

## DAY 8 - WHEN TO POST

Before you can get your posting queue just right, you need to know the best times to post for your business (aka when the most people are engaging) - and there should be NO guessing in that.

So we're here to give you a step-by-step guide to determining these times in Facebook Analytics. Then you can put them to use in Post Planner!

**Step 1:** Go to your Facebook page and click on "insights."

The screenshot shows the Facebook interface for the 'Post Planner' page. The 'Insights' tab is highlighted with a black circle and an arrow. The main content area features a promotional banner for a Valentine's Giveaway with a 'REGISTER' button. The right sidebar displays analytics for 'THIS WEEK' including 7,180 Page Likes, 12.1m Post Reach, 46 Sign Up, 51 Website Clicks, 86% Response Rate, and 10 minutes Response Time.

**Step 2:** Click "posts" in the left navigation and you'll see a week view of your most trafficked times on your page.

You'll see the reach for each day and then a graphic of when people are online. We have a 24-hour audience since we are an international company, therefore we schedule posts around the clock.

You'll see our engagement is pretty much the same every day.

# 30 DAY FACEBOOK CHALLENGE



Step 3: If you scroll down the page, you'll see a more detailed view of all the posts from the last week. I recommend sorting by reach - which I've pointed to in the image below.

Then you can dig a little deeper to see when your best posts were published.

All Posts Published

Reach: Organic / Paid | Post Clicks | Likes, Comments & Shares

Published	Post	Type	Targeting	Reach	Engagement	Promote
02/03/2016 9:45 pm	Do you treat them the same?	Image	Global	7m	149K 457.3K	Boost Post
12/15/2015 7:45 am	Bacon Tacos?! Brilliant!	Image	Global	6.1m	213.1K 276.6K	Boost Post
11/30/2015 7:45 am	LOL Anyone else?!	Image	Global	3.2m	175.8K 155K	Boost Post
01/02/2016 7:45 am	GREAT point. How has this not happened?	Image	Global	563.3K	16K 38.5K	Boost Post
01/21/2016 11:45 am	Treat people right.	Image	Global	451.8K	10.7K 24.2K	Boost Post
12/22/2015 5:01 pm	The secret of success? Two words...	Image	Global	414.1K	14.9K 13.8K	Boost Post
12/02/2015 9:45 pm	How did I not realize this?!	Image	Global	349.8K	10.8K 14.6K	Boost Post

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Now that you know your most popular times with you fans, login to Post Planner and click the “PLAN” button on your far left.

[Click here](#) to check out this video (only a minute and a half!) from our Customer Support Superhero Scott Ayres on how to make a kickass plan.

Pro tip: You're able to select what types of content can go at specific times. Definitely take advantage of this to make sure there's a good mix of images, links, status ideas, etc. going out all day.