

# Best times to post on social media

| Social Network           | Time Zone   |  | Time Zone  |  |
|--------------------------|---|--|--|--|
| <b>Facebook</b>          | <b>PT</b>   | <b>CT</b>  | <b>ET</b>  |  |
| <b>Best Time to Post</b> | Tuesday, Wednesday and Friday 7 a.m.–11 a.m.                | Tuesday, Wednesday and Friday 9 a.m.–1 p.m.                  | Tuesday, Wednesday and Friday 9 a.m.–1 p.m.                  | Tuesday, Wednesday and Friday 9 a.m.–1 p.m.                  |
| <b>Best Day to Post</b>  | Tuesday, Wednesday, Friday                                  | Tuesday, Wednesday, Friday                                   | Tuesday, Wednesday, Friday                                   | Tuesday, Wednesday, Friday                                   |
| <b>Worst Day to Post</b> | Saturday  | Saturday   | Saturday   | Saturday   |
| <b>Twitter</b>           |   |  |  |  |
| <b>Best Time to Post</b> | Wednesday 7 a.m.– 1 p.m., Tuesday through Thursday 7–9 a.m. | Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m. | Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m. | Wednesday 9 a.m.– 3 p.m., Tuesday through Thursday 9–11 a.m. |
| <b>Best Day to Post</b>  | Wednesday   | Wednesday  | Wednesday  | Wednesday  |
| <b>Worst Day to Post</b> | Saturday  | Saturday   | Saturday   | Saturday   |
| <b>Instagram</b>         |   |  |  |  |
| <b>Best Time to Post</b> | Tuesday 9 a.m.–noon, Monday through Friday 9 a.m.           | Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.        | Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.        | Tuesday 11 a.m.–2 p.m., Monday through Friday 11 a.m.        |
| <b>Best Day to Post</b>  | Tuesday   | Tuesday  | Tuesday  | Tuesday  |
| <b>Worst Day to Post</b> | Sunday  | Sunday   | Sunday   | Sunday   |
| <b>LinkedIn</b>          |   |  |  |  |
| <b>Best Time to Post</b> | Tuesday and Thursday 7 a.m.–10 a.m., Wednesday 7 a.m.–noon  | Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.    | Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.    | Tuesday and Thursday 9 a.m.–noon, Wednesday 9 a.m.–2 p.m.    |
| <b>Best Day to Post</b>  | Tuesday and Wednesday                                       | Tuesday and Wednesday  | Tuesday and Wednesday  | Tuesday and Wednesday  |
| <b>Worst Day to Post</b> | Sunday  | Sunday   | Sunday   | Sunday   |

