

When is the best time to post? quintly's data driven answer

Facebook posts published between 8pm -11pm tend to receive higher interactions.



Main findings for the US edition: 9pm weekends make 31% of all interactions, shorter posts can perform better; Findings visualized in an infographic on the company blog.

Social media analytics provider [quintly](#) has just published their [data-driven answer to the question “When to post on social media?”](#). The Germany-based analytics provider analyzed 3.3 million posts from US brands and found that posts received most interactions around 9pm. The analyzed data set also revealed that brand posts received the highest amount of interactions on the weekend and significantly more on videos compared to link posts.

The best time to post is a topic that has many people scratching their heads for many years. With this study we published the data-driven answer to this controversial question, specifically for the US market. Beyond that, the study looks into some crucial factors on how a perfect post is crafted.

— Pritam Shah Marketing Data Analyst at quintly

Beside the ideal time to post, quintly has also identified characteristics of the most successful posts; such as the text length, the use of emojis and hashtags are covered. From these findings, US marketers can improve their social media strategy in order to post when their community is online and interactive.

According to quintly it is important to see these findings as an average showing a trend for brands in the US. For a detailed understanding the analysis needs to be done on a profile level within a social media analytics tool. Therefore a [free trial is available](#).

ABOUT QUINTLY

quintly is a web-based **social media analytics tool** that helps users track and benchmark their performance against their competitors'. In this way customers can steadily optimize their social media strategy.

quintly was founded in Ennepetal, Germany in early 2011 by the brothers Alexander and Frederik Peiniger and is headquartered in Cologne, Germany now since 2012. Having started off as a duo with the name "AllFacebook Stats" it was renamed later on to "quintly" as more and more networks have been integrated. Now, quintly's clients are able to track Facebook, Twitter, YouTube, Google+, LinkedIn, Instagram and blogs through RSS feeds. The company now employs 25 people in **Germany, Brazil** and the **US**, has users in **183 countries** and serves paying clients in 60 countries. After three years in business, last year quintly expanded internationally and has established its US corporation as well as a sales office in Brazil with its headquarters remaining in Cologne. With an international team quintly strives to share their analytics expertise with their clients and through excellent service help them excel in their social media strategies.



quintlynewsroom