



When to post on Social Media



Facebook

- For all industries: 9am
- For B2C & B2B: 3-4pm
- Increase click throughs at 11-12pm
- Best day is Thursday to Sunday



LinkedIn

- Between 10-12pm
- For B2C: 8am, 10am & 12pm
- Best day is Wednesday



Twitter

- Tweet around 8-10am & 6-9pm
- For B2C: 8-10am, 12pm & 7-9pm
- Retweets & click throughs: 12pm or 5-6pm
- B2B post during workweek
- B2C post during weekend



Pinterest

- Post between 8-11pm & 2pm-4am



Instagram

- For all industries 1pm & 5pm
- Also, between 3-4pm
- Best day is Thursday 6am, 12-4pm
- Sun 11am-3pm / Mon 10am-6pm
(engagement peaks at 12pm & 3pm)
- Tue 9am-7pm & high at 8pm
- Wed 6am & high at 12pm-4pm
- Fri high at 6am, 10am-11am, high 12-2pm, 3-5pm
- Sat 10-12pm



Blogging

- Most traffic Monday at 11am
- Pageviews Monday between 9-10am
- More comments Saturday at 9am
- Emails Tues & Thurs at 10am

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