

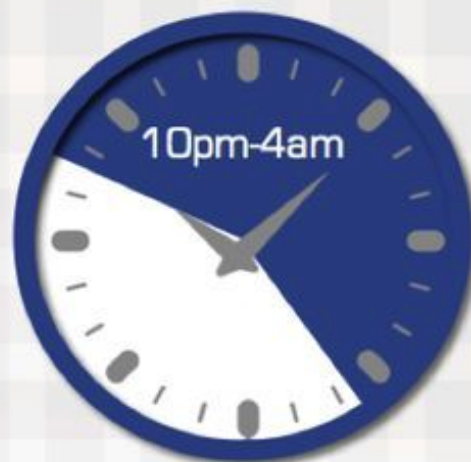
## Optimise your posting times

# Best and Worst Times to Post to Social Media

facebook®



Best



Worst

### Share at the best times.

There may not be an exact best time to post, but data analytics firm [SumAll](#) found the optimum times to post on various platforms as follows:

9 a.m. to 11 a.m. EST for Google +,

1 p.m. to 3 p.m. for Twitter,

7 a.m. to 1 p.m. for Facebook,

7 p.m. to 10 p.m. for Tumblr,

5 p.m. to 6 p.m. for Instagram, and

8 p.m. to 11 p.m. for Pinterest.

I've personally found that women tend to be online late on Facebook, Instagram and Pinterest. I typically wait until around 10 p.m. or 11 p.m. to post. When I'm working with an ecommerce site, the best time for me to post is Thursday night. My previous company Organize could sell almost three times the amount of products online on Thursday night as compared with any other night of the week.