ACCORDING TO PUBLISHED INDUSTRY RESEARCH

Best Times to Post on Seven Social Platforms

Published recommendations from Buffer and Sprout Social | 2026 edition

PLATFORM	TOP REPORTED SLOT	OTHER STRONG SLOTS
Instagram [1]	Thursday 9 a.m.	Wednesday: noon and 6 p.m.
Facebook [2]	Thursday 9 a.m.	Wednesday: 8 a.m. Sunday: 10 a.m.
TikTok [3]	Sunday 9 a.m.	Monday: 1 p.m. Sunday: 1 p.m.
YouTube Shorts [4]	Friday 4 p.m.	Friday: 6 p.m. and 7 p.m.
Pinterest [5]	Tuesday 10 a.m. to 1 p.m.	Wednesday: 8 a.m. to 1 p.m. Thursday: 10-11 a.m. and 2-4 p.m.
Threads [6]	Thursday 9 a.m.	Wednesday: noon and 9 a.m.
Bluesky [7]	Saturday 5 p.m.	Saturday: 6 p.m. Sunday: 9 a.m.

Times are local clock times, as presented by the source studies. Pinterest reports several strong windows rather than one ranked winning hour.

These are observed engagement findings, not guarantees for every account. YouTube uses Shorts-specific findings; the other studies combine post formats. Sources: page 2.

THE EXPERTS BEHIND THE RECOMMENDATIONS

Published findings. Clearly sourced.

Open any source below to read the original research.

[1] Instagram - Buffer
9.6 million posts | September 23, 2026

[2] Facebook - Buffer
14 million posts | October 19, 2026

[3] TikTok - Buffer
7.1 million posts | September 14, 2026

[4] YouTube Shorts - Buffer
1.8 million YouTube videos; separate Shorts findings | July 24, 2026

[5] Pinterest - Sprout Social
2026 social media engagement study | March 31, 2026

[6] Threads - Buffer
2.5 million posts | February 4, 2026

[7] Bluesky - Buffer
More than 3 million posts | August 5, 2026

Reviewed November 19, 2026. Independent third-party research; no affiliation or endorsement. Studies use different samples and methods and can reach different conclusions.

Know the times. Schedule the batch.

Import finished videos, reuse your posting details, and review your accounts and times before scheduling with TRESSO.

Starter: $19/month for 3 accounts. Full: $29/month for up to 14.

Start Your 14-Day Free Trial

Card required. First-time customers only. Selected plan starts automatically after 14 days; cancel before the trial ends to avoid a charge.