

# The Best Times to Post on Social Media (and More!)

## Channel

### Most Popular

### Most Effective

When to Post on

Time of Day

Day of Week

Time of Day

Day of Week

## Instagram



1 – 2 PM



Thurs



8 – 9 AM



Mon

## Email



11 AM – 12 PM



Thurs



2 – 5 PM



Thurs

## Facebook



12 PM – 1 PM



Thurs



12 AM – 1 PM



Sun

## Twitter



12 PM – 1 PM



Thurs



10 – 11 PM



Sun

## Blogs



11 AM – 12 PM



Tues & Wed (it's a tie!)



12 AM – 1 PM



Sat

Using TrackMaven reports and other industry research, this guide provides an aggregate view of the noisiest and most effective times to communicate across five of the most commonly used marketing channels. Use this guide to help you determine the channel-specific distribution strategy that works best for your audience!

### Sources

The Retweet Report: <http://bit.ly/11eVV0e>

The Colossal Content Marketing Report: <http://bit.ly/11eW2st>

The Stagnant State of Email Report: <http://bit.ly/11eWalz>

The Fortune 500 Instagram Report: <http://bit.ly/11eWd7k>

The Marketing Maven's Guide to Facebook: <http://bit.ly/11eWrLy>



TrackMaven