

# WE ARE SOCIAL

## WHEN TO SHARE CONTENT!

Different social media networks have different peak times for posting. Take advantage!

### FACEBOOK

**1** — **1** — **2**  
LOW POST PER DAY RECOMMENDED HIGH

**When: 1-2pm**

\*Research suggests that posting to Facebook no more than once a day is best or you'll start to be interpreted as Spam

### PINTEREST

**3** — **11** — **30**  
LOW PINS PER DAY RECOMMENDED HIGH

**When:**

PIN 1 2am	PIN 5 2pm	PIN 9 9pm
PIN 2 3am	PIN 6 3pm	PIN 10 10pm
PIN 3 4am	PIN 7 4pm	PIN 11 11pm
PIN 4 1pm	PIN 8 8pm	

### TWITTER

**1** — **15** — **51**  
LOW TWEETS PER DAY RECOMMENDED HIGH

**When:**

TWEET 1 2am	TWEET 6 10am	TWEET 11 3pm
TWEET 2 3am	TWEET 7 11am	TWEET 12 5pm
TWEET 3 6am	TWEET 8 12pm	TWEET 13 6pm
TWEET 4 7am	TWEET 9 1pm	TWEET 14 9pm
TWEET 5 9am	TWEET 10 2pm	TWEET 15 10pm

### LINKEDIN

**0** — **1** — **1**  
LOW POST PER DAY RECOMMENDED HIGH

**When: 10-11am**

\*Research suggests that once a day should be the most you share on LinkedIn

### GOOGLE+

**0** — **2** — **3**  
LOW POSTS PER DAY RECOMMENDED HIGH

**When:**

POST 1 9-11am
POST 2 12-1pm

\*Research suggests sharing on Google+ a minimum of three times per week while 10 times per week should be your maximum

### INSTAGRAM

**0** — **2** — **3**  
LOW POSTS PER DAY RECOMMENDED HIGH

**When:**

POST 1 8-9am
POST 2 2am

\*Research suggests that major brands share on Instagram on average 1.5 times a day but not more