



When to post on Social Media

Facebook

- Wednesday's between 3-4pm
- Thursday's & Friday's between 1-4pm
- Saturday's & Sunday's between 12-1pm**
- 1pm most shares
- 3pm most clicks

** Used from work & home
** Used on desktop & mobile

LinkedIn

- Post between 7:00-8:30am
- Post at 12pm
- Post Midweek between 5-6pm
- Tuesday's between 10-11am ****
- Tuesday's – Thursday's

** Used during work hours
** Tuesday's have the most clicks & shares

Twitter

- Post between 12-3pm
- Wednesday's between 5-6pm**
- Most retweets at 5pm
- B2B post during workweek
- B2C post during weekend

** Used during downtimes (work breaks & commute)
** Used from work & home
** Used during the workweek

Pinterest

- Post between 2pm-4am
- Friday's at 3pm or 5pm
- Saturday's between 8-11pm**
- Post during the evening

** Have a CTA (Call-to-Action)

Instagram

- Post between 2-3pm
- Post between 8-9pm**
- Post videos at 9pm
- Monday's & Thursday's**

** Used on mobile
** Don't post between 3-4pm

Blogging

- Tuesday's at 9am
- Saturday's at 9am most comments
- Blog sharing peaks at 7am
- Blog comments peak at 8am