

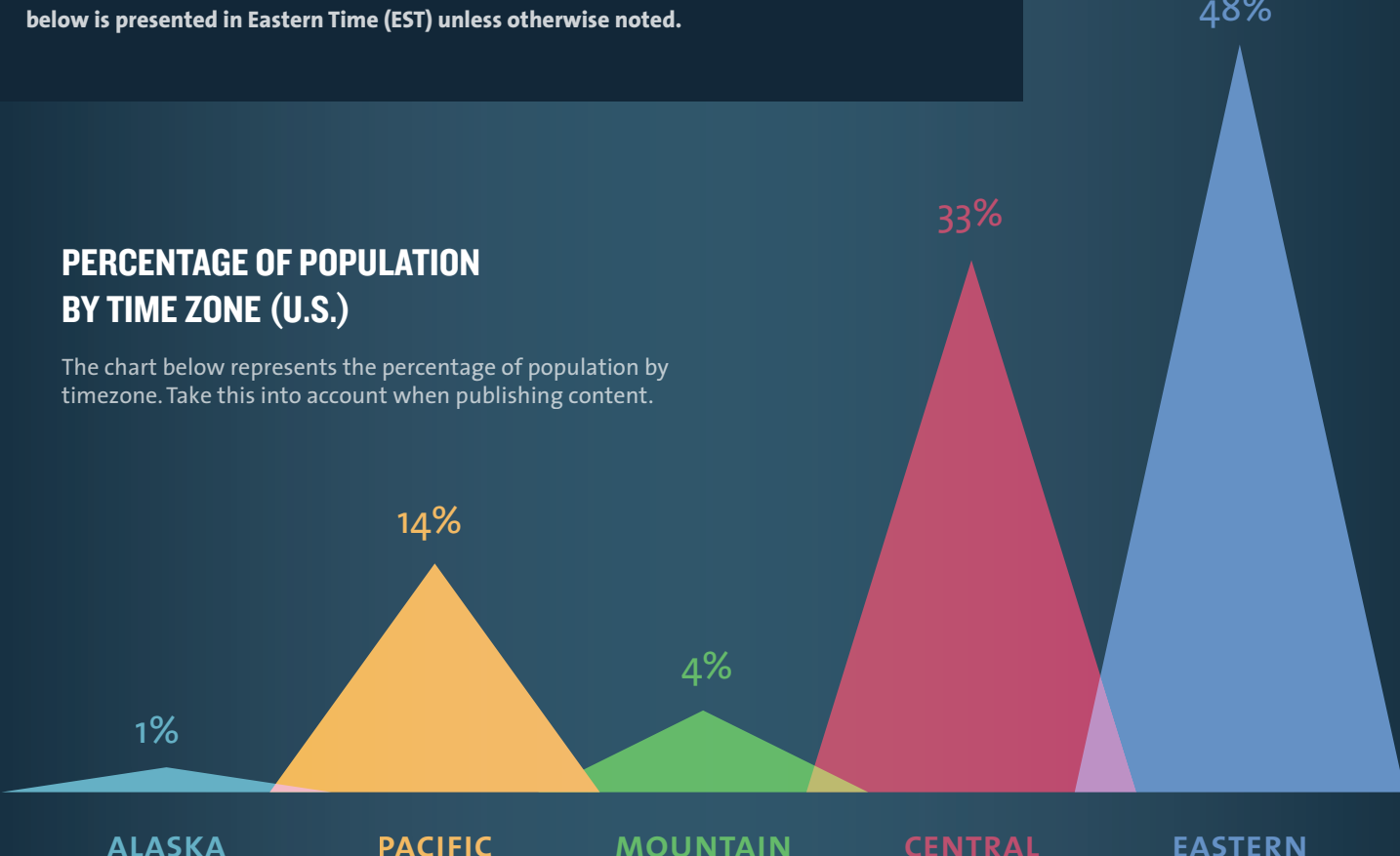
THE SCIENCE of SOCIAL TIMING

PART 1 Timing & Social Networks

It's important to know when the highest percentage of your audience is eavesdropping on your social networks—so that when you share content you'll get maximum exposure. Use the following data to learn when your audience is most likely to tune in. Data courtesy of Dan Zarrella (@danzarrella). **Note: All of the data below is presented in Eastern Time (EST) unless otherwise noted.**

PERCENTAGE OF POPULATION BY TIME ZONE (U.S.)

The chart below represents the percentage of population by time zone. Take this into account when publishing content.



KEY TAKEAWAYS

50%

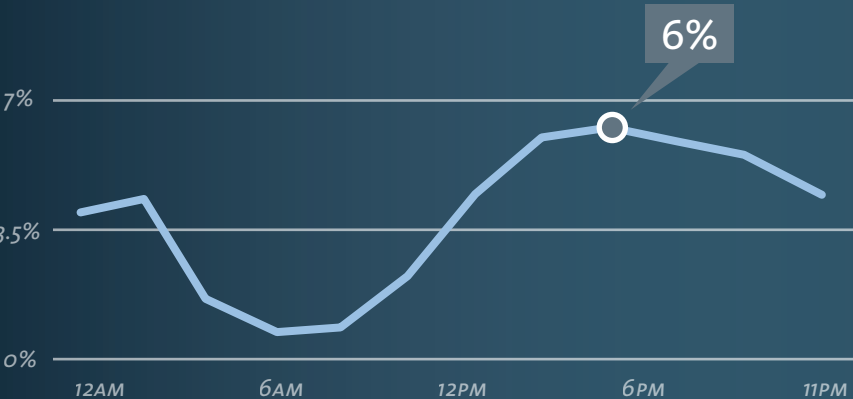
Nearly 50% of the U.S. population is in the Eastern Time Zone.

80%

The Eastern and Central Time Zones combined represent almost 80% of the U.S. population.

TIMING AND TWITTER

PERCENTAGE OF RETWEETS BY HOUR



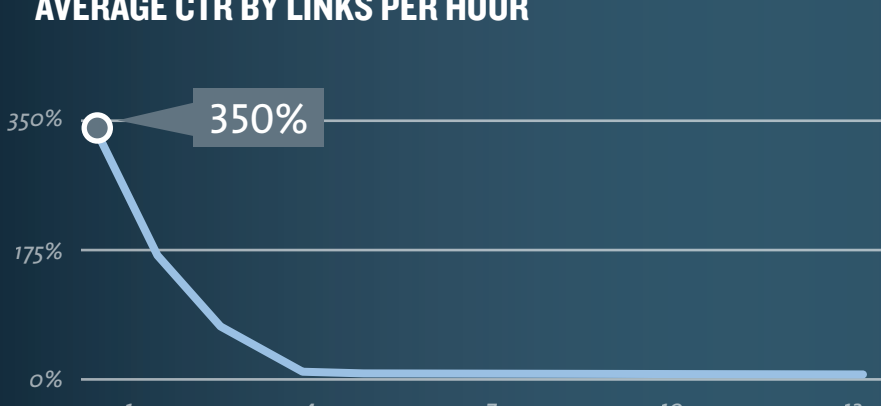
KEY TAKEAWAY

BEST TIME TO TWEET

5 PM

Try tweeting in the afternoon. About 6% of all retweets (the highest percentage) occur around 5 PM.

AVERAGE CTR BY LINKS PER HOUR



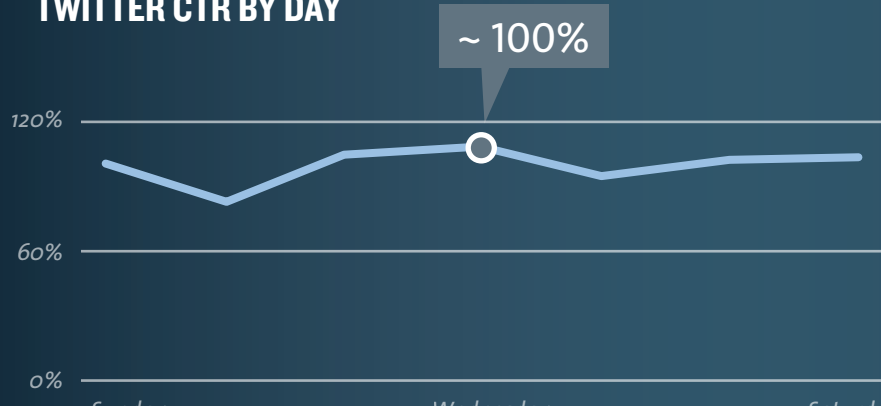
KEY TAKEAWAY

BEST TWEETING FREQUENCY

1-4 TWEETS PER HOUR

The vertical coordinate represents the average click through rate (CTR)—followers to clicks. The horizontal coordinate represents the number of links tweeted per hour. Statistically, you can achieve a higher CTR if you tweet between 1 and 4 times per hour.

TWITTER CTR BY DAY



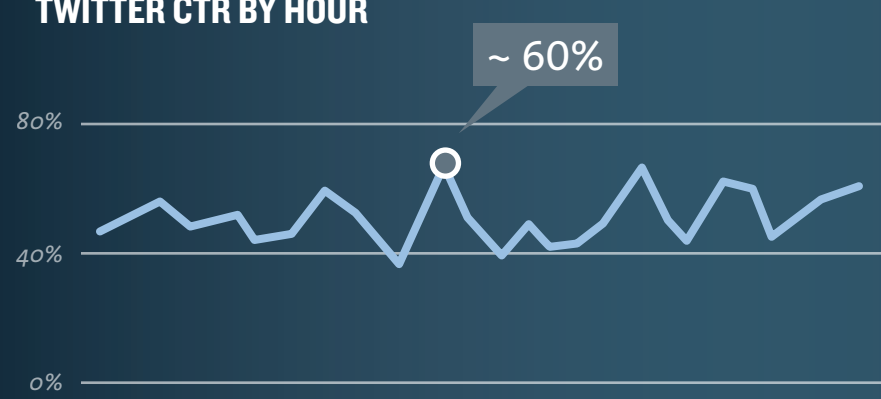
KEY TAKEAWAY

BEST DAYS TO TWEET

MIDWEEK & WEEKENDS

Your CTR is generally highest midweek and during the weekend.

TWITTER CTR BY HOUR



KEY TAKEAWAY

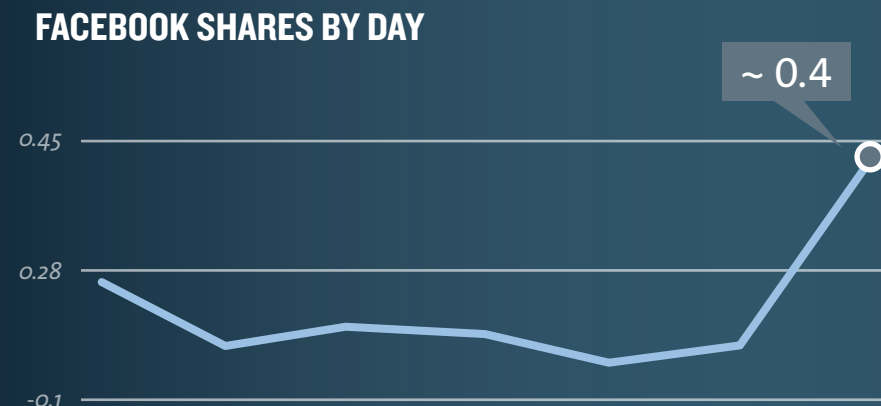
BEST TIME TO TWEET

NOON & 6 PM

CTR spikes occur around noon (lunch hour) and 6 PM (getting home from work).

TIMING AND FACEBOOK

FACEBOOK SHARES BY DAY



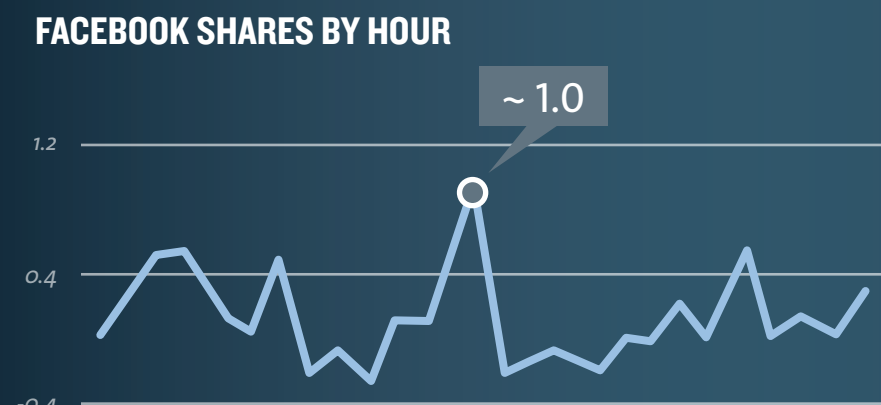
KEY TAKEAWAY

BEST DAY TO SHARE ON FACEBOOK

SATURDAY

Most Facebook sharing is done on Saturday.

FACEBOOK SHARES BY HOUR



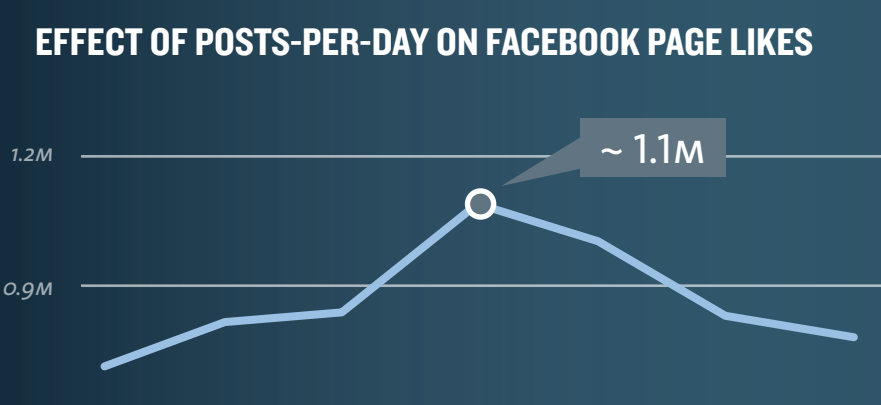
KEY TAKEAWAY

BEST TIME TO SHARE ON FACEBOOK

NOON

Facebook shares tend to spike around noon and a little after 7 PM.

EFFECT OF POSTS-PER-DAY ON FACEBOOK PAGE LIKES



KEY TAKEAWAY

BEST SHARING FREQUENCY ON FACEBOOK

0.5 POSTS PER DAY

The vertical coordinate represents the number of likes. The horizontal coordinate represents the number of posts per day. The data indicates that about 0.5 posts per day (1 post every 2 days) will achieve the most likes on Facebook.