



THE BEST TIMES TO POST ON SOCIAL MEDIA

FACEBOOK

Wednesday at 11 a.m.
and 1 - 2 p.m.

Sunday has the least amount of engagement and early mornings and evenings, before 7 a.m. and after 5 p.m. have the least amount of engagement per day.

INSTAGRAM

Wednesday at 11 a.m. and
Friday at 10-11 a.m.

The least amount of engagement occurs during late night and early morning from 11 p.m.-3 a.m.

LINKEDIN

Wednesday from 8-10 a.m. and noon,
Thursday at 9 a.m. and 1-2 p.m., and
Friday at 9 a.m.

Pro tip: most brands are posting on the hour, so posting 15 minutes earlier can make a difference.

TWITTER

Wednesday at 9
a.m. and Friday at 9 a.m.

People tend to check Twitter first thing in the morning when they also read the news.