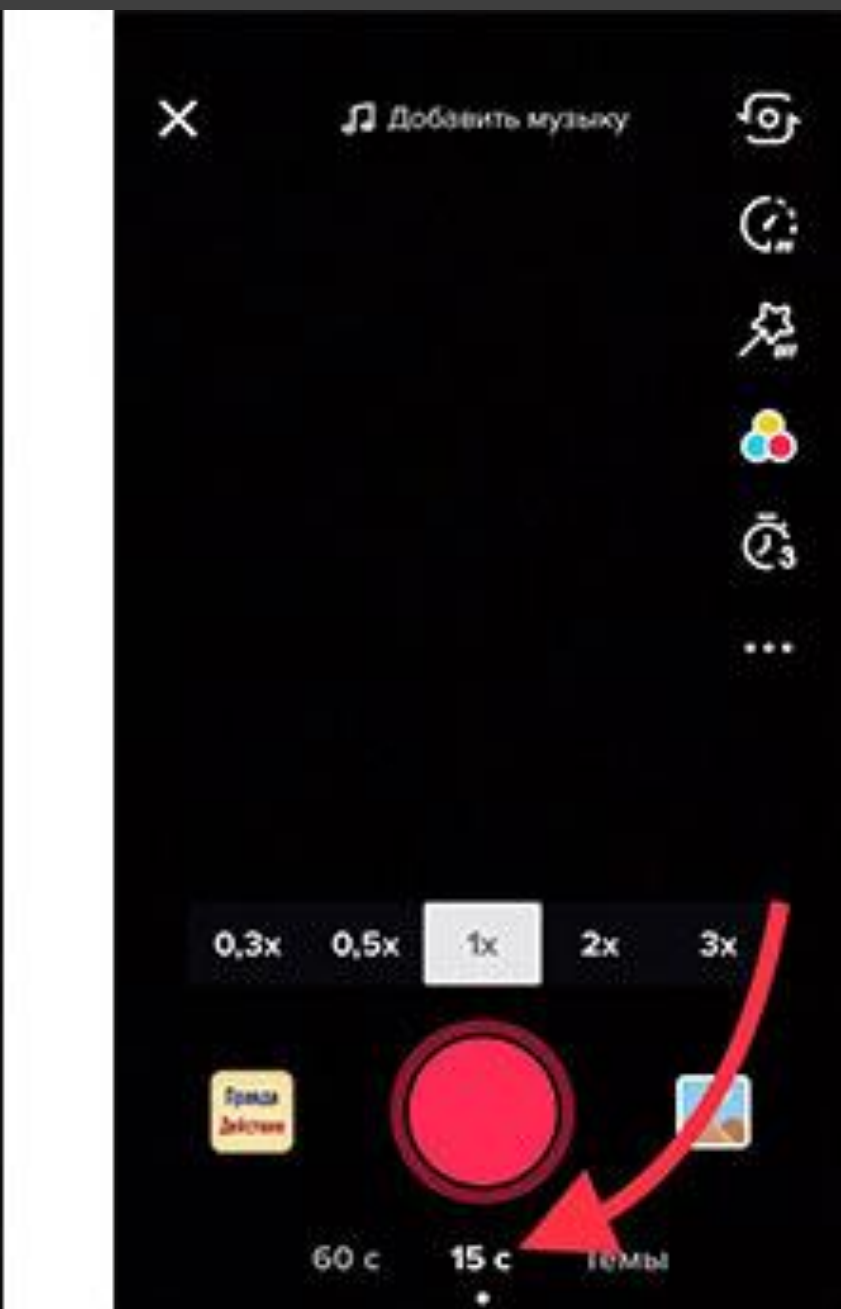
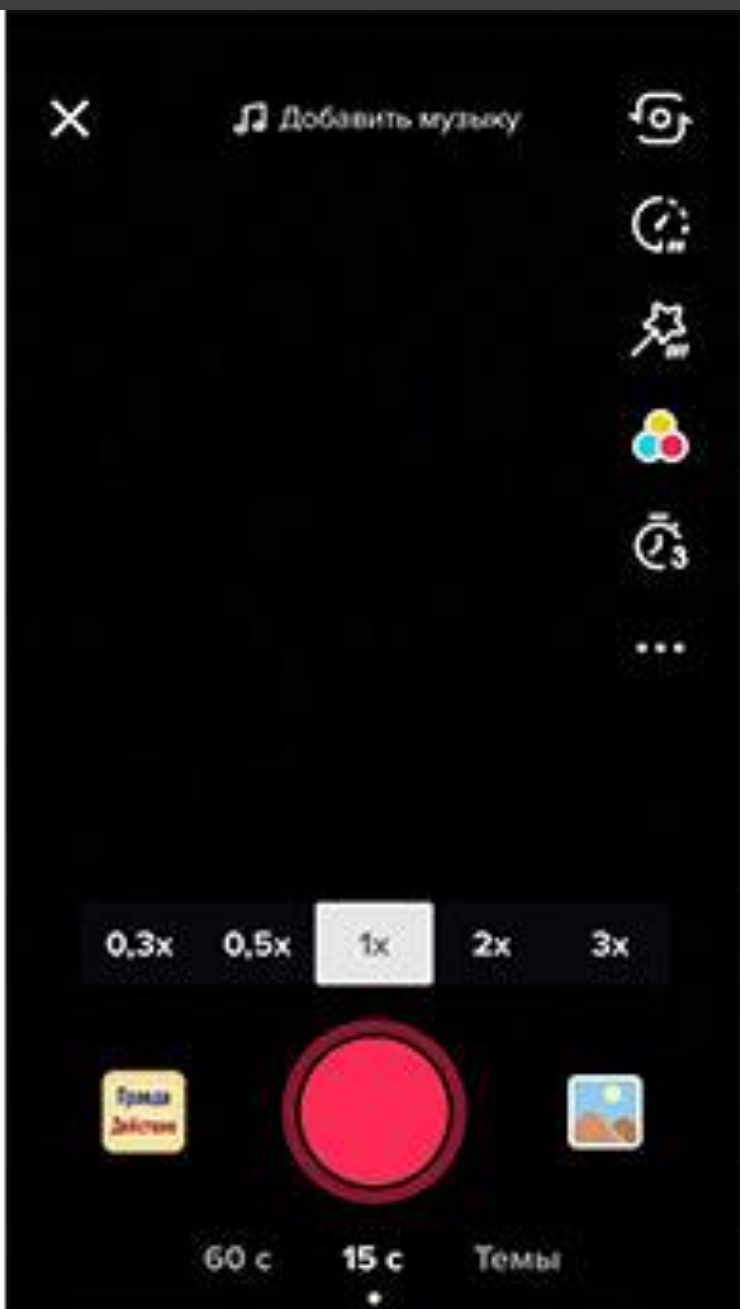
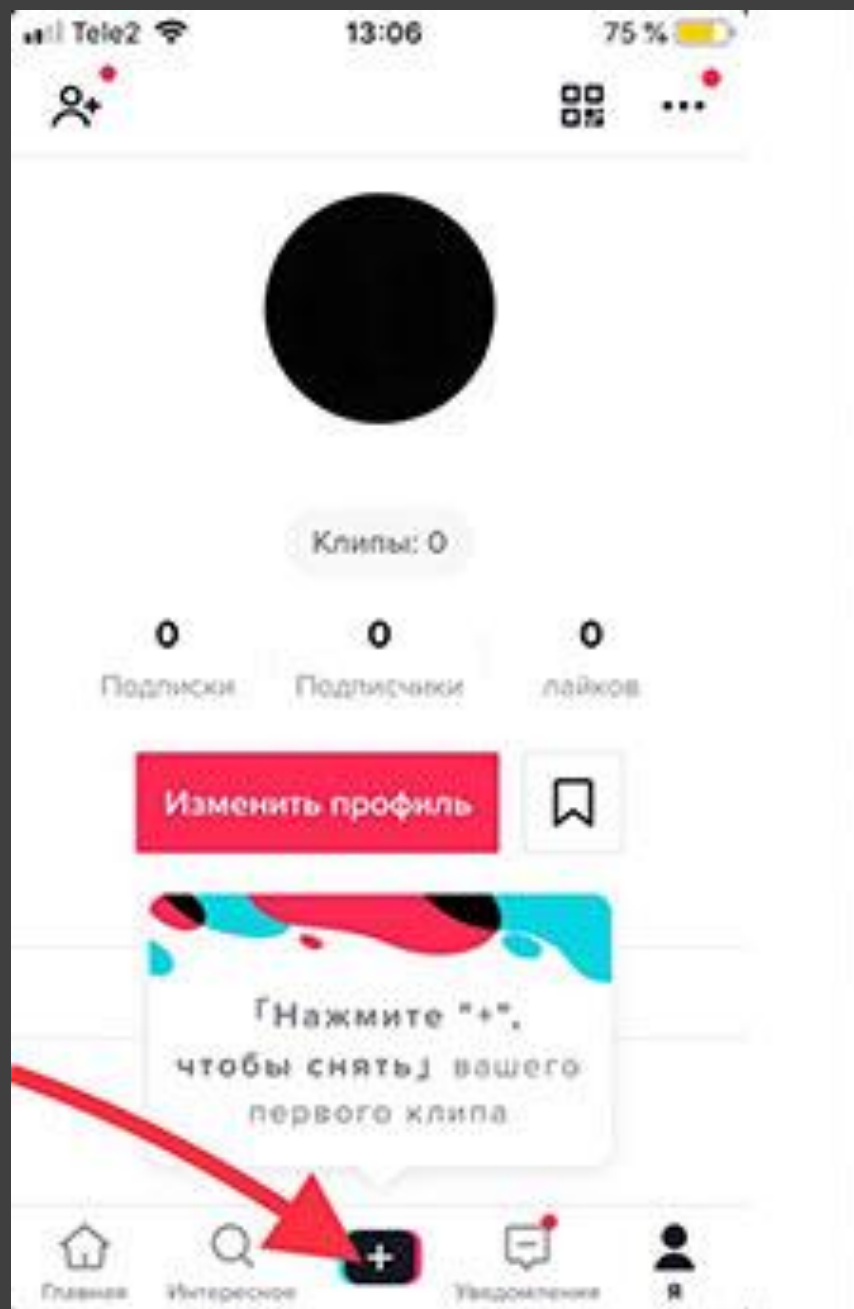
Module 5



**TikTok**



We can upload videos on TikTok through PC, Mac & Phone



# TikTok Video Length



- Better to be up to 15 seconds long
- The company recently extended the limit to 60 seconds when you string 4 15-second segments together
- This only applies to videos recorded natively on the app
- If you upload a video that was made elsewhere — on [Boosted](#), for example — it can be longer than 60 seconds.

# Video formatting for TikTok



- **File size:** The video should be up to 287.6 MB in size for iOS, or 72 MB on Android. For ads, it can be up to 500 MB.
- **Orientation:** TikTok is formatted to be viewed on a smartphone, so vertical video is best though horizontal is also allowed.
- **Dimensions:** TikTok video dimensions should be 1080×1920.
- **Aspect ratio:** The aspect ratio should be that of a standard smartphone screen, 9:16. 1:1 is also possible, but it won't take up the whole screen.
- **File type:** TikTok supports .mp4 and .mov files. For ads, it also supports .avi and .gif files.

# Video formatting for TikTok



- TikTok video format
- 14-25 seconds vertical video

For rotate the horizontal video to vertical :  
[www.Kapwing.com](http://www.Kapwing.com)

# Why use a third-party app to create your TikTok video?



- You can adapt content you've used on other platforms for TikTok instead of reinventing the wheel.
- You're less restrained by the time limit (since, as mentioned above, your uploaded video can be longer than 60 seconds).
- [Boosted](#) has exclusive effects and templates that can help you make a creative, beautiful video with very little effort.

# Action List

- 1. If you're planning to upload a video to TikTok rather than use the native recorder, make sure the specifications are optimized for TikTok.
- 2. If your video needs some adjustment — or if you'd like to tweak it to get it just right — use [Boosted](#) to edit and perfect it.



# When is the Best Time to Publish Videos on TikTok?



- The full answer, as always, is that it depends on your audience.
- Better to consider 2 points

# When is the Best Time to Publish Videos on TikTok?



## 1. Where is your audience based?

Determine where your largest group of viewers is located and base your calculations on that time zone.

## 2. What is your audience's schedule?

When do they check their phones? First thing in the morning, or last thing before sleep? On a lunch break? When are they out of school? Etc.



**TikTok**