

WHAT 16 STUDIES SAY ABOUT Best Time To Post On Social Media

All too often, we get asked the question, "When is the best time to post on social media?" Here is your ultimate guide compiling data from 16 studies to give you the absolute best times and days to reach your audience on Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Google+.



80% of the U.S. population is in the Central and Eastern time zones.

So, in theory, the Eastern or Central timezone would be the best time to base off for a United States audience.

Facebook

BEST DAYS

S

M

T

W

T

F

S

32%
HIGHER
ENGAGEMENT

18%
HIGHER
ENGAGEMENT

18%
HIGHER
ENGAGEMENT

32%
HIGHER
ENGAGEMENT

BEST TIMES

9AM

10AM

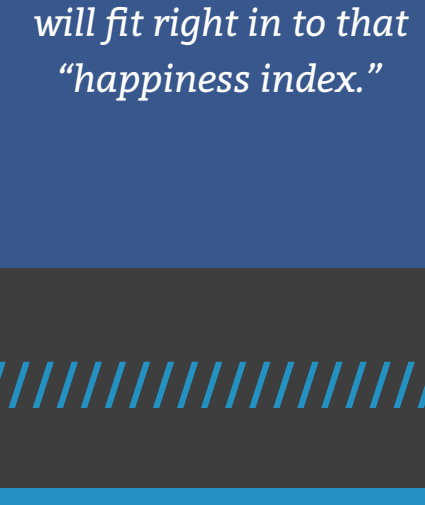
11AM

12PM

1PM

2PM

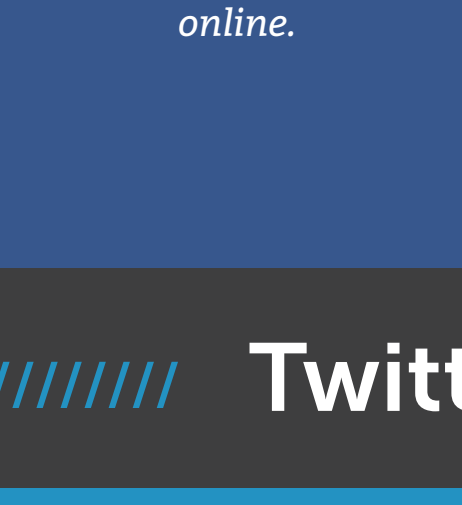
3PM



And people seem to be happier on Friday (small wonder), so funny or upbeat content will fit right in to that "happiness index."



Posting at 3pm will get you the most clicks, while 1pm will get you the most shares.



Use Facebook analytics and Fanpage Karma to track your data and see when your audience is online.

Twitter

BEST DAYS

S

M

T

W

T

F

S

B2B performs 16% better during business hours.

B2C performs 17% better on weekends.

BEST TIMES

12PM

1PM

2PM

3PM

4PM

5PM

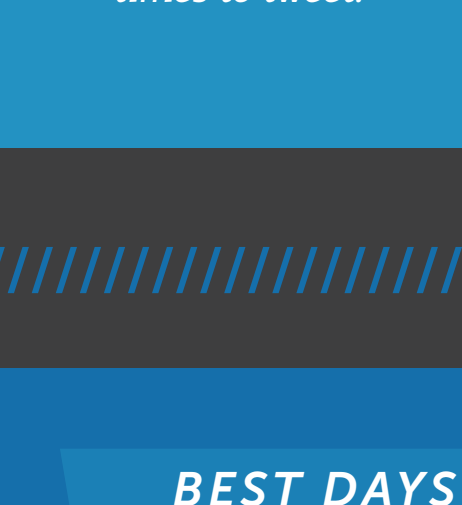
6PM



Wednesday around noon and 5-6pm are peak moments during workers' breaks.



Twitter users are 181% more likely to be on Twitter during their commute.



Use Twitter Analytics and Followerwonk, to track data on your own followers to find the best times to tweet.

LinkedIn

BEST DAYS

S

M

T

W

T

F

S

VERY LOW ENGAGEMENT

VERY LOW ENGAGEMENT

BEST TIMES

5-6AM

7-8AM

9-10AM

12PM

1-2PM

3-4PM

5-6PM



The best time to post is midweek from 5-6 pm.



Business people are most likely to read LinkedIn in the morning like the newspaper.



While LinkedIn is more professional, the best times to post are still before and after work.

Pinterest

BEST DAYS

S

M

T

W

T

F

S

FOOD FITNESS GADGETS QUOTES OUTFITS GIFS TRAVEL

If you are also posting during the week, try to target the top subjects of the day!

BEST TIMES

1PM

2PM

3PM

6PM

9PM

12AM

2AM



The best time to post on Pinterest is 8-11pm, especially on Saturdays.



The worst time on Pinterest is during work hours.



Make sure to include a call to action! 80% of people that see your content during peak times won't interact otherwise.

Instagram

BEST DAYS

S

M

T

W

T

F

S

VERY LOW ENGAGEMENT

BEST TIMES

2AM

4AM

6AM

8-9AM

11AM

1PM

3PM

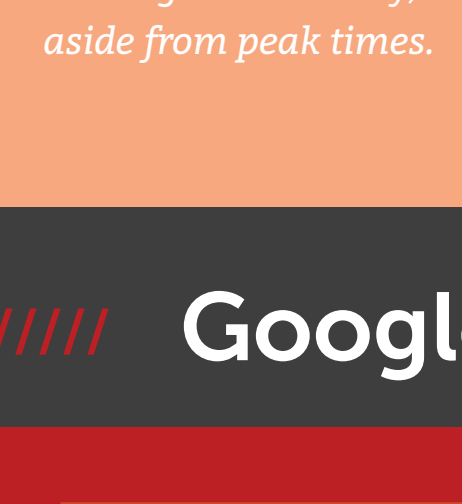
5PM



The best time to post is between 8-9 am. Avoid posting at 3-4 pm.



Posting a video on Instagram at 9 pm gets 34% more interactions.



Post content more during off-work hours than during the work day, aside from peak times.

Google+

BEST DAYS

S

M

T

W

T

F

S

Avoid posting during early mornings or late evenings.

BEST TIMES

9AM

10AM

11AM

12PM

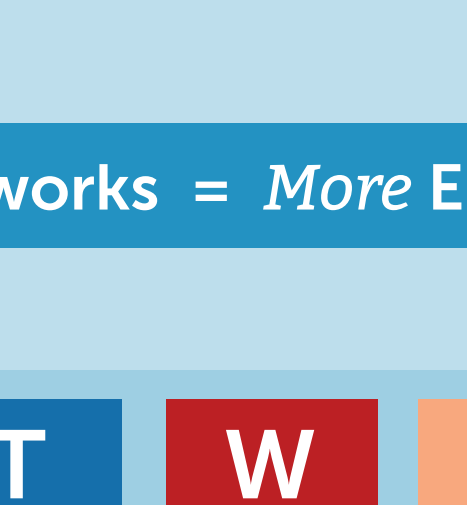
1PM

2PM

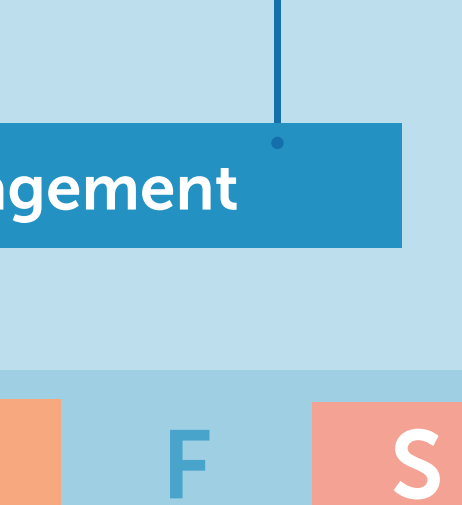
3PM



The best time to post is between 9-11am, especially on Wednesdays.

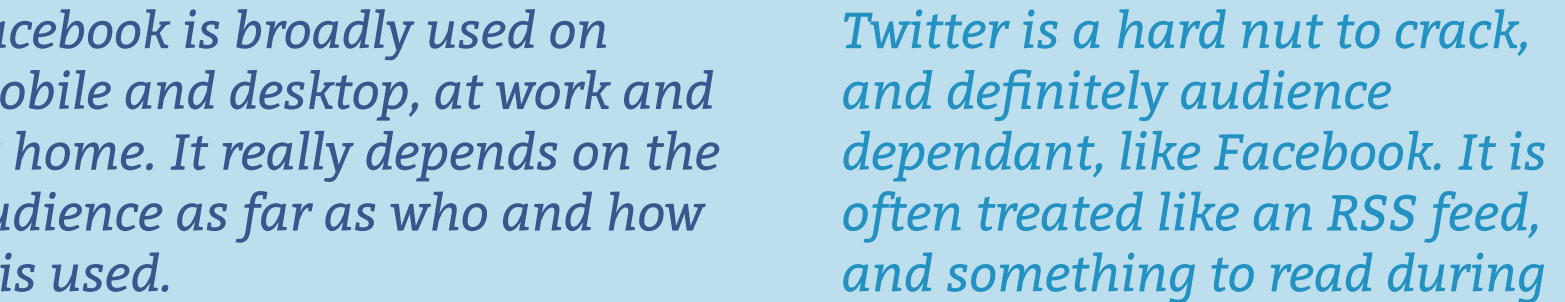


90% of the people on Google+ are just lurkers and will not interact with your content.



Use Timing+ to track when your audience is online.

More Networks = More Engagement



Twitter is effective each day of the week, but remember to consider your audience.

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 like commutes, breaks, and so on.

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

Google+
Google+ also targets work professionals with the average users interacting in the early morning.

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

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

Best Time Scheduling

Take the guesswork out of social message timing with best time scheduling in CoSchedule, your social media editorial calendar.



Resources:
<http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
<https://blog.bufferapp.com/best-time-to-tweet-research>
<http://www.forbes.com/sites/cherylsnappconner/2015/11/08/for-brands-and-pr-when-is-the-best-time-to-post-on-social-media/#521efa437c9f>
<https://blog.bufferapp.com/best-time-to-tweet-post-to-facebook-send-emails-publish-blogposts>
http://www.huffingtonpost.com/caitrona-pollard/the-best-times-to-post-on-b_6990376.html
<http://blog.surepayroll.com/post-pin-tweet-best-time-to-outreach/>
<http://www.fastcompany.com/3056184/how-to-be-a-success-at-everything/the-best-and-worst-times-to-post-on-social-media-infograph>
<http://www.marketingprofs.com/charts/2015/26922/the-best-days-and-times-to-post-content-infographic>
<http://www.fannit.com/blog/social-media-infographic-best-times-to-post/>
<http://www.quicksprout.com/2015/01/02/what-are-the-best-times-to-post-on-social-media/>
<http://www.elicandcompanydesign.com/blog/2015/12/5/the-best-times-to-post-to-social-media>
<https://blog.kissmetrics.com/science-of-social-timing-1/>