

JOLT! FOUNDER TIKTOK STUDIES / S1

The Founder TikTok Reality Report

Growth by posting cadence: what 3,232 startup founder accounts and 79,003 videos say about how often you should post.

7.6x

The 90th percentile of typical per-video views is 149,580 for daily posters against 19,750 for founders posting 3 to 6 times a week.

EXECUTIVE SUMMARY

Founders who post daily play a different game at the top.

The 90th percentile of typical per-video views is 149,580 for daily posters against 19,750 for 3-6x/week posters, a 7.6x gap in top-decile outcomes. Daily posters also build the biggest audiences: median 9,922 followers against 6,539 at 3-6x a week and 4,997 at 1-2x a week.

Only 33.1% of founder accounts sustain daily posting, which is exactly why the ones who can are competing in a thinner field. Daily posting does not raise the floor. It raises the ceiling.

149,580

p90 of account-median views,
daily posters

9,922

median followers, daily posters

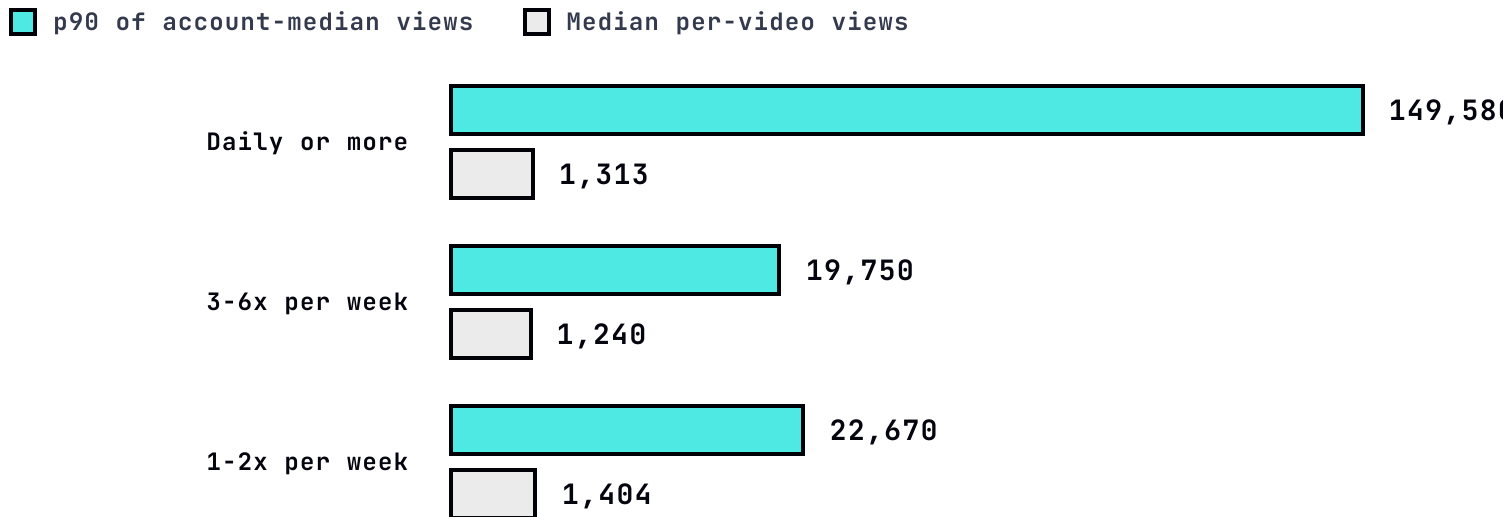
33.1%

of founders sustain
daily posting

FINDING 01

The top decile is where daily posting pays.

Typical per-video views are roughly flat across cadence buckets: 1,313 for daily or more, 1,240 at 3-6x a week, 1,404 at 1-2x a week. The p90 of account-median views is 149,580 for daily against 19,750 and 22,670. Daily posting does not raise your floor; it buys far more lottery tickets, and the winners among daily posters win much bigger.



Bars use a square-root scale because the p90 and the median differ by two orders of magnitude. Every bar carries its true label.

FINDING 02

Follower growth tracks cadence.

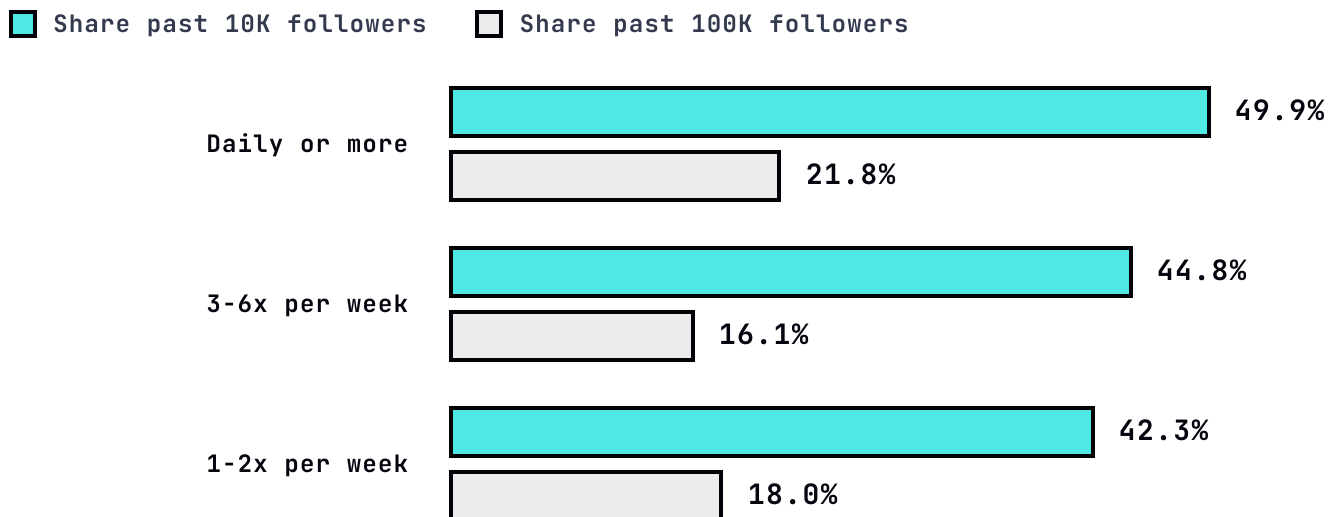
Median followers rise cleanly with posting frequency: 9,922 for daily or more, 6,539 at 3-6x a week, 4,997 at 1-2x a week.



FINDING 03

Daily posters cross milestones more often.

49.9% of daily posters have 10K or more followers against 44.8% at 3-6x a week and 42.3% at 1-2x a week. 21.8% have 100K or more against 16.1% and 18.0%. At the p75, daily posters sit at 81,100 followers against 51,525 for 3-6x a week.



FINDING 04

Consistent daily posting is minority behavior.

33.1% post daily or more, 38.5% post 3-6x a week, 23.3% post 1-2x a week and 5.1% post less than weekly. Most founders cannot sustain daily, which is why the ones who can play a less crowded game.



☒ Daily or more 33.1% ☒ 3-6x per week 38.5% ☒ 1-2x per week 23.3%

☐ Less than weekly 5.1%

FINDING 05

The slowdown is visible.

16.4% of accounts show a widening gap trend, meaning a second-half posting gap at least twice the first half within their own last-25-video window. 17.9% have been silent for more than 60 days and 23.1% for more than 30 days. The classic busy-founder pattern is slowing down, not quitting.

16.4%

widening posting-
gap trend in their
own window

17.9%

silent for more than
60 days

23.1%

silent for more than
30 days

“Daily posting doesn’t raise your floor. It buys you more lottery tickets, and it builds the audience while you wait.”

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METHODOLOGY AND LIMITATIONS

How this was measured

Data from 3,232 relevance-screened founder accounts and 79,003 videos, taken as each account's last 25 videos and deduped. 54,184 are mature, meaning posted 14 or more days before the scrape; younger videos are excluded from view comparisons because views are lifetime cumulative.

Cadence was computed for the 2,976 accounts with 8 or more videos in window and 3 or more mature videos, using median inter-post gap: daily or more is a gap of 1 day or less, 3-6x a week is up to 2.33 days, 1-2x a week is up to 7 days, and under 1x a week is more than 7 days.

LIMITATIONS

- The 25-video window measures recent behavior only, not lifetime history.
- Views are lifetime cumulative, which slightly flatters slow posters.



FREE PLAYBOOK

Cadence is a system, not a personality trait.

The Founder's TikTok Playbook (2026) turns these findings into the system we run for founders: how to build authority, generate leads, and turn followers into buyers. Free at joltexclamationpoint.com. No call required.

joltexclamationpoint.com