

# SOCIAL MEDIA POST FREQUENCY CHART

Campaign: \_\_\_\_\_ Month/Week: \_\_\_\_\_

<b>PLATFORM</b>	<b>TARGET FREQUENCY</b>	<b>TRACKING (M T W T F S S)</b>	<b>TOP TIMES</b>
<b>Instagram</b>	<b>3-5x Weekly (Posts) 2x Daily (Stories)</b>		<b>11am - 1pm 7pm - 9pm</b>
<b>LinkedIn</b>	<b>1x Daily (Work Days)</b>		<b>8am - 10am 12pm</b>
<b>X (Twitter)</b>	<b>2-3x Daily</b>		<b>9am 6pm</b>
<b>Facebook</b>	<b>1-2x Daily</b>		<b>1pm - 3pm</b>
<b>TikTok</b>	<b>1-3x Daily</b>		<b>2pm 10pm</b>
<b>Pinterest</b>	<b>3-5x Daily</b>		<b>8pm - 11pm</b>

## STRATEGY NOTES & GOALS