

LENGTH

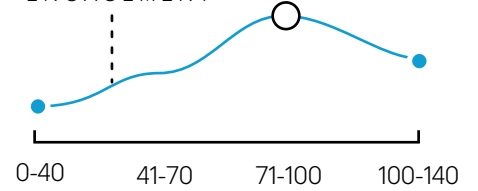
71-100



20%

more retweets for tweets with < 100 characters.

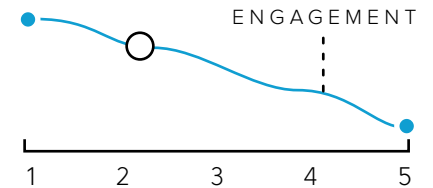
ENGAGEMENT



TWEETS/DAY

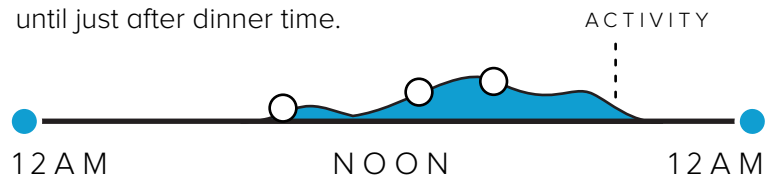
1-3

ENGAGEMENT

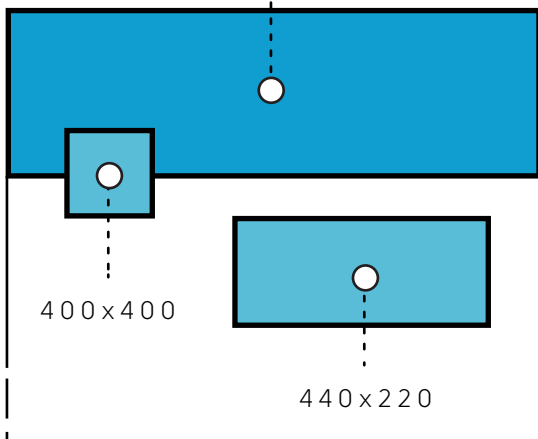


The best time to tweet is at noon, with most audience activity starting at 1pm until just after dinner time.

ACTIVITY



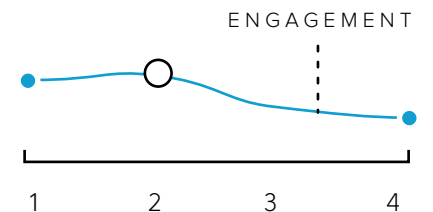
1500x500



HASHTAGS

1-2

ENGAGEMENT



106%

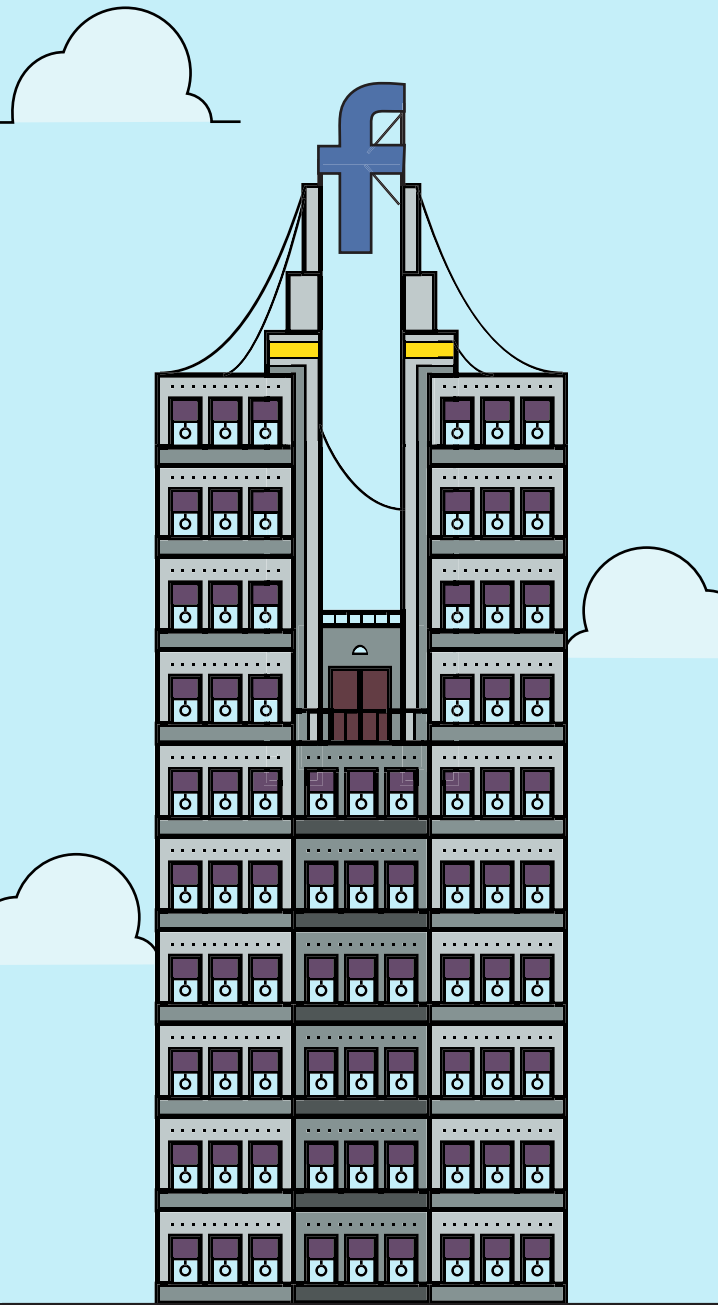
more retweets for 1+ hashtags than without.

15%

more retweets for tweets with 1-2 hashtags.

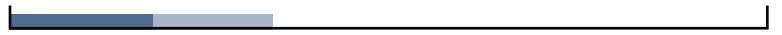
11%

less retweets for tweets with 3+ hashtags.



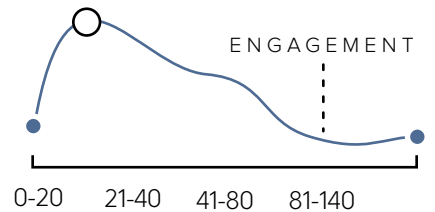
LENGTH

20-80



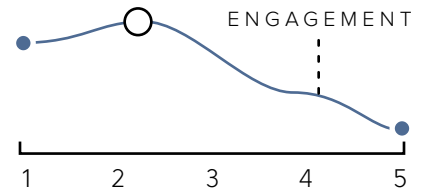
80%

more engagement for Facebook posts under 40 characters.

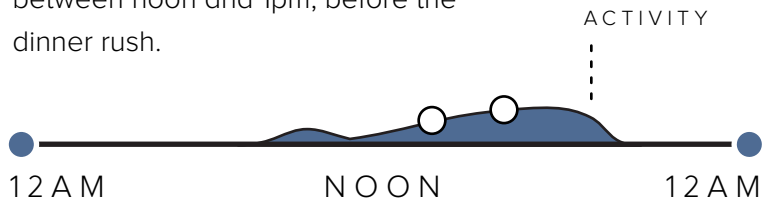


POSTS / DAY

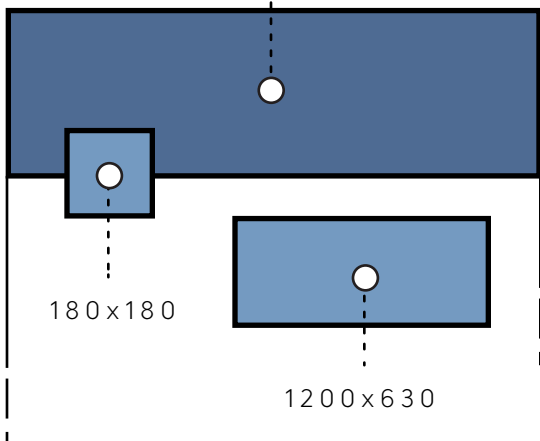
1-2



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

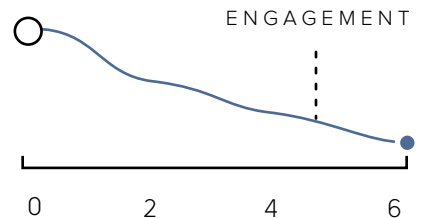


815x315



HASHTAGS

0-1



34%

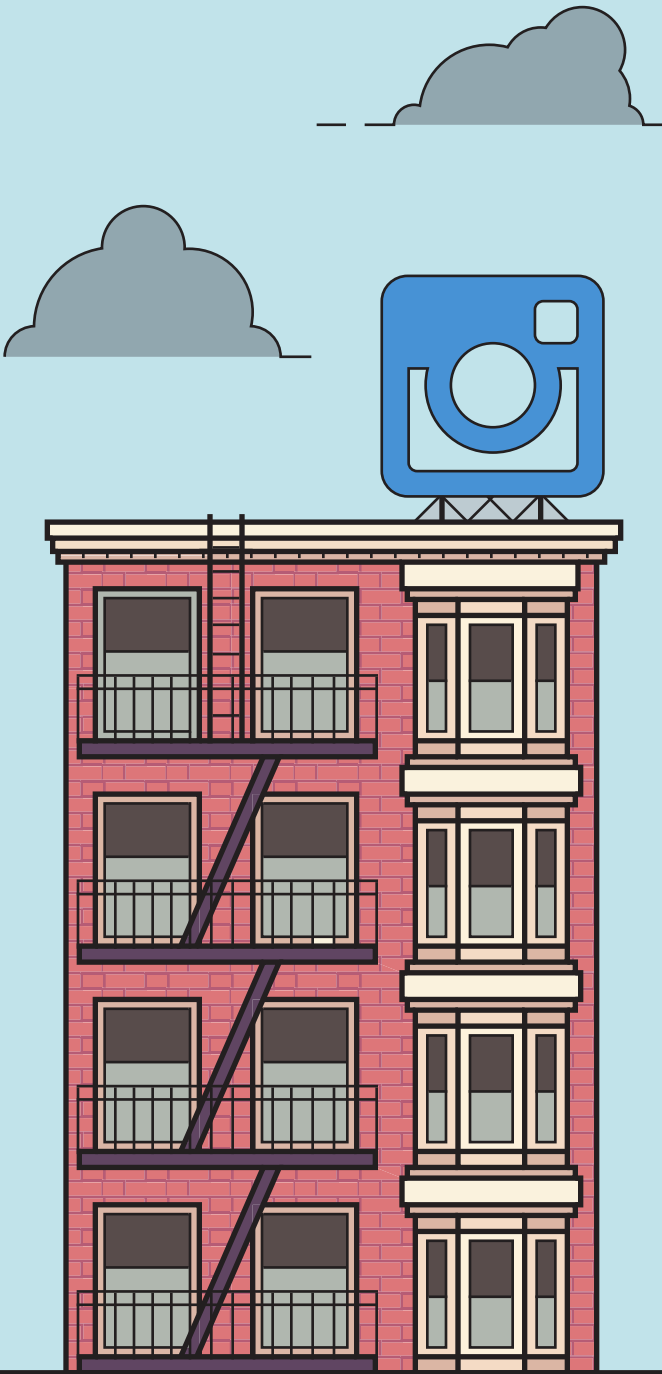
more likes and comments for tagless posts.

31%

drop in post engagement for each tag.

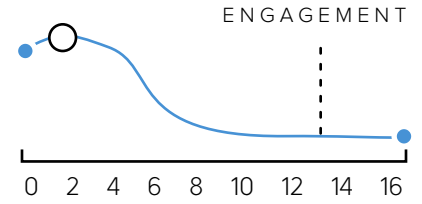
287%

drop in post engagement for 10+ tags.



POSTS / DAY

2-3



The best time to 'gram is right around 5pm, with peak activity at around 6. The best days to post are all midweek.

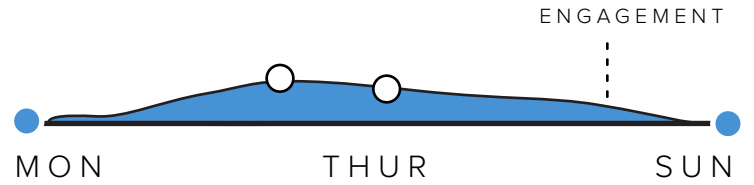
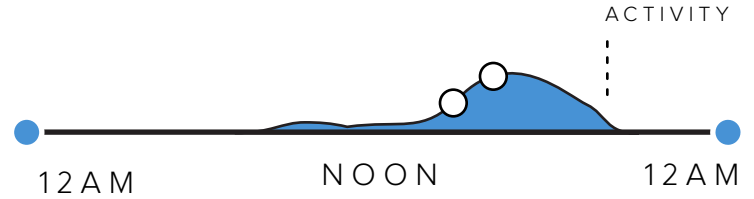


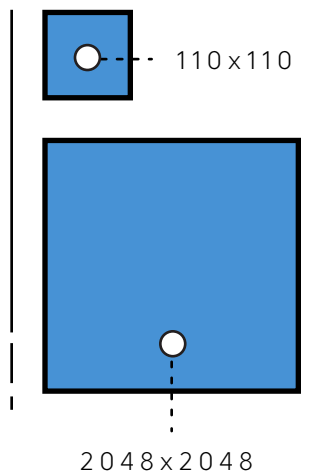
PHOTO VS VIDEO

51%

more engagement on photos than videos.

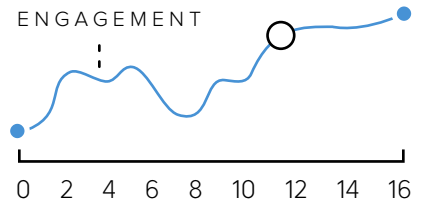
95%

of all Instagram posts are photos.



HASHTAGS

11+



552%

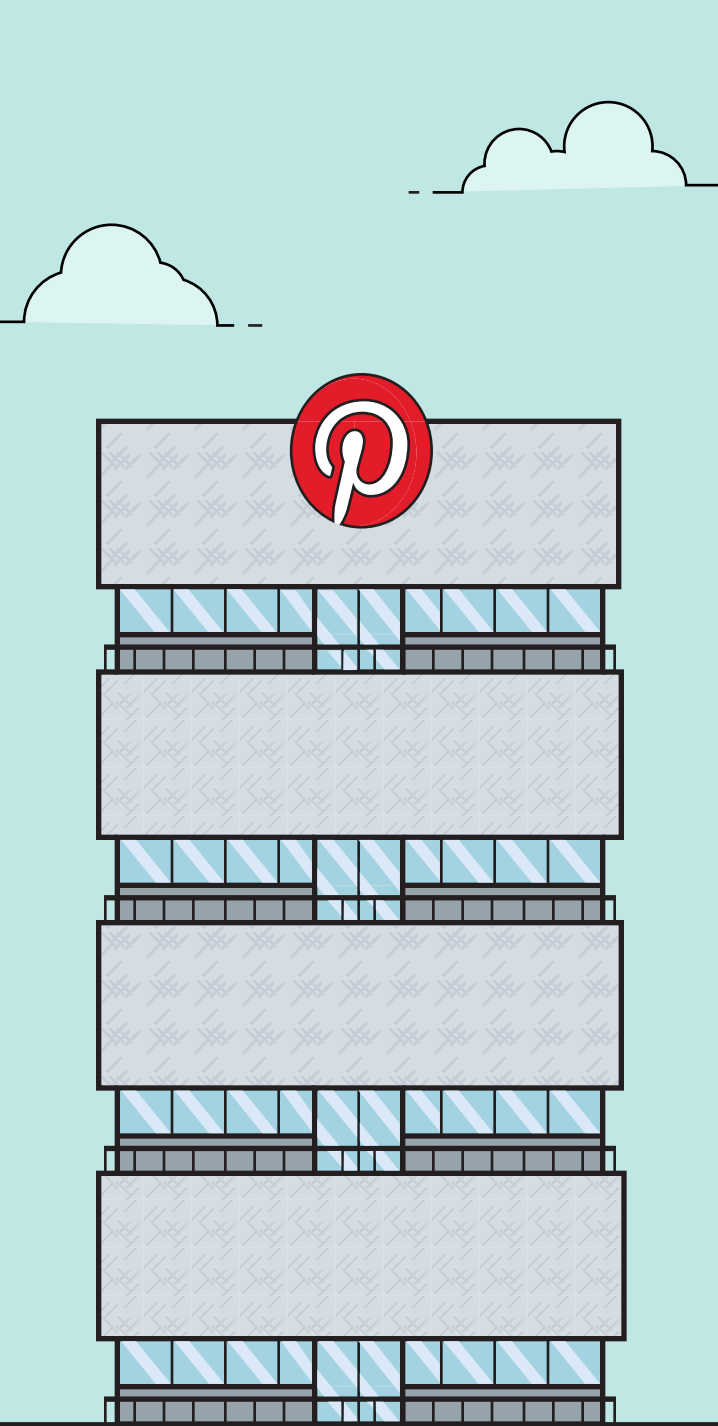
more likes and comments for 11+ tags vs. none.

19%

more likes and comments for 1 tag vs. none.

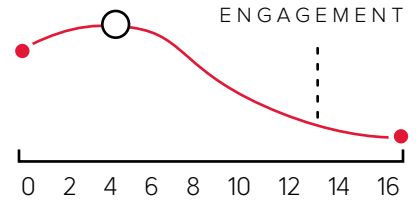
10%

more likes and comments for 8 tags vs. none.

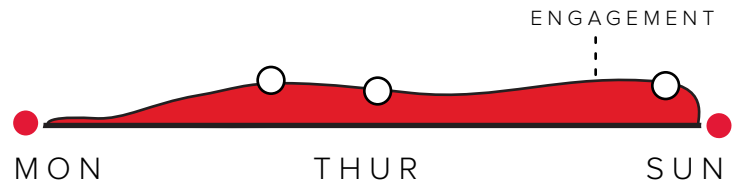
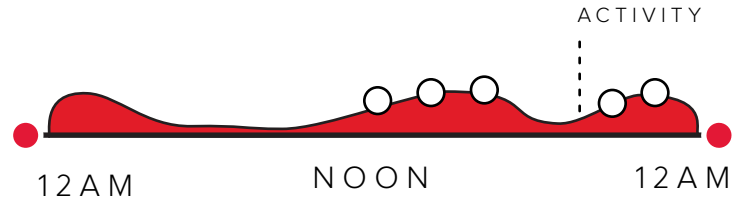


PINS / DAY

4-5



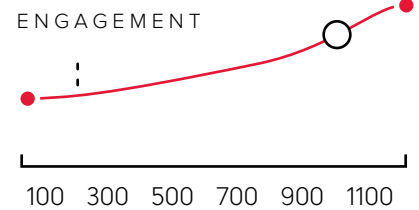
Schedule pins for 2-4pm and after 8pm, avoiding mornings and dinner time. The best days are midweek and Sundays.



PIN HEIGHT

800+

PX



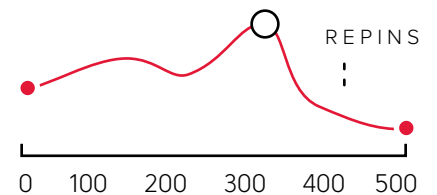
735w
FULL PIN

238w
THUMBNAIL

DESCRIPTION

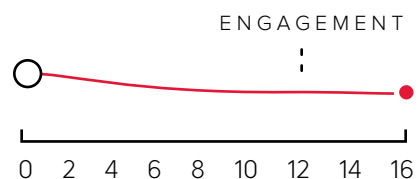
320

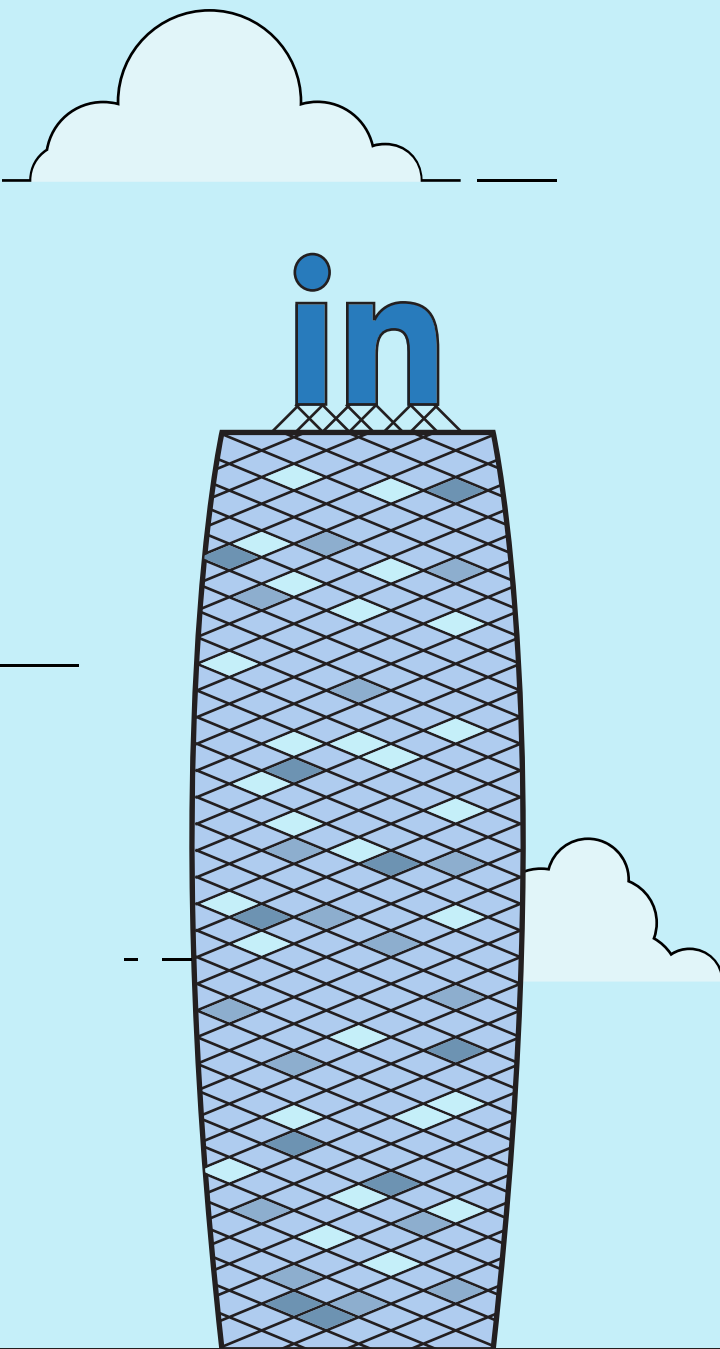
CHARACTERS



HASHTAGS

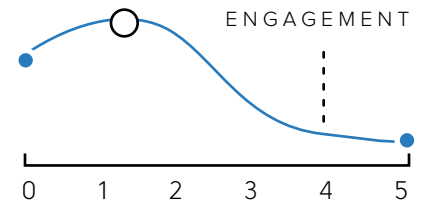
0-1



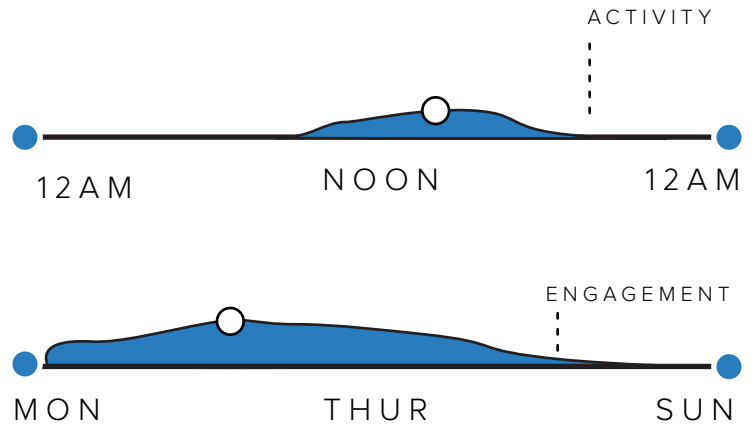


POSTS/DAY

1-2

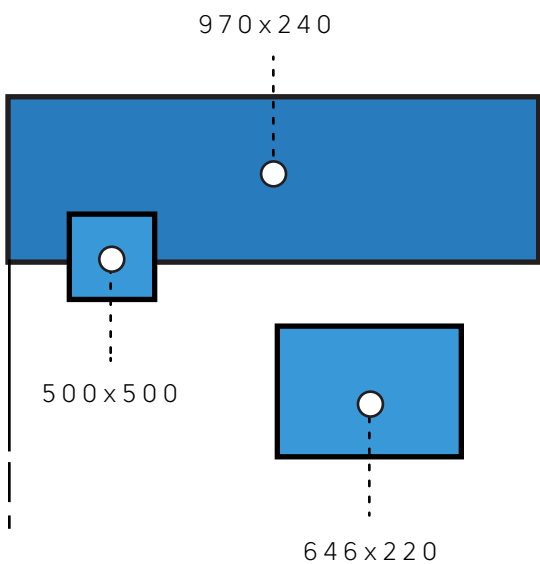
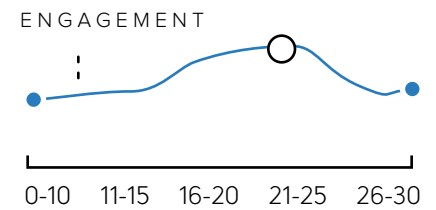


The busiest time on LinkedIn is midday on weekdays. Avoid weekends and evenings.



POST LENGTH

24
WORDS



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.

***All figures are averages.**

These guidelines were arrived at from surveying over 450,000 SumAll users, cross-referenced with other leading studies. Additional sources included:

Buffer - <http://blog.bufferapp.com/>

Salesforce - <http://salesforce.com/blog/>

Twitter - <http://twitter.com>

Dan Zarella - <http://danzarella.com>

Emmelie de la Cruz - <http://thebrandingmuse.com>

Research: Korey Lee, Thomas Dodge, Mark Uzunian, Chris Jadatz

Design by Chris Jadatz

