Best Time to Post on Instagram to Get More Likes

Instagram is one of the most powerful platforms for sharing content, building a brand, or simply connecting with others. But if you're putting time and effort into creating great posts, you naturally want them to be seen and liked by as many people as possible. That's where timing matters. Understanding the best time to post on Instagram can significantly boost your visibility, engagement, and success on the platform.

Why Does Posting Time Matter on Instagram?

The Instagram algorithm prioritizes content that gets fast engagement. The more likes, comments, and shares your post receives shortly after it's published, the more likely it is to be shown to a wider audience. Posting at the right time increases the chances that your followers are online and ready to engage.

Even if you have the most eye-catching photo or video, it might go unnoticed if your audience is offline. That's why finding the **best time to post on Instagram** is critical—it helps ensure your post lands in front of people when they're most active.

General Best Times to Post on Instagram

While every account and audience is different, several studies have analyzed thousands of posts to identify general trends. Here are the most commonly recommended posting times:

1. Best Days to Post

- **Tuesday, Wednesday, and Thursday** are typically the most effective days.

- **Sunday** is usually the least effective day for engagement.

2. Best Times of Day (in local time)

Day	Best Time to Post
Monday	6 AM – 10 AM
Tuesday	8 AM – 10 AM, 2 PM
Wednesday	9 AM – 11 AM
Thursday	10 AM – 12 PM
Friday	9 AM – 11 AM
Saturday	10 AM – 1 PM
Sunday	9 AM – 11 AM

These are averages based on global data. However, your specific audience may behave differently. That's why it's important to analyze your own metrics, which we'll cover shortly.

Best Time to Post on Instagram by Industry

Your niche or industry can influence the best posting time. Here's a quick look at when different types of accounts often perform best:

🔲 Tech and SaaS Brands

- **Best Time**: Wednesday at 10 AM or Thursday at 2 PM

- People in tech tend to browse Instagram during short breaks or lunch hours.

👗 Fashion and Beauty

- **Best Time**: Thursday and Friday, 12 PM – 3 PM

- Followers often scroll during lunch or early afternoon.

🍔 Food and Beverage

- **Best Time**: Friday at 12 PM

- Content about food tends to perform well right before or during meal times.

📚 Education and Coaching

- **Best Time**: Tuesday and Wednesday, 8 AM – 10 AM

- Early weekday mornings are great for sharing helpful, educational content.

🧘 Health and Wellness

- **Best Time**: Monday and Wednesday, 6 AM – 9 AM

- People often check wellness pages before starting their day.

How to Find the Best Time to Post For You

While general data is helpful, your audience may behave differently based on where they live, their routines, and your content style. Here's how to find your best time to post on Instagram:

1. Use Instagram Insights

If you have a business or creator account, you can access Instagram Insights:

- Go to your profile

- Tap the menu (≡) in the top right corner

- Tap Insights > Total followers

- Scroll to Most Active Times to see when your audience is online

This data is sorted by day and hour, and it's one of the best tools to customize your posting schedule.

2. Experiment with Different Times

Try posting at different times throughout the week and measure your results. You can create a content calendar and track key metrics like:

- Likes

- Comments

- Reach

- Saves

- Shares

Do this for a few weeks to see clear patterns.

3. Use Social Media Scheduling Tools

Tools like Later, Buffer, Hootsuite, or Sprout Social not only help you schedule posts but also offer analytics to track what times are working best.

Tips to Maximize Engagement at the Best Time

Even if you're posting at the perfect time, a few additional tips can help boost your likes and interactions:

🧩 Post High-Quality Content

Clear images, relevant captions, and branded visuals go a long way.

💬 Write Engaging Captions

Ask questions, add emojis, or tell a short story. Captions that spark conversation get more comments.

📍 Use Hashtags Wisely

Include a mix of trending, niche, and branded hashtags to reach more users.

🔁 Be Consistent

The algorithm favors accounts that post regularly. Pick 3–5 ideal times a week and stick to them.

🗣️ Engage With Your Audience

Reply to comments quickly, like other users' content, and stay active. This increases your visibility.

Time Zone Considerations

If your audience is global or in a different region than you, post according to **their time zone**, not yours. For example, if you're in India but most of your followers are in the U.S., schedule posts to go live during peak U.S. hours.

Frequently Asked Questions

Q1: Does Instagram's algorithm affect post timing?

Yes, the algorithm boosts content that gets engagement quickly. That's why posting when your audience is active is so important.

Q2: Is there one universal best time to post on Instagram?

No, the best time varies depending on your audience and niche. Use Insights and testing to find your own sweet spot.

Q3: Should I post on weekends?

It depends. Some industries do well on weekends (like travel or food), while others see better engagement during weekdays.

Q4: How often should I post?

Quality matters more than quantity. Posting 3–5 times a week consistently is ideal for most accounts.

Q5: Do Instagram Reels follow the same timing rules?

Reels often perform well throughout the day but posting during high engagement periods still helps your chances of going viral.

Final Thoughts

If you've been wondering about the **best time to post on Instagram**, you're not alone. While general trends can point you in the right direction, there's no one-size-fits-all solution. The key is to test different times, pay attention to your Instagram Insights, and remain consistent with your posting strategy.

By posting when your audience is most active, you not only increase your chances of getting more likes but also build a stronger connection with your followers—ultimately growing your reach and impact on Instagram.