

WHAT'S THE BEST TIME TO POST?

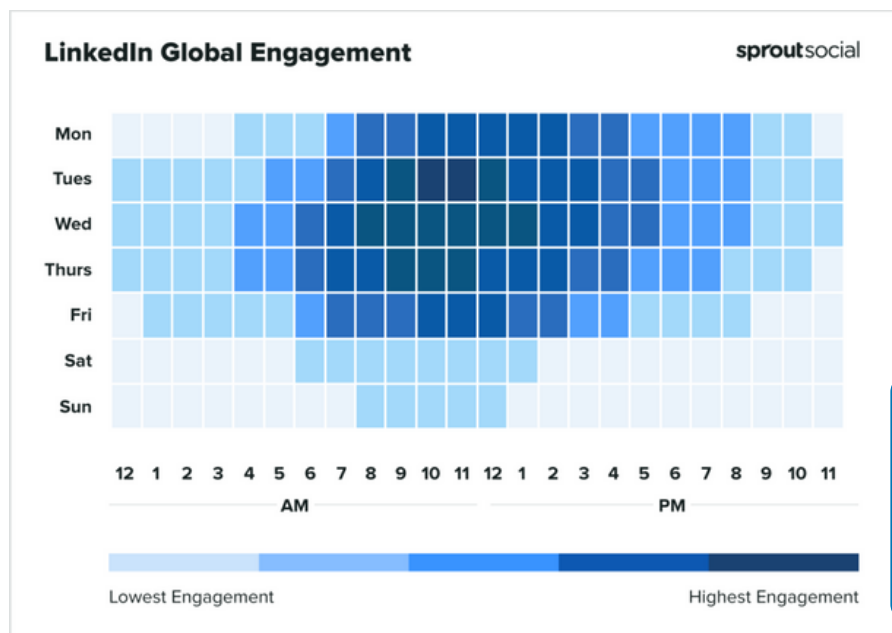


Making the perfect graphic and having the best caption is another, but sometimes the algorithms that promote your content to your desired audience **might not favour the expected timeframe**. The timing of your posting can directly affect the engagement and views your post would get. Here are some tips to **nail down the right posting time** and never be caught late again!

CHECK YOUR PLATFORM

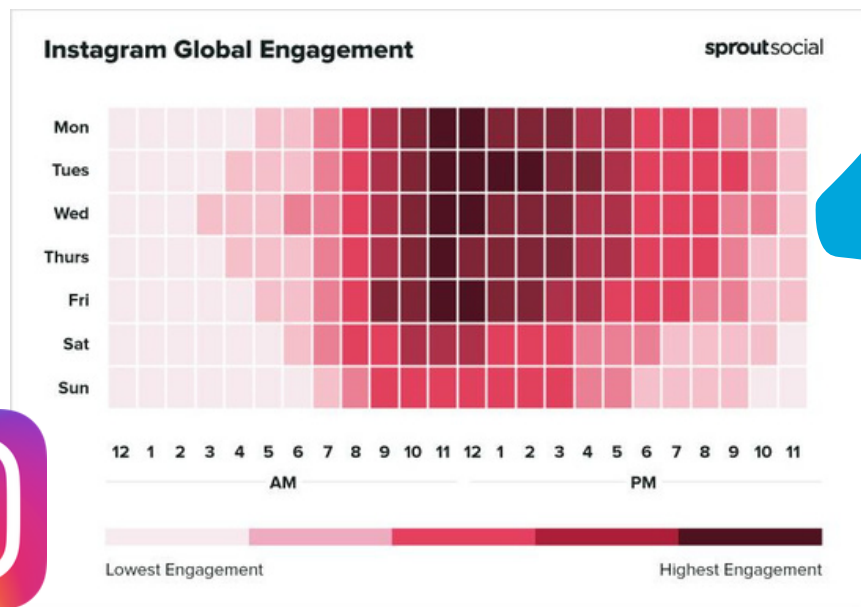
When you're first introduced to social media, it can be quite a learning curve to find out that different social media platforms can have **drastically different audiences from another**. Where you post your content will be approached with a different lens depending on what platform you're posting. Are you talking to professionals? An older or younger audience? Is your post about the image or the text? These questions can lead you to prioritize which platform you post on and when assuming you want to **bulk post all at once**.

THIS DATA DOESN'T LIE



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NOTICE SOMETHING?

There is a trend here – LinkedIn, a platform designed for professionals, is **more active earlier in the week and day**. A more laid-back forum, Instagram is more active later in the week and day. Think about it, at the start of the week, your job, co-workers and business success would be at the top of your mind. **You might notice your interests change later in the week and often at the end of the day**. You're thinking about what to do for dinner, what your friends doing, and your weekend plans. The same can be said for your social media audience!

Facebook: Mondays through Fridays at 3 a.m., Tuesdays at 10 a.m. and noon.

Twitter: 8 a.m. on Mondays and Thursdays

Instagram: Fridays at 11 a.m., Tuesdays and Wednesdays from 10 a.m. to 1 p.m.

LinkedIn: Tuesdays and Wednesdays between 8 am-10 am.

EXTRAS TO CONSIDER

Consider **who** your business is talking to and to **whom this post might resonate most**. Additionally, some social media platforms like Facebook and Instagram have personalized recommendations for when to post, custom to your audience.

There are so many subtle details that go into having a successful social media page and **how** your feed is arranged. Hopefully, these tips and tricks will help you reach the right audience!

Interested in a 1:1 Zoom conversation with Sociable Media?

Book a **FREE** 1 hour session on DigiPort for marketing advice.

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