

MONTH: _____



Facebook



Instagram



Twitter



Blog



YouTube

	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Week 1	AM f 8am Post idea						
	PM i 5pm Post idea						
Week 2	AM						
	PM						
Week 3	AM						
	PM						
Week 4	AM						
	PM						
Week 5	AM						
	PM						

Create your monthly social media plan:

- Choose the days and times you want to publish, and insert the icon for the platform and idea for the post
- Pay attention to time of day – see more about best times to post on next page
- Write down a list of ideas for posts: products, staff profiles, ideas, tips, jokes – think about your target market, and what they are interested in.
- Instagram: use as many hashtags as possible (maximum is 30), combine general and local, ie: #food and also #perthfood

WHAT ARE THE BEST TIMES TO POST ON SOCIAL MEDIA?



facebook

BEST DAYS TO POST

M T W TH F SA SU



86% of posts are published during the work week with engagement peaking on Thursday and Friday



Engagement rates fall 3.5% below average for posts published Monday through Wednesday



In correlation, the "Happiness Index" on Facebook spikes by 10% on Friday

NOTE
Specific industries vary slightly, but most spike towards the end of the week.

“ the less people want to be at work, the more they are on Facebook! ”
— Buddy Media

BEST TIME OF THE DAY TO POST

The optimal time to post is early afternoon if the time zone with most of your audience.
Data varies from different source



Broader suggestion of anytime between 9am — 7pm

WHAT ARE THE BEST TIMES TO POST ON SOCIAL MEDIA?



Instagram

BEST DAYS TO POST

According to TrackMaven, Instagram engagement stays consistent throughout the week, with slight spikes on Mondays and a slight dip on Sundays.

M T W TH F SA SU

BEST TIME OF THE DAY TO POST

Off work hours



Fortune 500 companies overwhelmingly put photos up on Instagram during business hours, with posts spiking between 3pm-4pm EST



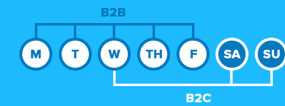
During work hours, an average of 22.5 per 1000 Instagram followers interacted with videos posted by Fortune 500 companies. During off-hours, 33.4 per 1,000 followers interacted with the content

WHAT ARE THE BEST TIMES TO POST ON SOCIAL MEDIA?



twitter

BEST DAYS TO TWEET



B2B

Weekdays provide 14% more engagement than weekends.

The guess is that businesses work with other businesses during the weekdays, where consumers explore with brands during the weekend.

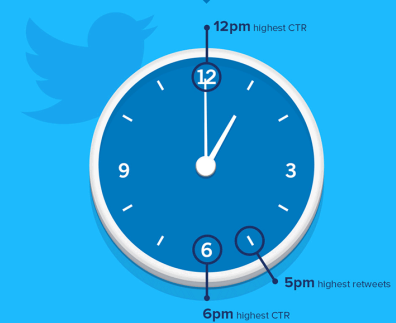
B2C

Engagements and CTRs are highest on weekends and Wednesdays

According to Dan Zarrella, Twitter engagement for brands is 17% higher on weekends

BEST TIME OF THE DAY TO TWEET

5pm for highest retweets, 12pm and 6pm for highest CTR. This could be due to lunch breaks and people looking for something to keep them occupied on the commute home after work.



TIP

Use the tool [Followerwonk](#) to find the optimal time tailored to your audience.



According to Twitter, users are 18% more likely to be on Twitter during their commute.



They're also 110% more likely to use Twitter during school or work hours.