

Instagram Posting Schedule

After 2 ½ years of testing, these are my recommended posting schedules to consistently add value, increase user engagement & grow your account. Posting at these times will ensure that you have the most eyes on your posts, which means more potential likes, comments, and followers.

I would aim to post 2-3 times per day starting out. The more original value you add to people's lives, the more they will continue to look to you, repost your images, tag their friends, etc. Hence, your account will grow. All times are based on **Eastern Time**, so adjust to your timezone.

1 POST PER DAY - If you only post 1-time per day, this when you should post:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm

This time frame always gets the most traffic. Most people will be home from work, off of school and able to be on Instagram. For those based outside the USA, I recommend testing this time frame, especially if you have a target audience on the located on the other side of the planet.

2 POSTS PER DAY - If you post 2-times per day, this when you should post:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7am-9am	7am-9am	7am-9am	7am-9am	7am-9am	7am-9am	7am-9am
8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm

Many check their phones as soon as they wake up, before school or work. This schedule hits them before and after work / school.

3 POSTS PER DAY - If you post 3-times per day, this when you should post:

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
7am-9am	7am-9am	7am-9am	7am-9am	7am-9am	7am-9am	7am-9am
11am-1pm	11am-1pm	11am-1pm	11am-1pm	11am-1pm	11am-1pm	11am-1pm
8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm	8pm-10pm

This schedule adds a lunchtime post. Tons of people check Instagram during their lunch breaks.