The best posting times
on social media platforms

NEILPATEL

LinkedIn:

- Post on weekdays (Monday to Friday), during normal office hours (10 am to 6 pm) will makes the most sense.

- 10 am to 11 am on Tuesday is the best time to post on LinkedIn, for getting the most clicks and shares on your posts.

- Tuesday, Wednesday, and Thursday are best days to post on LinkedIn.

Twitter:

- The best time to post on Twitter is 12pm to 3 pm (lunch breaks during work) from Monday to Friday.

- Additionally, 5 pm to 6pm on Wednesdays also appears to work equally well.

- For B2B businesses, weekdays receive 14% more engagement. And, for B2C businesses, weekends are a better bet.

- 5pm is the best time for highest retweets, and 12pm and 6pm for highest CTR.

Facebook:

- The best time to post on Facebook to get more shares is 1 pm, while 3 pm is best for getting the most clicks.

- Track Maven found that 8 pm EST on Thursdays work the best for getting maximum engagement.

- You can also post on Facebook during the off-peak hours. But, if you aren't a media brand, then besides posting at an optimal time, you also need to post in moderate quantity.

Instagram:

- Instagram is a mobile based platform and HubSpot found that, people use it all the time. And, you can post on the platform anytime, except between 3 to 4 pm on Monday through Thursday.

- Posts during off-work hours will also get better engagement.

- A study by Mavrck, on 1.3 million Instagram posts, found that brands can get higher engagement between 6 am to 12 pm.

Pinterest:

- Don't pin during the work hours. Evenings and weekends work the best. Search Engine Journal found that Pinterest activity peaks at about 9 pm.

- Best days to pin is Saturday, best time of the day to pin is 8pm to 11pm.

- According to 10Alike the times to pin during the day are between 2-4pm EST, and 8pm to 1am EST.

- The peak time to post on Pinterest for fashion and retail is Friday at 3pm.

- TrackMaven found that 1 am on Fridays is the best time to pin.

What is your audience's location?

- Your target audience may have different location. So, the results of a study conducted in the US may or may not apply to Europe.

- Best thing you can do, if you have an international audience, post 24 hours a day.

- On Twitter, you can get away with a higher frequency, if your tweets are value-adding and engaging.

- If your major customers are located in two countries across continents, reach both of your audiences with your updates at an appropriate time in their time zone.

- Check out this post and this post by Postplanner and Buffer to get an idea about how to schedule posts at multiple times.

- After you learn about post schedule, create a posting schedule that takes varying audience time zones into account.

- If you aren't too sure about your target audience, then digging into your Google Analytics reports will help.

Stick with a consistent schedule. Then, pull up your social media analytics data

- Your best bet here is to find the time when your followers are online. And, analyze when your posts receive the maximum engagement.

- Use these tools to analyze your account and to gain some insights about your posting times.

    1. Instagram Analytics by Simply Measured: It will generate a free report, showing the best day and time for engagement on your Instagram account.

    2. Optimal Scheduling tool by Buffer: Once you've connected your accounts with Buffer, you can use this tool to calculate your posting schedule. Just choose an account and number of time you want to post.

    3. Facebook Insights: This tool integrates with your Facebook page, by pulling data. And later lets you know the best time to schedule posts.