



THE BEST TIMES TO POST ON

SOCIAL MEDIA

FACEBOOK

Wednesday to Saturday: 9:00am - 3:00pm

Also clickthrough rates increased between 11:00 am.to 12 pm and between 3:00 pm - 4:00 pm

Worst times - Early mornings and evenings have the least amount of engagement per day.

INSTAGRAM

Wednesday and Friday: 10:00am -

1:00pm

On an average, most engagement happens from Tuesday through Friday between 10:00am to 3:00pm

Worst days/times: Posts receive least engagement on Sundays (anytime) and/or during late night and early morning on weekdays

PINTEREST

Saturday: 8:00pm - 11:00pm and

2:00am - 4:00 am

Certain topics tend to perform better on certain days of the week:

Sunday: Food/crafts | Monday: Fitness | Tuesday: Gadgets |

Wednesday: Quotes | Thursday: Outfits | Friday: Gifts | Saturday: Travel

TWITTER

Monday to Friday: 9:00am - 4:00pm

Lifespan of a tweet is very short. And most workdays tend to get the highest level of engagement on Twitter.

Worst days - Saturday & Sunday



LINKEDIN

Wednesday: 10:00Am - 12:00pm

Engagement rates are higher from Tuesday through Friday between 8:00am – 2:00pm

Worst days/ times - Weekends and after work hours

YOUTUBE

Saturday and Sunday: 9:00am - 11:00am

In general, on weekdays, most viewers watch videos in the evening; so the best time to upload videos are between 12:00pm - 4:00pm