



S O U L H E A R T

WHAT TIMES
SHOULD I POST
ON SOCIAL?





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THE BEST TIME TO POST ON SOCIAL

You can put in all the work. You can have an eye-catching photo, witty caption, impressive freebies, and perfect copy, BUT still not find traction or engagement. WHY? Because you are leaving out one essential consideration:

TIME

The amount of activity on social networks ranges widely throughout the day - and even by the particular platform. Peak times for Facebook are different for those for LinkedIn, Instagram, and Twitter, and Pinterest.

If you want to make sure your posts reach your maximum audience for maximum impact, your posting schedule must take into account these peak times of engagement - as well as the device that is used to access the social network.

Our guide takes the guesswork out of determining times for maximum engagement. We break down the best times to post on each platform to the hour and day, as well as give an overview of the general activity times on it.

As you schedule your posts, keep these times in mind - and watch your engagement increase with very little extra effort on your part!



INSTAGRAM



BEST TIME TO POST ON INSTAGRAM

Instagram is meant for use on mobile devices. [Approximately 60% of its U.S. users use the app daily](#), though it would appear that many engage with content more during off-work hours than during the workday.

- ▶ On average, the best times to post on Instagram across industries are 1 p.m. and 5 p.m., during lunch and the end of the typical work day, respectively.
- ▶ B2B organizations have the most times of high-clickthrough rates to choose from: 12 to 1 p.m., 5:00 to 6:00 p.m., and even as late as 8 to 9 p.m. when people are winding down for the day.
- ▶ The best day to post on Instagram is Friday.



FACEBOOK





BEST TIME TO POST ON FACEBOOK

People log in to Facebook on both mobile devices and desktop computers, both at work and at home. How it's used depends heavily on the audience.

- ▶ On average, the best time to post across industries is 9 a.m., when people are just starting work and going online for the first time.
- ▶ Facebook sees another increase in clickthrough rates between 11:00 a.m. to 12 p.m., when folks are take their lunch break.
- ▶ The hours of 3:00 PM - 4:00 PM are also promising posting times for B2C, B2B, software, and higher-ed organizations.
- ▶ The best days to post on Facebook are Thursday to Sunday.



TWITTER





BEST TIME TO POST ON TWITTER

Like Facebook, people use Twitter on both mobile devices and desktop computers, both at work and at home. How it's used also depends heavily on audience -- but people often treat it like an RSS feed, and something to read during downtimes in their day, like commutes, work breaks, and so on.

- ▶ Good times to tweet average around 8 to 10 a.m., as well as 6 - 9 p.m. -- which makes sense, given that it correlates with both morning and evening commutes.
- ▶ B2C companies have the most hours to choose from where they would see heightened clickthrough rates on their content: 8 to 10 a.m., 12 p.m., and then 7 to 9 p.m.
- ▶ If your goal is to maximize retweets and clickthroughs, aim for noon or 5 to 6 p.m.
- ▶ For B2C companies, the best days to tweet are weekends. For B2B companies, the best days to tweet are weekdays. Coincidence? Not really. If you think about it, people shop for business needs when they're working (weekdays) and personal needs when they're off work (weekends).



LINKEDIN



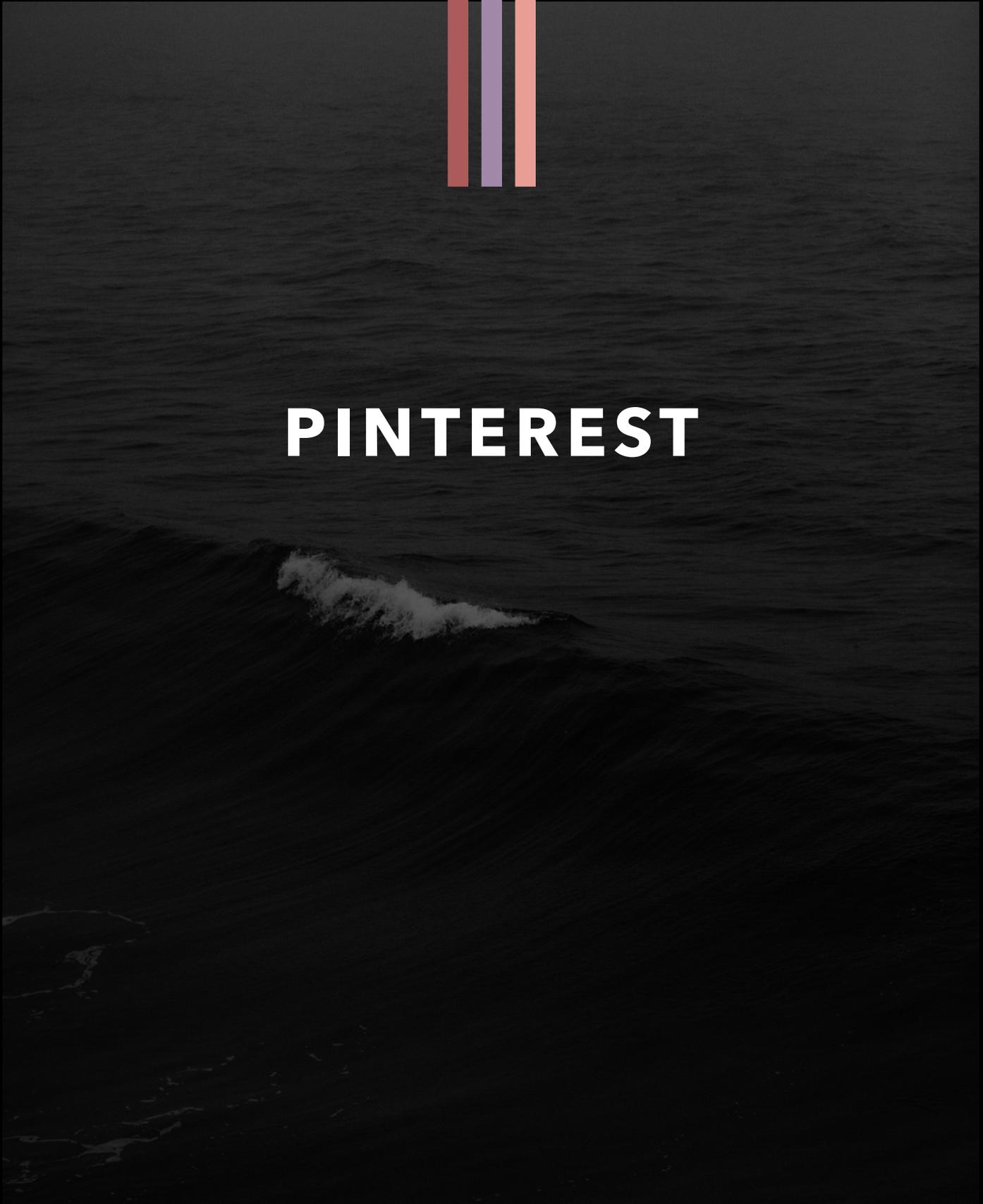
BEST TIME TO POST ON LINKEDIN

Roughly [25% of U.S. adults use LinkedIn](#), largely for professional purposes, during weekdays and the work hours. It's used with slightly less frequency than some of the other channels on this list.

- ▶ Aim to post on LinkedIn between 10 a.m. to noon.
- ▶ B2C, media, and higher-ed organizations have the narrowest windows for when to post for maximum performance: 12 p.m., 8 a.m., and 10 a.m. are their best times, respectively.
- ▶ The best day to post on LinkedIn is Wednesday.



PINTEREST





BEST TIME TO POST ON PINTEREST

Pinterest users [skew heavily female](#), and 29% of users are active on this channel on a regular basis.

- ▶ The best times to post on Pinterest are 8 to 11 p.m. and, interestingly, 2 p.m. to 4:00 a.m. This could indicate some interest in the platform in non-North American time zones, which means global content is all the more important here.
- ▶ Contrasting many of the other channels we've listed here, evening commutes tend to be some of the worst times to post to Pinterest. That could be due to the fact that it's not as "browseable," with many pins requiring navigation away from the channel.

SOURCE: HUBSPOT

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S O U L H E A R T

THE SEARCH IS OVER.