

These Are the Best Times to Post on Social Media

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Date : October 12, 2016



Social media can make or break your brand. It's essential to know when and what to post.

Social media plays a valuable role in [marketing](#), sales, [branding](#) and more. That's why it's vital for your company to keep up with new **social** media channels and constantly evolving practices. Knowing who your [target audience](#) is and what the best times to post are key components toward an effective **social** media strategy.

Start by conducting industry research and checking out your competition's **social** channels. You may be overwhelmed by the number of posts out there and find yourself confused about when you should deploy your own content. That's why, after analyzing 17.5 million **social** media posts by 17,737 brands, marketing analytics software provider [TrackMaven](#) has released its [Best Times to Post on Social Media Cheat Sheet](#).

The best times to post vary by industry, channel and target audience. On five of the major social media networks -- **Twitter**, **Facebook**, **LinkedIn**, **Instagram** and **Pinterest** -- user interaction peaks at certain times. The report reveals that Thursday at 5 p.m. (all times Eastern) is an ideal time to send out a tweet, while Thursday at 8 p.m. provides the greatest chance of a customer clicking, liking, sharing or commenting on a **Facebook** post.

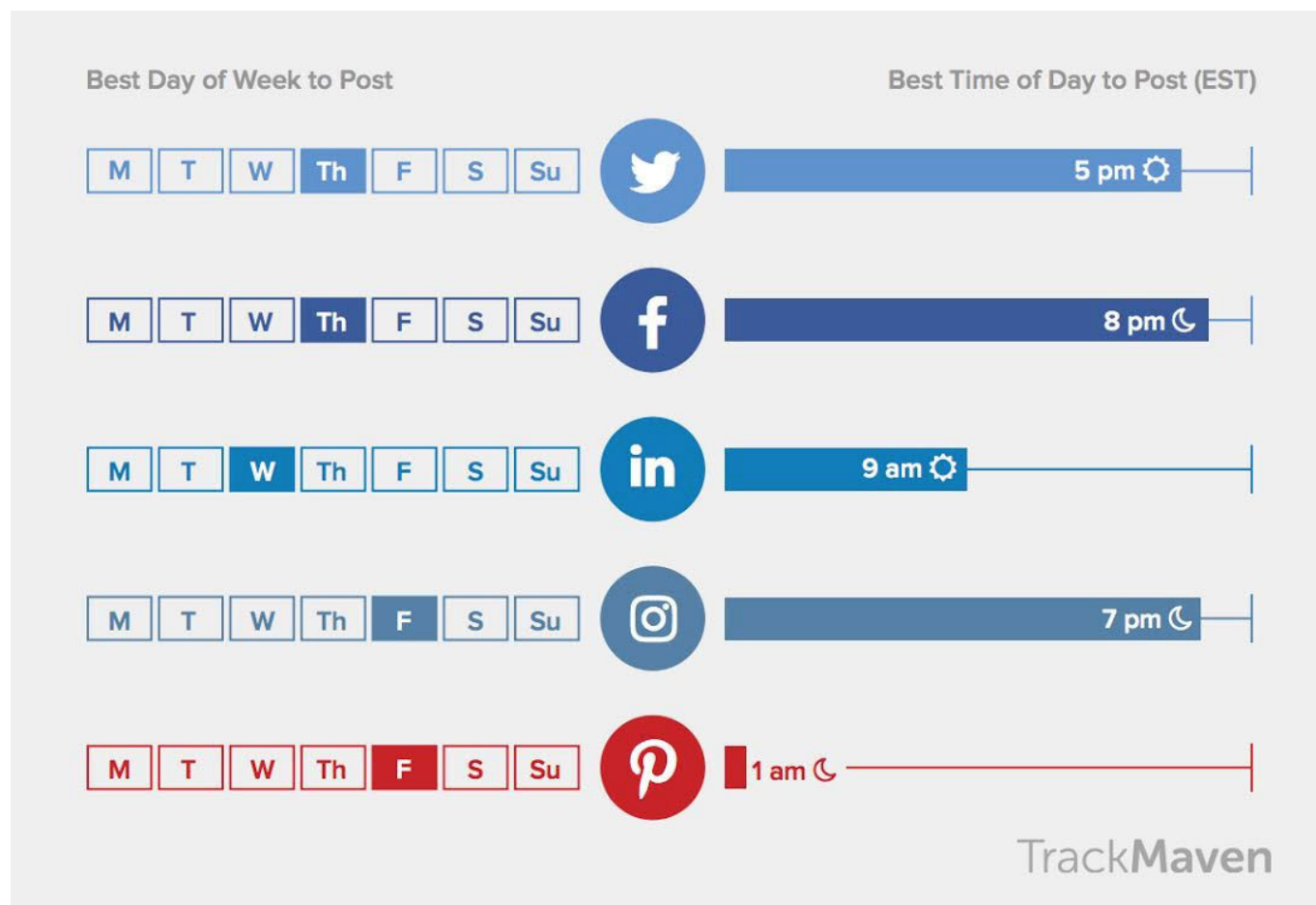
Fridays evenings are an ideal time to reach **Instagrammers**, and **Pinterest's** peak hour is 1 a.m. on Friday. Unsurprisingly, Wednesday morning is an effective time for a **LinkedIn** post -- you're most likely to get in touch with business professionals before they start the work day.

The report also examines post times specific to 75 industries. From airlines/aviation to fashion to law, optimal post times differ according to when target [customers](#) and followers tend to check their **social** accounts. In the aviation/airline industry, the best time to post on Twitter is 1 p.m. on Friday -- probably because people are preparing for trips or commuting. For the architecture industry, the best time to send a tweet is on Saturday morning when people have time away from work to think about home projects or renovations.

When and what to post on your **brand's social** media channels is different for every business. Often, what you post on **Facebook** will not be suitable for **Pinterest**. Or even if it is, the best

post times for each will likely differ. Being in tune with your audience and understanding which types of content work for which channels will help you devise a strong [social media strategy](#).

Check out the graphic below to find out what times your company should be posting online, or click [here](#) to download TrackMaven's Cheat Sheet for 75 Industries.



This article first appeared in www.entrepreneur.com