



## TikTok Posting Worksheet

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**INTRODUCTION.** Your TikTok account is set up, you're ready to start posting. Now, it's time to brainstorm a video strategy. (A "video strategy," doesn't that sound silly? No matter: we're marketers: nothing is silly to us).

**POSTING / CONTENT GOALS.** What do you want to accomplish, most, from your TikTok videos? Rate the following vis-a-vis individual Videos. -5 = not very important | 0 = neutral | +5 = very important

eWOM	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Customer Continuum	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Trust Indicators	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
One Touch to Many	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Promotion (Get shares)	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Direct / sell stuff	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Direct / capture leads	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Video to influencers	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Video on #hashtags	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
Video on trending sounds	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >
TikTok conversations	< -5 -4 -3 -2 -1   0   +1 +2 +3 +4 +5 >

**VIDEO CONCEPTS.** Remember that emotional content is the most likely to be interacted with, and shared. Utility content does well, too. Trends are key to TikTok marketing: trending hashtags, sounds, and topics. Brainstorm ways that your content will provoke interaction. Note which is more likely to be a photo, vs. a video.

Video Type:	Video Concept:	Encourage Interactivity?
<i>Shocking news</i>	<i>Can you believe "x"?</i>	<i>Comment if you agree?</i>
_____	_____	_____
_____	_____	_____
_____	_____	_____

_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

**VIDEO TYPES.** Think of TikTok as a snackable video system. What types of content do you plan to post? TikTok is all about fun, trending ideas.

Video Type:

Video Concept:

_____	_____
_____	_____
_____	_____
_____	_____

Who will care? Why?

\_\_\_\_\_

\_\_\_\_\_

Video Type:

Video Concept:

_____	_____
_____	_____
_____	_____
_____	_____

Who will care? Why?

\_\_\_\_\_

\_\_\_\_\_

Video Type:

Video Concept:

_____	_____
_____	_____
_____	_____
_____	_____

Who will care? Why?

\_\_\_\_\_

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**VIDEO RESPONSIBILITY.** Who will create, manage, and post the relevant content? On what time basis? Who will of production?

Video Creators: \_\_\_\_\_  
Photos: \_\_\_\_\_  
Videos: \_\_\_\_\_  
Story: \_\_\_\_\_

**USER GENERATED CONTENT.** Getting users to interact with your content, and even better, getting them to share / comment / interact w/ videos about your brand is the “home run” of TikTok marketing. How will you encourage interactivity and even UGC (User Generated Content):

Users will interact with our videos, because: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Users will post brand-friendly content because: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**VIDEO RHYTHM.** Remember it’s *fun, fun, fun, fun, fun, buy my stuff*. What posting rhythm seems to make the most sense for your company?

\_\_\_\_\_ % fun / interesting / useful / emotional vs. % \_\_\_\_\_ buy our stuff / become a lead

We will post fun items \_\_\_\_\_ times per week / day

We will post buy our stuff items \_\_\_\_\_ times per week / day