

THE BEST TIME TO POST ON SOCIAL MEDIA

Have you ever wondered if there is an 'ideal' time to post on social media? When you have spent several precious hours coming up with unique ideas for a new campaign or brainstorming for fresh content, you would obviously want to post it at a time when it would get maximum visibility. After all, isn't higher viewer engagement the primary purpose of your social media presence? Let's find out what the numbers say about posting content on social media.



Through 2020 and 2021, social media has become extremely important to stay connected and remain up-to-date on current trends and events. Not surprisingly, 2021 has displayed increased engagement across all platforms.

WHEN IT COMES TO POSTING CONTENT ONLINE, TIMING IS CRUCIAL!



- The best time to post is between 8AM and noon on Tuesdays and Thursdays
- The largest volume of followers log in to on Facebook around 3PM EST on weekdays.
- 74% of Americans check Facebook at least once a day and spend about 34 minutes a day on an average.

- The best time to post is between 8AM and noon or 4PM and 5PM PST
- 63% of Americans check Instagram at least once a day and spend 6 mins and 35 seconds per visit.



- The best time to post is 8AM on Mondays and Thursdays.
- 25% Americans check Twitter several times a day and every visit exceeds 10 minutes.

- The best time to post is 9AM on Tuesdays and Wednesdays.
- 9% Americans check LinkedIn everyday.



SOME TIPS AND TRICKS FOR POSTING CONTENT ONLINE

- Always review the viewer engagements, likes, comments and impressions of your previous posts to give you an idea when your audience is online.
- Check out your competitors social media accounts. Follow what content they are posting and when. Also keep an eye on the attention their content garners.
- Be consistent with your posts, respond to comments and keep monitoring the audience response to your content.
- Post in the time zone of your audience! Most sites now offer post scheduling options.

Sources:

<https://blog.hootsuite.com/best-time-to-post-on-facebook-twitter-instagram/>

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