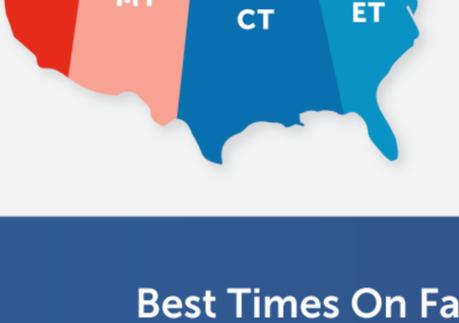


THE BEST TIMES TO

Post on Social Media

In 2018 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.



80% of the U.S. population is in the Central and Eastern time zones.

So, in theory, the Eastern or Central time zone would be the best time to base off for a United States audience.

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



B2B Businesses



Software Businesses



Healthcare Businesses



Media Companies



Colleges



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



B2B Businesses



Software Businesses



Healthcare Businesses



Media Companies



Colleges



Best Times On Twitter

Twitter is a hard nut to crack, and definitely audience dependant, 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



B2B Businesses



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Healthcare Businesses



Media Companies



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Best Times On LinkedIn

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

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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.



MORE NETWORKS = MORE ENGAGEMENT

LET'S ADD BEST DAYS TO POST...

Facebook



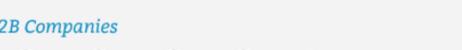
Instagram



Twitter for B2C Companies



Twitter for B2B Companies



LinkedIn



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.



RESOURCES:

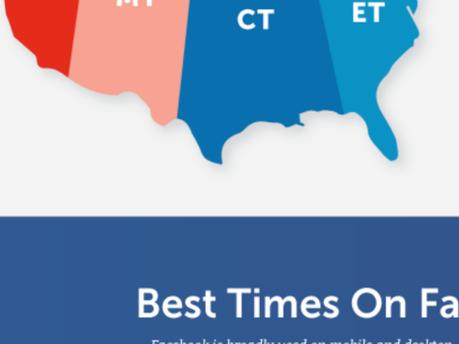
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RESOURCES:

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