

## CALENDAR FOR SOCIAL MEDIA

- Comparing to Facebook, Instagram has many young active users.
- The best part about Instagram is that it has some of the most highly engaged users. On an average day, users share more than 95 million photos and videos. And these posts yield a total of about 4.2 billion likes in a single day.
- So concentrating more on Instagram posts will be productive. Not only posts, we should also concentrate on Instagram stories. So the followers will be engaged and there won't be any connectivity break between us and the followers/audience.
- Next we can concentrate on Facebook, and Youtube

### Best time to post on Instagram –

- Monday: 3:15 pm, 7:30 pm and 7:30 am IST
- Tuesday: 11:30 am, 1:30 pm and 6:30 pm IST
- Wednesday: 4:30 pm, 5:30 pm, and 8:30 am IST
- Thursday: 6:30 pm, 9:30 pm, and 4:30 am IST
- Friday: 2:30 pm, 10:30 pm, and 12:30 am IST
- Saturday: 8:30 pm, 4:30 am, and 5:30 am IST
- Sunday: 4:30 pm, 5:30 pm, and 2:00 am IST
- Best times to post on Instagram: Wednesday at 11 a.m. and Friday at 10–11 a.m.
- Best day: Wednesday is the overall best day to post to Instagram
- Most consistent engagement: Tuesday through Friday, 10 a.m.–3 p.m.
- Worst day: Sunday receives the least amount of engagement on Instagram
- Lowest engagement: Occurs during late night and early morning from 11 p.m.–3 a.m.

(Source : Source digit)

**Overall best time would be 11am – 1pm and 7pm – 9pm**

### Contents to be posted

**MONDAY - #mondaymotivation** – To begin the week in a positive way we can post some motivational quotes.

**TUESDAY - #tuesdaythoughts** - We can post some technical stuffs (eg: Analytics bytes in blackboard learning, digital marketing Jargons in Social mantri page).

**WEDNESDAY- #wednesdayvibes**- We can post videos like testimonials , a glimpse of our work, students opinion after the course, or some attractive videos related to our company (as user engagement is high on this day).

**THURSDAY- #throwbackthursday** – We can post some vintage ideas that has been used in the field of marketing and analytics.

**FRIDAY - #funfriday** – We can post funny memes relating to current situation or related our company products/services that will attract customers (like if we are giving some offers or discount memes will be better to attract the customers).

**SATURDAY- #shoutoutsaturday** - Any interesting news or articles related to digital marketing and analytics.

**SUNDAY – No posts** (low engagement day)

We should make sure that our posts should be more or less in sync with the hashtags. These are some of the popular hashtags that will help our posts to be viewed globally by many which in turn help us to gain many followers. The same posts will work well on Facebook also.