The best posting times on social media platforms
LinkedIn:

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