

THE BEST TIMES TO

POST

ON
SOCIAL MEDIA

+ Cheat Sheet for **75** Industries!

TrackMaven

How to USE THIS GUIDE:

We analyzed more than 17.5 million social media posts by 17,737 brands to provide you with the best times to post on Twitter, Facebook, LinkedIn, Instagram, and Pinterest.

On this page, you'll find the overall **best day of the week and best time of day** to post for each of the five social channels. In the following pages, we break down the best day of the week and the best time of day to post for 75 industries.

Best Day of Week to Post

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Best Time of Day to Post (EST)



BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Airlines/Aviation					
Best Day of the Week	Fri.	Tues.	Wed.	Wed.	Thurs.
Best Time of Day (EST)	1 pm	2 pm	Noon	2 pm	5 am

Apparel & Fashion					
Best Day of the Week	Tues.	Wed.	Thurs.	Fri.	Sat.
Best Time of Day (EST)	Noon	Noon	9 pm	5 pm	6 pm

Architecture & Planning					
Best Day of the Week	Sat.	Sun.	Tues.	Thurs.	Fri.
Best Time of Day (EST)	9 am	11 am	2 pm	11 am	11 pm




Arts and Crafts					
Best Day of the Week	Mon.	Sun.	Wed.	Sun.	Wed.
Best Time of Day (EST)	4 pm	11 am	1 pm	1 pm	10 am

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Automotive

					
Best Day of the Week	Fri.	Sat.	Fri.	Wed.	Thurs.
Best Time of Day (EST)	1 pm	1 pm	Noon	9 pm	1 pm



Aviation & Aerospace

					
Best Day of the Week	Mon.	Thurs.	Sun.	Fri.	--
Best Time of Day (EST)	1 pm	2 pm	3 pm	10 am	--






Banking

					
Best Day of the Week	Mon.	Tues.	Wed.	Mon.	Tues.
Best Time of Day (EST)	Noon	7 pm	10 am	Noon	4 pm

Broadcast Media





					
Best Day of the Week	Thurs.	Sun.	Thurs.	Sun.	--
Best Time of Day (EST)	7 pm	1 pm	11 am	9 am	--

Business Supplies and Equipment






					
Best Day of the Week	Wed.	Fri.	Sat.	Fri.	--
Best Time of Day (EST)	10 am	4 pm	3 pm	1 pm	--

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY






Commercial Real Estate

					
Best Day of the Week	Tues.	Wed.	Wed.	--	--
Best Time of Day (EST)	12 am	10 am	1 pm	--	--






Computer Games

					
Best Day of the Week	Tues.	Fri.	Fri.	Fri.	Tues.
Best Time of Day (EST)	6 pm	1 pm	11 am	10 am	4 pm






Computer Software

					
Best Day of the Week	Thurs.	Fri.	Wed.	Mon.	Wed.
Best Time of Day (EST)	10 am	Noon	9 am	3 pm	10 pm

Construction

					
Best Day of the Week	Wed.	Thurs.	Wed.	Sat.	Wed.
Best Time of Day (EST)	3 pm	2 pm	7 pm	8 pm	11 pm

Consumer Goods






					
Best Day of the Week	Wed.	Sun.	Fri.	Tues.	Tues.
Best Time of Day (EST)	11 am	11 am	8 am	6 pm	Noon

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Consumer Services

					
Best Day of the Week	Mon.	Fri.	Sun.	Sat.	Tues.
Best Time of Day (EST)	1 pm	4 pm	6 am	10 am	9 am




Cosmetics

					
Best Day of the Week	Tues.	Tues.	Sun.	Tues.	Mon.
Best Time of Day (EST)	5 pm	6 am	4 pm	11 am	10 am






Defense & Space

					
Best Day of the Week	Mon.	Mon.	Thurs.	Sun.	Thurs.
Best Time of Day (EST)	10 am	5 pm	4 pm	6 pm	5 pm

Design

					
Best Day of the Week	Fri.	Thurs.	Mon.	Fri.	Tues.
Best Time of Day (EST)	3 pm	1 pm	Noon	10 am	4 pm

E-Learning

					
Best Day of the Week	Fri.	Thurs.	Wed.	Thurs.	Wed.
Best Time of Day (EST)	4 pm	4 pm	2 pm	8 pm	8 pm

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Education






Management

					
Best Day of the Week	Wed.	Thurs.	Tues.	Thurs.	Wed.
Best Time of Day (EST)	3 pm	7 am	3 pm	Noon	1 pm


Entertainment

					
Best Day of the Week	Fri.	Sun.	Wed.	Mon.	Sat.
Best Time of Day (EST)	2 pm	4 pm	3 pm	11 am	9 am






Environmental Services

					
Best Day of the Week	Wed.	Fri.	Wed.	Thurs.	Tues.
Best Time of Day (EST)	7 am	8 pm	8 am	11 am	2 pm

Facilities Services

					
Best Day of the Week	Fri.	Mon.	Mon.	Fri.	Tues.
Best Time of Day (EST)	9 am	2 pm	1 pm	2 pm	9 am

Financial Services





					
Best Day of the Week	Thurs.	Sat.	Wed.	Fri.	Mon.
Best Time of Day (EST)	Noon	5 pm	9 pm	9 am	9 pm

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Fine Art

					
Best Day of the Week	Wed.	Mon.	Thurs.	Tues.	Wed.
Best Time of Day (EST)	Noon	5 pm	1 pm	4 pm	5 pm

Food & Beverages

					
Best Day of the Week	Mon.	Tues.	Thurs.	Tues.	Thurs.
Best Time of Day (EST)	1 pm	11 am	3 pm	12 am	1 pm






Food Production

					
Best Day of the Week	Thurs.	Fri.	Fri.	Tues.	Wed.
Best Time of Day (EST)	8 pm	10 am	5 pm	11 am	3 pm

Furniture

					
Best Day of the Week	Mon.	Thurs.	Mon.	Mon.	Sun.
Best Time of Day (EST)	3 pm	11 am	2 pm	1 pm	9 am

Gambling & Casinos






					
Best Day of the Week	Wed.	Tues.	Mon.	Thurs.	--
Best Time of Day (EST)	9 am	10 am	Noon	2 pm	--

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY






Government Administration

					
Best Day of the Week	Tues.	Tues.	Mon.	Thurs.	--
Best Time of Day (EST)	5 pm	7 pm	2 pm	5 pm	--





Higher Education

					
Best Day of the Week	Wed.	Tues.	Sat.	Fri.	Mon.
Best Time of Day (EST)	3 pm	5 am	5 pm	2 pm	11 pm






Hospital & Health Care

					
Best Day of the Week	Wed.	Thurs.	Fri.	Thurs.	Mon.
Best Time of Day (EST)	3 am	9 am	6 am	1 pm	9 pm

Hospitality






					
Best Day of the Week	Tues.	Fri.	Mon.	Fri.	Sun.
Best Time of Day (EST)	4 pm	8 am	10 am	Noon	4 pm





Information Tech. & Services






					
Best Day of the Week	Wed.	Tues.	Wed.	Thurs.	Fri.
Best Time of Day (EST)	1 pm	9 am	1 pm	2 pm	8 pm






BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Insurance					
Best Day of the Week	Wed.	Sat.	Fri.	Tues.	Mon.
Best Time of Day (EST)	9 am	10 am	2 am	4 pm	Noon

International Trade and Dev.					
Best Day of the Week	Thurs.	Thurs.	Mon.	--	--
Best Time of Day (EST)	Noon	6 pm	9 am	--	--

Internet					
Best Day of the Week	Tues.	Wed.	Sun.	Mon.	Sat.
Best Time of Day (EST)	11 am	9 pm	8 am	9 am	11 am

Investment Management					
Best Day of the Week	Tues.	Fri.	Thurs.	Mon.	Mon.
Best Time of Day (EST)	10 am	3 pm	7 am	6 pm	4 pm





Law Practice					
Best Day of the Week	Wed.	Tues.	Mon.	Fri.	--
Best Time of Day (EST)	9 am	10 am	4 pm	3 pm	--

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY


Legislative Office

					
Best Day of the Week	Thurs.	Thurs.	Fri.	--	--
Best Time of Day (EST)	9 pm	9 pm	7 pm	Noon	--





Luxury Goods & Jewelry

					
Best Day of the Week	Tues.	Mon.	Sun.	--	--
Best Time of Day (EST)	5 pm	7 am	9 am	--	--






Machinery

					
Best Day of the Week	Mon.	Fri.	Fri.	Mon.	Tues.
Best Time of Day (EST)	9 am	9 am	9 am	Noon	3 pm

Management Consulting



					
Best Day of the Week	Fri.	Wed.	Sun.	Tues.	Thurs.
Best Time of Day (EST)	4 pm	2 pm	5 pm	6 pm	Noon

Marketing and Advertising



					
Best Day of the Week	Thurs.	Sat.	Tues.	Wed.	Tues.
Best Time of Day (EST)	4 pm	9 am	4 am	1 pm	9 am

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY





Medical Devices

					
Best Day of the Week	Mon.	Mon.	Mon.	Mon.	Mon.
Best Time of Day (EST)	9 am	6 am	11 am	Noon	10 am

Music

					
Best Day of the Week	Mon.	Tues.	Tues.	Fri.	Tues.
Best Time of Day (EST)	6 pm	11 am	2 pm	3 pm	4 pm

Newspapers






					
Best Day of the Week	Tues.	Sun.	Thurs.	Fri.	--
Best Time of Day (EST)	10 am	11 am	6 am	8 pm	--

Nonprofit

Organization Mgmt.



					
Best Day of the Week	Mon.	Sun.	Mon.	Mon.	Thurs.
Best Time of Day (EST)	11 am	2 pm	9 am	7 pm	5 pm

Oil and Energy


					
Best Day of the Week	Tues.	Thurs.	Sat.	Wed.	Mon.
Best Time of Day (EST)	11 am	3 pm	4 pm	6 pm	12 pm

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Online Media

					
Best Day of the Week	Fri.	Wed.	Fri.	Mon.	--
Best Time of Day (EST)	3 pm	4 am	4 am	12 pm	--





Package/Freight Delivery

					
Best Day of the Week	Fri.	Sat.	Sun.	--	--
Best Time of Day (EST)	2 pm	1 pm	12 pm	--	--

Packaging and Containers

					
Best Day of the Week	Tues.	Thurs.	Wed.	--	--
Best Time of Day (EST)	1 pm	11 am	6 pm	--	--

Paper & Forest Products






					
Best Day of the Week	Tues.	Thurs.	Wed.	Thurs.	Wed.
Best Time of Day (EST)	2 pm	7 pm	4 pm	7 pm	6 pm






Performing Arts

					
Best Day of the Week	Mon.	Sun.	Thurs.	Tues.	--
Best Time of Day (EST)	2 pm	4 pm	6 pm	2 pm	--


BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Pharmaceuticals					
Best Day of the Week	Thurs.	Mon.	Fri.	Wed.	Wed.
Best Time of Day (EST)	12 pm	3 pm	1 pm	2 pm	2 pm

Political Organization					
Best Day of the Week	Thurs.	Tues.	Fri.	Mon.	--
Best Time of Day (EST)	6 pm	2 am	5 am	6 pm	--

Printing					
Best Day of the Week	Wed.	Thurs.	Sat.	--	--
Best Time of Day (EST)	7 pm	3 pm	2 pm	--	--

Publishing					
Best Day of the Week	Thurs.	Thurs.	Thurs.	Mon.	--
Best Time of Day (EST)	11 am	7 am	11 am	10 am	--






Real Estate					
Best Day of the Week	Thurs.	Thurs.	Wed.	Sat.	Mon.
Best Time of Day (EST)	10 am	1 pm	3 pm	12 pm	11 am

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Renewables & Environment

					
Best Day of the Week	Wed.	Sat.	Wed.	Mon.	Mon.
Best Time of Day (EST)	3 pm	3 pm	4 pm	1 pm	4 pm






Research

					
Best Day of the Week	Tues.	Tues.	Mon.	Tues.	--
Best Time of Day (EST)	11 am	8 am	11 am	1 pm	--


Restaurants

					
Best Day of the Week	Fri.	Thurs.	Wed.	Wed.	Mon.
Best Time of Day (EST)	1 pm	11 am	1 am	4 pm	7 pm

Retail


					
Best Day of the Week	Fri.	Mon.	Thurs.	Tues.	Tues.
Best Time of Day (EST)	11 am	1 am	1 pm	1 pm	9 pm






Security and Investigations






					
Best Day of the Week	Fri.	Wed.	Wed.	Thurs.	--
Best Time of Day (EST)	1 pm	12 pm	9 pm	1 pm	--


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Semiconductors					
Best Day of the Week	Tues.	Thurs.	Tues.	--	--
Best Time of Day (EST)	10 pm	3 pm	3 pm	--	--

Sporting Goods					
Best Day of the Week	Wed.	Mon.	Thurs.	Tues.	Wed.
Best Time of Day (EST)	1 pm	3 pm	7 pm	5 pm	7 pm

Sports					
Best Day of the Week	Sun.	Tues.	Fri.	Fri.	Mon.
Best Time of Day (EST)	10 am	11 am	9 am	11 am	10 am

Staffing and Recruiting					
Best Day of the Week	Mon.	Thurs.	Tues.	Thurs.	--
Best Time of Day (EST)	5 am	11 am	1 pm	11 am	--


Textiles					
Best Day of the Week	Fri.	Sun.	Tues.	Mon.	--
Best Time of Day (EST)	5 pm	11 am	11 am	12 pm	--

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Translation and Localization

					
Best Day of the Week	Thurs.	Tues.	Wed.	Tues.	Thurs.
Best Time of Day (EST)	12 pm	7 am	11 am	10 am	12 pm




Transportation/ Trucking/Railroad

					
Best Day of the Week	Fri.	Thurs.	Sat.	Mon.	Thurs.
Best Time of Day (EST)	3 pm	6 pm	5 am	2 pm	12 pm






Utilities

					
Best Day of the Week	Thurs.	Fri.	Sat.	Mon.	Thurs.
Best Time of Day (EST)	6 pm	9 am	3 pm	6 pm	2 pm






Venture Capital & Private Equity

					
Best Day of the Week	Tues.	Fri.	Fri.	Wed.	Wed.
Best Time of Day (EST)	1 pm	12 pm	2 pm	4 pm	9 am

Wholesale

					
Best Day of the Week	Fri.	Tues.	Wed.	Fri.	--
Best Time of Day (EST)	5 pm	8 pm	11 am	5 pm	--

BEST TIMES TO POST ON SOCIAL MEDIA BY INDUSTRY

Wine and Spirits					
Best Day of the Week	Tues.	Sun.	Mon.	--	--
Best Time of Day (EST)	5 am	5 am	11 am	--	--

METHODOLOGY:

We analyzed more than 17.5 million social media posts by 17,737 brands to provide you with the best times to post on Twitter, Facebook, LinkedIn, Instagram, and Pinterest. Our data spanned a seven month time period, from January 1, 2016, through July 31, 2016. In order to assess the best times to post, we evaluated the engagement rate, or number of interactions per post per 1,000 followers, for each post. The best times of day and day of week to post are left blank for industries without a significant sample size on a particular social network.

TrackMaven

Track your marketing success against leading competitors!

START TRACKING



twitter.com/TrackMaven



facebook.com/TrackMaven



instagram.com/trackmaven



Go to trackmaven.com/start-tracking to get a custom benchmark of your marketing across 15 digital channels. You'll learn exactly which topics and tactics are working for you, and what you can do to leapfrog your competitors.