

When to Post on Social Media for Best Results [INFOGRAPHIC]

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Because it's April Fool's Day, let me say that it would be foolish to waste the efficacy of your social media posts by not paying attention to readily available data that tells you exactly when it's prime time for you to post on Facebook, Twitter, LinkedIn and other networks.

Courtesy of [Quicksprout](#), below is a guide on the best days of the week and times to post for each social network. Print it out and give it to the person responsible for your law firm's social media marketing. If you've been measuring your social media marketing as you should but haven't been strategically posting as this guide suggests, track your posts from here on out to see if you get better results through strategic scheduling.

If you do, great. It didn't cost you a dime to get better results. If you don't get a bump in traffic, shares or likes, then go back to what you were doing before if you like. No harm done.

You see, sometimes marketing is like creating a perfect soufflé. You need to test and tweak to get the best rise from your efforts.

National Law Review, Volume V, Number 92

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