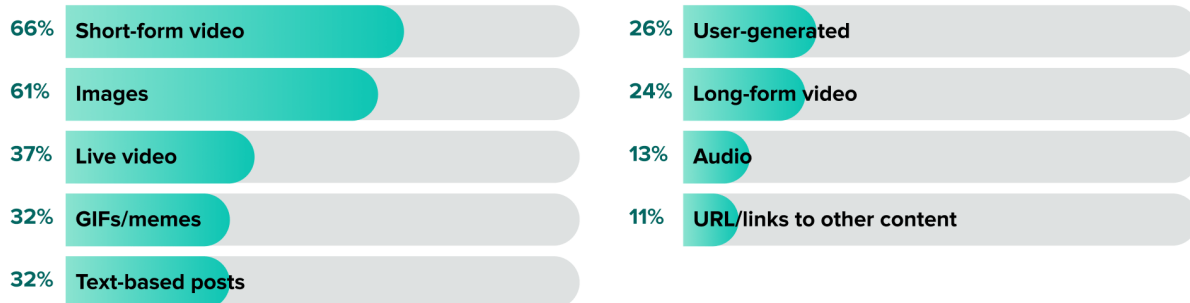


Length of content matters

Consumers consider short-form video content to be 2.5x more engaging than long-form. 66% of consumers report short-form video to be the most engaging type of social media content in 2022, up from 50% in 2020.

The most engaging types of in-feed social content



Best Times to Post on Social Media Overall

Each [social platform has its own benefits](#) depending on your goals, content type and audience. If you're noticing your engagement isn't where you want it to be, consider revisiting your [social media goals](#) and overall KPIs. Of course, knowing which days you get the most engagement helps you reach those goals as well.

While interpreting the data for each social network individually, we consistently noticed that the highest times of engagement were Tuesdays, Wednesdays and Thursdays at 9 or 10 a.m. Midweek mornings proved to be a successful time across most social platforms, including Facebook, Instagram, Twitter and LinkedIn.

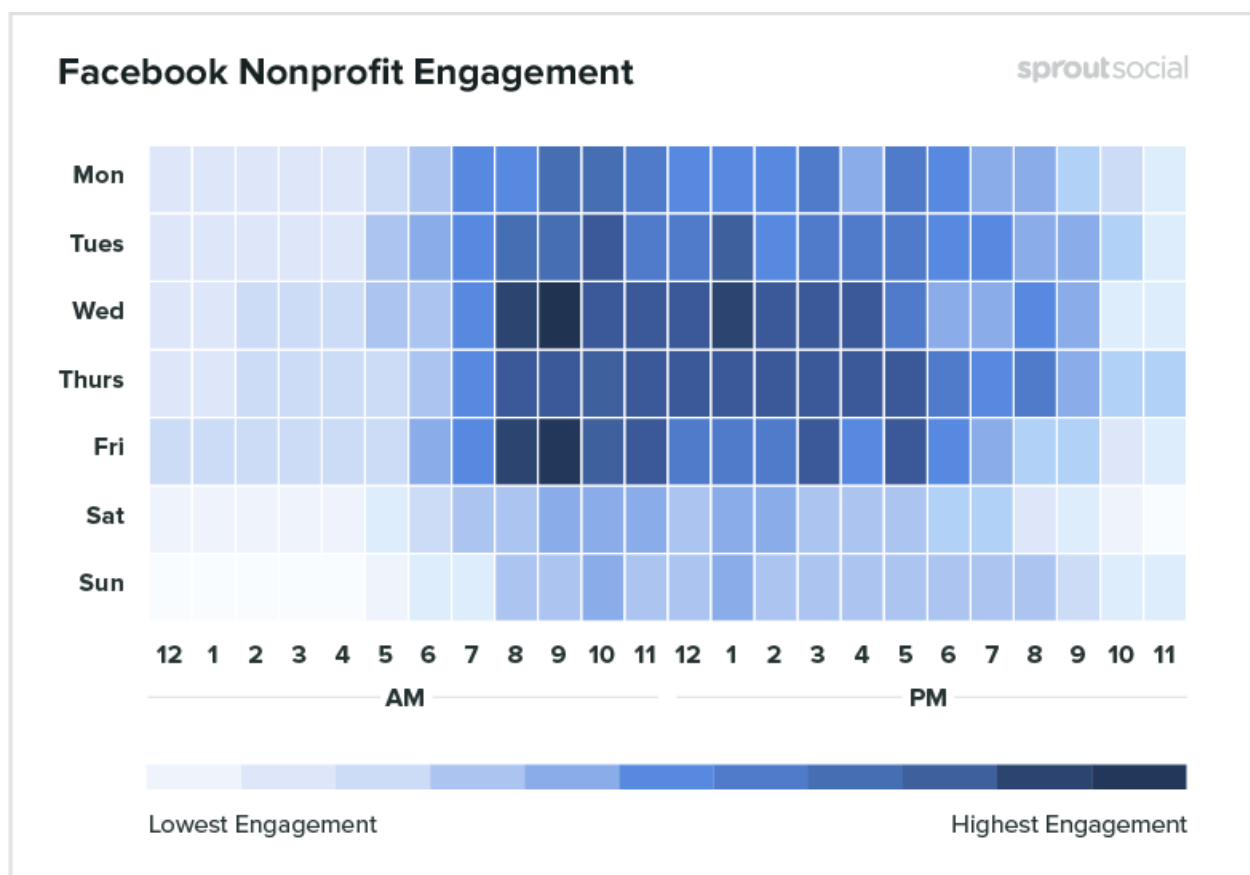
- **Best times to post on social media overall:** Tuesdays through Thursdays at 9 a.m. or 10 a.m.
- **Best days to post on social media:** Tuesdays through Thursdays

- **Worst days to post on social media:** Sundays

There's more to posting on social media than this quick stat though. Each network saw varying ranges of engagement throughout the week and at remarkably different times. And once industries are factored in, engagement varies even more. So while Tuesdays through Thursdays at 9 or 10 a.m. are generally the best times to post on social, there are a few more factors to consider before you [schedule any posts](#).

Read on for our findings by network.

Best Times to Post on Facebook



- **Best times to post on Facebook:** Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon

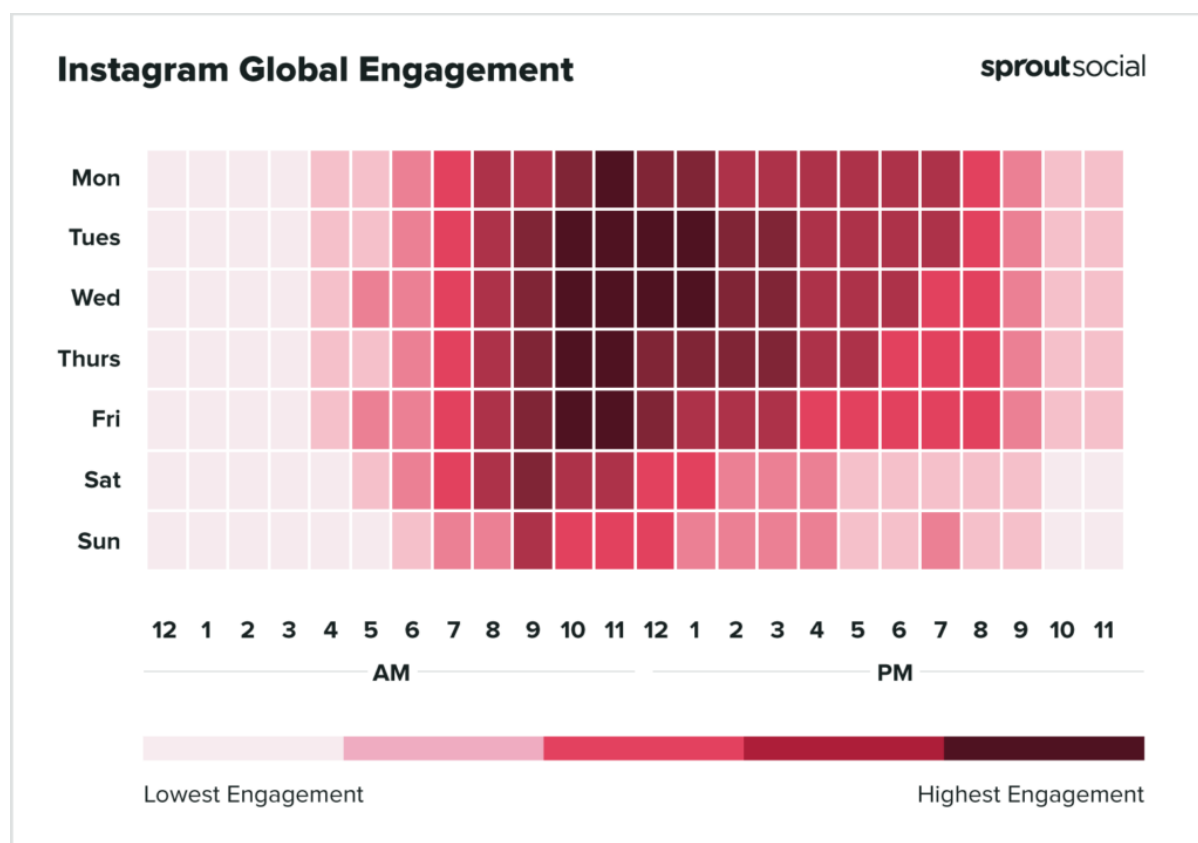
- **Best days to post on Facebook:** Tuesdays through Fridays
- **Worst days to post on Facebook:** Saturdays

Facebook continues to be the [most used platform by marketers](#) worldwide but we've seen an interesting shift in when there's the most engagement in 2022. While mid-mornings used to dominate more strongly in years past, it now appears early morning hours have taken the lead.

Compared to last year, there are a few more "off" times for Facebook when reviewing the data. Weekday very early mornings and mid-mornings still show more consistent engagement and have become much more opportune times for brands to get eyes on their content.

Keep in mind that the **top times shown are recorded in US Central Time**, so the high engagement shown in the early mornings in addition to the traditional US workday reflects Facebook's significant global audience. What does this mean, exactly? Facebook continues to show opportunities in conducting a multi-location or [international social media strategy](#).

Best Times to Post on Instagram



- **Best times to post on Instagram:** Mondays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m., and Thursdays and Fridays 10 a.m. and 11 a.m.
- **Best days to post on Instagram:** Tuesdays and Wednesdays
- **Worst days to post on Instagram:** Sundays

We've seen Instagram boom throughout 2020 and 2021 and watched it reach [2 billion monthly users](#) as of early 2022. While the [competition for short-form video](#) content from TikTok is heating up, there's no denying the staying power of Instagram, especially as it rolls out new features and enhances existing ones. [Instagram Video](#) has taken new life and expanded to 60 minute videos, and Reels have made it easier to create and discover videos on the app.

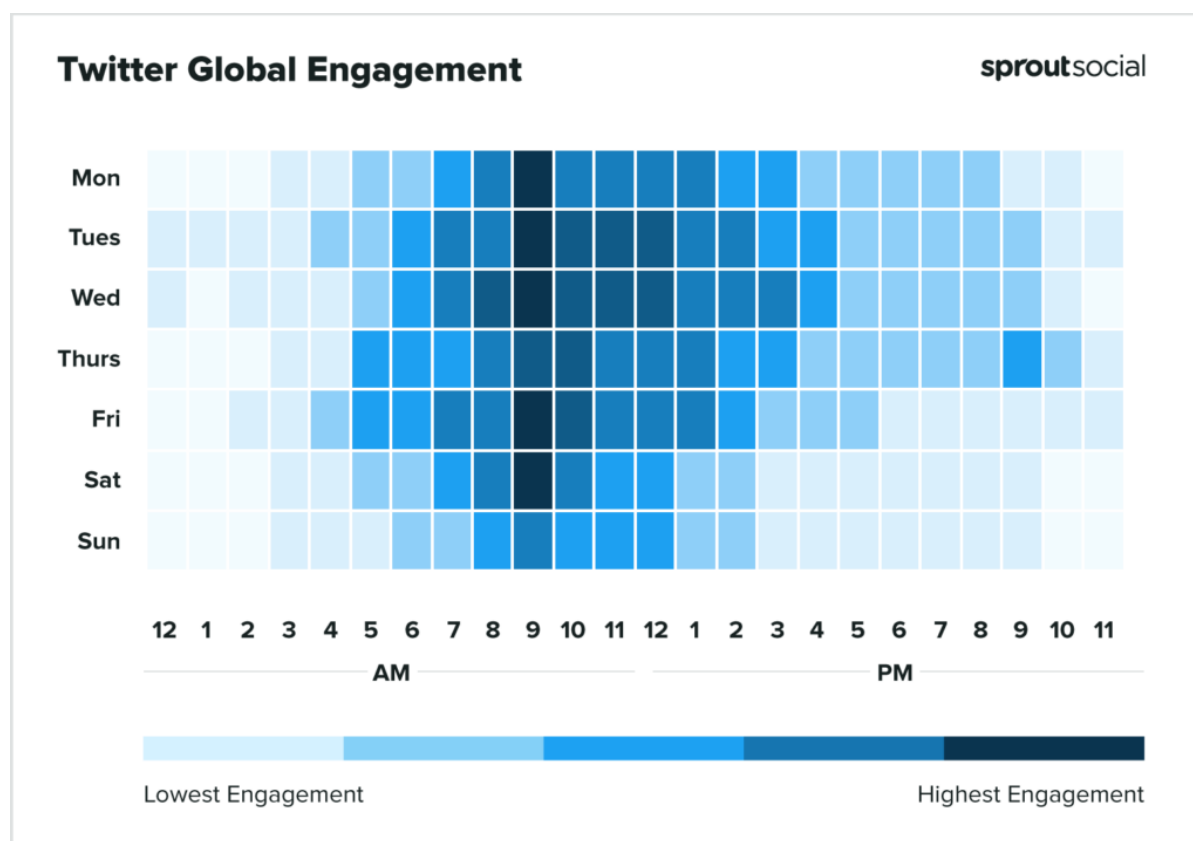
Similar to Facebook's other popular app, Instagram's top times to post expanded in 2021 compared to previous years. Midday engagement during

weekdays became denser with top times ranging between 10 a.m. and 1 p.m., while evenings and weekends still showed increased opportunities for engagement.

Instagram is still a platform for product discovery of brands, products or services. And new or expanding [ecommerce features](#) are shaping the way consumers use the app. In fact, [44% of users shop for products](#) on the app weekly. Because the platform is built on [sharing high-quality photos](#), it makes sense to expand the app to include ecommerce capabilities.

Brands shouldn't sleep on Instagram though, if that's where their target audience is. Use the platform to highlight products or showcase your brand's unique design through infographics. There are endless opportunities to engage followers when [posting various content on Instagram](#).

Best Times to Post on Twitter



- **Best times to post on Twitter:** Mondays, Tuesdays, Wednesdays, Fridays and Saturdays at 9 a.m.
- **Best days to post on Twitter:** Tuesdays and Wednesdays
- **Worst days to post on Twitter:** Sundays

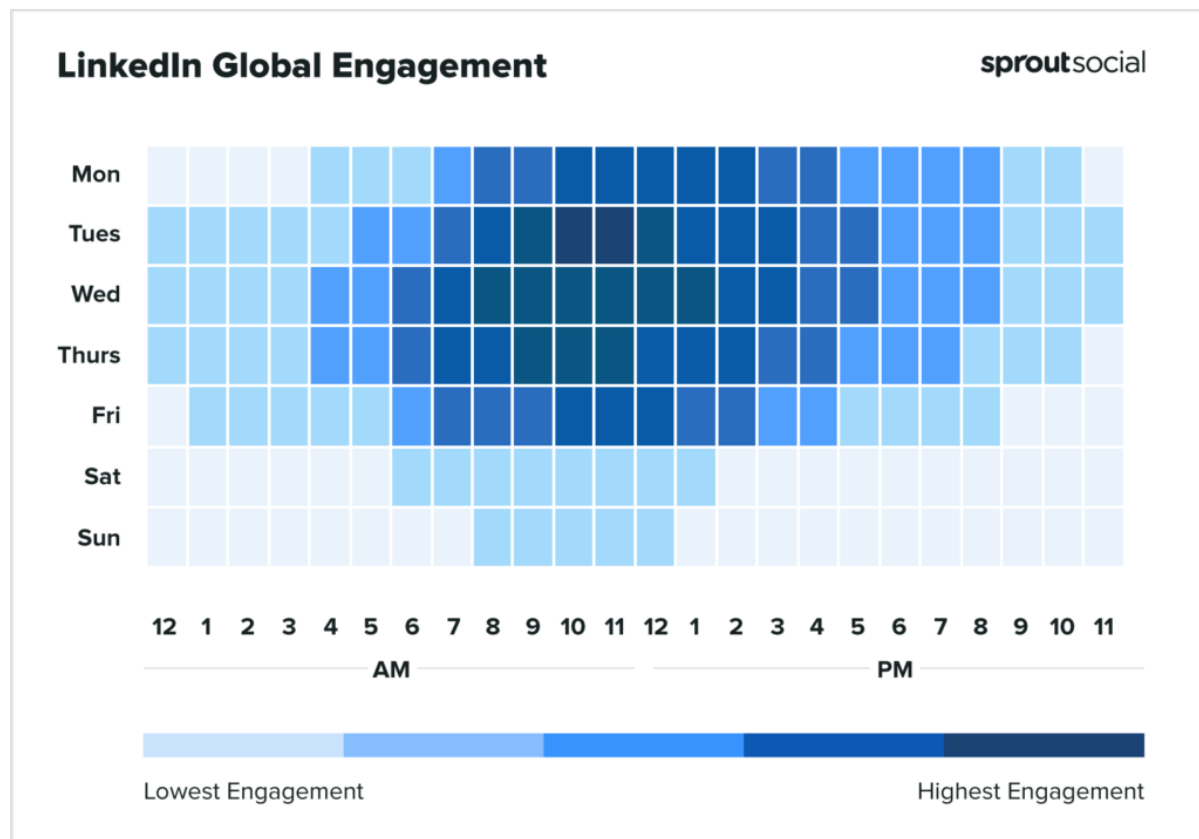
Twitter has been the go-to platform for up-to-the-minute conversations and breaking news. And 2021 didn't slow down with the COVID-19 pandemic going into its second year. Brands looking to participate in [trending topics](#) need to be timely but conscious of the brand's values in the process.

Twitter peak times for engagement shifted significantly compared to last year, becoming much more concentrated during mid mornings and middays throughout the week. This could reflect greater attention to developing news and updates, as well as a desire for entertainment via [viral Tweets](#) and memes.

Remember that Twitter's use extends beyond breaking news and viral content. Many brands use Twitter as part of their [customer care strategy](#), as an alternative to calling customer support. This is particularly important for the platform as brands continue to build trust between their customers and proactively improve customer experience through [social listening](#) as well.

All of these focus areas means brands can have multiple, and sometimes competing, priorities on Twitter. The top times to post on Twitter we found above may help you determine when you should focus on prioritizing publishing new content versus devoting resources to customer support or consider a [multiple Twitter account strategy](#).

Best Times to Post on LinkedIn



- **Best times to post on LinkedIn:** Tuesdays 10 a.m. to noon

- **Best days to post on LinkedIn:** Wednesdays and Thursdays
- **Worst days to post on LinkedIn:** Saturdays and Sundays

Unsurprising for this professional-focused social platform, LinkedIn engagement times continue to be consistent to the US workweek. High engagement hours are more concentrated midday and don't extend too far out past the US workday hours, as it had in years past. You're less likely to get eyes on your LinkedIn content on the weekend, where engagement drops significantly.

Considering how much [LinkedIn content](#) is centered around professional thought leadership and career growth, it makes sense that a majority of audiences are getting the most out of this content during their working day.

While LinkedIn continues to be more specialized than other social platforms, it's also increasingly branching out in what types of audiences it attracts. With over 810 million members in 200 countries, LinkedIn is becoming equally important for a wide range of content creation. [Businesses on LinkedIn](#) are finding new ways to generate leads, find [co-marketing partners](#), highlight company culture and attract talent, and that's just the tip of the iceberg. LinkedIn is also an ideal fit for [employee advocacy](#) and empowering employees to advance their personal brand or professional development as they publish content to their own profiles.

Optimal Send Times powered by ViralPost®

A data-driven approach to managing your social content calendar that increases authentic engagement.

Driven by audience engagement data

The ViralPost® algorithm analyzes your audience's engagement patterns, content velocity and other factors to detect the most active times for authentic engagement.

Optimized to improve your post times

Powered by ViralPost®, Sprout's Optimal Send Times feature surfaces the best times to post right at the point of scheduling — calculated for each unique profile on each specific day.

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Intelligent automation paired with powerful data that efficiently fills your social calendar while you focus on creating content.

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ViralPost® seamlessly integrates with Sprout Queue, our automated scheduling engine, so you can focus on crafting great content and spend less time figuring out when to post.

Highly configurable and easy to set up

Sprout Queue + ViralPost® gives you maximum control with minimal effort through profile-level configurations for distribution frequency and daily content spread.

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