



2017

# SOCIAL MEDIA

## POSTING RECOMMENDATIONS

**HELPFUL TIP:**  
USE FACEBOOK INSIGHTS TO SEE  
WHEN YOUR AUDIENCE IS ONLINE.

**BEST DAYS:**

S M T W Th F Sa

POST

**3-4** TIMES PER WEEK

**OPTIMAL TIMES:**

8-9 AM

1-3 PM

**HELPFUL TIP:**  
RETWEET CONTENT TO  
VARY YOUR POSTS.

**BEST DAYS:**

S M T W Th F Sa

POST

**5** TIMES PER DAY

**OPTIMAL TIMES:**

12-3 PM

5-6 PM

**HELPFUL TIP:**  
EARLY MORNING IS THE  
BEST TIME TO POST.

**BEST DAYS:**

S M T W Th F Sa

POST

**3-4** TIMES PER WEEK

**OPTIMAL TIMES:**

9-1 PM

**HELPFUL TIP:**  
THE BEST TIME TO POST  
IS DURING WORK HOURS.

**BEST DAYS:**

S M T W Th F Sa

POST

**3** TIMES PER WEEK

**OPTIMAL TIMES:**

7-8 AM

5-6 PM

**HELPFUL TIP:**  
TRY TO AVOID POSTING  
BETWEEN 3PM - 4PM.

**BEST DAYS:**

S M T W Th F Sa

POST

**1** TIME PER DAY

**OPTIMAL TIMES:**

8-9 AM

5-6 PM