










# DO'S AND DON'TS OF TIKTOK

EMPOWERHER  
AGENCY

## DO'S:

-  Have good lighting
-  Use natural lighting  
no natural light?  
use a ring light!
-  Keep it short! Under  
15 sec. videos get  
more views!
-  Do be yourself and  
have fun!
-  Be authentic
-  Post at least 3X  
a day
-  Do create content  
all at once! and save to  
drafts

## DON'TS:

-  Don't film at night  
without lighting
-  Don't do anything  
you wouldn't do out  
in public... you never  
know what will go  
viral
-  Don't be salesy
-  Don't be afraid to  
post because of  
haters
-  Don't overthink it!
-  Don't do exactly  
what others are doing,  
put YOUR spin on it!