

# ***When to Post for Maximum Reach & Engagement (2025 Data)***

Fact: Posting at the wrong time can reduce your LinkedIn engagement by up to 65% (LinkedIn 2025 Algorithm Report).

This free scheduling guide reveals the best times to post, industry-specific windows, and tools to automate your strategy—backed by data from 1,000+ high-growth profiles.

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## **How to Use This Guide**

1. Find your industry's optimal time(Section 1)
  2. Sync with free scheduling tools(Section 3)
  3. Track performance (Section 4)
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## **1. 2025 Best Times to Post on LinkedIn**

*(Based on 3.2M posts analyzed by Hootsuite & Buffer)*

### **Global Averages (All Industries)**

Best Days: Tuesday, Wednesday, Thursday

### Peak Times:

Morning: 7:30 AM – 9:00 AM (Local Time)

Afternoon: 12:00 PM – 1:30 PM (Local Time)

Evening: 5:00 PM – 6:30 PM (Local Time)

### Why These Work:

7:30 AM: Professionals check LinkedIn before work

12:30 PM: Lunchtime scrolling peaks

5:30 PM: Post-commute engagement surge

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## 2. Industry-Specific Posting Times

*(Adapt based on your audience's habits)*

### SaaS & Tech

Best Time: 8:00 AM – 9:00 AM (Local)

Why? Early adopters check trends before standups.

## **Finance & Consulting**

Best Time: 6:30 AM – 7:30 AM (Local)

Why? High-earners start early (pre-market hours).

## **Creatives & Agencies**

Best Time: 11:00 AM – 12:00 PM (Local)

Why? Mid-morning inspiration breaks.

## **Healthcare & Education**

Best Time: 6:00 PM – 7:00 PM (Local)

Why? Post-shift engagement.

## 3. Free Scheduling Tools

### 1. LinkedIn Native Scheduler

Features:

Schedule directly in LinkedIn (no third-party tool needed).

Best for 1-2 daily posts.

How to Access:

Click *"Write a post"* → Clock icon → Set time/date.

### 2. Buffer (Free Plan)

Features:

Schedules up to 10 posts/month.

Optimal Time Recommender(auto-schedules for max engagement).

[Get Buffer Free](#)

### 3. Hootsuite (Free Plan)

Features:

Multi-platform scheduling(LinkedIn + Twitter/FB).

Best for: Agencies managing multiple profiles.

[Get Hootsuite Free](#)

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## 4. How to Track & Adjust

### Key Metrics to Monitor

1. Engagement Rate: Aim for >2%(likes + comments / impressions).
2. Dwell Time: Use LinkedIn Analytics to see average read time.
3. Click-Through Rate (CTR):>1.5% is strong for links.

## When to Experiment

Test off-peak times if your audience is global (e.g., weekends for freelancers).

Repurpose top posts at different times (e.g., a morning hit may also work at 5 PM).

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## 5. Pro Tips for 2025

1. Post Consistently: 3-5x/week minimum.
2. Avoid 8 PM – 6 AM: Lowest engagement window.
3. Use LinkedIn Live: 24% higher reach than static posts.

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## Downloadable Resources

1. Optimal Time Cheat Sheet ([PDF](#))
2. Scheduling Calendar Template([Google Sheets](#))

Want More? Reply “*SCHEDULE*” for our Advanced LinkedIn Timing Guide.

## Link



## TM Claude

Data-driven editor at CliqSpot, transforming raw analytics into actionable growth strategies for modern businesses.

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