

IS IT THE RIGHT



SOLUTION
ACTIVATION

TIME TO POST

Best Time to Post on facebook



Best Time to Post on



MO

TU

WE

TH

FR

SA

SU

Best Days to Post

Most Views



12 PM - 4 PM

during work days

9 AM - 11 AM

on the weekends

SA

SU

Most viewers watch YouTube on weekend so post on Saturdays and Sundays around 9 - 11 AM.



Most viewers watch videos in the evening. Post at 12 - 4 PM so videos would be indexed by the evening.

Best Time to Post on



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Worst Days During Work Hours

Best Days



8 - 11 PM

after work hours



Work hours tend to be less popular for Pinterest users.



Mothers tend to use Pinterest actively which may be why they tend to post later in the evening.

Best Time to Post on



Twitter

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Best Days During the Lunch Hour

Worst Days



12 - 1 PM

during the lunch hour

SA SU^x

Saturday and Sunday are the worst days to post on Twitter.



Posting at lunch everyday Monday to Friday can help you increase social media engagement.

Best Time to Post on LinkedIn

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Best Days

Worst Days



10 - 11 AM

during work hours

SA SU^x

Weekends and after work hours tend to be the worst times to post on LinkedIn.



LinkedIn is used by recruiters, salespeople and businesspeople which is why it's used during work hours.

Best Time to Post on Instagram

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SA

SU

Best Days

Worst Day



11 AM - 1 PM
during lunch time

7 PM - 9 PM
after work

WE

Wednesdays get the highest level of engagement on Instagram.



Most Instagrammers tend to login via mobile. So they tend to avoid browsing during work hours.