

What Do Experts Say About the Best Time to Post on Instagram for More Engagement?

Hundreds of influencers and entrepreneurs have preferred to use Instagram to build their brand name and gain business leads.

Sharing high-quality posts relevant to your audience's interest remains one of the best ways to buy Instagram followers organically. But to enjoy the benefits that Instagram has to offer to you, you need to know the best time to post your videos.

In this article, we would discuss the ideal time of posting your Instagram content that will help to gain more likes & views to increase engagement. Keep reading to learn how you can find the best time to post on Instagram and what experts have to say about the most suitable time to post according to your niche. Also this article will also show you the simplest way to best ways to buy Instagram followers.

Picture 1 of What Do Experts Say About the Best Time to Post on Instagram for More Engagement?

5 Tips to Find Out the Ideal Time to Post on Instagram

1. Analyze your Top-performing Post

To get the best results from your posts, you need to create a customized approach. You can review your previous posts to assess which of them has performed well in the past few days. You can gain insight from Instagram Analytics to understand at which time your posts have gained the maximum likes and shares. Survey their performance on a weekly and monthly basis and use the data collected to post your next posts at the best times.

2. Check When Your Audience Is Most Active

Instagram Analytics will also help you to understand when your target audience is most active. Once you identify the best time slots, sharing your posts at those timings will ensure that you can get more views & likes to increase engagement on Instagram. However, to identify the ideal timings, you need to know the age, gender, and demographics of your audience. For instance, if you're targeting the Gen Z population, you might want to share your posts early in the morning or in the mid-afternoon time slots.

3. Monitor When Your Competitors are Posting

Instagram is a highly competitive platform. So, if you are researching your ideal time slots to post your pictures and videos, your rivals are doing the same thing too. And there is a huge chance for your time slots to overlap. To prevent your content from getting lost in the crowd, you need to keep an eye on the timings your competitors

are preferring to share their posts. It will increase your chance to buy active and real Instagram followers for your account organically and with minimal investment.

4. Consider the Time Zone

If you create your posts for a global target audience, you may not have to focus on a specific time slot. But, if your target audience resides locally, you will have to pay special attention to their time zones and the precise time zones when they are most active. You can take the help of the Instagram Scheduler tool to set an alarm so that you don't miss the time when your viewers are supposed to be most active.

5. Be Consistent

Though you may get a momentary bump by posting once in a while at the perfect time slots, it will not improve your growth pattern in the long run. You need to be consistent by posting at the same time. This will help you develop the credibility of your brand and encourage your audience to build a strong relationship with you. As you continue to gain authentic connections with your viewers, it will increase the chance for the Instagram algorithm to pick your posts.

The Best Time to Post on Instagram:

According to surveys conducted by several social media marketing sites, we have found out the best timings to post on Instagram that are ought to give you favorable results.

Generally, Wednesday is thought to be the best day to post on Instagram. On the other hand, the engagement level is extremely low on Sunday. On average, 10:00 AM and 3:00 PM are considered to be the best time slots to post on Instagram.

However, for more clarity, we have reviewed the best time slots for each weekday to make your posts visible to a global audience. Here are the timings that offer the highest engagement rate each day:

1. Sunday: 8 AM to 2 PM
2. Monday: 11 AM to 2 PM
3. Tuesday: 10 AM to 3 PM, the engagement level peaks at 7 PM.
4. Wednesday: 7 AM to 4 PM, you can expect the highest engagement rate at 11 AM-4 PM.
5. Thursday: 10 AM to 2 PM, the engagement level peaks for an hour during 6-7 PM
6. Friday: 9 AM to 2 PM
7. Saturday: 9 AM to 11 AM

Further studies have also been successful in finding out the best timings for specific niches to post on Instagram.

1. For tech companies, the best time to list on Instagram is Tuesday evening through Wednesday afternoon.
2. If you are promoting an educational organization, posting on Friday at 10:00 AM is supposed to give you the best results. But try to avoid posting on Sundays.
3. For a Healthcare company, you can expect to get the highest engagement when you post on Tuesdays, preferably at 8:00 AM.
4. For a Non-profit Organization, you will get more chances to buy Instagram followers organically when you post on Tuesday and Wednesday between 10:00 AM to 3:00 PM.

The Bottom Line

Though on-trend, building up a brand name on Instagram is not an easy job. You have to take care of a lot of factors to assess when and how to increase your engagement level and boost your brand awareness. Only posting high-quality videos may not be sufficient. You will need to know the perfect timing to post your content and you need to know the trick to buy active and real Instagram followers.

We hope this article has helped you to understand the overall best timings to share your posts. We believe following these time slots will help you to buy Instagram followers in an organic way and also enable your posts to get more views & likes to increase engagement level.

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