

## Instant Insights: The Trust Insights Starter Social Schedule

Social media practitioners obsess over the “best time to post” for any given social media channel. No best time exists globally; every audience is different. To find the best days and times for your audience, distribute content evenly around the clock for 30-90 days, then evaluate the days and times when audiences react most.

Time	SUN	MON	TUE	WED	THU	FRI	SAT
9 AM	Welcome	Welcome	Welcome	Welcome	Welcome	Welcome	Welcome
12 PM	Owned	Owned	Owned	Owned	Owned	Owned	Owned
3 PM	Curated	Curated	Curated	Curated	Curated	Curated	Curated
6 PM	Promo	Curated	Promo	Curated	Promo	Curated	Promo
9 PM	Curated	Promo	Curated	Promo	Curated	Promo	Curated
12 AM	Curated	Curated	Curated	Curated	Curated	Curated	Curated
3 AM	Owned	Curated	Owned	Curated	Owned	Curated	Owned
6 AM	Curated	Owned	Curated	Owned	Curated	Owned	Curated

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Above, curated content is third-party, non-competitive social media content such as industry news. Promo content refers to a promotional offer of some kind, commercial in nature. Owned is owned media content such as your company’s blog, podcast, videos, etc.

By carefully scheduling, tracking, and analyzing social content posted around the clock, you’ll understand your global audience reach and engagement.