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Tiktok hashtags for likes and views

So you want to get on the Page For You and have your TikTok video go viral? One of the most important hacks you can do to get a viral video is to use the hashtag TikTok - but there are no ole hashtags, they have to be smart and calculated! Don't worry I'm protected. This is the best hashtag for TikTok and my secret strategy to win this social media platform! TikTok Hashtags That Will Get You On FYP Pages Want to see display numbers like this on your page? You can do it! Anyone can go viral on TikTok if you put in a clever content effort. Here's my TikTok hashtag strategy that you can steal to use on your videos! Actually, the first step is, you need to create good content. No number of tiktok secret hashtags can get you a viral video if your video isn't good to start with. But we assume you have a good video and all you need is a smart trending hashtag on TikTok to use. What do you use?? You will want to use combos: Hashtags extensive description Hashtags niche description Hashtags Viral / trending hashtags Common hashtags (such as #glamping) to describe location-based hashtag videos (#sanfrancisco) to tell TikTok where these hashtags are filmed you can use on a given post depending on how long your caption is. It can usually range from 2 to 5 hashtags. The first step is to choose a descriptive hashtag 1-2. For example, if you post a video about glamping, you want to use #glamping Unlike Instagram where using popular hashtags can actually limit your reach (because there are so many posts for followers to see yours), TikTok works the opposite way, #glamping tell TikTok what your video is about, and will present the video to people who like glamping and will be more involved in your video. Another example: If you're posting a video about DIY home décor, use broad descriptive hashtags like #homedecor and #diy (or other related hashtags like that.) Step 2: Hashtag niche description Now, select at least one niche hashtag. So, in that home decorating video, maybe your decorating style is bohemian. So use #boho or #bohodecor to narrow down the video topic even more. This way TikTok will show your videos to people who not only love home décor, but like boho decorating styles. This means viewers will love your video, comment on it, share it, save it, and even follow you. It all tells TikTok that your videos are great and they will present them to more people in FYP! Use a good hashtag (#boho) to help people with similar styles find my video! Using a broad location hashtag (#california) Step 3: Use Location Based With this same theory, most videos benefit from location-based hashtags. For example, if you post a video about a secret place to visit in San Francisco, use the #sanfrancisco so That TikTok will present the video to others who live in the city and will be interested in your video. If you share a video of 3 coats to wear at New York Fashion Week, make sure you include #nyc or in your video! You also want to use the hashtag fashion week of the year (maybe #fashionweek or something else like #nycfashionweek2021) Step 4: Use the last viral/trending hashtag, if you still have space in your caption, throw in # of any of the branded hashtag challenges or trending hashtags this week. You can find branded hashtags by simply typing # and letting TikTok fill in suggestions. They have a built-in hashtag generator! Branded and trending hashtags will appear first, usually with a bit of a fire emoji next to it. Brands pay a lot of money to get these hashtags trending so that means that videos with those hashtags have the opportunity to be promoted more in FYP so that TikTok can impress brands with high impression numbers. Jumping on trending TikTok hashtags now/the day they go viral is also a useful trick. As you know, trends come and go so fast. If you look at the pattern of video ideas using the same hashtag (as when Ghost Photoshoot went viral this fall) jump over trends and hashtags immediately to get more reach and views! Do you run a business or a brand? Consider using hashtags that are all yours - aka branded hashtags! It helps customers or fans find more videos about your products & create a loyal fan base. No - #xyz or #fyp or even #foryoupage no longer works as a secret weapon to get your vide across FYP pages or many views. They used to be new hashtags with not many videos tagged with them, and that's why people think they're both top hashtags to use. Because, for a while like, 1 year ago, using those hashtags might work to get more views. But not anymore. Save your character space for smarter, trending hashtags. What is the Best Hashtag To Like? I advise against taking part in #likeforlike or tags for such behavior. This is a very big time sucks and that's not how TikTok works - it's an algorithm smart enough to possibly ban you for spam behavior. Instead, keep working on great content and use popular TikTok hashtags to grow your video views. Hashtags are sometimes red for users in draft/edit mode. This helps you easily see what copies are part of your description or description, and what space is used for hashtags. They publish white as usual and they're not red for everyone. Should I get a pro account? If you are serious about developing your TikTok account to become an influencer or use it to market your products then yes, switch to a pro account/creator account useful so you can see all the backend insights and use that data to make educated decisions about what kind of content to post. Use the suggestion feature to see what hashtags are trending on the day you post! Can you buy me a TikTok follower? Sorry, I can't buy your followers, please don't DM me on Instagram asking me to get more followers. I have tips on sharing blog posts on how to develop your TikTok account that you should check out. How Do TikTok Influencers Make Money? Money? Influencers make money in several different ways (I know because I make money from TikTok as an influencer!) First, I'm part of the Creator Fund, so I earn a few cents for each video view. It's not a lot of money, it's usually about \$50-100 so I donate it every month. Real money is in videos sponsored through influencer marketing. In this post I share the basic steps to becoming an influencer and landing paid offers! How do I know if my video is in FYP? Here's the thing: every video posted goes to FYP. That's how the app works. You have our follow page and FYP page. BUT, when people say they want their video on FYP, they really mean they want it to go viral, like wearing a LOT of Pages for you, not just a few. TikTok Hashtags Copy and Paste List Not sure to start with my viral hashtag strategy? It's okay! I have the most trending hashtags currently broken down by categories that you can use on your videos, or use to get ideas about other hashtags to use ideas! Remember, this should be used as part of your descriptive hashtag. You still want to also use this week's famous hashtags and which locations are in your captions! #beauty #skincare #makeup #beautyhaul #beautyhacks #beautytips There is a lot of discussion about the TikTok hashtag and what their relationship with the TikTok algorithm has always been secret. One thing we know for sure? This is an important and effective way to get more eyes on your TikTok content! In this blog post we will help you understand everything you need to know about the TikTok hashtag, from learning why it matters, to whether you should use popular hashtags like #foryoupage on your posts. Table of Contents:Why Does the TikTok Hashtag Matter? Ask anyone about TikTok, and they'll probably mention one of the viral hashtag challenges that make their way around the app, such as #flpheswitch or #eyeslipsface challenge. There's no denying that. Hashtags are a big part of the TikTok experience. In fact, TikTok's Discover tab is even organized by trending and popular hashtags - which is a great free tool for you to help you find the best hashtags (more on that later!) Hashtags on TikTok work the same way they do on Instagram. They are tools to organize content by category and help users share and search for content. If you have a public TikTok account and add hashtags to your videos, your videos are classified and organized under that hashtag (or hashtag). And there's a lot of talk about whether or not to use certain hashtags (like #FYP, #foryoupage, and #foryou) getting your video's main real estate on your page for you. Even this discussion even has its own trending category on TikTok, with hundreds of user videos explaining theories. @_madydeweyLet I know your observations in the comments! Will gladly make part 2! #howtiktok #algorithm #secrets original vote - _madydeweyAnd while we can't verify there's a hashtag that will guarantee you a spot on the coveted TikTok page For You, we know how using hashtags in your videos is one of the best ways to get your content in front of the right users - making hashtags an important part of your TikTok strategy. Ready to take your TikTok strategy up a notch? Watch our free 30-minute video on how to use TikTok to grow your brand! Benefits of Using Hashtags in your TikTok Strategy: TikTok hashtags are an effective way to grow your followers and engagement on TikTok. Plus, they not only help you reach more TikTok users - they help you reach the right users. Here are some of the benefits including hashtags in your TikTok strategy:TikTok Hashtag Value #1: DiscoverabilityWhat if you can reach a completely new group of potential followers on TikTok every time you post? Well, you can, and it's all because of the hashtag! Using the hashtag TikTok gives your content a huge boost right off the bat. Instead of just showing your content to your followers, you open the floodgates to users who are already searching for what you share. Plus, if you use trending hashtags, your content can also be pulled onto relevant Discovery pages for millions of people to see. For example, if you create an eyeliner tutorial hashtag on your TikTok, your video will join another video under the same hashtag. The idea is that if someone wants to learn how to wear eyeliner when they search for eyeliner tutorials on TikTok, your video will fill in under that hashtag. TikTok Hashtag Benefit #2: Create a CommunityWhen you use a specific hashtag on TikTok, you not only let the TikTok algorithm know what your videos (and profiles) are about, you also create a community. Like the Explore page on Instagram, TikTok's For You page takes on the kind of content people love. If viewers often watch videos with the hashtags you use, TikTok will place your video in front of that user. So, the more you post with the hashtag, the more followers, likes, and comments you'll get. And the best part? You create a community of followers who really want to see your content! You can also create and use your own branded hashtags. This is an amazing way to collect and share user-generated content on TikTok. For example, see how beauty company Rhianna Fenty Beauty uses the hashtag #FentyBeautyHouse. All the content under the hashtag was very specific to Fenty and their community!@fentybeauty##FENTYBEAUTYHOUSE but made it virtual! We're comin' in ya for season 2 with five new Fenty Beauty housemates & can't wait to show ya what's in store!! #fentybeautyTikTok Hashtag Benefit #3: Jump In On The TrendsTikTok trend can come and go in the blink of an eye, so it's good to stick to the rhythm of what's going on there are trending hashtags aligned with your brand, join the challenge! It will show your audience that you know and that you are down to get pleasure. But before you go wild with your TikTok hashtag, remember to always use accurate and responsible hashtags. Using random hashtags high traffic can be quickly win, but it can negatively impact your brand's confidence. And while unconfirmed, TikTok can hide your videos if they see you using hashtags that don't reflect your content. TikTok Hashtags: #ForYou, #ForYouPage or #FYP? If you've been scrolling through TikTok for just a while, you've probably seen #foryou, #fyp, and #foryoupage hashtags on most videos. That's because, collectively, these 3 hashtags had over 6000 billion views on TikTok at the time of publication, which is billions more than the most popular hashtag on Instagram, #love. This type of hashtag is popular in this app because many TikTok users believe that they help get their content on more pages for you users. But while videos with this hashtag tend to appear on our For You page often, it's not cut and dry whether this hashtag is the reason why. So, should you use this TikTok hashtag in your strategy? In short, there is no clear answer. But since TikTok is about trial and error, it's good to include these in your TikTok hashtag strategy to see if they work for you. Try sharing 2 similar videos to TikTok, at roughly the same time, with two different sets of hashtags in the caption. Add one with #fyp, #foryoupage, or #foryou hashtag alongside 2-3 other hashtags specific to your niche. Add another TikTok with only niche hashtags related to your content, such as #instagram, #socialmediamarketing, and #gptips. TikTok is about patience. After your video has been live for at least a few days, take a look at your analytics and see how each video is performing. With a TikTok Pro Account, you can see how many viewers have come to your post through hashtags you've used. By doing a split test like this, you'll soon have a stronger idea of what hashtags drive the most value for your brand. Not sure what the best time to post on TikTok is? Check out our blog post where you'll learn how to find the best time for you! TikTok Hashtags: Branded Hashtag Challenges While we've seen hashtag challenges go viral on Instagram and Twitter, such as #icebucketchallenge and #mannequinchallenge, we've never seen so many challenges achieving viral status as they do on TikTok.The branded hashtag challenge is a great way for brands to generate new leads and grow brand awareness on TikTok, fast! And you don't even have to sponsor a branded hashtag challenge for it to go viral. That's the beauty of TikTok - even organic TikTok content can get millions of views overnight. An example of the challenge of smart branded hashtags is E.L.F Cosmetics #eyeslipsface challenge. The challenge went viral, organically attracting millions of people including Jessica Alba, and Ellen Degeneres.Eyes, Lips, Face is one of the most viral TikTok campaigns ever, garnering more than 3 million user-generated videos and passing more than 5 billion views. E.L.F Cosmetics' original TikTok sound was so popular that they even released it as a song on Spotify - amassing over 20 million challenges at Tiktok are not always associated with the brand. Take this #flpheswitch challenge for example. This challenge was influenced by drake's song Nonstop because the lyrics I just flipped the switch. The challenge went viral, taking TikTok to an end in a storm. Celebrities like JLo and A-Rod and the cast of SNL even took their bait to take part. And if you want to increase your reach, you can always partner with brand TikTok influencers to see if they can create content for your hashtag challenge. Alternatively, you can invest in a TikTok Ads strategy. When you look at the challenge of branded TikTok hashtags on the top banners on the TikTok Discovery page, it means they use TikTok Ads to have their challenges displayed there. If you have the means, this is a great way to reach a large audience on TikTok.Take Guess' #InMyDenim example. Guess used TikTok to promote their Fall'18 Denim Fit collection, prompting the TikTok community to change their style by wearing Guess denim to the soundtrack of Bebe Rexh's song I'm a Mess. The #InMyDenim including a brand takeover of the app's welcome screen, as well as 4 influencer partnership videos to lower the concept and reach more users. Source: TikTok Ads During the 6-day campaign period, #InMyDenim realized more than 5.5K user-generated videos, 10.5M video views, 14.3% engagement rate, and more than 12K additional followers for Guess accounts on TikTok.ICYM! TikTok Hashtag Challenge Plus lets users shop products directly on TikTok. Learn more about this exciting feature here. If you have the opportunity to attach your business or brand to a creative TikTok challenge, do it! Think of the thousands of people who will associate that challenge with your brand. The odds are endless. Want to improve your TikTok skills? Join the Challenge 10 days Later! Every day we'll show you new TikTok skills or hacks that you can use in your own TikTok feed: TikTok Hashtags: Finding the Right Hashtag for Your Content Now that we've discussed the TikTok hashtag and hashtag challenge, let's get into the good things: how to find the best hashtag for your content. Here are our top 5 tips and tricks for finding the right hashtag:#1 Find a Balance Between Broad and Niche HashtagsThis is probably the most challenging aspect of using hashtags - how to find out how niche or broad you should go with your hashtag. While we recommend getting specific with your hashtag, it's never a good idea to go too niche. Remember that hashtags are all about what users are actually looking for. Before using hashtags, think, does my target audience really type this into the TikTok search bar? Get wide and work your way into more specific hashtags. For example, if you're a marketing professional, a broad hashtag can #marketing. Then, as you go over the niche (depending on the video content) additional hashtags you could #socialmediamarketing and even more specific, #instagrammarketing @later.comSome than us Instagram editing app! #4 #hashtagslike #instagram #edit #fyp #picsart! Lose Control - Meduza!It's all about finding that perfect balance. As we mentioned earlier, finding a secret sauce that works for you will eventually become a trial and error game.#2 Explore TikTok for Trending HashtagsSWhat's great about TikTok is that it's easy to find new and trending hashtags! To see what's trending, go to the Find TikTok tab. Here, you can scroll and see what's trending - it's a really good idea to increase the trend because so many users are scrolling. TIP: If you don't know what content you want to post on TikTok, search through trending hashtags and see what types of videos users share. Use that inspiration to guide your Next TikTok!#3 Research Industry Leaders and Your CompetitorsIf you're low on inspiration, one of the best places to start is to see what other industry leaders are doing. If it works well for them, chances are it could work well for you too. Start by taking notes about what hashtags they use and see if they make sense to use for your content. At the same time, look at your competitors and see what works well in their strategy. Is the hashtag relevant? Is their audience engaged with their content? Did their video go viral? Have they missed a key hashtag opportunity? Ask yourself these questions in the research phase to help form your TikTok hashtag list.#4: Find Related Hashtags on TikTokFinding related hashtags on TikTok is a very easy and effective way to grow your community. To do this, simply type your hashtag into the TikTok search bar. Tip: Leave a hashtag (#) in your search. Tap Hashtags below the search bar and TikTok shows you how many views have specific hashtags. This is a very helpful tool when it comes to helping you decide which hashtag to use. And this is where you'll find also find a list of related keywords on TikTok.#5: Test, Test, Uj!Last but not less important, it's important to test your hashtags on TikTok.Record which hashtags you use in each of your videos, and monitor how many views they get over time. Different hashtags will work for different types of videos - it all comes down to a trial and error in your account! If you test hashtags, you'll probably land on some hashtags that work wonders for your content TIP: Think of your hashtag like a keyword for your video - make sure your hashtag is relevant, clear, and searchable. How Many TikTok Hashtags Should You Use in Your Posts? There are no rules set in deciding how many hashtags you should use in but keep in mind that the longer your captions (and hashtags) are, the more your TikTok videos will be blocked from view. TikTok limits captions to 100 characters (and that includes hashtags!) vs Instagram which has a 2,200 character limit.With a limited amount of real estate, be sure to take advantage of each single character. Make your TikTok captions concise, concise, space for such important hashtags. Since there are no hard and fast rules, the number of TikTok hashtags users use is across the board. Some users included hashtags 1-3, while others used 5-8. How many hashtags you use is entirely up to you - but definitely worth including! And there you have it, everything you need to know about the TikTok hashtag. Now you should have a good understanding of how the TikTok hashtag works - why not start using hashtags in your next video? And remember, don't get beat up - TikTok is all about trial and error! Ready to take your TikTok strategy up a notch? Watch our free 30-minute video on how to use TikTok to grow your brand! Like this post? Pin it down! ✨ ✨