

POST ON SOCIAL MEDIA DURING THESE HOURS

Here's a short posting guide for major social networking websites:

facebook®

BEST DAYS:

Thursday, Friday, Saturday, and Sunday

BEST TIME:

12 noon to 3pm

WORST DAY AND TIME:

Friday, Saturday, and Sunday
at 9pm to 7am

Most users check Facebook to get them through the afternoon slump which occurs after lunch. There's a lull in online activity during weeknights as people have more important things to do.

twitter

BEST DAYS:

For B2B, Monday to Friday; for B2C, Wednesday, Saturday, and Sunday

BEST TIME:

7:30am to 8:30am, 5pm – highest retweet, 12pm and 6pm – highest CTR

WORST DAY AND TIME:

Friday at 3pm onwards

*Tweeple*s (Twitter Users) are more active when commuting to and from work, and also during lunchtime.

LinkedIn

BEST DAYS:

Tuesday, Wednesday, and Thursday

BEST TIME:

10am to 11am – most clicks and shares, 7am to 8am, 5pm to 6pm

WORST DAY AND TIME:

10pm to 6am, Monday and Friday

One of the reasons why LinkedIn engagement is highest during weekdays and work hours is the fact that its users are mostly B2B.

Google+

BEST DAYS:

Monday to Friday

BEST TIME:

9am to 11am

WORST DAY AND TIME:

8pm to 4am

People in Google+ are mostly early birds who prefer to check in during early to late morning.

Pinterest

BEST DAYS:

Saturday

BEST TIME:

8pm to 11pm

WORST DAY AND TIME:

Monday to Friday, 8am to 5pm

Netizens are more inclined to check out recipes, organizational tricks, and fashion finds during weekends.

Keep in mind that it's important to understand your target audience's demographic; knowing their location and time zone is crucial if you want to successfully follow this posting timetable.

Not all of the date we stated above will work for every business. Brands should experiment by posting on different social media platforms at different times in different days. Follow it with careful social media monitoring to ensure accurate and helpful results.

 **filwebasia**

