

- Social networking

Best time to post on socmed

New Straits Times · 31 May 2024 · 14

THERE'S no magic formula when it comes to social media. But according to the latest report from Sprout Social, there are certain days and times that are best for your posts to get the most views.



And these times differ from platform to platform.

Whether it's on X (formerly Twitter), Instagram, TikTok, Facebook, LinkedIn or Pinterest, content creators have every reason to favour certain time slots for posting their content. After analysing nearly two billion engagements across 400,000 social profiles, the report determines the best times for content to go viral.

Overall, the best times to post on these six platforms are: Mondays between 11am and mid-day, Tuesdays (10am to 2pm; 3pm to 4pm), Wednesdays (9am to 3pm), Thursdays (9am and 2pm), and Fridays (10am to 11am).

Tuesdays, Wednesdays and Thursdays prove to be the most successful days, while Sundays are the worst days to post.

FACEBOOK

The best times to post on Facebook are Mondays (9am to noon), Tuesdays (9am to 2pm; 5pm), Wednesdays (9am to 3pm; 5pm), Thursdays (8am to 2pm; 5pm), and Fridays (9am to 11am).

The best days to post on Facebook are Monday to Thursday. On the other hand, the worst day to post on Facebook is Sunday.

INSTAGRAM

For optimal engagement on Instagram, it's recommended to post on Mondays (11am to 2pm), Tuesdays (10am to 4pm), Wednesdays (9am to 4pm), Thursdays (9am to 1pm; 2pm), and Fridays at 11am.

The most effective days for posting on Instagram are Tuesdays, Wednesdays and Thursdays. Sundays, on the other hand, should be avoided.

LINKEDIN

To maximise reach and engagement on LinkedIn, companies should post to their pages on Tuesdays and Wednesdays between 10am and noon, and on Thursdays at 10am. The most effective days are Tuesday to Thursday, but forget about weekends.

PINTEREST

To reach a wider audience on Pinterest, posting on Tuesday to Friday at 1am, as well as Thursday at 3am is advisable. Weekdays are the most effective days, while weekends are the worst times to post on Pinterest.

TIKTOK

Posting on TikTok is recommended on Tuesdays between 4pm and 6pm, Wednesdays (9am to 11am; noon to 2pm; 6pm), Thursdays (9am to 11am; 2pm to 6pm) and Fridays (4pm to 6pm).

The best days for TikTok are Wednesdays and Thursdays, but not Sundays.

X

As for X (formerly Twitter), it's Mondays (10am to noon), Tuesdays, Wednesdays and Thursdays (9am to 3pm) and Fridays (10am to noon). Arrange to post your content from Tuesdays to Thursdays and take Sundays off.

It's important to note that these times are averages, and that results may vary depending on the audience and content of each post.

It is, therefore, important to test different times and monitor the results to determine the most effective times for your own social networking strategy.