

Sample response to a typical type of question in the Smart Business Owner's Social Media Help Desk

## When is the best time to post on social media?

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While there is data to suggest "best" times to post, keep in mind, these are only numbers based on a particular survey or based on a set of social media users. Your audience may be different.

Another consideration: time zones. noon Eastern time is 9 am Pacific, so your audiences will be engaging in different parts of their day.

A cool tool to analyze your Twitter followers worldwide is <https://tweepsmat.com/>. For the cost of a tweet (free!) you can see different versions of your followers (based on country, city, etc.) It offers more involved information if you pay for an upgrade, but if you just want a sense of where your Twitter community members live, it's a terrific tool.

You will need to authorize the app to access your Twitter account, but you can always revoke access once you get the data you need. To revoke access, sign into Twitter, click on the image of your avatar in the top, right of the screen. Select "Settings." Choose "Apps" from the left side of the screen and "Revoke Access."

For more details about times to post on different networks, check out the Powerpoint I've uploaded here in the group called "Best Times to Post."

Share your results here! Where do your followers live?

