

## THE BEST TIMES TO

# Post on Social Media

Based On Research

All too often, we're asked the question, "When is the best time to post on social media?" The answer is complex and depends on a variety of factors, including your industry and audience. For reference, here are the best times to post on Instagram, Facebook, Twitter, LinkedIn, and Pinterest.

## Best Times On Facebook

Facebook is broadly used on mobile and desktop, at work and at home. It really depends on the audience as far as who and how it is used.

### B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### B2B Businesses

9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Software Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Healthcare Businesses

6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM

### Media Companies

6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM

### Higher Education

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Best Times On Instagram

Instagram users are on a platform meant for mobile, and that means they tend to use the network all the time, any time.

### B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### B2B Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Software Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Healthcare Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Media Companies

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Higher Education

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Best Times On Twitter

Twitter is a hard nut to crack, and definitely audience dependent, like Facebook. It is often treated like an RSS feed, and something to read during down times like commutes, breaks, and so on.

### B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### B2B Businesses

7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Software Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Healthcare Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Media Companies

6AM 7AM 8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Higher Education

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Best Times On LinkedIn

LinkedIn is for professionals, and they tend to use it around work hours.

### B2C Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### B2B Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Software Businesses

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Healthcare Businesses

9AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Media Companies

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

### Higher Education

8AM 9AM 10AM 11AM 12PM 1PM 2PM 3PM 4PM 5PM 6PM 7PM 8PM 9PM 10PM

## Best Times On Pinterest

Pinterest users seem to make network activity an evening sport, much like sitting down to TV in the evening during their free time.

4PM 5PM 6PM 7PM 8PM 9PM 10PM 11PM 12PM 1AM 2AM 3AM 4AM 5AM 6AM

MORE NETWORKS = MORE ENGAGEMENT

### LET'S ADD BEST DAYS TO POST...

#### Facebook

MON TUES WED THU FRI SAT SUN

#### Instagram

MON TUES WED THU FRI SAT SUN

#### Twitter for B2C Companies

MON TUES WED THU FRI SAT SUN

#### Twitter for B2B Companies

MON TUES WED THU FRI SAT SUN

#### LinkedIn

MON TUES WED THU FRI SAT SUN

## How To Use This Data

1. Stay consistent with the times you're posting.
2. Use a general approach of several sources.
3. Find the ones that work best for your audience.
4. Use the Best Time Scheduling feature in CoSchedule.

CoSchedule

#### SOURCES:

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<http://blog.bufferapp.com/best-time-to-tweet-research>  
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<http://mariahallhoff.com/blog/posts/best-time-for-social-media/#best-times-to-post-to-social-media>  
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