

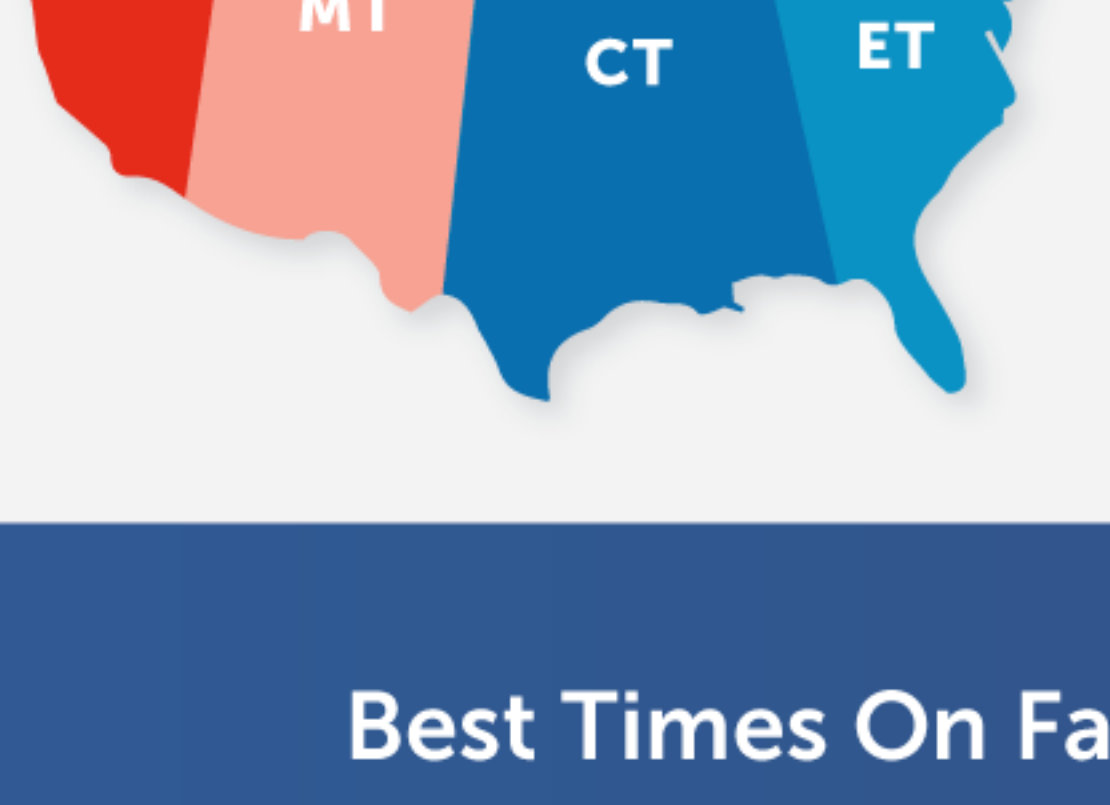
THE BEST TIMES TO

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 timezone 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

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Software Businesses

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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

Colleges

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

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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

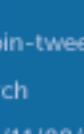
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How To Use This Data

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**

RESOURCES:

<http://blog.hubspot.com/marketing/best-times-post-pin-tweet-social-media-infographic>
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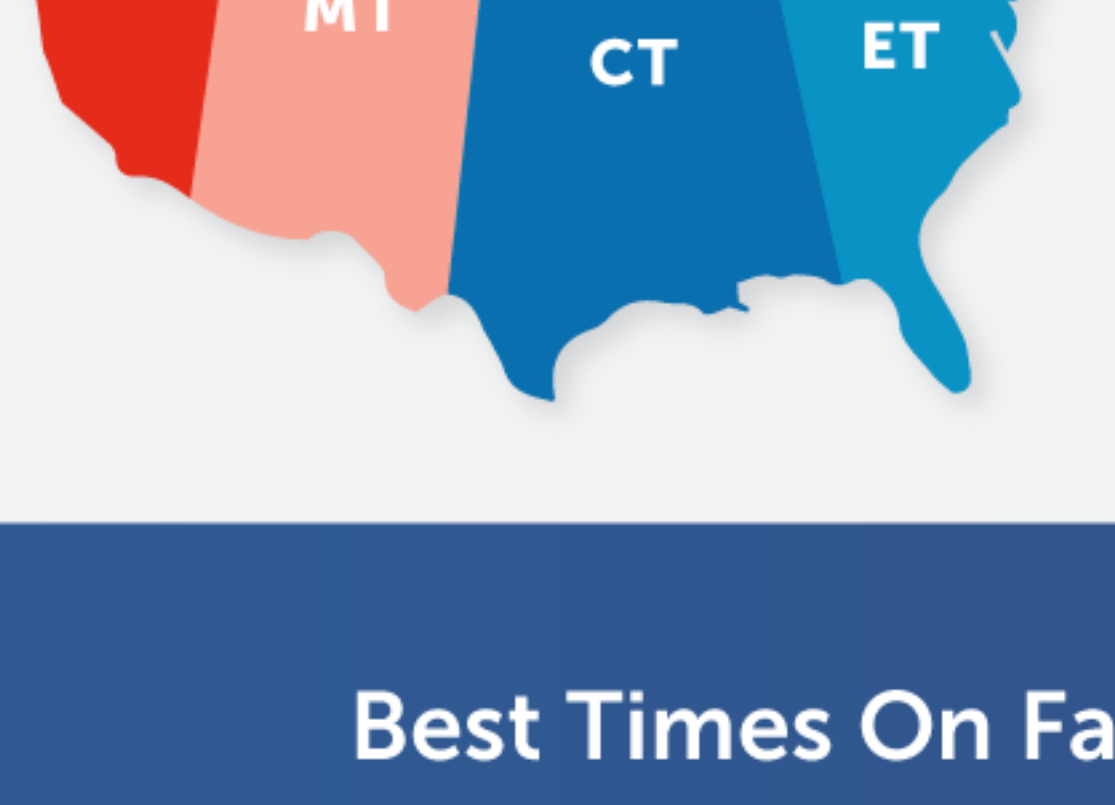
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