

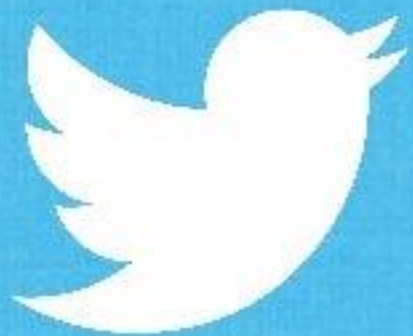


The Ins & Outs of Testing Social

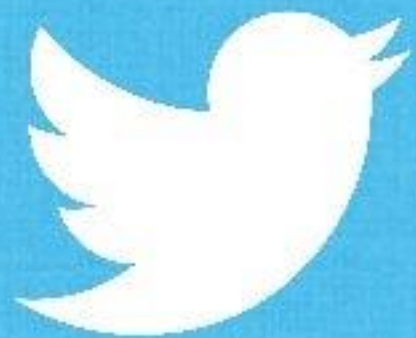
By Jennifer Sable Lopez
Director of Community at Moz
[@jennita](#)

You're on the right networks

(For your community)



You've gained
a following



You're **ready** to go
into **overdrive**



Where do you
start?



The Best Time to Outreach



f FACEBOOK

tw TWITTER

in LINKEDIN

BEST



FACEBOOK

1 pm - 4 pm

result in the **highest average**
click through

TWITTER

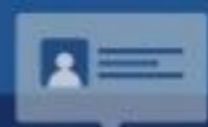
Mondays - Thursdays

1 pm - 3 pm

LINKEDIN

Tuesdays - Thursdays

The Best Time to Outreach



f FACEBOOK

in LINKEDIN



FACEBOOK

1 pm - 4 pm

result in the **highest average**
click through

Monday - Thursdays

For best results?

**Use your
own data.**

What's the best
time of day to

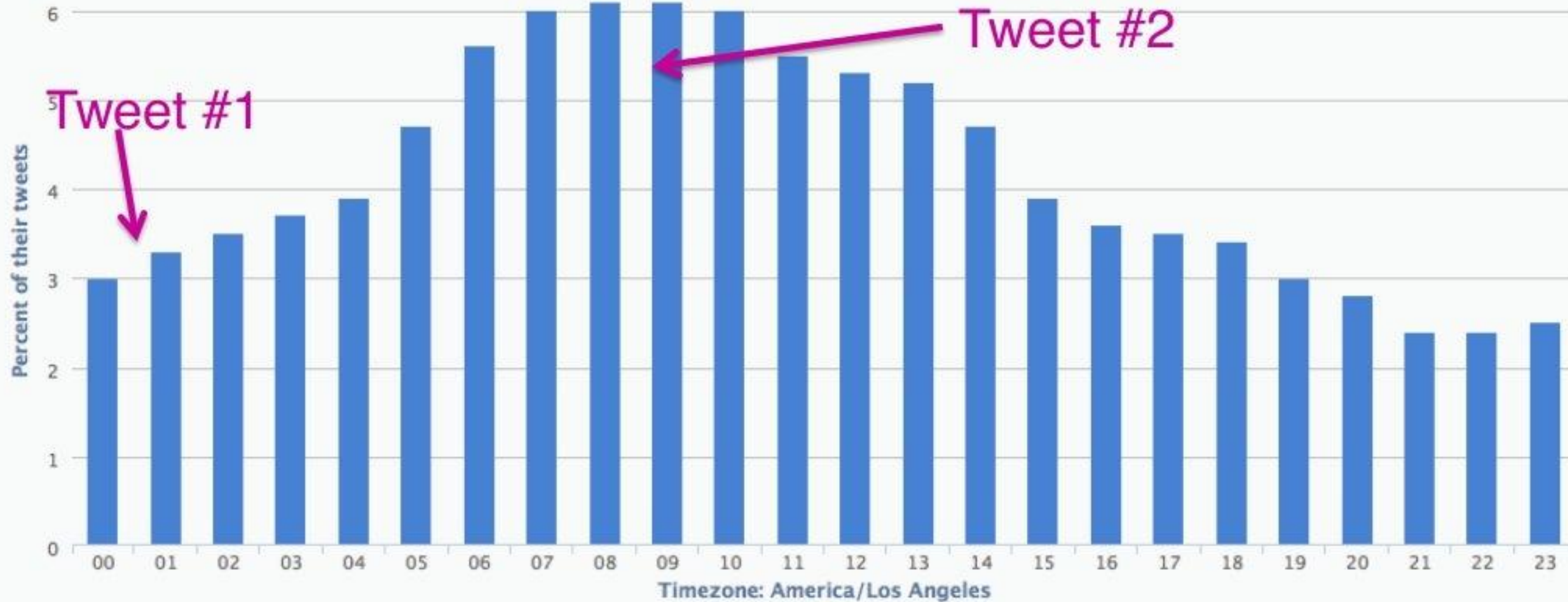
_____?

Send a tweet?

Most active hours of Moz's followers

This chart breaks down the hourly Twitter activity of Moz's followers.

followerwonk »
A Moz app



Tweet times a day

 [Schedule at Buffer](#)

Reach your target audience at the right time. We've integrated scheduling optimization with [Buffer](#). Just tell us how many times you'd like to tweet and we'll create a schedule for you based on the top hours above.

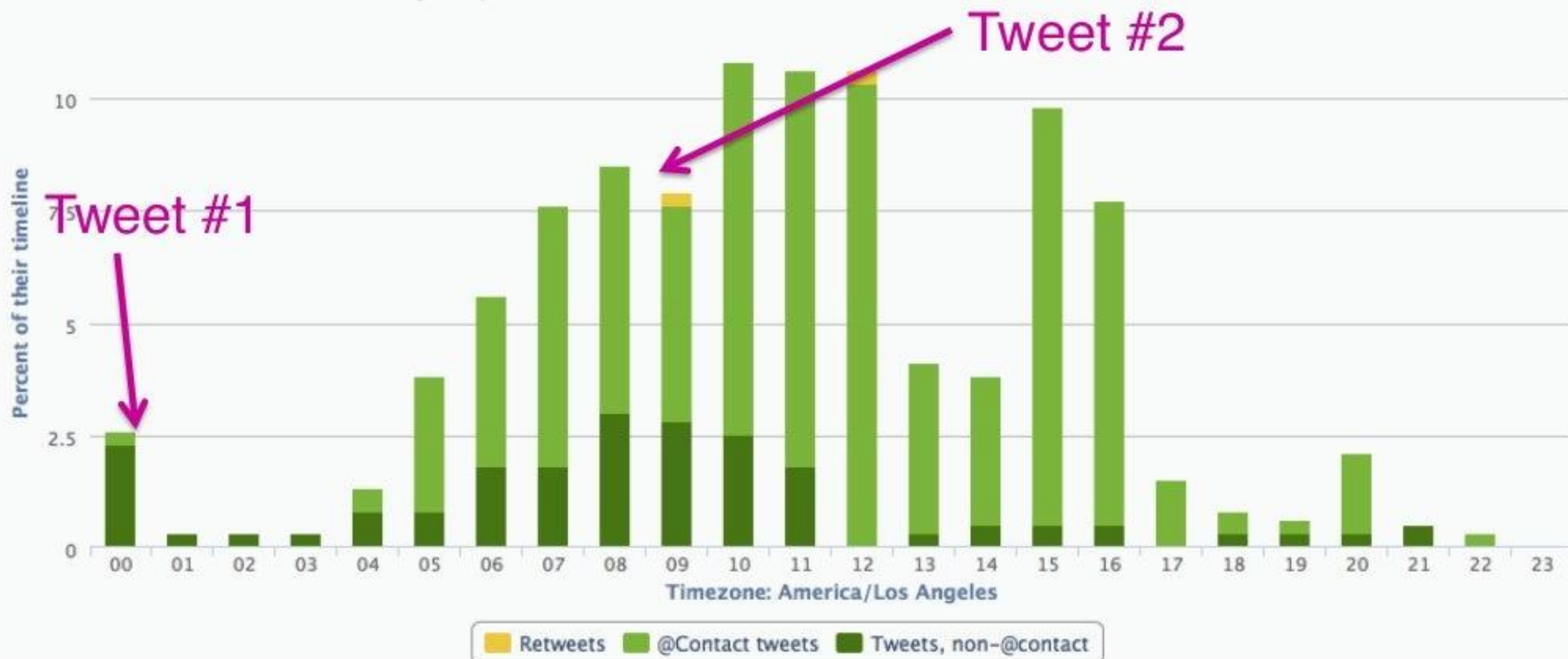
@jennita #mpb2b

When are you active?

Most active hours for Moz

followerwonk »
A Moz app

This chart details Moz's Twitter activity. Using up to 400 of their most recent actions, we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet. Compare to the above chart to see how their activity compares to their followers.



You can also use Twitter Analytics

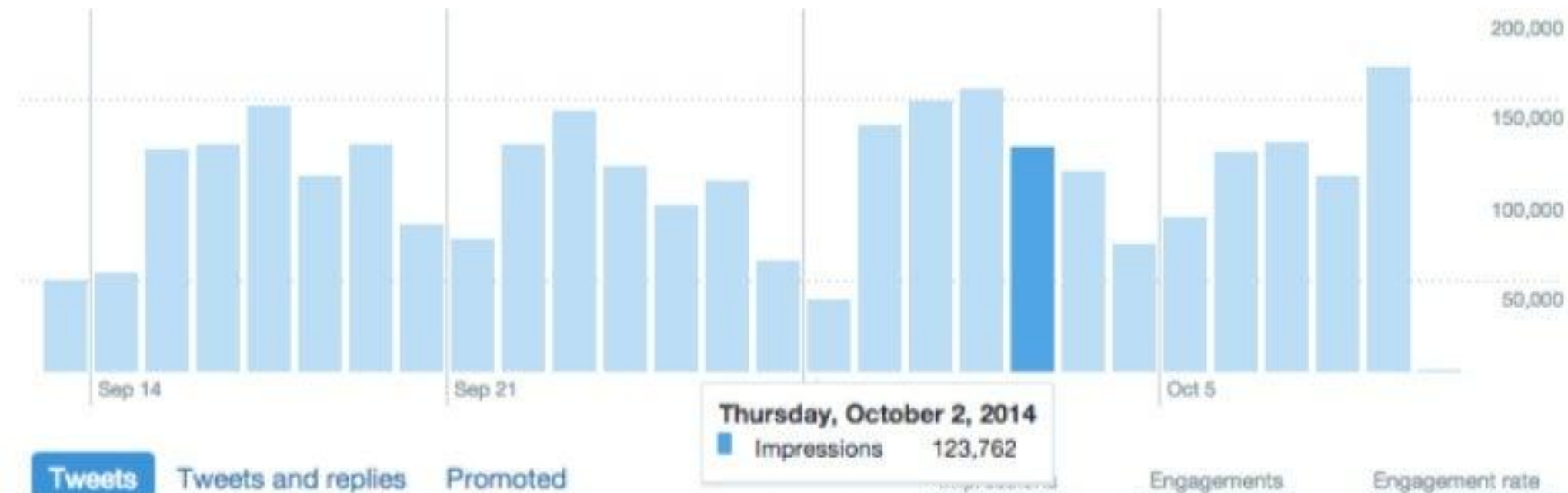
Twitter Ads Campaigns Creatives **Analytics** Tools

Moz Moz

Tweet activity

Export data

Your Tweets earned **2.9M impressions** over the last 28 days
That's **8.0% fewer impressions** than the previous 28-day period



YOUR TWEETS

So far today, your Tweets have earned **1.7K impressions**. This is lower than your 28-day average of 104.6K impressions per day.

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE

1.0%

Today
0.3% engagement rate



LINK CLICKS

10.3K

Today

	Moz @Moz · 5h Kick Your Social Strategy Into Overdrive: The Ins & Outs of Testing Social mz.cm/1xusCB2 Slide deck by @jennita for #mpb2b View Tweet details	7,964	79	1.0%
	Moz @Moz · 8h Moz CEO @SarahBird on What it Takes to Succeed as a New CEO via @OpenViewVenture - mz.cm/1shYFEb View Tweet details	8,029	52	0.6%

Post to Facebook?



“The average number of your fans who saw any posts on Facebook by day of the week.”

A wee bit more helpful?

Times

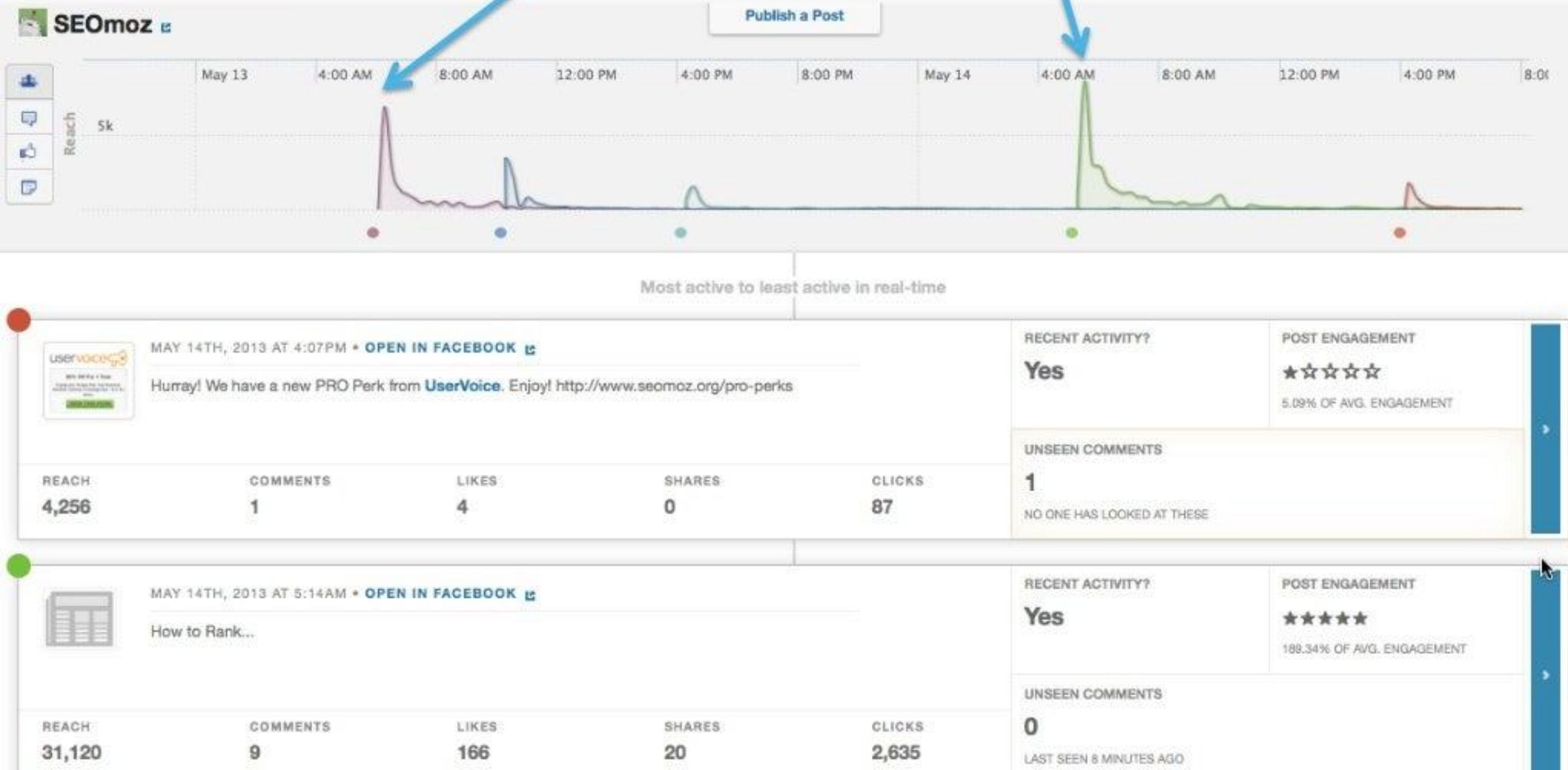
The average number of your fans who saw any posts on Facebook in an hour.



Try PageLever Now

UNIFIED

Notice a trend?



Or SimplyMeasured



SimplyMeasured

[Sign Up for a Free Trial](#) | [Log In](#)

[Upload from Excel](#)

[Download to Excel](#)

[Export to PowerPoint](#)

Overview

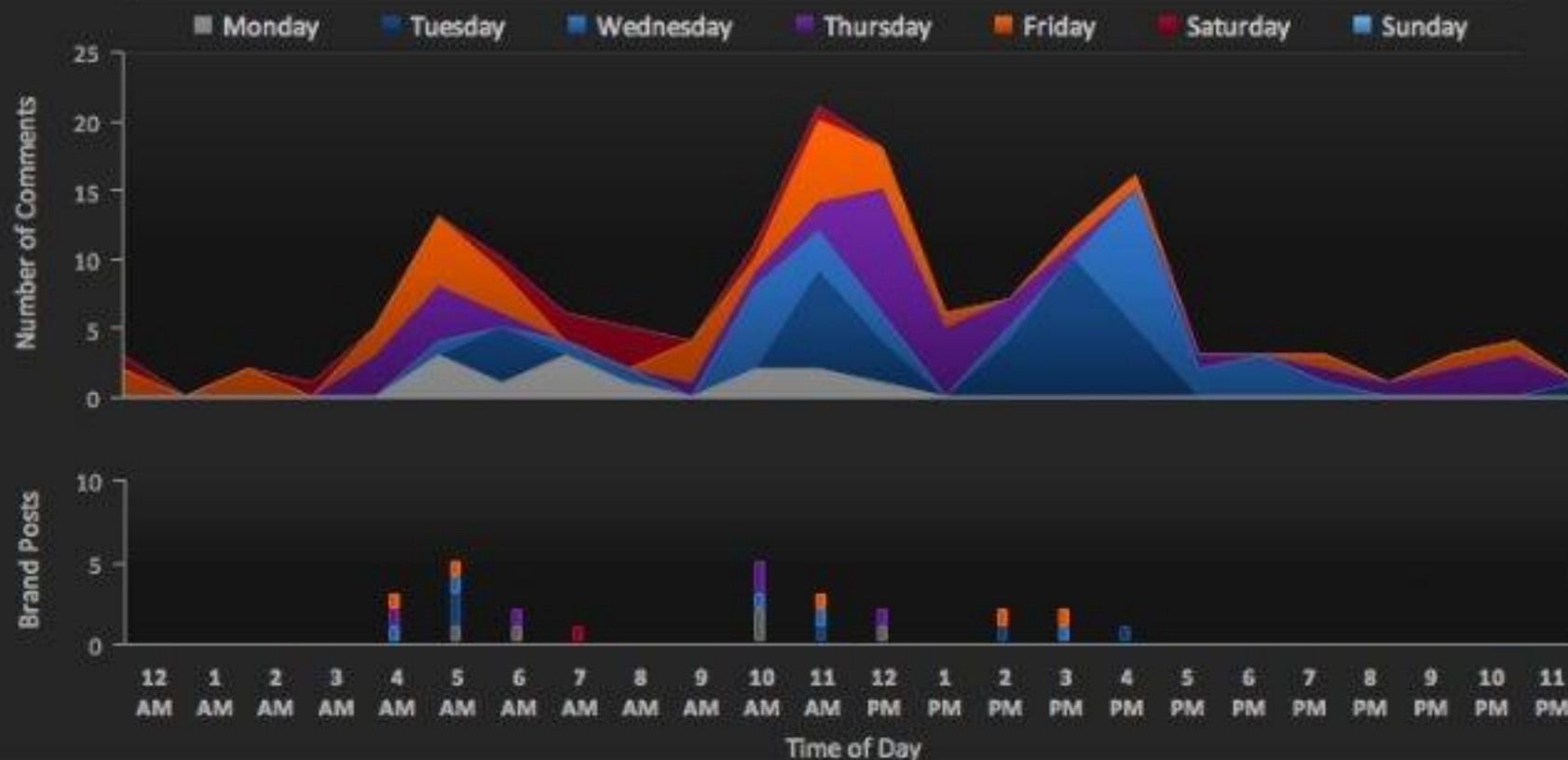
Outbound

Community Health

Optimization

Content Details

Comments and Brand Posts by Day and Time



TOP TIME FOR COMMENTS

11:00 AM – 12:00 PM

13.3% of your total comments

TOP DAY FOR COMMENTS

Thursday

23.4% of your total comments

Publish a blog post?

Blog Calendar

• today

August 2013

month weekday

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
	3:49a An Introd	3:50a SEO Find 10:16a Announ	3:17a The 100 E	3:24a How Wet	2:19a Subject I	
4	5	6	7	8	9	10
	3:28a Having a 10:23p 5 Ways	10:27a A Visual	3:38a Giving a 1 9:16a Announc	3:58a 101 Good	2:50a SEO's Dil	
11	12	13	14	15	16	17
	3:16a Custom S	3:16a 12:29p		ew Ai	3:14a Overcom	

Publishing time
2-3am Pacific

Test a different time

Blog Calendar

September 2014							month	weekday
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
31	1 12:13a The Wh	2 9:34a Moz Loc	3 12:16a "B	4 12:15a Pigeon	5 12:17a Keywon	6		
7	8 12:15a 6 Thing 11:37p The Big	9	10 12:15a Back to 11:15a School	11 12:15a The Mai	12 12:15a Teach G	13		
14	15 12:16a 5 Hacks 10:52p How to	16	17 10:00a Wren to	18 10:01a Outdo	19 12:18a How Go	20		

Publishing time
~Midnight Pacific

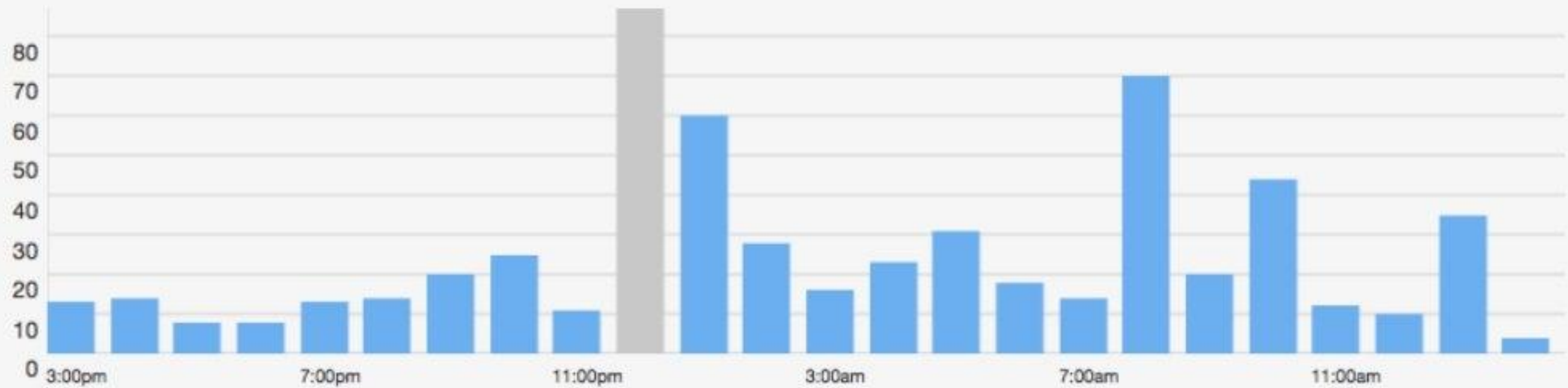
When do you get the most clicks?

598 Clicks on your bitly links in the last 24 hours

All teamseomoz's Links ▼

Clicks ▼

Past 24 Hours ▼



87 Clicks on 9 Links - 12:00am

70 Posts - Moz

<http://moz.com/blog/weighting-the-clusters-of-ranking-factors-in-google-analytics-whiteboard-friday>
<http://bit.ly/17CAGUQ+>

5 Posts - Moz

<http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition>
<http://bit.ly/17k1usV+>

4 The Anatomy of a Successful Reconsideration Request - YouMoz - Moz

<http://moz.com/ugc/the-anatomy-of-a-successful-reconsideration-request>
<http://bit.ly/1fotFHY+>

2 Posts - Moz

bitly

What type of
content gets the
best engagement?

