



# *When to post*

## TIMELESS INSTAGRAM CALENDAR

When to post is one of those things that depends on many different factors.

There are loads of statistics out there, we've studied them all to bring you the best synthesis, but we've bumped into a mind-blowing study.

The app "Later" (which we use and recommend) has brought to the table the ultimate when-to-post-on-Instagram statistic last August. They have done a research on 35 million Instagram users, and the current situation in the whole world has turned upside down previous posting times.

They have found out that the best times to post on Instagram at the moment are:

- Monday: 5AM
- Tuesday: 6AM
- Wednesday: 6AM
- Thursday: 5AM
- Friday: 6AM
- Saturday: 6AM
- Sunday: 6AM

\*Those times work for whichever your local time is.

That is great information, but we believe that you have to find the right timing for you. There are several things you need to bear in mind, before designing your posting schedule:

- Depending on your type of content, some hours of the day and days of the week work better than others.



# *When to post*

## TIMELESS INSTAGRAM CALENDAR

- You have to take with a pinch of salt what your Instagram insights show you before you start using our strategy or any other. Why? Because if you bought this calendar, it might mean that you want to grow, or expand, or swift audience. Therefore, you'll need to study the demographics you want to target. For example: your audience is, for some reason, from the UK but you are from India, and you want to sell your beauty products only across India because the shipping costs are too expensive. What you'll need to do is to study the timing of your ideal client, and their demographics. When do they wake up? When do they have their work's lunch break? When do they go to bed? Etc. All of that is completely different when the demographics (and even also psychographics) are different.
- Instagram has recently confirmed that "the number of interactions in the first 30 minutes does not determine a post's ranking in the Home Feed," which means that it might be better to post when there is less competition...
- Whatever you do, BE CONSISTENT with your posting times! Always the same days at the same time. If you want to swap timings, we advise you to do it slowly. What we mean by this is that for example: say you post 3 days a week (Monday, Wednesday and Friday at 6 pm), and now you want to post at 12 pm on those 3 days. Do not swap the timing of the 3 days in the same week, but one day each week. This is because Instagram's algorithm would go mental and mess up all your "insights", suddenly affecting your engagement rate and growth.

Having all that in mind, we would prefer if you thoroughly analyzed your ideal client and their timings, instead of using the "Later's" worldwide statistics to the T.

We help our clients both through the "Instagram Smashing Formula", and the "InstaBranding Method" courses to find that out. For a FREE Strategy Call, [click here](#).