TikTok Content Posting API · cheat sheet

Audit, privacy, limits and specs. Checked against TikTok for Developers on 29 November 2026. Full guide: apiwings.com/blog/tiktok-content-posting-api

TWO MODES

	Direct Post	Upload (inbox draft)
Scope	`video.publish`	`video.upload`
Video init	`/v2/post/publish/video/init/`	`/v2/post/publish/inbox/video/init/`
Photos	`/content/init/` + `DIRECT_POST`	`/content/init/` + `MEDIA_UPLOAD`
Who posts	Your app	The creator, in TikTok

BEFORE AND AFTER THE AUDIT

	Unaudited	Audited
Visibility	SELF_ONLY only	Any `creator_info` option
Accounts	Private only	Public or private
Users posting / 24 h	5 (fixed)	Your cap, set by TikTok
Branded content	Not possible*	Public or friends only

* Our reading: unaudited posts must be SELF_ONLY; branded content cannot be. Not auditable: copying content from other platforms, or a tool only for accounts you or your team manage.

PRIVACY OPTIONS (FROM CREATOR_INFO)

Account	privacy_level_options
Public	PUBLIC_TO_EVERYONE · MUTUAL_FOLLOW_FRIENDS · SELF_ONLY
Private	FOLLOWER_OF_CREATOR · MUTUAL_FOLLOW_FRIENDS · SELF_ONLY

LIMITS

Limit	Value	Type
Posts per creator / 24 h	Typically ~15, shared by all apps	Typical
Pending inbox drafts / 24 h	5	Fixed
Init requests	6 / min / token	Fixed
creator_info	20 / min / token	Fixed
Status	30 / min / token	Fixed
Access / refresh token	2 h / 180 days, rotated	Fixed
upload_url, URL pull	1 hour	Fixed

MEDIA SPECS

	Video	Photos
Formats	MP4, WebM, MOV	JPEG, WebP
Codecs, FPS	H.264, H.265, VP8, VP9 · 23-60	—
Size	360-4096 px · ≤ 4 GB	"1080p" · ≤ 20 MB · 1-35
Duration	≤ 10 min and ≤ creator max	—
Text (UTF-16)	Title 2,200	Title 90 · description 4,000
Transfer	FILE_UPLOAD or PULL_FROM_URL	PULL_FROM_URL only

CHUNKS (FILE_UPLOAD)

- 5-64 MB per chunk, in order; last ≤ 128 MB. Under 5 MB: one request. Over 64 MB: several.
- `total_chunk_count = floor(video_size / chunk_size)`; 206 per chunk, 201 at the end.
- Send raw bytes: `curl --data-binary`, not `--data` (strips line breaks).

FLOW

1. `creator_info/query`: render the screen; read again before posting.
2. `init`: returns `publish_id` (not a post yet).
3. FILE_UPLOAD only: PUT each chunk to `upload_url`.
4. `status/fetch` or webhooks until `PUBLISH_COMPLETE` / `FAILED`. Public post IDs after moderation (int64: keep as strings).

EXPORT SCREEN MUST HAVE

1. Creator nickname
2. Stop if creator can't post; check max duration
3. Editable title
4. Privacy dropdown, no default
5. Comment/Duet/Stitch off; greyed if disabled
6. Content disclosure toggle, off by default
7. Music Usage Confirmation (+ Branded Content Policy)
8. Preview, no watermark
9. Upload only after consent; processing notice
10. Status after posting

ERRORS

Stop	Retry
spam_risk_too_many_posts · reached_active_user_cap · spam_risk_* · auth_removed · unaudited_client_can_only_post_to_private_accounts	rate_limit_exceeded (429) · 5xx · internal

APIWings · CC BY 4.0 · Rules change: check TikTok's pages before relying on a value. A clean check is not TikTok's approval.