The Science of Social Timing

Part 1: Timing & Social Networks

- **Key Takeaways**
  - Nearly 50% of the U.S. population is in the Eastern Time Zone.
  - Over 80% of the U.S. population is in the Eastern and Central Time Zones.

**Timing and Twitter**

- **Percentage of Retweets by Hour**
  - The data courtesy of Dan Zarrella (@danzarrella).
  - The highest percentage of retweets occur around 5 PM and 6 PM.

- **Average CTR by Links Per Hour**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The CTR spikes occur around noon (lunch hour) and 6 PM (getting home from work).

- **Twitter CTR by Day**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The CTR is generally highest on Saturdays.

**Timing and Facebook**

- **Facebook Shares by Day**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - Most Facebook sharing is done on Saturdays.

- **Facebook Shares by Hour**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The average CTR spikes occur around noon.

- **Effect of Posts Per Day on Facebook Page Likes**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The best day to share on Facebook is Saturday.

- **CTR spikes occur around noon (lunch hour) and 6 pm (Getting home from work).**
- **Monday to Friday is best to tweet.**
- **Noon & 6 PM are best times to tweet.**
- **Weekends are best days to tweet.**
- **Sat and Sun are best days to share on Facebook.**
- **6 PM and 11 PM are best times to share on Facebook.**
- **0.5 posts per day are optimal.**

- **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.**

- **Most Facebook sharing is done on Saturday.**

- **Your CTR is generally highest midweek and during the weekend.**

- **4 times per hour.**

- **Effect of PoStS-Per-day on facebook Page likES:**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The best day to share on Facebook is Saturday.

- **Twitter CTR by Hour**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The CTR spikes occur around noon and 6 PM.

- **Key Takeaway**
  - The vertical coordinate represents the percentage of retweets by hour.
  - 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.

- **Nearly 50% of the U.S. population is in the Eastern Time Zone.**
- **4% Central Time Zones.**
- **13% Mountain Time Zones.**
- **1% Pacific Time Zones.**
- **1% Alaska & Hawaii.**

- **Social timing and Facebook shareS by day**
  - The data is presented in Eastern Time (EST) unless otherwise noted.
  - The Facebook shares tend to spike around noon and a little after 7 pm.

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- **The Science of Social Timing**
  - It's important to know when the highest percentage of your audience is eavesdropping on your social networks—so that you can better target your audience.

- **Best days to tweet**
  - Saturday
  - Sunday

- **Best time to tweet**
  - Noon & 6 PM

- **Best time to share on Facebook**
  - Noon & 11 PM

- **Best days to share on Facebook**
  - Weekends

- **Best tweeting frequency**
  - ~ 100%

- **Percentage of population by time zone (u.S.)**
  - Nearly 50% of the U.S. population is in the Eastern Time Zone.
  - The Eastern and Central Time Zones combined represent almost 80% of the U.S. population.

- **Time Zone:**
  - Pacific
  - Mountain
  - Central
  - Eastern
  - Alaska & Hawaii

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