SOCIAL MEDIA SCHEDULE - CHEAT SHEET

When is my following most active? (Check your analytics!)

At what times do my competitors post?

Who are the key influencers in my industry, and when do they post?

Check your most successful past posts for engagement - what time did you post?

BEST TIMES TO POST ON POPULAR PLATFORMS



Facebook

Post in the morning between 8am and 11am.



Instagram

Post at the end of the workday, typically between 6pm - 8pm. Video content performs better after 10pm.



TikTok

On weekdays, post content early in the morning between 6am - 9am. On weekends, post between 7-11am or between 4-8pm.



LinkedIn

Post between 9am and 11am, Tuesday through Thursday.

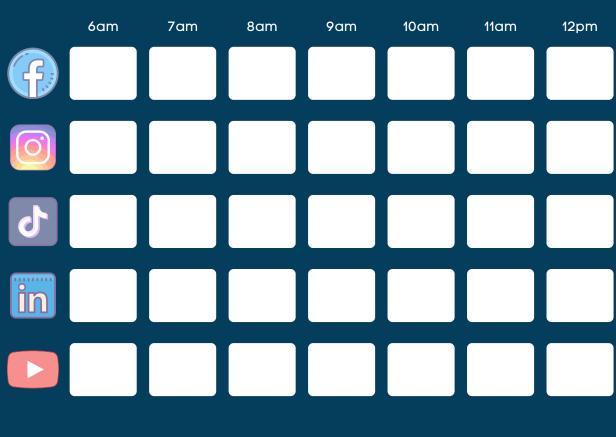


Youtube

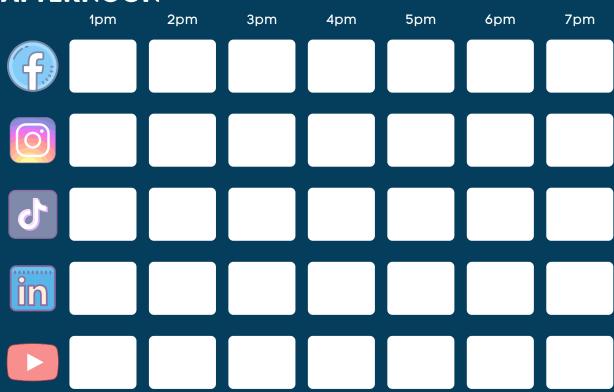
Post between 2pm and 4pm on a Thursday or Friday, and between 10am and 11am on a weekend.

MY SOCIAL MEDIA SCHEDULE

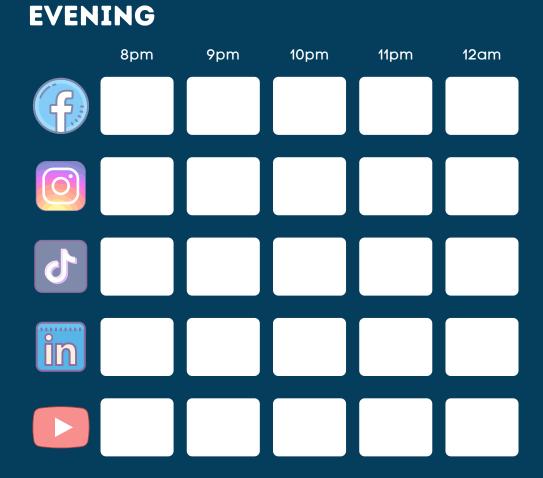
MORNING



AFTERNOON



MY SOCIAL MEDIA SCHEDULE



LOOKING FOR POST IDEAS?

Don't forget to download your free content calendar!

https://ntgtraining.co.uk/free-2022-content-calendar-for-digital-marketing/