

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)
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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.
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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**.

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