



# THE BEST TIMES

TO POST ON

# SOCIAL MEDIA

HOW HAS COVID-19 IMPACTED ENGAGEMENT?

## FACEBOOK



2020 Average:

- 11AM on Wednesdays
- 1-2PM on Wednesdays

COVID-19 Update:

- 10AM - 11AM on Mon, Wed + Fri
- 11AM on Tue + Thur



## INSTAGRAM



2020 Average:

- 11AM on Wednesdays
- 11AM on Mon, Tue + Fri

COVID-19 Update:

- 11AM on Wednesdays
- 1-2PM on Wednesdays



## LINKEDIN



2020 Average:

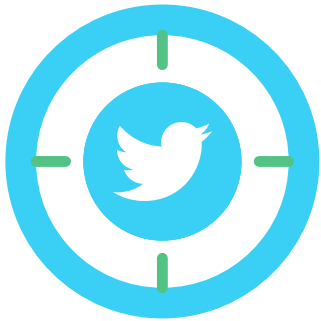
- 8AM - 10 AM on Wednesdays
- 1-2PM on Thursdays
- 9AM on Fridays

COVID-19 Update:

- 9-10AM on Thursdays
- 11AM - 12PM on Fridays



## TWITTER



2020 Average:

- 9AM on Wednesday + Friday

COVID-19 Update:

- 7AM - 9 AM on Friday

