

It never fails, you received a free eBook and get excited to read about the latest, and best, way to utilize Social Media posting for your business. You hungrily tear through the information and then re-write your marketing plan to implement this new strategy only to receive entirely different information the next day, week, month, and so on. Fortunately, there is a light at the end of the tunnel, thanks to CoSchedule. In their great wisdom, they have put together information from a variety of reports to provide you with the last word in Social Media Post schedules. We learned in school that there are 4 time zones in the U.S. So, with clients spread from sea to shining sea, what are the best times to post on the various social media platforms? To decide this, we need to take into consideration where most of these clients are living. According to Census records, 80% of those people living in the United States are found in the Eastern and Central time zones. It would make sense, then, to focus our schedules on time as it is followed in those locations.

Facebook

As the platform that brought social media into the spotlight and taught us a new way to communicate and market ourselves and our businesses, it's still the first account most new businesses, and 13-year olds, open when getting started in the Social Media universe. Best Days: Sunday, Thursday, Friday, and Saturday Best Times: 9 am, 1 pm, and 3 pm Notes: Posting at 1 pm gets you the most shares while posting at 3 pm will get you the most clicks.

Twitter

Best Day: Wednesday Best Times: Noon, 3 pm, 5 pm and 6 pm Notes: Wednesday about Noon and between 5-6 are the peak moments of an employee's break times. Also, Twitter users are 181% more likely to be on their account during the commute home. Hopefully, for the rest of us, this refers to carpoolers who are not in the driver's seat.

LinkedIn

Best Days: Tuesday, Wednesday, Thursday Best Times: 7-8am, Noon, and 5-6pm Notes: Business people are most likely to peruse LinkedIn in the morning, in the same manner many (used to) peruse the paper. Also, even though LinkedIn is geared more for the business market, the best time to post is still before or after work.

Pinterest

Best Days: Weekends (Saturday and Sunday) Best Times: 2 pm, 9 pm, and 2 am Notes: The best window for posting is Saturday nights between 8-11pm. The worst time is during business hours.

Instagram

Best Days: Monday and Thursday Best Times: 2am, 8-9am, 5pm Notes: Avoid posting between 3 pm and 4 pm. Posting a video at 9 pm can get you 34% more interactions.

Google+

Best Day: Wednesday Best Time: 9am, 11am, 12-1pm Notes: 90% of people on Google+ are lurkers, people who are just looking and not wanting or perhaps not ready to engage with the content or a call to action.

Additional Notes for Each Platform

Facebook: Widely used both via mobile and stationary devices, at home and at work. Twitter: Audience dependent, as Facebook is also. Often set up as an RSS feed and visited during commutes, breaks and other down times. Pinterest: Used mostly in the evenings after work and on the weekends

during a viewer's free time. LinkedIn: Designed for the professional world, viewers use it during work hours and in the mornings. Google+: Targets professionals in a similar manner to LinkedIn Instagram: Designed for the mobile platform and therefore used at any time. So, a special thank you goes out to CoSchedule for their tireless efforts to make scheduling social media posts across all platforms as easy as pie. For this and more information on their services, visit them at Coschedule.com. Monitoring the social media marketing landscape is vital to your success. Next If you would like to get access to yet even more powerful marketing tips , click the following link to learn about my done-for-you system.</p>