

Instagram caption

Best time to.... vacation: always 🏖️

Best time to... sleep until on a Saturday: whenever 🛏️

Best time to... post on Instagram: ah, now that requires more thought. 🤔

We analyzed 12 million (yep, 12 million), Instagram posts and found that the best time to post on Instagram is between 9am-11am EST. But, (and it's a big but), that's not necessarily the best time for your business. 🕒

Every Instagram account has a unique audience, with followers located in different time zones and certain behaviors, so it's important to find **your** personalized best time to post on Instagram.

What's true for everyone is that scheduling your Instagram posts for optimized times is proven to help you reach more followers and get more engagement on your posts. So, hit that link in our bio and let's find that best time for your audience! 📌