BEST TIME TO POST: STARTING POINTS

A posting heatmap that tells you where its numbers come from, in your own timezone, with the next week's slots ready to export.

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WHEN IS THE BEST TIME TO POST ON INSTAGRAM?

It depends on who follows you and where they live. This heatmap starts from a published attention curve for your type of audience, shifts it into your timezone and, once your account is connected, blends in your own posts so the hours come from your history.

STARTING POINTS BY AUDIENCE

Who you post for	First	Second	Third	Best weekday slot
Food, Home & interior, Family & parenting, Wedding & events, Lifestyle	Sat 19:00	Sun 19:00	Sat 18:00	Mon 18:00
Fashion, Beauty, Travel, Art & design, Photography	Sat 19:00	Sun 19:00	Sat 18:00	Mon 18:00
Fitness, Health & wellness	Sat 08:00	Sun 08:00	Sat 09:00	Mon 07:00
Tech, Business, Finance, Real estate, Education	Mon 10:00	Tue 10:00	Wed 10:00	Mon 10:00
Pets, Gaming, Music, Auto & motors, Sports	Sat 19:00	Sun 19:00	Sat 20:00	Mon 19:00

Hours are in your audience's own local time: 20:00 means 20:00 where most of your followers live.

LOG FOUR WEEKS OF YOUR OWN POSTS

Date	Time	Format	Likes + comments	Reach

These are starting points from an audience model. After a month of your own posts, your best hours come from your data.

USE THE FREE BEST TIME TO POST

1. **Pick your niche and region.** Tell it what you post about and where most of your audience lives.
2. **Read the heatmap.** Darker cells are better hours, in your own timezone. A label says whether the numbers come from the model or your posts.
3. **Export your next slots.** Send the coming week's best slots to your calendar and post when your people scroll.

QUESTIONS PEOPLE ASK

Is the best time to post the same for everyone?

No. A gym and a bakery peak at different hours, and so does an audience in another timezone. That is why the tool asks for your niche and region, and prefers your own posts when it can read them.

Where do the numbers come from?

Without account data, from a published attention curve for your audience type. With your account connected, from your own posts, blended with the model where you have not posted yet. The page always says which one you are looking at.

Can I add the times to my calendar?

Yes. The next week's best slots download as a calendar file that Google Calendar, Apple Calendar and Outlook can open.

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