

# When Is the Best Time to Post on Social Media

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It's no surprise how social media has influenced the world of digital marketing and how it's expected to [make waves in 2020](#). Its evolution has created unlimited opportunities for business growth. However, when it comes to attracting the right target audience by posting on social media: a single question may make or break your optimism: *"did my potential customers really saw my post?"*

Whether you want to sell burgers via Facebook or want to recruit the best talent on LinkedIn, you'd agree with this statement: *"social media platforms move fast!"*

Since users scroll down to their preferred content, it's challenging for businesses to grab their attention. That's why it makes sense to know the best time to post on social media. You want the most users to view your posts, and that's how you can maximize your brand's visibility.

Wondering what exactly is the right time to post on social media?

Let's explore when exactly you should post on different social media platforms.

## **The best time to post on Facebook**

People use Facebook at home as well as at work. Posting on Facebook at 9 a.m. will give your content a higher chance to grab their attention because that's when they're going online before getting started with work. Another time slot is between 11 a.m. and 12 p.m. when they might be scrolling their favorite Facebook pages during the lunch break.

## **The best time to post on Twitter**

Killing time becomes easier if there's an interesting tweet to follow on the go. People prefer reading the tweets during a commute or a work break. The best bet? You can tweet between 8 a.m. and 10 a.m. to get maximum visibility. You can also post between 6 p.m. and 9 p.m. for the evening commuters.

## **The best time to post on LinkedIn**

Letting the professional segment know about your company's corporate image is best possible during weekdays. Posting on LinkedIn makes the most sense on Wednesdays – the mid of the week is an ideal time for those who are looking for job ads and want to apply online.

## **The best time to post on Instagram**

Since Instagram is a mobile-friendly platform, you can expect its users to engage with your content during their free hours. Therefore, it's wise to post on Instagram after the end of a work day or between 1 p.m and 5 p.m on the weekends.

## **The takeaway**

Though each social media platform continuously gives you the opportunities to interact with your audience, what matters is whether your content is accessible to your audience or not. What if your audience wants to see your weekly video on a Tuesday evening but you've uploaded it on Saturday?

While weekends garner lower user-engagement, you can use this insight as an opportunity to attract your audience in the week days.

In short, it's about knowing the right timing for your social media posts. If you've studied it, you'll get closer to your audience, and hence, spread your message across.