

THE BEST TIMES TO POST ON SOCIAL MEDIA ●

The Secret to Social Media Post Times:
Learn Your Audience and Their Patterns
and Preferences!



FACEBOOK

Facebook is everywhere! Mobile, Desktop, Home and At Work

The Best Times to Post:
12:00-1:00 p.m. Saturdays and
Sundays 7:00 - 10:00 p.m. Sundays
3:00-4:00 p.m. on Wednesdays 1:00-
4:00 p.m on Thursdays and Fridays



TWITTER

Twitter is used primarily during
downtime and breaks at work and
at home. Engagement Interaction
Differs Among B2B and B2C

Best Times to Post:
12:00-3:00 p.m. Monday - Friday
5:00 - 6:00 p.m. on Wednesdays



LINKEDIN

LinkedIn is primarily for
professionals during work hours

Best Times to Post:
7:30-8:30 a.m, 12:00 p.m. and 5:00-6:00
p.m. on Tuesdays, Wednesdays and
Thursdays 10:00-11:00 a.m. on Tuesdays
obtains the most clicks and shares



PINTEREST

Pinterest users are typically female
and are most active late in the
evenings.

Best Times to Post:
2:00-4:00 a.m. & Evening Hours
Daily 5:00 p.m. Fridays
8:00-11:00 p.m Saturdays



INSTAGRAM

Instagram is meant for mobile
devices. Users tend to access often.

Best Times to Post:
Monday - Thursdays anytime of the
day