

WHEN TO POST ?



Best Practices For All Your Channels



TWITTER

While certain industries will break out into more specific times, the overall best time for a B2C company to post on Twitter is around 12 noon. Which day? You should be tweeting every day, but Friday is the clear winner.

FACEBOOK

Facebookers behave differently from the Twitterverse, so when you want the best blend of likes, comments, and shares, aim for a Wednesday or Thursday posting @ 1pm.



INSTAGRAM

Sundays and early parts of any workday are the dead zones for Instagram intake. Thursday @ 3pm is the optimal time for posting once a week, although for a 2x strategy, you should add Wednesday.

LINKEDIN

The career-minded networking set seems pretty busy during business hours, and forget Mondays and Fridays - those days are for putting out fires. Wednesday @ 5pm is the ideal slot.



Knowing *when* to post is great. Knowing *what* to post is even better. If you'd like to put together an in-depth content strategy from persona & content types to pain-point alleviation & how to leverage it all for the one true metric: **conversions**, then by all means, drop us a line - we're always listening.

