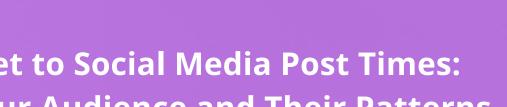
THE BEST TIMES TO POST ON SOCIAL MEDIA



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 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

