

TikTok Checklist

- Write an engaging caption (ask a question where applicable)
- Use trending hashtags and sounds
- Post at peak times during the day
- Engage with your audience

30 Days of Content

- | | | |
|------------------------------------|------------------------------------|-----------------------------------|
| 1 Birthstone Gift Guide | 11 Staff Favorites | 21 Jewelry for the Decades |
| 2 New Stone/Piece Alert | 12 Holiday/Seasonal | 22 Behind the Scenes |
| 3 Customer Highlight | 13 Fun/Engaging Trend | 23 In-store product video |
| 4 Highlight Seasonal Trends | 14 Engagement Rings | 24 Wedding Wednesday |
| 5 In-store product video | 15 In-store product video | 25 Customer Highlight |
| 6 Custom Design Process | 16 Customer Favorites | 26 Top 10 Favorite Pieces |
| 7 Behind the Scenes | 17 Wedding Wednesday | 27 Seasonal Gift Guide |
| 8 Fun/Engaging Trend | 18 Accessorizing for Season | 28 Behind the Scenes |
| 9 Designer Highlight | 19 Unboxing Video | 29 Custom Design |
| 10 Wedding Wednesday | 20 Customer Content | 30 Staff Favorites |

FAQ's

1. When is the best time to post? Although there isn't one specific best time to post on TikTok, it is best to publish content as much as possible with a minimum of one post per week.
2. What types of content should I be creating? Create educational, resourceful, and fun content your audience can engage with!
3. Should I include hashtags when I post? YES! Hashtags help the TikTok algorithm decide who sees your content.
4. How do I search for new TikTok trends? Use the discover page and research industry hashtags to keep up with trending content!



TikTok Planning Guide

Topic:

Hashtags:

Sound:

Copy:

Product:

Models:

Notes:

