

## 1. Best Time to Post on Instagram

Instagram is meant for use on mobile devices. **Half of its U.S. users use the app daily**, though it would appear that many engage with content more during off-work hours than during the workday.

In general, the best times to post on Instagram are on Monday and Thursday, at any time other than 3-4 p.m.

The best time to post videos is 9 p.m.-8 a.m., on any day.

Some outlets have reported success on Mondays between 8-9 a.m., correlating with the first morning commute of the week for many.

## 2. Best Times to Post on Facebook

People log in to Facebook on both mobile devices and desktop computers, both at work and at home. How it's used depends heavily on the audience.

On average, the best time to post is 1-4 p.m., when clickthrough rates have shown to be at their highest.

Specifically, 12-1 p.m. is prime time on Saturday and Sunday.

During the week, the same goes for Wednesday at 3 p.m., as well as Thursday and Friday between 1-4 p.m.

The worst times are weekends before 8 a.m. and after 8 p.m.

## 3. Best Times to Post on Twitter

Like Facebook, people use Twitter on both mobile devices and desktop computers, both at work and at home. How it's used also depends heavily on audience -- but people often treat it like an RSS feed, and something to read during down times like commutes, breaks, and so on.

Good times to tweet average around 12-3 p.m., with an apex at 5 p.m. -- which makes sense, given that it correlates with the evening commute.

Weekdays tend to show a stronger performance, though some niches might have more active audiences on the weekend.

If your goal is to maximize retweets and clickthroughs, aim for noon, 3 p.m., or 5-6 p.m.

## 4. Best Times to Post on LinkedIn

Roughly **25% of U.S. adults use LinkedIn**, largely for professional purposes, during weekdays and the work hours. It's used with slightly less frequency than some of the other channels on this list, with **more than half of users visiting less than once a week**.

**Aim to post toward the middle of the week, between Tuesday-Thursday.**

**When aiming for a high clickthrough rate, post on these days during times that correspond with the morning and evening commute -- roughly 7:30-8:30 a.m. and 5-6 p.m. -- as well as the lunch hour, around 12 p.m.**

**Some have also seen a positive performance on Tuesdays, between 10–11 a.m.**