



# WHEN IS THE BEST TIME TO POST ON SOCIAL MEDIA ?

Schedule your posts for LinkedIn, Twitter, Facebook, Instagram, Pinterest and YouTube



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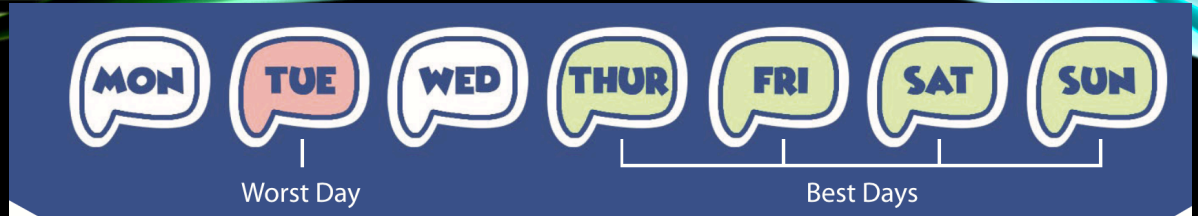
# THE BEST TIMES TO POST ON SOCIAL MEDIA IN 2020

- We worked closely with our data science team to pull information based on our own customer base and understand when our 400+ customers' content was most and least frequently engaged with, broken out by platform and industry.
- Since we initially published this article, reaction to COVID-19 has reshaped behaviour across all aspects of life and changed how people use social media.
- With this tool, **you will never run out of ideas what to post on your social media.**

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# facebook



- To start, let's take a look at the U.S. About half of the country's population is in the Eastern Time Zone, and combined with the Central Time Zone, that accounts for over 75% of the total U.S population.
- **SAT** and **SUN** get the highest level of engagement of Facebook
- Facebook users browse on their **desktops** & check it during downtime at work
- The hours of **3:00 PM – 4:00 PM** are also promising posting times for **B2C**, **B2B**, **software**, and higher-ed organizations
- The best days to post on Facebook are **Thursday to Sunday**
- Facebook sees another increase in clickthrough rates between **11:00 a.m. to 12 p.m.**, when folks are taking their **lunch break**.

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# Instagram



- Instagram is meant for use on mobile devices. Approximately 60% of its U.S. users use the app daily, though it would appear that many engage with content more during off-work hours than during the workday.
- **Wednesday** get the highest level of engagement on Instagram
- Most instagramers tend to login via mobile. So they tend to **avoid** browsing during work hours.
- On average, the best times to post on Instagram across industries are **11 a.m. to 1 p.m. during lunch time** and **7 p.m. to 9 p.m. after work**, during lunch and the end of the typical work day, respectively.

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- How it's used also depends heavily on audience -- but people often treat it like an RSS feed, and something to read **during downtimes in their day**, like commutes, work breaks, and so on.
- **Saturday** and **Sunday** are worst day to post on twitter.
- **Posting at Lunch** everyday **Monday to Friday** can help you increase social media engagement.
- **12 p.m. – 1 p.m.** during the lunch hrs best time to post.
- If your goal is to maximize retweets and **clickthroughs**, aim for noon or **5 to 6 p.m.**

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- Roughly 25% of U.S. adults use LinkedIn, largely for professional purposes, during weekdays and the work hours. It's used with slightly less frequency than some of the other channels on this list.
- **Saturday / Sunday** and **after work hours** tend to be the worst time to post on LinkedIn
- LinkedIn is used by **recruiters**, sales people and business people which is why it's used during work hours.
- **10 a.m. to 11 a.m.** during work hours best time to post.
- The best day to post on LinkedIn is **Wednesday**.
- B2C, media, and higher-ed organizations have the narrowest windows for when to post for maximum performance: **12 p.m., 8 a.m., and 10 a.m.** are their best times, respectively.

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- Pinterest users skew heavily female, and 29% of users are active on this channel on a regular basis.
- Work hours tends to be less popular for Pinterest users.
- Mothers tend to use Pinterest actively which may be why they tend to post **later in the evening**.
- **After work hours 8 p.m to 11 p.m.** is best time to post.
- Contrasting many of the other channels we've listed here, evening commutes tend to be some of the *worst* times to post to Pinterest.
- That could be due to the fact that it's not as "browseable," with many pins requiring navigation away from the channel.

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# You Tube



- Most viewers watch YouTube on weekend so post on **Saturday and Sundays** around 9 a.m. to 11 a.m.
- **12 p.m. to 4 p.m. During work days** and **9 a.m. to 11 a.m. on the weekends** will be the best time to post on YouTube.
- Most viewers watch videos in the evening. **Post at 12-4 PM** so videos would be indexed by the evening.

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facebook

Instagram

Thanks

twitter

LinkedIn

Pinterest

You Tube

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