

# The Best Times to Post on Social Media



With 2989 million users worldwide (July 2018), Facebook is the most popular Social Media platform. Posting is suggested once per day from Monday to Friday between 8AM and 5PM local time. The most engagement tends to be between 1-4PM on weekday afternoons.



YouTube captures audiences of all ages and is the best way to create potentially viral content. Video lengths should be around 30 seconds, but no more than a minute to keep your audience's attention and get your message across. The best times to post are Thursdays and Fridays between 2PM and 4PM, or Saturdays and Sundays between 9AM and 11AM. Videos are best if only posted once or twice per week.



Photo sharing is increasingly become a popular way to promote business and services, and Instagram is proof of that. To get the most out of this platform, it is suggested that posting once per day, between 11AM and 1PM or 7PM to 9PM is best. However, some suggest that between 8AM and 9AM is the most popular time, with the least beneficial time being between 3PM and 4PM.



Twitter is used to share information in xxx characters or less. It has 336 million users worldwide (July 2018). Twitter requires frequent posting with 3-5 times per day being the suggested amount. Monday to Thursday between 9AM and 3PM is the ideal posting time. However, 12PM-3PM are typically the "Golden Hours" of Twitter viewership.



LinkedIn is a business networking platform that is used to establish new contacts from virtually all over the world. It features a blogging platform called Pulse, that can be used by all users. The best times to post are between 8AM-5PM, from Monday to Friday. although some would suggest that 5PM to 6PM and Tuesdays gain the most engagement from users. Posting on LinkedIn should happen no more than 2 to 4 times per week.