

How Often to Post / The Best Times to Post on Social Media

This info comes from these articles on [Hootsuite.com](#), [Hubspot.com](#), and [CoSchedule](#). These days/times are a guideline. Be sure to check your own social media analytics to see when your followers are most active on each social network.

FACEBOOK

Post 1-2x/day

- 12:00-3:00 pm on Mondays, Wednesdays, Thursdays, Fridays
- 12:00-1:00 pm on Saturdays and Sundays

TWITTER

Tweet 1-5x/day, up to 15x/day (Read more in [this article from Forbes.](#))

- 3:00 pm Monday-Friday

INSTAGRAM

Post 1-2x/day

- 12:00-1:00 pm Monday-Friday
- Avoid:** 3:00-4:00 pm Monday-Friday
- Get an [Instagram Business Account](#) (it's free), which will tell you when your followers are active. Mine are on 5-9 pm typically, which differs from the recommendation above. Hence the importance of checking your own analytics.

PINTEREST

Pin 3-11 images/day

- Evenings and 2:00 am-4:00 am everyday
- 5:00 pm Fridays
- 8:00 am-1:00 pm Saturdays

LINKEDIN

Post 0-1x/day

- 7:30-8:30 am, noon, and 5:00-6:00 pm on Tuesdays, Wednesdays, Thursdays
- Plus 10:00-11:00 am on Tuesdays