

OPTIMAL POSTING TIMES SCHEDULE

Platform	Best Days	Peak Hours (EST)	Frequency
Instagram	Mon, Wed, Fri	11:00 AM - 1:00 PM	3-5x Weekly
LinkedIn	Tue, Wed, Thu	9:00 AM - 11:00 AM	2-3x Weekly
Facebook	Mon, Tue, Wed	9:00 AM - 12:00 PM	1x Daily
X (Twitter)	Wed, Fri	8:00 AM - 10:00 AM	2-3x Daily
Pinterest	Fri, Sat, Sun	8:00 PM - 11:00 PM	5x Daily
TikTok	Tue, Thu, Fri	2:00 PM - 6:00 PM	1-2x Daily

WEEKLY PERFORMANCE NOTES

Small Business Marketing Template â€¢ Internal Use Only