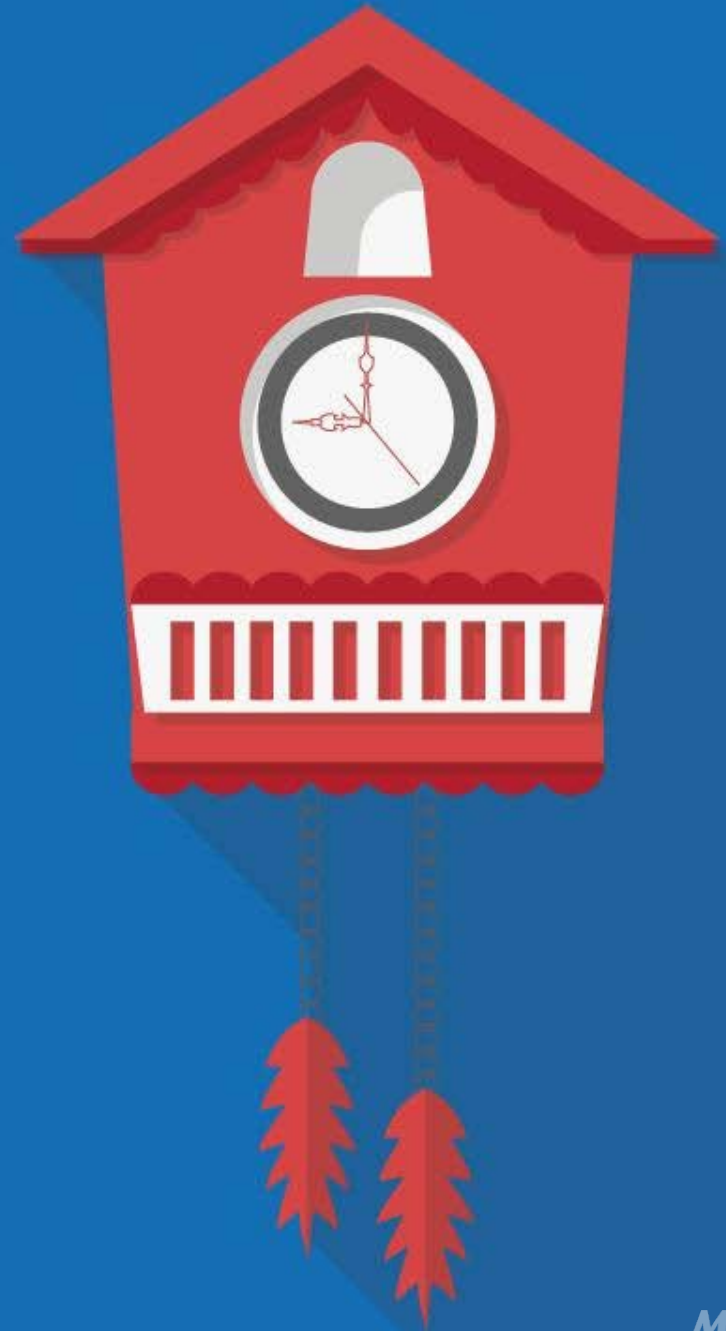




It's Not You.
It's **ME.**

How timing **affects**
Your **social** posts

Fast Company detailed the best times to launch new content out into the world, even honing in on the optimal hours for engagement.



facebook®

The Breakdown

Daily Users: 890 million

Monthly Users: 1.39 billion (yes — with a B)

Peak Engagement: Wed @ 3p

Prime Time: Weekdays, 1p - 4p

The Dead Zone: Weekends, 8p - 8a

The best time to post is between 1p and 4p on weekdays because victims of the "afternoon slump" often head to Facebook for a pick-me-up. The **golden hour is 3p on Wednesdays**, while 8p to 8a on weekends should be avoided at all costs.





The Breakdown

Monthly Users: 284 million

Daily Tweets: 500 million+

Peak Engagement: Wed @ 3p

Prime Time: Mon - Thurs, 1p - 3p

The Dead Zone: Fri afternoon & evenings

The short-and-sweet nature of tweets makes them ideal for people to browse on their lunch breaks - **Mondays through Thursdays from 1p and 3p** as the best times to post content.

Users don't tend to check in as much in the evenings or on Friday afternoons, so avoid these periods.





LinkedIn

The Breakdown

Monthly Users: 300 million

Global Presence: 200+ countries

#1 User: United States

Prime Time: Tues - Thurs, Noon & 5p -6p

The Dead Zone: Mon - Fri, 10p - 6a

Known as "the professional social network," users are most active when their minds are on their jobs: **Tuesdays through Thursdays at Noon** and also **5p to 6p** see the most traffic.

On Mondays, people aren't into the swing things, and by Fridays, they've mentally checked out, so steer clear of posting content on these days.



Pinterest

The Breakdown

Monthly Users: A mystery

Total Pins: 30 billion+

Peak Engagement: Fri @ 3p

Prime Time: Saturday mornings

The Dead Zone: Weekdays 9a - 5p

Pinterest doesn't publicly release user statistics, but third-party projections suggest the majority of its users are women, and the top categories of pins are Food & Drink, DIY & Crafts and Home Decor.

The best time to pin is Saturday mornings, while the worst is during normal working hours.



tumblr.

The Breakdown

Users: 420 million

Registered blogs: 206 million

Peak Engagement: Sun - Tues, 7p - 10p

Prime Time: Friday @ night

The Dead Zone: Any day before 4p

Tumblr is a haven for night owls. Peak use occurs from **7p to 10p on Sundays through Tuesdays**, with its golden hour **Fridays at 7p**. Avoid posting before 4p on any day if you're looking to drive engagement.



Have a question we didn't cover?
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