

Best times to post on social media



Facebook

ANSWER:

The best times to post on Facebook are 1–4 p.m. late into the week and on week-ends.

Saturday & Sunday: 12–1 p.m.
Thursday & Friday: 1–4 p.m.
Wednesday: 3 p.m.

Instagram

ANSWER:

Instagram audiences are engaged throughout the week. Mondays should maybe get a little more attention.

Monday & Thursday at any time other than 3–4 p.m.
Videos any day at 9 p.m.–8 a.m.

LinkedIn

ANSWER:

Midweek posting is optimal from 5–6 p.m.

Tuesday: 10–11 a.m.
Tuesday, Wednesday, & Thursday: 7:30–8:30 a.m., 12 p.m., & 5–6 p.m.

Pinterest

ANSWER:

Saturdays are your best bet for reaching Pinterest users—and later at night.

Saturdays at 8–11 p.m.
Any day 2–4 a.m. and 2–4 p.m.
Fridays at 3 p.m.



Twitter

ANSWER:

The optimal times to tweet are 12–3 p.m., with a peak best time at 5 p.m. During the workweek is the best.

Wednesday: Noon & 5–6 p.m.
Monday–Friday: 12–3 p.m. & 5 p.m.

The less people want to be at work, the more they are on Facebook.



- Buddy Media



Pinterest is the new Google.

- Guy Kawasaki

facebook

Facebook is broadly used on mobile and desktop, at work and at home. It really depends on the audience as far as who and how it is used.

twitter

Twitter is a hard nut to crack, and definitely audience-dependant, like Facebook. It is often treated like an RSS feed, and something to read during down times.

LinkedIn

LinkedIn is for professionals, and they tend to use it around work hours.

Pinterest

Pinterest users seem to like to make network activity an evening sport, much like sitting down to TV in the evening during their free time.

Instagram

Instagram users are on a platform meant for mobile, and that means they tend to use the network all the time, any time.