THE FOUNDATION

LENGTH

71-100

20% more retweets for tweets with < 100 characters.

ENGAGEMENT

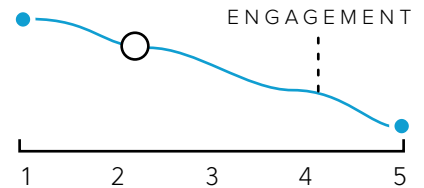0-40　41-70　71-100　100-140
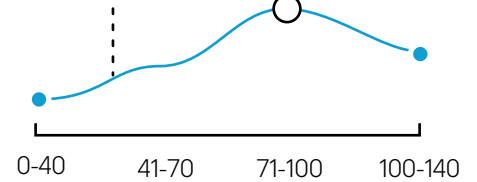
TWEETS/DAY

1-3

ENGAGEMENT

1　2　3　4　5

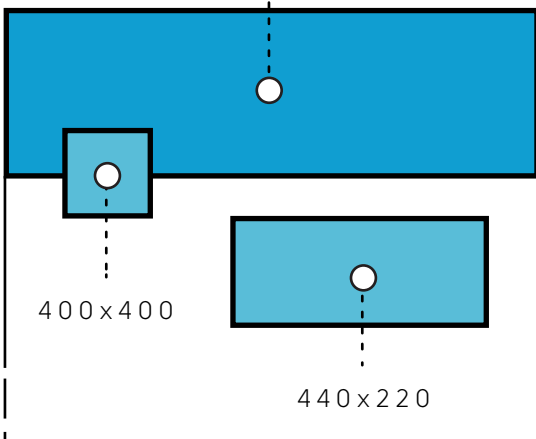The best time to tweet is at noon, with most audience activity starting at 1pm until just after dinner time.
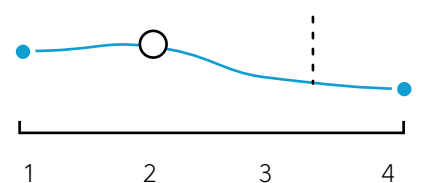
ACTIVITY

12AM　NOON　12AM

1500x500

400x400

440x220

HASHTAGS

1-2
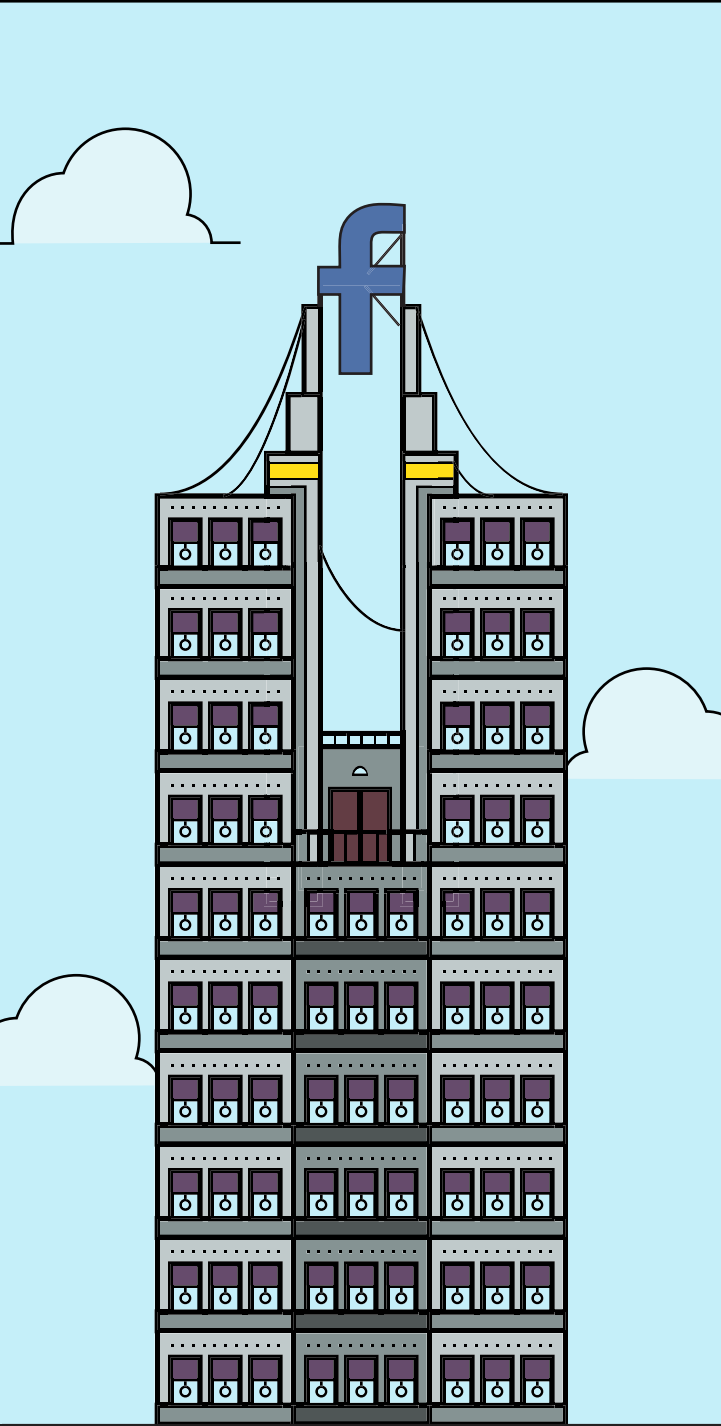
ENGAGEMENT

1　2　3　4

106% more retweets for 1+ hashtags than without.

15% more retweets for tweets with 1-2 hashtags.
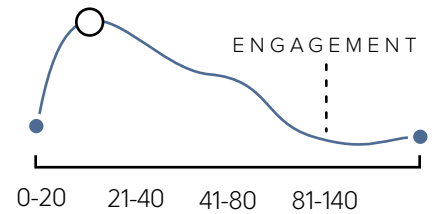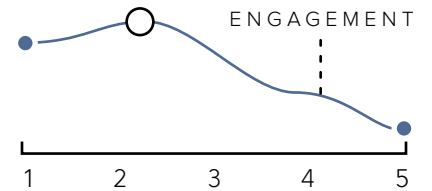
11% less retweets for tweets with 3+ hashtags.

LENGTH

20-80

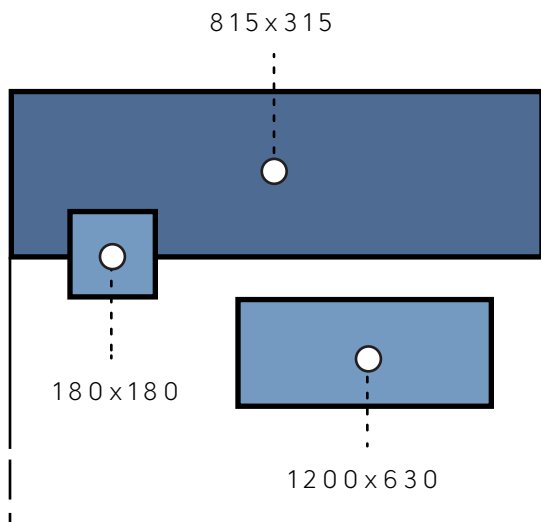## 80%
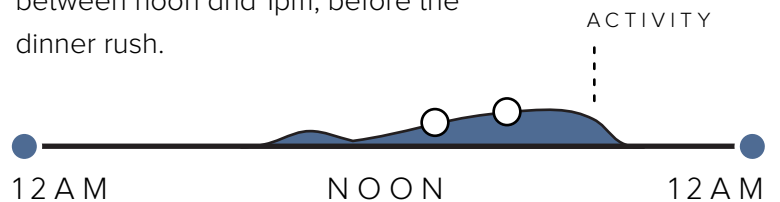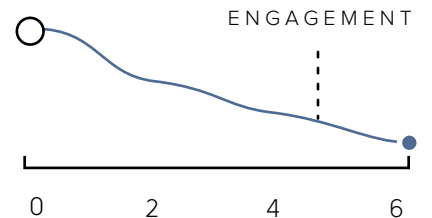
more engagement for Facebook posts under 40 characters.

ENGAGEMENT

0-20 21-40 41-80 81-140

POSTS / DAY

1-2

ENGAGEMENT

1 2 3 4 5

The best time to post on Facebook is between noon and 1pm, before the dinner rush.

ACTIVITY

12AM NOON 12AM

815x315

180x180

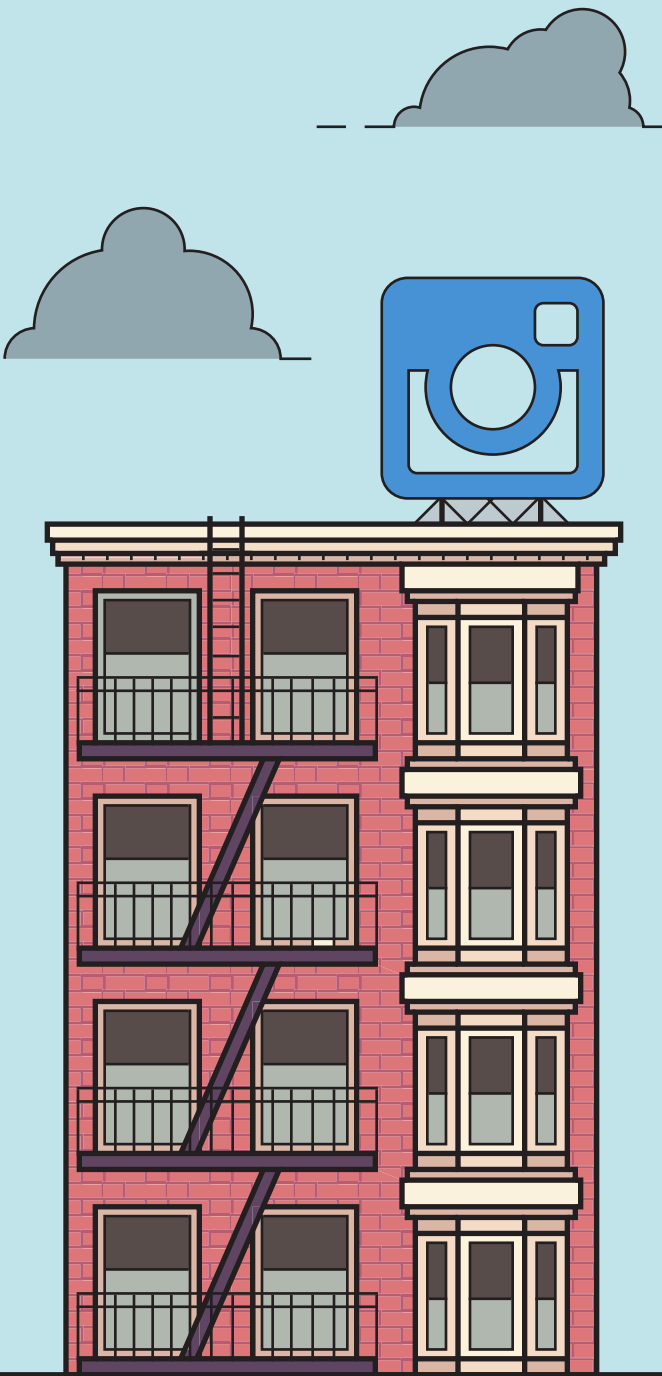1200x630

HASHTAGS

0-1

ENGAGEMENT

0 2 4 6

34%

more likes and comments for tagless posts.

31%

drop in post engagement for each tag.

287%

drop in post engagement for 10+ tags.

2-3

ENGAGEMENT

0   2   4   6   8   10   12   14   16
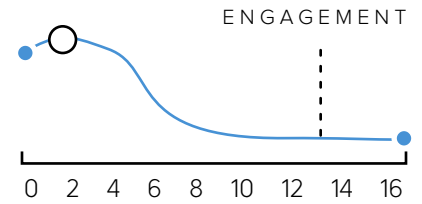
The best time to 'gram is right around 5pm, with peak activity at around 6. The best days to post are all midweek.

ACTIVITY

12AM   NOON   12AM
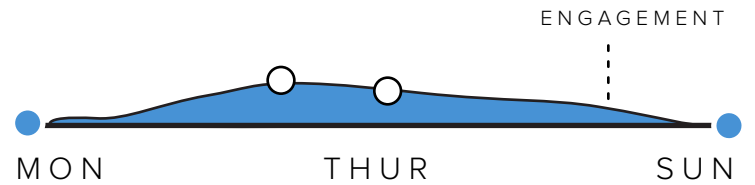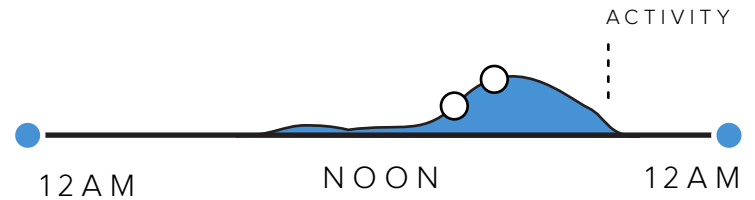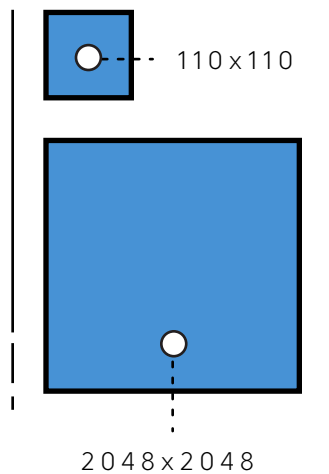
ENGAGEMENT

MON   THUR   SUN

PHOTO VS VIDEO

51%

more engagement on photos than videos.

95%

of all Instagram posts are photos.

110 x 110

2048 x 2048

HASHTAGS

11+

ENGAGEMENT

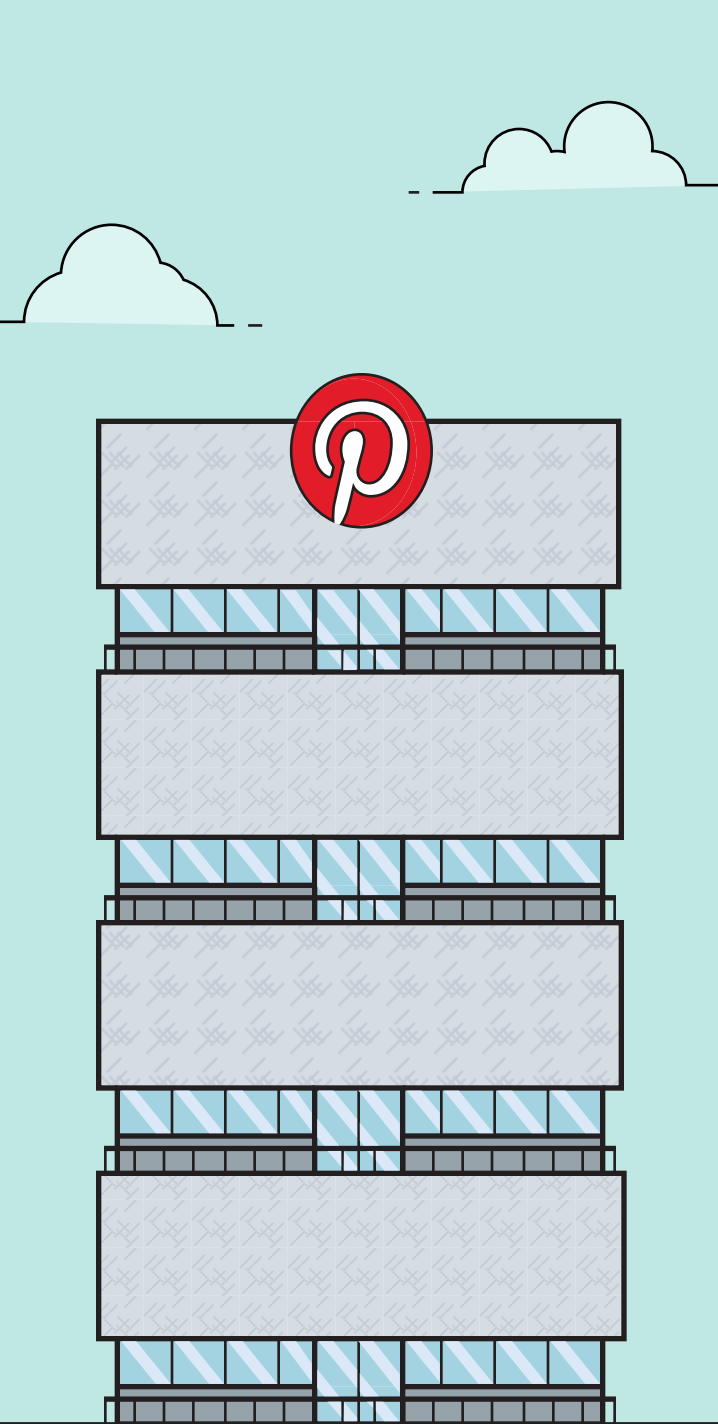0   2   4   6   8   10   12   14   16
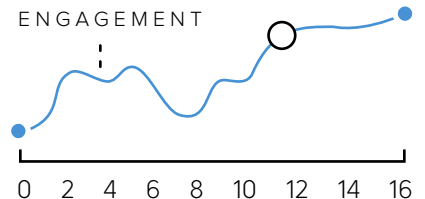
552%

more likes and comments for 11+ tags vs. none.

19%

more likes and comments for 1 tag vs. none.
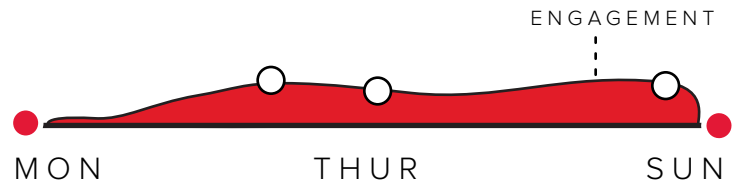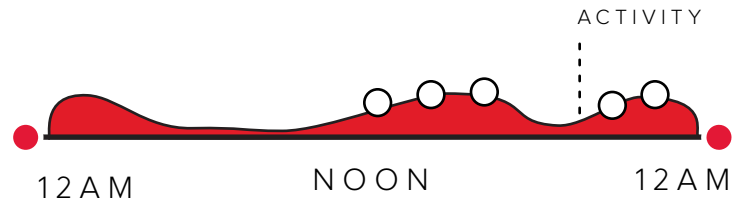
10%

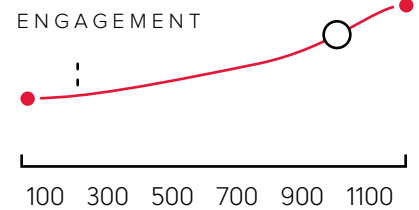more likes and comments for 8 tags vs. none.

PINS / DAY

4-5

ENGAGEMENT

0 2 4 6 8 10 12 14 16
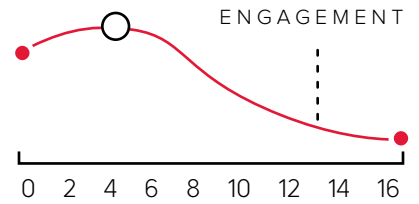
Schedule pins for 2-4pm and after 8pm, avoiding mornings and dinner time. The best days are midweek and Sundays.

ACTIVITY

12AM NOON 12AM

ENGAGEMENT
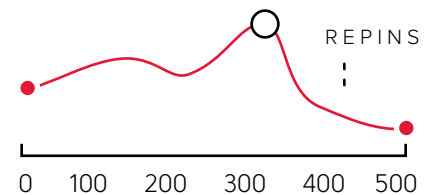
MON THUR SUN

PIN HEIGHT

800+
PX

ENGAGEMENT

100 300 500 700 900 1100

735w
FULL PIN

238w
THUMBNAIL

DESCRIPTION

320
CHARACTERS

REPINS

0 100 200 300 400 500

HASHTAGS

0-1

ENGAGEMENT

0 2 4 6 8 10 12 14 16

POSTS/DAY

1-2

ENGAGEMENT

0 1 2 3 4 5
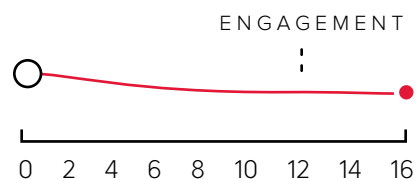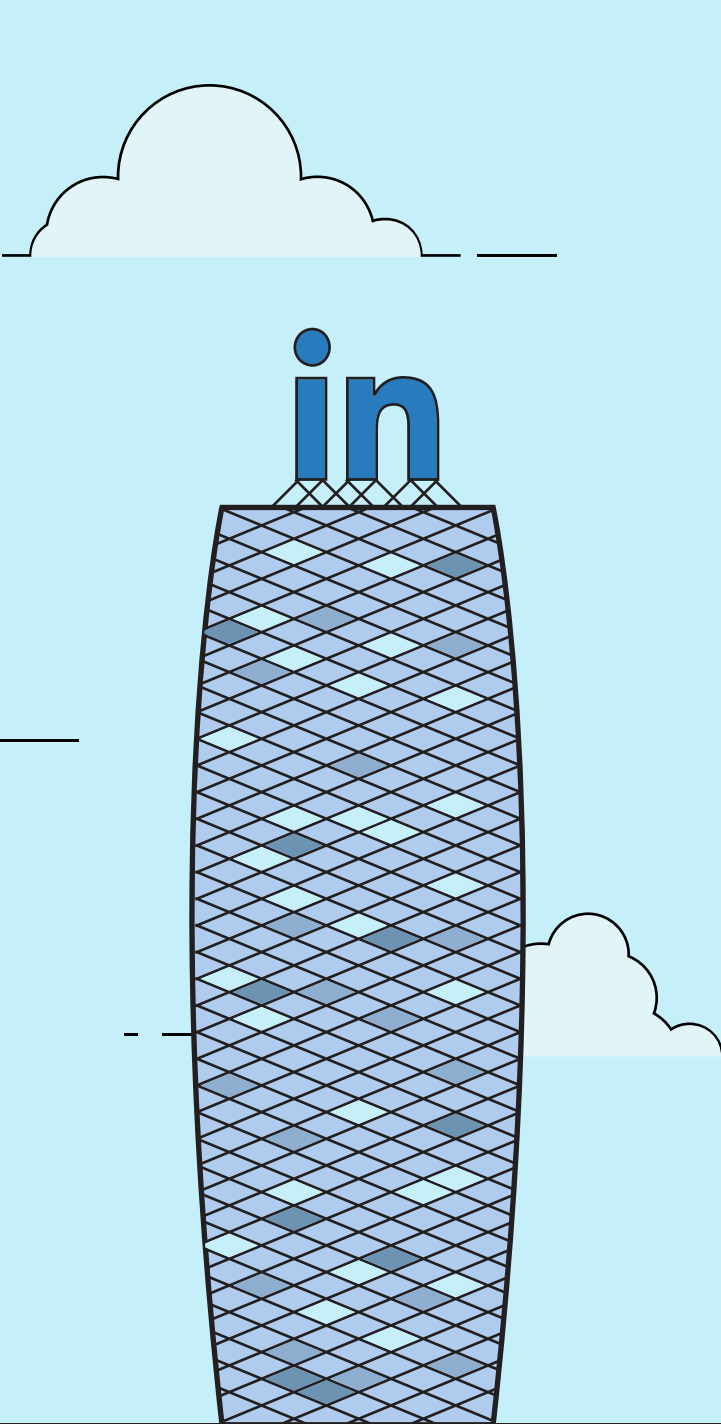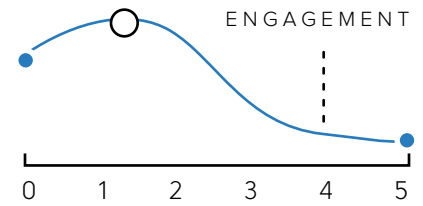
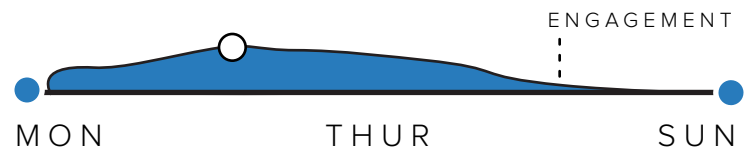
The busiest time on LinkedIn is midday on weekdays. Avoid weekends and evenings.

ACTIVITY

12AM   NOON   12AM

ENGAGEMENT

MON   THUR   SUN

POST LENGTH

24
WORDS

ENGAGEMENT

0-10 11-15 16-20 21-25 26-30

970x240

500x500

646x220
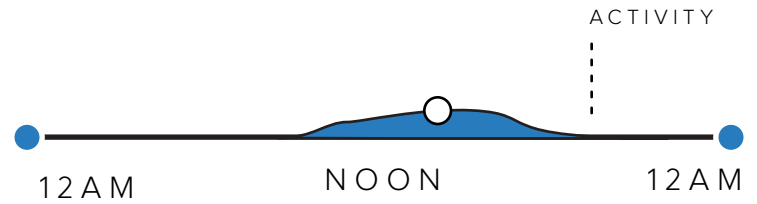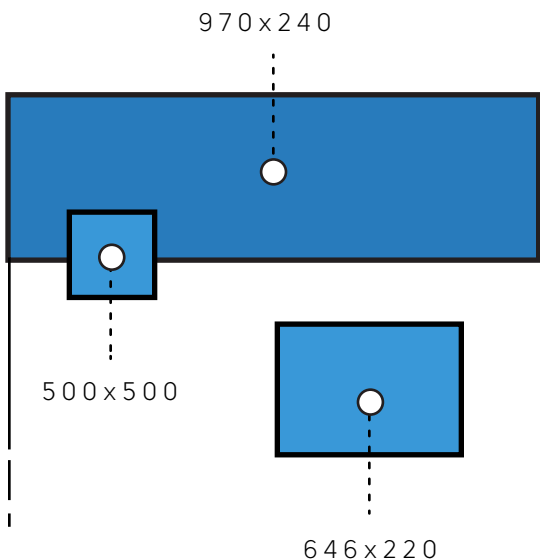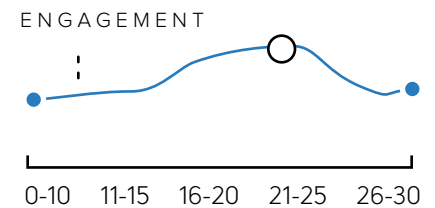
22%
audience reach per single post.

51%
of businesses have LinkedIn pages.

276%
more page referrals from LinkedIn than FB.

58%
of LinkedIn users are active monthly.

SΛ