







Best Days and Times to Post on Social Media Sites

												
Primary Audience	B2C	B2B	B2C	B2B	B2C	B2B	B2C	B2B	B2C	B2B	B2C	B2B
Best Days to Post	Thursday & Friday		Wednesday - Sunday	Monday - Friday	Focus on B2B only: 93% of LinkedIn's audience is B2B	Tuesday - Thursday	Saturday best day to pin	Focus on primary B2C audience	engagement consistent throughout week; slight peak on Mondays		Monday - Thursday with best engagement on Wednesdays	
Best Time to Post	between 9 am - 7 pm (peak shares 1pm, peak clicks 3pm)		12pm for highest retweets, 12pm and 6pm for highest clicks			best post times 7-8am, 5-6pm; most clicks & shares 10-11am	best time to pin 8-11pm; fashion & retail Fridays 3pm		off work hours		9am - 11am	

Note: most times are EST. Chart created by www.SBMarketingTools.com based on infographic by QuickSprout.