

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**.

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)

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

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

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).

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.

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

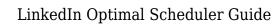




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