

GET NOTICED:

Post on Social When it Counts

The information provided below is for organic social posts. The best posting times for your industry and brand may vary. This guide can assist you in developing a posting schedule that aligns with overall trends, which can help you find your brand's sweet spot for optimal performance.

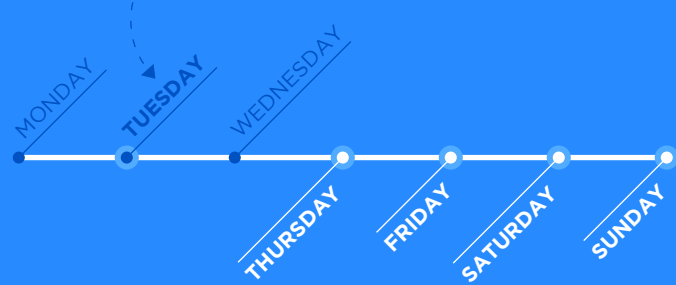


Best Time to Post on FACEBOOK

Weekends, and Sunday afternoons in particular, see the highest level of engagement on Facebook.

During the week, users with downtime at work check in and browse Facebook from their desktops.

WORST DAY



BEST DAYS



1 - 4 PM
during work hours

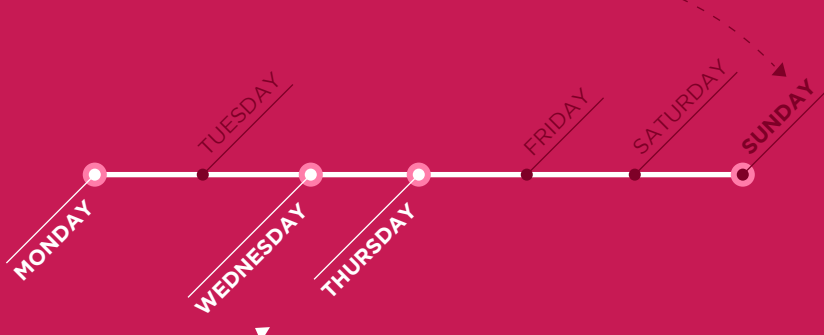


Best Time to Post on INSTAGRAM

Wednesdays see the highest level of engagement on Instagram.

Most Instagram users log in via mobile device, so they are less likely to browse during work hours.

WORST DAY



BEST DAYS



11 AM - 1 PM
during lunch time
7 PM - 9 PM
after work

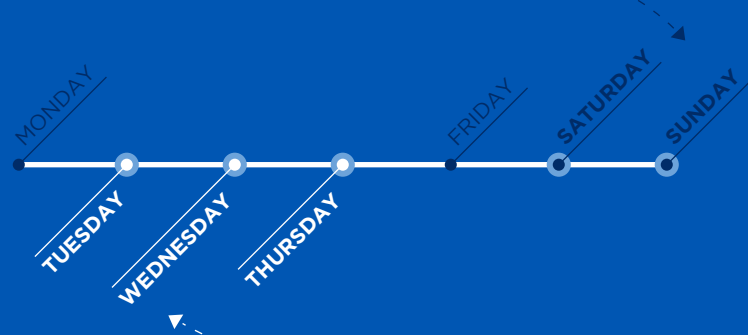


Best Time to Post on LINKEDIN

Weekends and **after work** hours are the least recommended times to post on LinkedIn.

LinkedIn caters to business and sales professionals as well as recruiters, which is why it is used primarily during work hours.

WORST DAYS



BEST DAYS



10 - 11 AM
during work hours

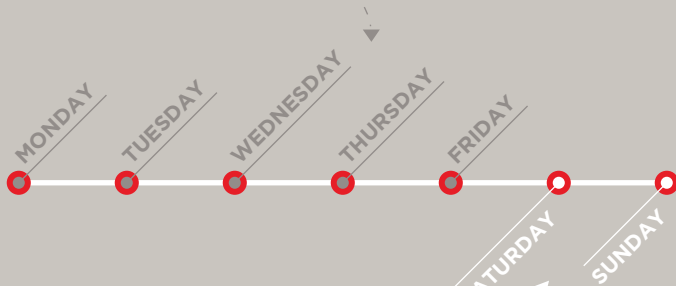


Best Time to Post on PINTEREST

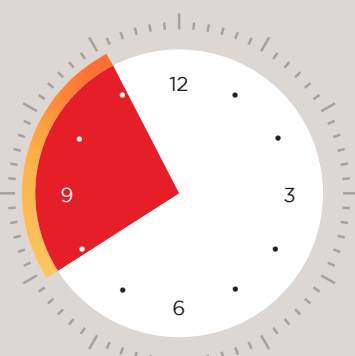
Work hours tend to be less popular for Pinterest users.

Since moms are one of the largest Pinterest user segments, consider posting at night when they have time to browse.

WORST DAYS



BEST DAYS



8 - 11 PM
after work hours

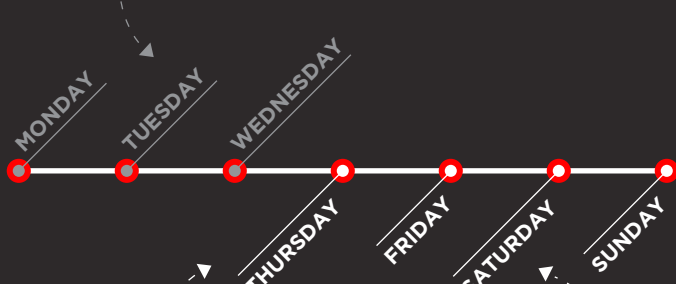


Best Time to Post on YOUTUBE

YouTube receives the majority of its views in the **evenings** and during the **weekend**.

Post videos during the week between 12 - 4 PM or during the weekends between 9 - 11 AM so that they are indexed for viewing accordingly.

WORST DAYS



BEST DAYS/MOST VIEWS



12 - 4 PM
during work days
9 - 11 AM
on the weekends

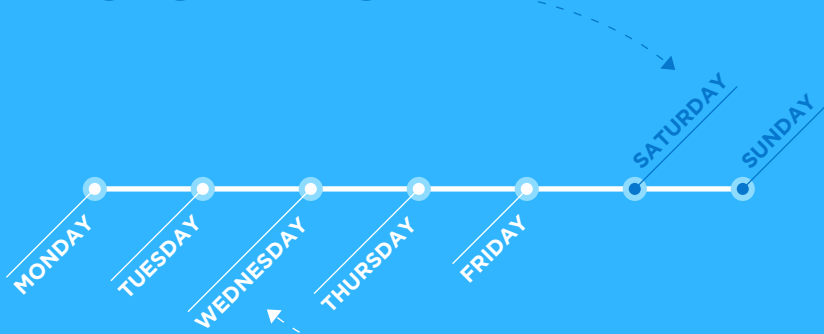


Best Time to Post on TWITTER

Saturday and **Sunday** are the least effective days to post on Twitter.

Increase Twitter engagement by posting at lunch on weekdays, **Monday to Friday**.

WORST DAYS



BEST DAYS



10 - 11 AM
during work time