

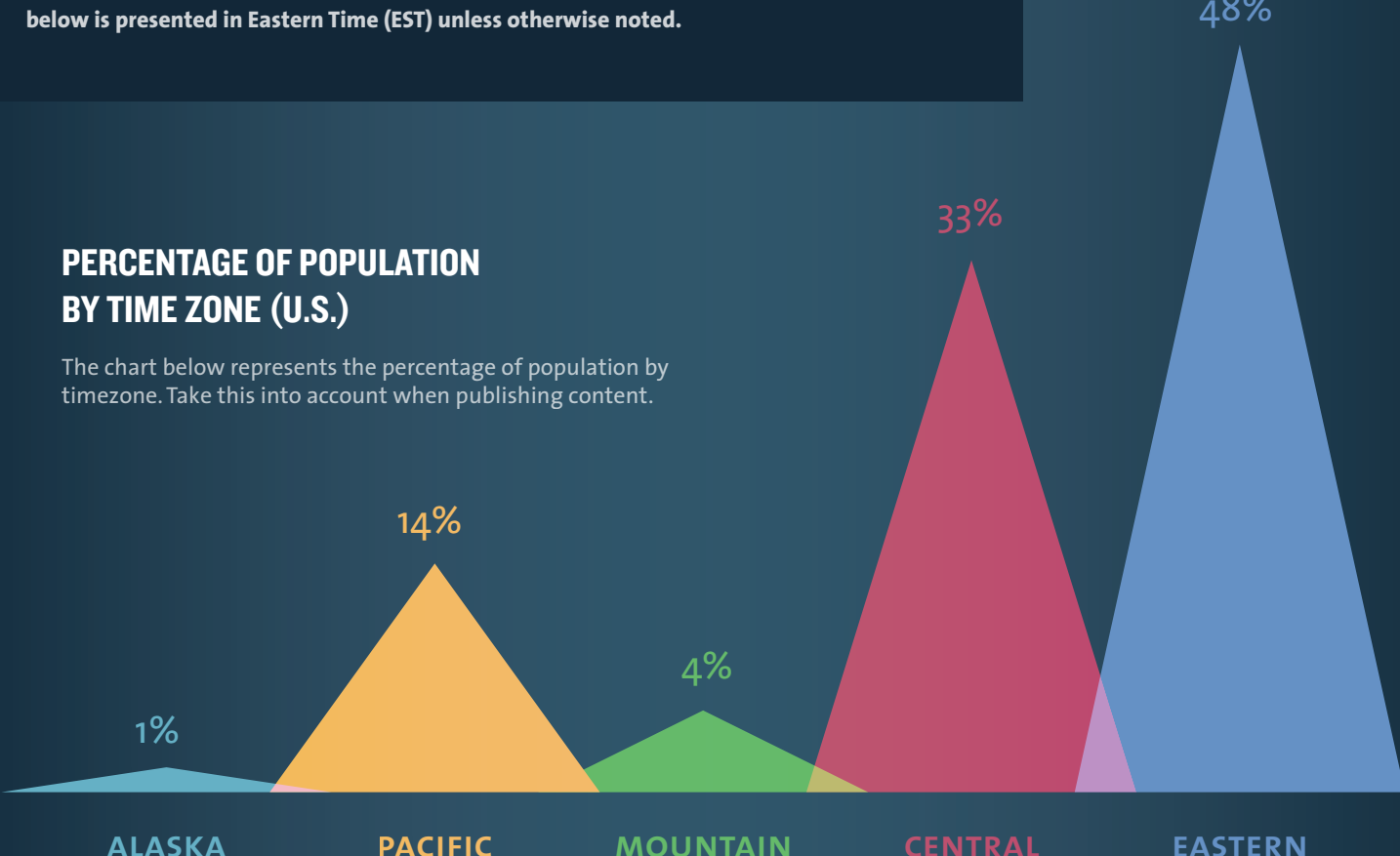
# THE SCIENCE of SOCIAL TIMING

## PART 1 Timing & Social Networks

It's important to know when the highest percentage of your audience is eavesdropping on your social networks—so that when you share content you'll get maximum exposure. Use the following data to learn when your audience is most likely to tune in. Data courtesy of Dan Zarrella (@danzarrella). **Note: All of the data below is presented in Eastern Time (EST) unless otherwise noted.**

### PERCENTAGE OF POPULATION BY TIME ZONE (U.S.)

The chart below represents the percentage of population by time zone. Take this into account when publishing content.



#### KEY TAKEAWAYS

**50%**

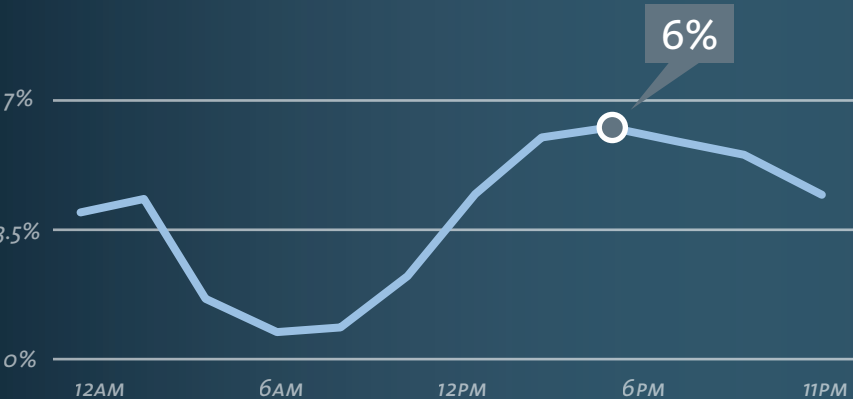
Nearly 50% of the U.S. population is in the Eastern Time Zone.

**80%**

The Eastern and Central Time Zones combined represent almost 80% of the U.S. population.

## TIMING AND TWITTER

### PERCENTAGE OF RETWEETS BY HOUR



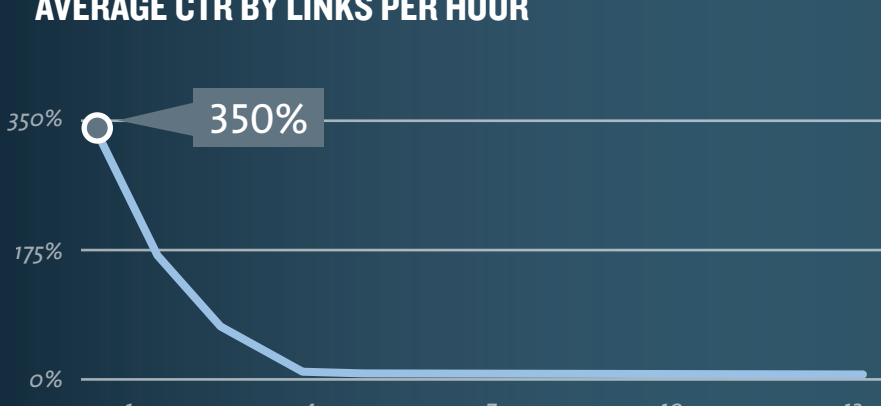
#### KEY TAKEAWAY

##### BEST TIME TO TWEET

**5 PM**

Try tweeting in the afternoon. About 6% of all retweets (the highest percentage) occur around 5 PM.

### AVERAGE CTR BY LINKS PER HOUR



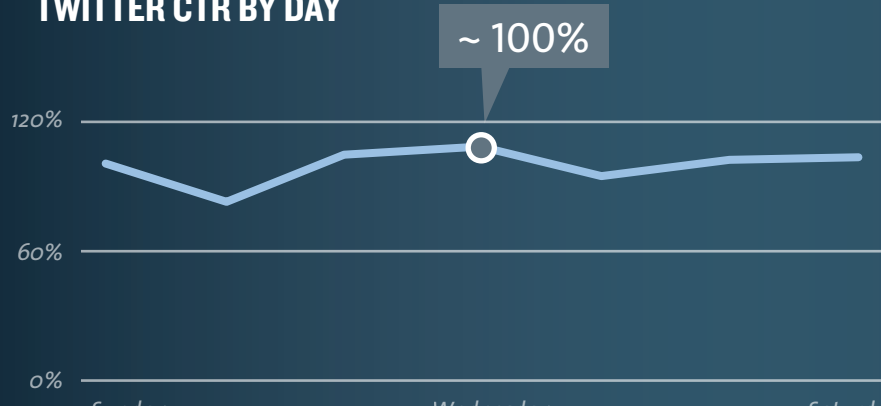
#### KEY TAKEAWAY

##### BEST TWEETING FREQUENCY

**1-4 TWEETS PER HOUR**

The vertical coordinate represents the average click through rate (CTR)—followers to clicks. The horizontal coordinate represents the number of links tweeted per hour. Statistically, you can achieve a higher CTR if you tweet between 1 and 4 times per hour.

### TWITTER CTR BY DAY



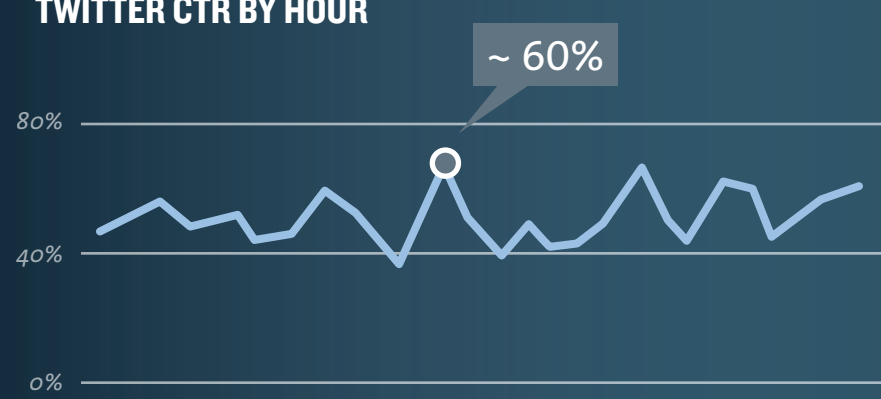
#### KEY TAKEAWAY

##### BEST DAYS TO TWEET

**MIDWEEK & WEEKENDS**

Your CTR is generally highest midweek and during the weekend.

### TWITTER CTR BY HOUR



#### KEY TAKEAWAY

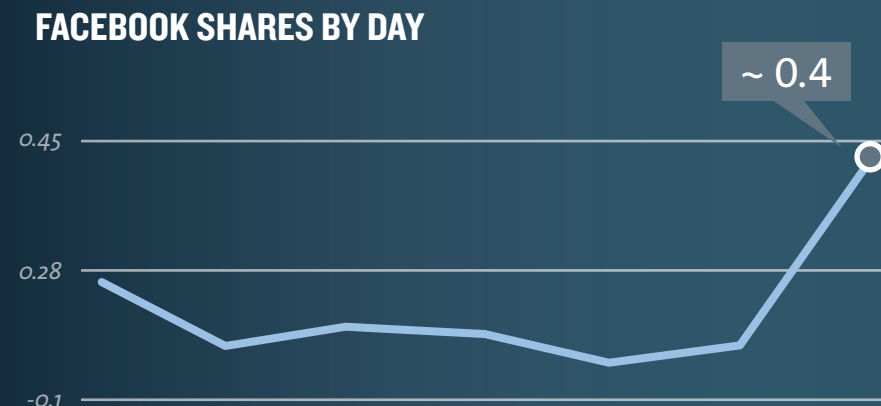
##### BEST TIME TO TWEET

**NOON & 6 PM**

CTR spikes occur around noon (lunch hour) and 6 PM (getting home from work).

## TIMING AND FACEBOOK

### FACEBOOK SHARES BY DAY



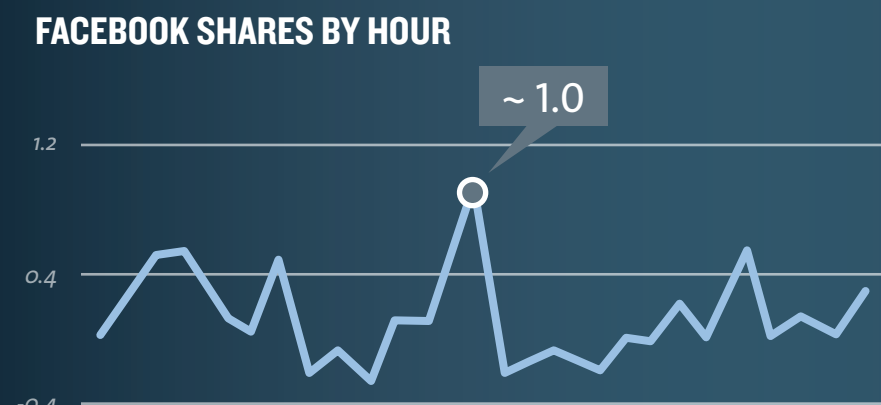
#### KEY TAKEAWAY

##### BEST DAY TO SHARE ON FACEBOOK

**SATURDAY**

Most Facebook sharing is done on Saturday.

### FACEBOOK SHARES BY HOUR



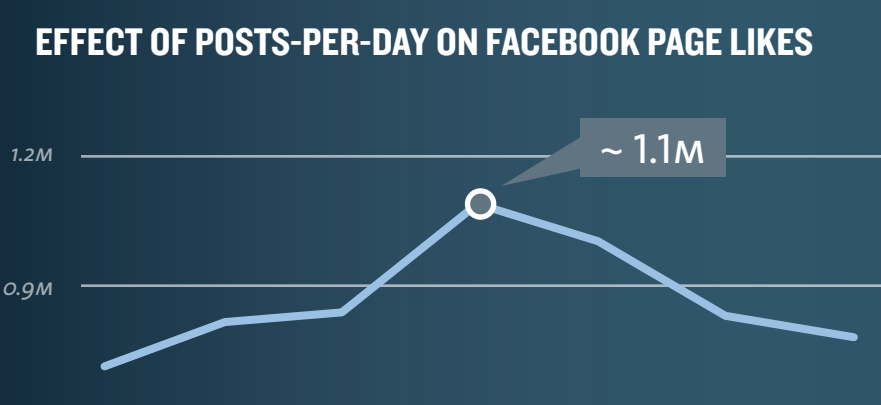
#### KEY TAKEAWAY

##### BEST TIME TO SHARE ON FACEBOOK

**NOON**

Facebook shares tend to spike around noon and a little after 7 PM.

### EFFECT OF POSTS-PER-DAY ON FACEBOOK PAGE LIKES



#### KEY TAKEAWAY

##### BEST SHARING FREQUENCY ON FACEBOOK

**0.5 POSTS PER DAY**

The vertical coordinate represents the number of likes. The horizontal coordinate represents the number of posts per day. The data indicates that about 0.5 posts per day (1 post every 2 days) will achieve the most likes on Facebook.