



Why Native TikTok Captions Matter

Use TikTok's built in captions, not a third party caption app. They improve accessibility, add topic context, and make your message easier to follow.

Best move

Use TikTok captions first

Then edit them inside TikTok, before you post.

Native captions create readable on platform text from your spoken words, and you can edit them before posting.

Why captions matter

1 Accessibility first

Captions help people follow your message with or without sound, and TikTok created auto captions as an accessibility feature.

2 More topic context

Native captions turn your spoken words into readable text on platform, giving viewers and TikTok more context about your video.

3 Easier to follow

When people can hear and read your message, the video is easier to follow, especially in the first few seconds.

4 Cleaner workflow

TikTok lets you edit the captions it generates, so you can fix errors before you publish.

How to do it in TikTok

1. Record or upload your video.
2. In the TikTok editor, tap Captions.
3. Review the auto generated text.
4. Fix mistakes and clean up wording.
5. Place captions where they do not block your face, hook, or important visuals.

Best practices

- Say your topic clearly early in the video.
- Edit captions for accuracy, do not post sloppy text.
- Keep wording natural and easy to read.
- Use native captions first, add third party styling only if needed.



FREEDOM CREATOR ACADEMY

8 Weeks of Private TikTok + AI Coaching

One live 1:1 session each week, strategy, feedback, systems, and optional AI support.

leeloocreatorlab.com

Or scan the QR to see the full program



Scan to view FCA