

Best time to post Instagram Reels

The timing of your Instagram Reels can make the difference between massive engagement and dead silence. Let's find out the best times to post on Instagram Reels.

Picture this. You spend hours creating the perfect Instagram Reel. You share the Reel with your audience, eagerly waiting to see how people interact with it. But over time, you don't get as much traction as you hoped. You get frustrated and wonder, 'What did I do wrong?'



The truth is, it might not be that you're doing anything wrong. It's all about timing. Because there really is a best time to post on Instagram Reels. **When you post your Instagram Reels can make the difference between massive engagement and silence.**

In this article, let's find out **the best time to post on Instagram Reels** .

Why is timing your Instagram Reels posts important?

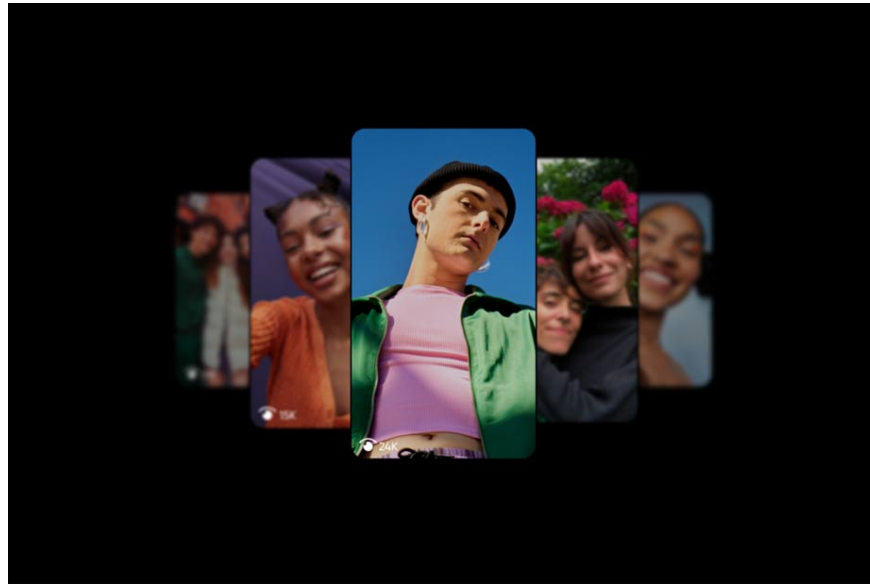
Early Interaction

Instagram's algorithm is designed to show your post to a limited number of users initially, and if it gets good engagement in those first few hours, it will be shown to more people.

If you post at the wrong time, not as many people online may engage with your content, causing it to receive less initial engagement and ultimately reducing its chances of being seen by a wider audience.

Time zone

Another reason why posting times are important is because of time zones. Your followers may not live in the same time zone as you, so posting at a specific time that works for you may not be convenient for them.



Peak Activity of Potential Audience

Your audience has peak activity times when they are most likely to use Instagram. For example, if your audience is primarily students, they may be most active on Instagram in the evenings or on weekends. If you target working professionals, their peak activity may be during their lunch break or after work.

By posting at the right time, you have a better chance of engaging your audience when they're most likely to engage with your content.

Attention

Instagram is an attention 'contest.' Whoever gets the most attention for their content wins. By posting at the right time, you increase your chances of getting more attention from your audience. This can lead to more likes, comments, shares, and ultimately more followers.



Prime time to post on Instagram Reels

While there is some debate about the best times to post Instagram Reels, it seems that the following times are most appreciated:

Monday: 3am, 11am, 12pm

Mondays are weird days. For many people, it's the start of the work week. People who work 9 to 5 jobs may feel bored, and scrolling through Instagram can be a way to escape reality. But for some people, Monday at 3 a.m. is the weekend. These people may be scrolling through Instagram as they wind down for the day.

Tuesday: 8am, 9am, 10am

Tuesdays are typically a busy day for most people. Many people are back to their normal routines and may not have much time to scroll through Instagram. However, early mornings can be a good time to catch people checking social media before starting their workday.

Wednesday: 9am, 11am, 4pm

By Wednesday, people are starting to feel the mid-week slump. They may feel depressed at the start of work, in the early hours, and toward the end of the day. If you post your content during those times, you'll have a better chance of getting engagement.

Thursday: 6am, 11am, 12pm

Thursday is basically a combination of Tuesday and Wednesday. Early morning can be a good time to attract people before they start their workday, and later in the morning can attract people who are on their day off. Then, of course, you have lunch.

Friday: 11am, 2pm, 4pm

Friday is turning into the weekend and people are starting to get excited. The general consensus seems to be that late afternoon is a good time to grab a bite, as people are looking forward to the end of their workday. Mid-morning is also a good time to take a coffee break.

Saturday: 9am, 10am, 5pm

Saturdays are tricky because you have to catch people when they are at home before they go out for outdoor activities. Mornings are a good time to catch people before they start their day and late afternoons when they are winding down from activities.

Sunday: 5am, 1pm, 2pm

Sundays are another odd day. Some people may still be out having fun at 5am, while most people are sleeping. Posting at 5am can help you catch up with the late-night crowd. Sundays are also lazy afternoons, making 1pm and 2pm perfect times to post on Instagram Reels.

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