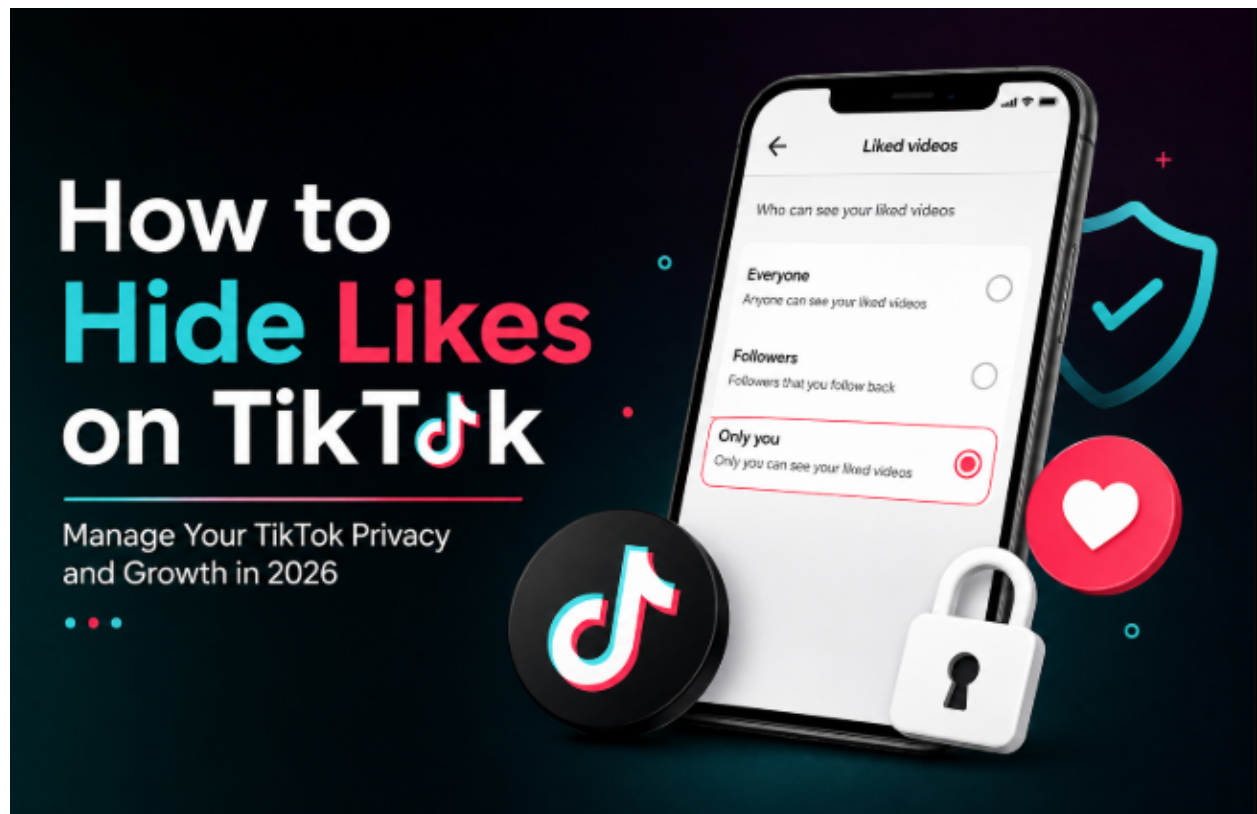


How to Hide Likes on TikTok in 2026 and Manage Your TikTok Privacy and Growth



TikTok likes can help content gain visibility, but not everyone wants their activity or engagement to be visible to others. Whether you want to keep your liked videos private, reduce your public footprint, or understand how likes relate to growth, TikTok gives you several privacy controls.

The important part is knowing **what you can hide and what you cannot**. Your liked-video list is different from the number of likes displayed on a video you posted. This guide explains both, along with TikTok privacy settings, growth considerations, and common questions.

Can You Hide Likes on TikTok?

Yes, but it depends on what you mean by “**likes**.” TikTok lets you control who can see the **videos you have liked** from your profile. According to TikTok's current help guidance, liked videos are hidden from your profile by default when you create an

account. You can change their visibility under **Settings and privacy** → **Privacy** → **Liked videos**. Available choices depend on your account type and include **Everyone**, **Followers**, or **Only you**.

However, this setting does **not** mean you can simply remove the public like count from every TikTok video you post. The like count on your own posts is a separate part of TikTok's engagement display. That distinction is important when searching for **how to hide likes on TikTok**.

How to Hide Likes on TikTok in 2026

If your goal is to hide the videos you have personally liked, follow these steps:

1. Open the TikTok app.
2. Tap **Profile** at the bottom.
3. Tap the **≡ Menu** button at the top.
4. Select **Settings and privacy**.
5. Tap **Privacy**.
6. Select **Liked videos**.
7. Choose **Only you**.

Once you select **Only you**, other people visiting your profile cannot browse your liked-video list. TikTok confirms that this control is specifically designed to show or hide liked videos on your profile.

What If You Want Followers to See Your Likes?

You do not necessarily have to make your liked videos completely private. For accounts where the option is available, TikTok lets you control the audience for liked videos. Public accounts can have the option to make them visible to everyone or only you, while private accounts have more restricted audience choices. This gives you more flexibility than simply making your entire account private.

How to Hide Liked Videos on TikTok

“Hiding likes” and **hiding liked videos on TikTok** usually refer to the same privacy action.

Your liked videos appear under the **Liked videos** tab on your profile. To hide them, go to:

Profile → ☰ → Settings and privacy → Privacy → Liked videos → Only you

TikTok says liked videos are hidden by default for new accounts, so you may already have this privacy setting enabled.

Does Hiding Liked Videos Remove Your Likes?

No. Changing the privacy setting does not unlike videos you previously liked. It controls who can browse your liked-video list from your profile. If you want to remove a particular like completely, open the video and tap the heart again to unlike it.

Can You Hide the Number of Likes on Your TikTok Posts?

This is where many guides create confusion.

Hiding your liked videos is not the same as hiding the like count on your own TikTok posts.

The **Liked videos** privacy setting controls the videos you have personally liked. It does not function as a universal “**hide likes count**” button for your published videos.

If your concern is that people can see how many likes your own video has received, changing **Liked videos** → **Only you** will not remove that engagement information from the post. Instead, TikTok provides individual post privacy controls that let you decide who can view a post. **For example**, depending on account type, you can restrict a post to Everyone, Friends, Followers, or Only you.

Are Likes Private on TikTok?

Your **liked-video list** can be private, and TikTok says it is hidden from your profile by default when you create an account. But that does not mean every interaction you make on TikTok is invisible.

For example, liking another creator's video contributes to that video's engagement. TikTok also explains that user interactions such as likes, comments, shares, and watch behavior can influence recommendations.

So think of privacy in two parts:

- **Your liked-video list:** You can control its visibility.
- **Engagement on someone else's post:** Your interaction is still an interaction with that content.

- **Likes received by your own post:** The post's engagement is separate from your personal liked-video list.

Hide Favorites vs. Hide Liked Videos on TikTok

Another common source of confusion is the difference between **likes and favorites**. A like is created when you tap the heart on a **TikTok post**. TikTok stores these videos in your Liked videos area. Favorites, on the other hand, are used to save content for easier access later.

Therefore, hiding your liked videos does not automatically mean you have changed every other saved-content or activity setting on your account. If privacy is your priority, review your other TikTok activity and profile visibility settings instead of assuming one switch controls everything.

Can You Turn Off Likes on TikTok LIVE?

TikTok LIVE has its own engagement system. TikTok explains that likes, comments, watch time, follows, and Gifts can all be signals associated with LIVE recommendations.

There is an important difference between **reducing the visibility of your personal liked-video list** and turning off the engagement functionality of a LIVE. The **Liked videos** privacy setting does not act as a general “**turn off likes on TikTok LIVE**” switch.

If your objective is privacy during LIVE sessions, review the available LIVE, interaction, comment, and account privacy controls rather than changing the Liked videos setting.

Does Hiding Likes Affect TikTok Growth?

For most creators, hiding your personal liked-video list is primarily a **privacy choice**, not a growth strategy. TikTok's recommendation system considers multiple signals, including interactions such as likes, comments, shares, and watch behavior. It also considers content information and other user information.

That means creators should not assume that making their liked videos private will automatically increase or decrease their reach. Your growth is more directly connected to the content you publish and how viewers interact with it.

For better results, focus on:

- Strong hooks in the first seconds
- Relevant topics and search intent
- High-quality video and audio
- Watch time and completion
- Useful or entertaining content
- Consistent publishing
- Genuine comments and shares
- Clear calls to action
- Understanding your TikTok analytics

Privacy and growth can therefore coexist. You can hide your personal liked videos while keeping your creator profile public.

Public vs. Private TikTok Account: Which Is Better?

You do not need to make your entire account private just because you want to hide your likes. With a **private account**, you approve who can follow you and who can access your content. TikTok states that private-account users can control who watches their videos, **LIVE videos, bio, and likes**. A public account provides broader discoverability, while a private account gives you tighter control over your audience.

If your main concern is simply to **hide my likes on TikTok**, changing the Liked videos setting to **Only you** is usually a more targeted solution than switching your entire account to private.

How to Get More TikTok Likes Without Sacrificing Privacy

If you are trying to grow your account, hiding your own liked videos does not prevent you from getting more engagement on the content you publish.

You can work on both privacy and growth by:

1. Keeping your personal liked-video activity private.
2. Publishing content around a clear niche.
3. Using relevant keywords naturally in captions and on-screen text.
4. Creating videos that answer specific viewer questions.
5. Encouraging meaningful comments.
6. Testing different hooks and formats.
7. Studying which videos generate the strongest watch time and engagement.

TikTok itself says user interactions are among the factors that can influence what people see in recommendation feeds.

Should You Use a TikTok Likes Website?

Creators sometimes search for terms such as **get TikTok likes**, **1000 TikTok likes**, **TikTok likes very cheap**, or **TikTok boost likes and views** when trying to build social proof. If you consider a third-party TikTok growth service, evaluate it carefully rather than choosing only on price.

Look for:

- No request for your TikTok password
- Clear service terms
- Transparent delivery information
- Customer support
- Refund or refill policies
- Clear explanation of what type of engagement is provided
- No promises of guaranteed viral reach

There are platforms like [LikesForYou](#) that offer TikTok likes and other growth options, including dependable delivery, real and active profiles, and no-password ordering. However, buying likes should be viewed as a supporting growth strategy rather than a replacement for organic content, audience research, and genuine engagement. If you are looking for additional savings, **LikesForYou** currently promotes a **10% discount on purchases**, while its pricing is presented upfront so you can see the cost before placing an order.

Is Buying 1,000 or 5,000 TikTok Likes a Good Growth Strategy?

A package such as [1,000 TikTok likes](#) or [5,000 TikTok likes](#) can increase the visible engagement number, but the number alone does not guarantee that a video will reach the For You feed. TikTok's own explanation of recommendations shows that the system considers several types of user interactions and content signals rather than relying on one simple metric.

Therefore, if you use any growth service, judge it against your wider strategy. The goal should be to create **stronger social proof** while continuing to build genuine audience interest. Do not confuse a higher like count with guaranteed **organic growth**.

What to Do If the Liked Videos Setting Is Missing

If you cannot find **Liked videos** in your privacy settings, first make sure TikTok is updated to the latest available version.

Then check:

Profile →  → **Settings and privacy** → **Privacy**

TikTok's interface can change as the platform updates its features. Account type, age-related settings, region, and other account restrictions can also affect which privacy controls are available. If you still cannot find the setting, use TikTok's in-app **Report a problem** option to contact TikTok support.

Quick TikTok Privacy Checklist

If you want better control over your TikTok activity, check these settings:

- **Liked videos:** Set to Only you if you want your liked-video list private.
- **Private account:** Enable it if you want to approve followers and restrict your audience.
- **Post visibility:** Choose the appropriate audience for individual posts.
- **Comments:** Control who can comment on your content.
- **Direct messages:** Adjust who can contact you.
- **Downloads:** TikTok lets you control whether others can download your posts.
- **Duet and Stitch:** Review who can reuse your content.
- **Suggested account settings:** Review how TikTok can recommend your account to others.

This approach is more effective than relying on one privacy option to protect your entire TikTok presence.

Final Takeaway

If your goal is to **hide likes on TikTok**, the first thing to identify is what you actually want to hide. To hide the videos you have personally liked, go to **Profile** → **Menu** → **Settings and privacy** → **Privacy** → **Liked videos** → **Only you**. TikTok currently provides this control directly. If you want to hide the **number of likes received by your own posts**, that is a different issue and should not be confused with the Liked videos setting.

For creators, privacy and growth do not have to compete. You can keep your personal activity private while continuing to improve your content, engagement, followers, and visibility through a consistent TikTok strategy.

Frequently Asked Questions

1. How do I hide my likes on TikTok?

Go to **Profile** → **☰** → **Settings and privacy** → **Privacy** → **Liked videos**, then select **Only you**. This hides your liked-video list from your profile.

2. Can people see what videos I liked on TikTok?

Only if your liked-video visibility allows them to. TikTok says liked videos are hidden from your profile by default when you create an account, and you can manage the audience from Privacy settings.

3. Can I hide the number of likes on my TikTok post?

The Liked videos privacy setting does not hide the engagement count on your own published post. It controls the visibility of the videos you personally liked.

4. Does hiding my liked videos hurt TikTok growth?

There is no indication that simply hiding your liked-video list is a direct growth penalty. TikTok's recommendation system uses multiple signals, including user interactions and content information.

5. Can I make my TikTok likes private without making my account private?

Yes. If your goal is only to hide your liked-video list, you can use the **Liked videos** → **Only you** setting instead of making your entire account private.