

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


	6am	7am	8am	9am	10am	11am	12pm
							
							
							
							
							

AFTERNOON

	1pm	2pm	3pm	4pm	5pm	6pm	7pm
							
							
							
							
							

MY SOCIAL MEDIA SCHEDULE

EVENING

	8pm	9pm	10pm	11pm	12am
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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LOOKING FOR POST IDEAS?

Don't forget to download your free content calendar!

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