

How to Upload a TikTok Video the Right Way

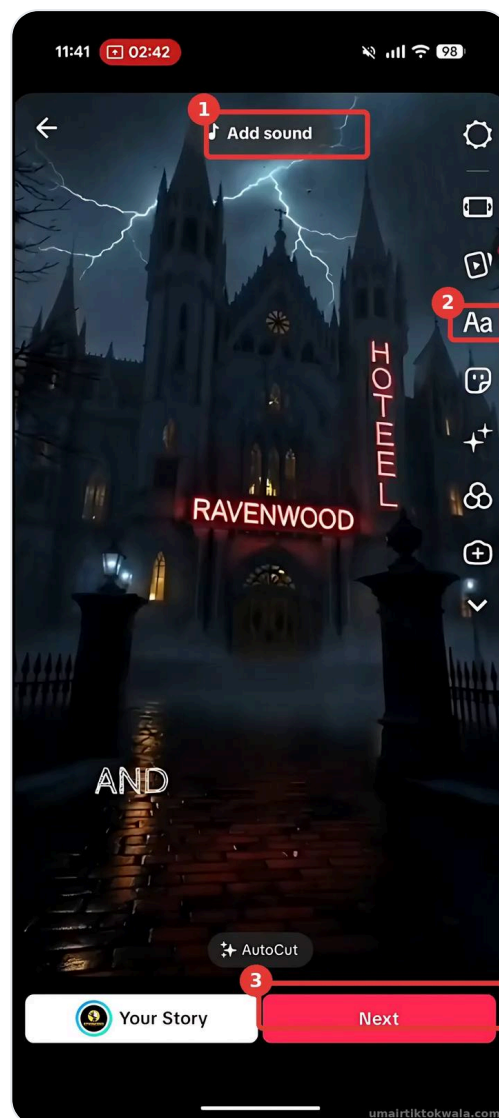
7 steps · Last updated 19 Oct 2026

How you upload matters: a good cover, a clear caption with the right hashtags, the AI label when needed and high-quality upload settings all help your video perform better and keep your account safe.

Before you start, keep ready:

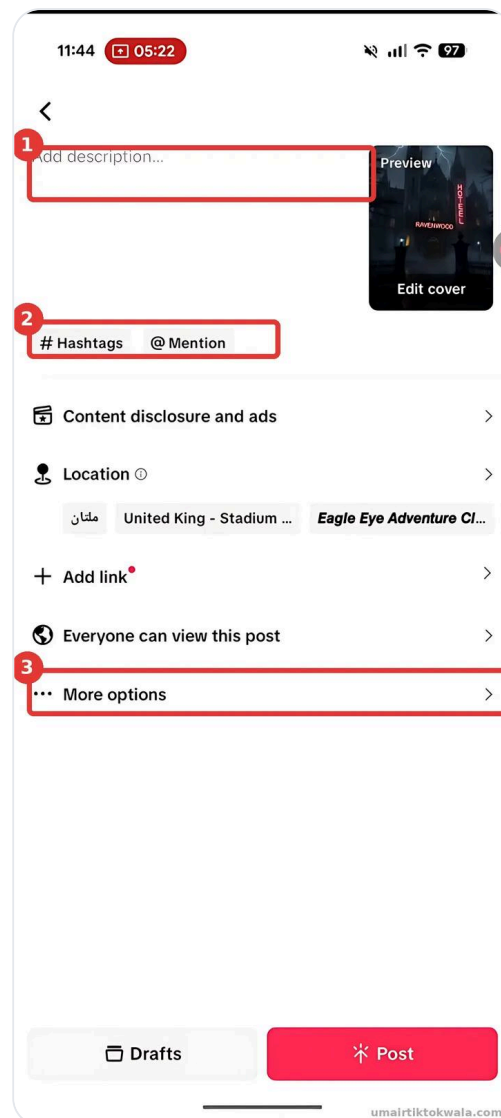
- Your finished video (vertical 9:16) saved on your phone
- A short caption idea
- 3-5 hashtags related to your topic

1 Select your video and edit



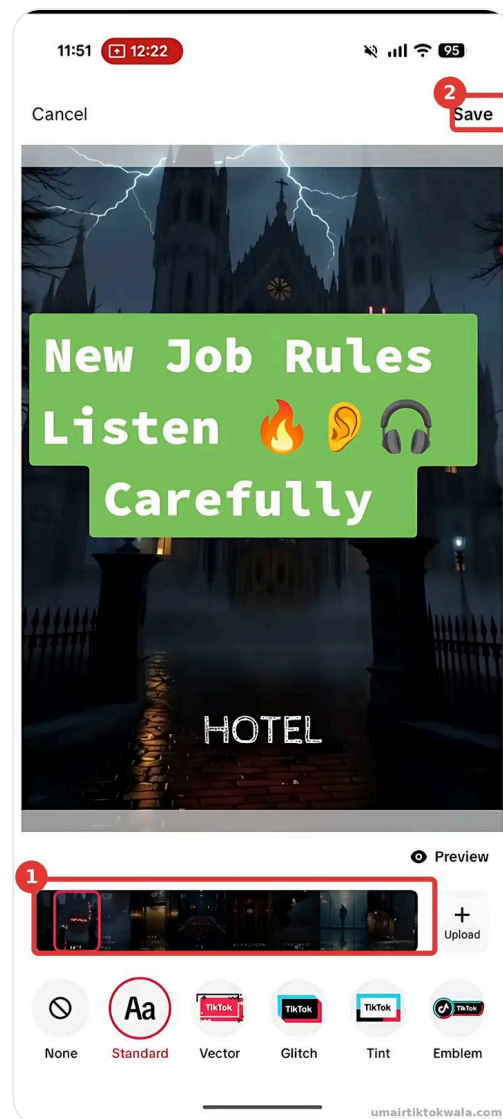
Tap **+**, then **Upload** and pick your video. On the edit screen you can **1.** add a sound, **2.** add text (Aa). **3.** Tap **Next**.

2 Open the post screen



1. Write your caption in **Add description**. **2.** Use **#Hashtags** to add topic tags. **3.** **More options** has important settings (next steps).

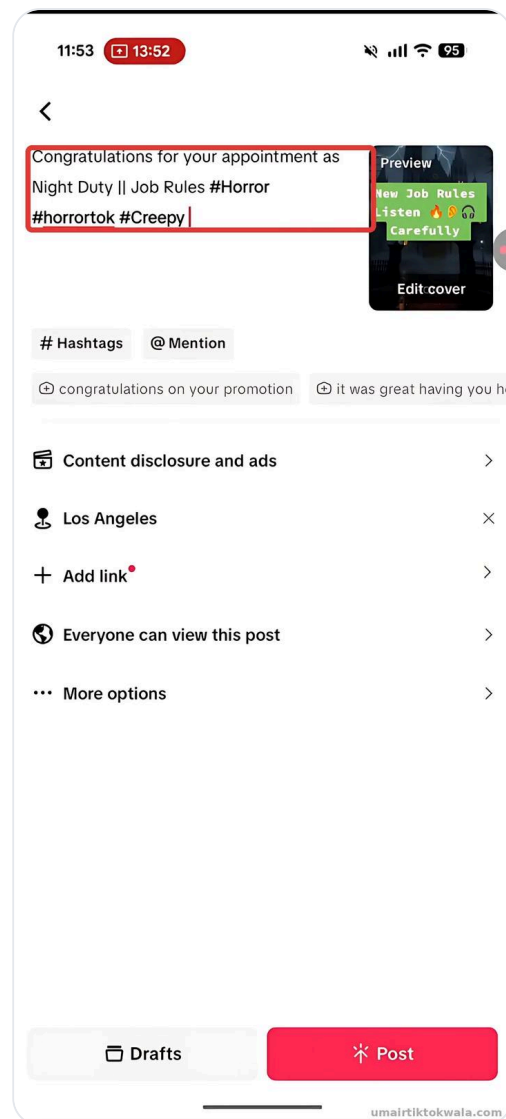
3 Choose a strong cover



Tap **Edit cover**. **1.** Slide to the best frame and add a short, bold title. **2.** Tap **Save**.

 **Tip:** A clear cover with 2-4 big words makes people stop scrolling and makes your profile look professional.

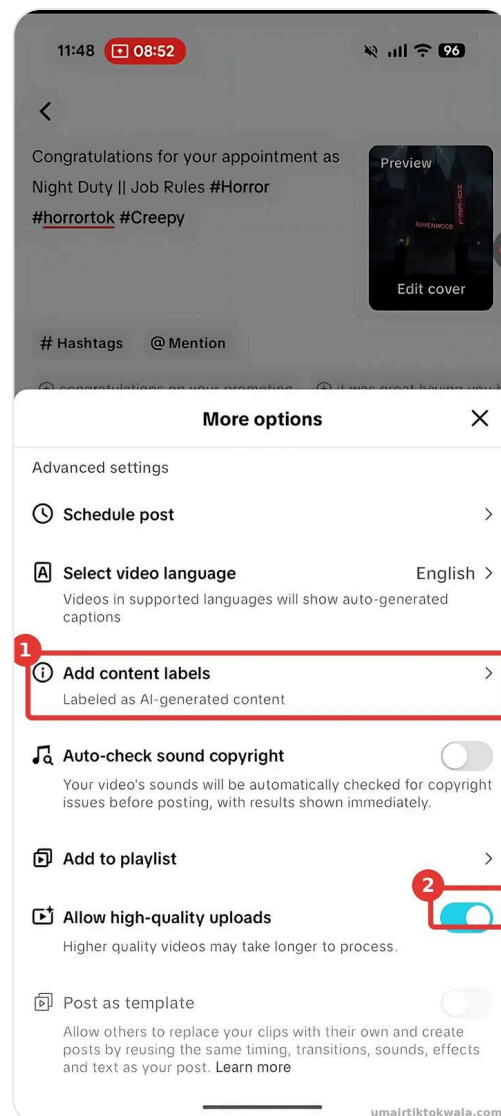
4 Write a caption with hashtags



Write one short line about the video, then add **3-5 related hashtags** (e.g. #Horror #horrortok #Creepy). Tap a suggested hashtag to see how many posts it has.

 **Tip:** Location is optional. If you add one, use your real location.

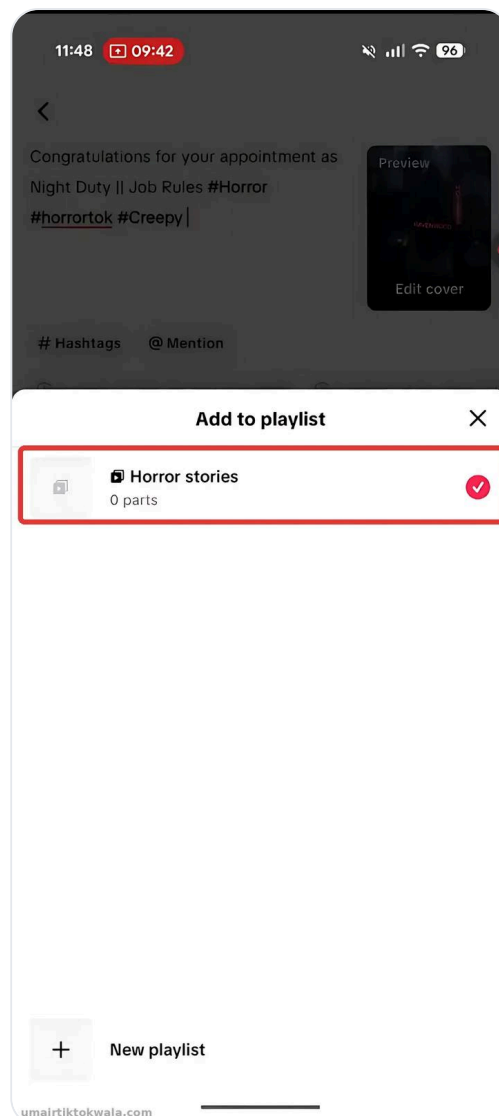
5 Set More options



In **More options**: **1.** If your video is made with AI, open **Add content labels** and turn on **AI-generated content**. **2.** Turn ON **Allow high-quality uploads**.

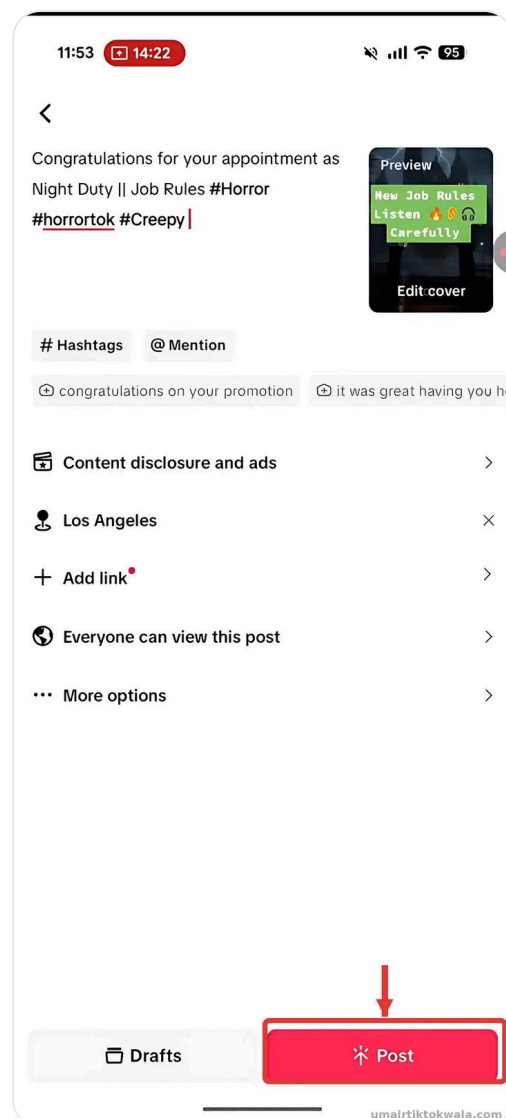
⚠ Careful: TikTok requires the AI label for realistic AI videos. Not labelling them can get videos removed or the account restricted.

6 Add to a playlist (optional)



Use **Add to playlist** to group series videos (e.g. "Horror stories"). Viewers then watch the next part easily — great for watch time.

7 Post



Check everything once more and tap **Post**. Keep the app open until the upload finishes.

Common mistakes

- Uploading low-quality (compressed) videos — keep high-quality uploads ON
- Too many unrelated hashtags
- Not using the AI label on AI videos
- Posting other people's videos without changes

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