All too often, we get asked the question, "When is the best time to post on social media?" Here is your ultimate guide to the best times and days to reach your audience on Facebook, Twitter, LinkedIn, Pinterest, Instagram, and Google+.

So, in theory, the Eastern or Central timezone would be the best time to base off for a United States audience.

Resources:
- Instagram
- Facebook
- LinkedIn
- Pinterest
- Twitter
- Google+

Take the guesswork out of social message timing with best time scheduling in CoSchedule.

### Facebook

![Facebook Engagement Chart]

- Engagement varies throughout the day.
- Saturdays and Sundays are higher on average.
- Peak times are 8-9 am and 4-5 pm.
- Avoid posting during early mornings or late evenings.

### Twitter

![Twitter Engagement Chart]

- Engagement varies throughout the day.
- Peak times are 8-10 am and 3-4 pm.
- Avoid posting during early mornings or late evenings.

### LinkedIn

![LinkedIn Engagement Chart]

- Engagement varies throughout the day.
- Peak times are 8-9 am and 11 am.
- Avoid posting during early mornings or late evenings.

### Pinterest

![Pinterest Engagement Chart]

- Engagement varies throughout the day.
- Peak times are 3-5 am.
- Avoid posting during early mornings.

### Instagram

![Instagram Engagement Chart]

- Engagement varies throughout the day.
- Peak times are 3-5 pm.
- Avoid posting during early mornings.

### Google+

![Google+ Engagement Chart]

- Engagement varies throughout the day.
- Peak times are 9-10 am.
- Avoid posting during early mornings.

### Observations

- B2B performs 16% better on weekends.
- B2C performs 17% better on weekdays.
- Twitter is a hard nut to crack, with content being more often treated like an RSS feed, feed-forward, or dependency feed, like Facebook.
- Instagram users are 181% more likely to share content compared to Facebook users.
- Pinterest users seem to make network activity an evening sport, much like sitting down to TV in the evening during their free time.