Twitter Thread by Tim | TikTok UGC Agency ■



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TikTok vs IG Reels

Where to post to get the first 1m views and earn $10,000?

4 fundamental differences between these platforms:

THE ALGORITHM

The algo of both platforms considers the watch time of the video as the key indicator.

At the same time, the IG algo is similar to TikTok 1.5 years ago. It does not matter how long your video is.

You can make a video for 6 seconds, which will be reviewed several times and gain millions of views.

TikTok now is different.

The platform plans to become a competitor to YouTube and therefore prefers long content.

This means that it is not the PERCENTAGE of video viewing that is important, but the TIME it is viewed.

Example: A 6-second video that the user watched ten times has the same value as a 60-second video that was watched once to the end.

Conclusion: the ideal content for Instagram is 6-10 seconds. For TikTok it is 25-60 seconds.

THE DESCRIPTION

On TikTok, you can use 80 characters in the description.

On Instagram - 2108.

Do you feel the difference?

While users are reading the description on IG, they will review your Reels several times.

The Reels formula for 1m views: a 6-second video + a long and interesting description

THE ALGO PREFERENCES

TikTok and IG prefer users with a smaller number of followers, but there is a big difference.

TikTok trusts every new user and gives them traffic, but the IG's trust needs to be won.

Example:

Your first TikTok video can make 4m views. Easily. You can build an audience from day 1.

IG wants you to post daily for months, so you can get the first 10,000 views only after you post 10-20 videos.

Conclusion: it is faster to gain views on TikTok, but the reach is not linear.

Instagram views are a snowball, it's hard to start, but the reach is more stable.

THE MONETISATION

I think it's easier to monetize Instagram.

You can build sales funnels through stories, highlights, put a link in your profile, and so on.

But it is easier to gain an audience on TikTok.

Therefore, my conclusion on monetization is that it is better to use your content on both platforms in order to get the benefits of each of the platforms.

Do you want to know even more about organic growth on these platforms?

Subscribe to my newsletter!
https://t.co/FugWez4YNY

If you like this thread, share some love:

1. RT it on your page
2. Comment below with any questions you have, I will answer ALL.

Cheers!
https://t.co/JW73LBhY0j

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— Tim | TikTok UGC Agency \U0001f30e (@timduncaan) August 17, 2022