

# Best time to post and review on Facebook and Instagram: analytical evidence

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## Abstract

**Purpose** – The study aims to investigate the time for social media posts and reviews in order to determine the best timing to ensure maximum outreach and interactions from users. The study intends to analytically investigate a company's Facebook and Instagram pages to get meaningful insights for effective post management.

**Design/methodology/approach** – “Great Deal Tires” company's Facebook and Instagram business pages were taken as the case study and patterns and analytical insights for different posts using Facebook and Instagram analytics were identified. The study categorically selected posts from Facebook pages and Instagram pages that were posted at different times and assessed on their impact.

**Findings** – According to the study, Tuesday and Wednesday have higher engagement on the Great Deal Tires Facebook page, while Friday has higher engagement on Instagram. The study also provided valuable insights into post content and timing in order to increase the marketing impact of the posts.

**Originality/value** – The study provides an analytical framework for analyzing post and review timing on various company business pages, allowing marketers to initiate more user visits and interactions.

**Keywords** Facebook, Instagram, Social media post timing, Social media, Social media analytics

**Paper type** Research paper

## Introduction

According to the most recent reports, there are approximately 4.7 billion active social media users worldwide ([Global Social Media Statistics, n.d.](#)). Because of the ease of access and outreach, these social media users have always been a prime target for marketers to communicate with in order to learn about the consumers' interests and reach out to them with product and brand promotions ([Zubair et al., 2022](#)). Besides it, the earlier common marketing and brand communication practices, like television commercials and newspaper advertisements, have also seen a severe toll because of decreasing circulation of newspapers and declining Television Rating Points (TRP) due to the impact of digital newspaper mediums and over-the-top (OTT) contents ([Chyi and Huang, 2011](#); [Sadana and Sharma, 2021](#)). New innovations such as TiVo and Netflix have put a new challenge for marketers and companies in advertisement and brand promotion industry. The days



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of television commercials having an impact on audiences are dwindling in comparison to the impact such commercials had on audiences five to ten years ago. Consumers' attention is being divided among new modes of communication as a result of recorded shows, streaming services and other forms of entertainment. This has also increased the importance of social media platforms in the eyes of marketers, as social media not only provides sustainable ways to reach consumers but it is also easier to communicate with and interact with customers over here.

This has led to the development and extensive utilization of social media analytics to identify the best strategies and approaches for increasing the outreach of social media users on different social platforms and social media posts. There are several studies that have utilized social media analytics and have assessed the selection of social media platforms (Choi and Sung, 2018; Tavana *et al.*, 2013), social media post design (Strekalova and Damiani, 2018), post content analysis (Schwartz and Ungar, 2015), engagement on posts (Shahbaznezhad *et al.*, 2021), social media influence (Fondevila-Gascón *et al.*, 2020) and the role of social media in different business organizations (Barrot, 2021; Chu *et al.*, 2020; Lin and Kishore, 2021). There is also a key area of social media post timing which can increase the influence and impact of posts on the users. Social media post timing has been studied by researchers in previous years (Li *et al.*, 2020; Zhang *et al.*, 2022), but more research is needed to develop a generalized idea of post timing with respect to different social media platforms. It is required to have dedicated efforts on the most popular social media platforms, such as Facebook and Instagram, to identify post timing strategies so as more engagement can be achieved on each of the social media posts. Fortunately, both Facebook and Instagram provide users with their own analytical metrics that provide specific information and data about the platforms' user engagement.

Learning about Facebook and Instagram analytics enables a marketer to discover insights into a Facebook or Instagram page that they would not have discovered otherwise (Bechmann and Vahlstrup, 2015). The goal of any marketer is to first find out what can capture a person's attention and hold it long enough for the person to understand the message the marketer is attempting to convey. The Facebook and Instagram analytics plays a significant role over here. Facebook and Instagram analytics reveals a variety of information about their users, including age, location, interests and the most common times when people interact with a page or post. Furthermore, it is critical that the marketer must be aware of people when they interact with the company's business page in order to post content at the most appropriate times.

Few studies, such as Jahanbakhsh *et al.* (2021), Hanifawati *et al.* (2019) and Wahid and Wadud (2020), have attempted to evaluate the impact of posting time on different social media criteria using available social media analytics. However, a review of the literature revealed differences in the researcher's views on post timings on various social media platforms. This study attempted to delve into the analytical data provided by Facebook and Instagram analytics in order to derive insights for page visit timings in terms of post engagement, product advertisement, brand promotion and consumer communication statistics. The study took a simplistic approach to analyzing available social media analytical data from two of the most popular social media platforms, Facebook and Instagram, and provided an overview for meaningful inferences in terms of post timing strategies. The study investigated "Great Deal Tires's" Facebook and Instagram business pages and identified patterns and analytical insights into different posts using Facebook and Instagram analytics. The study, on the one hand, identified that Tuesday and Wednesday have more engagement on the Facebook page, and on the other hand, Friday has more engagement on Instagram for Great Deal Tires. The study also investigated user inclinations on different days on the Facebook and Instagram pages by categorizing user engagement with their age groups, gender and locations to gain more meaningful insights. The study

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establishes a framework for further investigation of various company business pages, allowing marketers to initiate more user visits and interactions.

### Literature review

Recent years have seen a rise in interest in social media analytics among academics working in the marketing and strategy fields (Misirlis and Vlachopoulou, 2018). Several researchers have cited the popularity of social media among all age groups, including Generation X, Millennials, Generation Z and Alpha, as well as rising trends of more active users on social media platforms worldwide (Fan and Gordon, 2014; Kurniawati *et al.*, 2013). The role of social media analytics has been seen in all three types of commerce: business to consumer (B2C), business to business (B2B) and consumer to consumer (C2C). Several researchers have identified and shown the significance of social media analytics in B2C and C2C environment (AlSheikh *et al.*, 2017; Clement *et al.*, 2020; Peltier *et al.*, 2020). In B2B environment, Sivarajah *et al.* (2020) demonstrated the importance of social media analytics in strategic operations and marketing-related business activities to increase the profitability and sustainability of organizations. Further, the analytical data available on different social media platforms have been critically investigated by researchers to come up with business insights to increase the user traffic (He *et al.*, 2018; Wu *et al.*, 2019). However, researchers have identified several challenges associated with social media analytics in order to obtain appropriate insights into business development, due to the immense quantity of data available on social media platforms. Brooker *et al.* (2016) identified several practical challenges related to data collection and visual representation for social media analytics for business insights. Similarly, Sivarajah *et al.* (2020) stated that social media analytics can facilitate business sustainability, but available literature still lacks the proper insights and standards necessary to effectively leverage information available for business decision-making. In the terms of utilization of social media analytics data also, significant research works are available (Misirlis and Vlachopoulou, 2018; Suseno *et al.*, 2018; Tricco *et al.*, 2018), but still more explorations are required to develop standard frameworks to assess information that can lead to business insights and decision-making. A potential issue that still needs to be investigated in this area is assessing the timing behavior of users on a company's social media business page so that marketers can enhance brand development activities in order to boost user interaction and activities. Among the majority available study in this area, the study of Jahanbakhsh *et al.* (2021) has evaluated the social media posts timing, but it mostly has concentrated on misinformation management by accurate timing of social media posts. A similar study by Hanifawati *et al.* (2019) evaluated brands' popularity on Facebook based on post timing and content, but again, the study focused primarily on social media post timings. Very few explorations have been made in regards to page visit timing data under social media analytics in order to gain insights. It is crucial for marketers to understand when and how often users interact with their social media business pages in order to increase engagement. Furthermore, different social media platform-specific analyses of business page visit timing are necessary in order to gain a more accurate picture of social media users' timing behavior.

### Facebook analytics

Facebook analytics gives a marketer a better understanding of who their audience is (Yu and Houg, 2021). A marketer will be more successful in reaching the desired audience if they have a better understanding of their Facebook business page performance (Kite *et al.*, 2019). For example, the number of fans a Facebook business page has is an important metric for Facebook analytics as it reveals to the marketers about how many people that page can reach naturally without spending money to do so (Yu and Houg, 2021). However, analytics are

typically only as good as the purpose for which they are used. Analytics, when used correctly, can provide marketers with a wealth of understanding and knowledge. If analytics is used incorrectly, the results are likely to be meaningless. Using Facebook analytics can be a great way to see who might be interested in a product, service or brand. [Fairbrother \(2018\)](#) stated that companies can waste a lot of ad spend if they do not have a good way to track insights. Also, Facebook's algorithm has become more sophisticated in recent years, and the number of people who can like a page organically has now been limited. The goal of limiting a Facebook page's ability to reach people organically is to make marketers to spend money on advertising to reach the intended audience. So, Facebook analytics can be a good medium for proper insights and proper channelization of advertisements for better outreach to potential customers.

Facebook analytics allow for a wide range of measurements to be taken, such as page visits, and the amount of time fans spend interacting with a Facebook page ([Yu and Houg, 2021](#)). Examining what fans of a page prefer can help companies target interested individuals more effectively in the future. Each business will have a distinct audience that generates a large amount of data that can be analyzed and used to maximize audience engagement. In addition to it, marketers want to be cognizant of the reach they are getting on each post ([Kite et al., 2019](#)). The reach on each post will help determine how many people are seeing something a marketer is posting. If a person is not seeing a post, it is hard to determine if that post is working or not. Additionally, a marketer will want to check to see if any post has virality ([Kite et al., 2019](#)). It is extremely difficult for a post to go viral, and a marketer cannot simply make a post go viral. Viral posts on social media are typically a very natural and organic event ([Quesenberry and Coolsen, 2019](#)). The data and information obtained from Facebook analytics not only inform marketers about the reach of each post but also provides an inference of the likings and preferences through which they can plan their posts to go viral for a massive spread of information to users.

It is also recommended that marketers set Key Performance Indicators (KPI) goals ([Kmieckowiak, 2018](#)). Because a large platform like Facebook generates a lot of data, learning what to measure and look for can be very useful. A KPI can vary greatly depending on the company and industry. Some businesses may prefer link clicks, while others may prefer to grow their brand and gain Facebook fans ([Kmieckowiak, 2018](#)). Regardless of the KPI chosen, a marketer must ensure that the measurement chosen is relevant to their overall goal.

In terms of KPI data on page visit timing by users, most studies have evaluated post timings to derive insights from data on page visit timing by users on Facebook business pages. However, to assess the Facebook page time engagement consumer behavior, an outline of what to evaluate and how to evaluate in the available Facebook user analytics data is still required.

### **Instagram analytics**

Instagram has over 25 million business profiles around the world, with over 200 million Instagrammers visiting at least one business profile every day ([Da Cunha, 2018](#)). With the number of people looking at business profiles on Instagram, it is clear that there is opportunity for a company and its brand to grow. If a marketer does not evaluate information, such as who is viewing the company profile content, it is essentially a missed opportunity because the marketer will not be targeting the right people to view the company profile ([Da Cunha, 2018](#)).

Instagram analytics can help you learn more about your audience and their social media behavior. Analytical data on key metrics such as comments or likes can assist a company in determining what type of content the audience is most interested in ([Canning, 2018](#)). It is important to note that Instagram analytics is only available to businesses that have a

business profile on the platform (Canning, 2018). Tracking will then be applied to posts, stories and a variety of metrics in order to collect as much data as possible for marketers.

Instagram allows marketers to see the top markets of people who follow their page (Da Cunha, 2018). A marketer, for example, may want to see if the majority of the company profile audience is on the west or east coast, as this may affect the time of day the company posts to Instagram. Furthermore, social media can provide an e-commerce company with insights that it would not otherwise have. If an e-commerce company knows from Instagram analytics and user engagement data that the majority of its customers are on the west coast but its warehouse is on the east coast, it will need to find a west coast distribution center or factor in a higher shipping cost.

The marketer also needs to evaluate the average age range for the Instagram page (Da Cunha, 2018). Depending on the highest average age range of the page, the marketer will want to ensure that the posts will be targeted to the most relevant group of people. Additionally, the percentage of each gender following a business page is important (Da Cunha, 2018). The posts will be very different depending on what percentage of the viewers are men or women. Moreover, a marketer will want to measure how many impressions occurred on a post (Wright, 2018). Knowing how many people saw a post will give a marketer a necessary benchmark to see how successful a post was or was not.

According to recent studies, many brands experience very high engagement on Instagram, just as they do on Facebook. According to Phua *et al.* (2017), Instagram users had the highest level of brand community engagement and commitment. Knowing this information is important for a marketer. Engagement is powerful because it informs people that a brand exists, allows them to interact with the brand and, most importantly, keeps someone's attention. People must first be aware that a product exists in order for it to be sold.

### **The best times to post on Instagram and Facebook**

According to York (2018), over 70% of US businesses use Instagram, with that figure expected to rise. In addition, the study found that 67% of Millennials and 60% of Gen Xers are more likely to buy from a brand they follow. Knowing these statistics is critical for today's marketers. Social media amplifies the effect of the theory that a customer must first be aware of the existence of a brand or product before purchasing it.

There are many theories on the best time to post on social media platforms. According to Kolowich (2018), the best time to post on Instagram was Monday and Thursday between 3 and 4 p.m. Kolowich (2018) also mentioned that the best time to post videos was between 9 p.m. and 8 a.m. According to many authors, Thursday seemed to be a consistent good day to post from all of the recommendations reviewed. Similarly, posting between 3 and 4 p.m. has been consistently recommended.

Kolowich (2018) also stated that it is generally best to post between 1 and 4 p.m. for Facebook. This could be a result of a variety of reasons. One reason could be that many people are at work and need a quick break. Another reason could be that people are returning from lunch around 1 p.m. and have not yet started working. Interestingly, the best time to post on weekends is between 12 and 1 p.m. (Kolowich, 2018). Furthermore, according to Kolowich (2018), the worst times to post on Facebook are before 8 a.m. and after 8 p.m.

Csutoras (2018), on the other hand, questioned whether there is a specific or good time to post on social media. However, Csutoras (2018) discovered that in recent years, there has been a shift from the chronological order of posts to a greater focus on relevance to the user with the Facebook and Instagram algorithms. Having the algorithm focus on relevancy would provide a better overall user experience. And on the basis of this inference, Csutoras (2018) proposed that good times to post on Facebook are between 1 and 3 p.m. and between 8 a.m. and 9 a.m. Similarly, Pollard (2015) stated that Thursday and Friday are the best days to post

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on Facebook, with the best times to post on Facebook being between 1 and 3 p.m. specifically, and 9 a.m. to 7 p.m. more broadly. [Ferreira \(2018\)](#) supports this by identifying the best days to post on Facebook as Thursday, Friday, Saturday and Sunday. Interestingly, [Ferreira \(2018\)](#) also discovered that the best Facebook engagement occurs on weekends between 1 p.m. and 4 p.m.

In terms of post timings and user engagement on different social media platforms, many people mistake Instagram and Facebook for being very similar platforms; however, each has distinct differences. One notable difference is the days and times when many in the industry recommend posting. According to [York \(2018\)](#), the best times to post on Instagram are Wednesday at 3 p.m., Thursday at 5 a.m., 11 a.m., 3 p.m. and 4 p.m. and Friday at 5 a.m. [York \(2018\)](#) also stated that Thursday is the best day to post on Instagram, and Sunday is the worst day. In contrast to this, [Ferreira \(2018\)](#) stated that the best time to post on Instagram is Saturday at 5 p.m. [Ferreira \(2018\)](#) also mentioned that the best times to post on Instagram are between 11 a.m. and 1 p.m. and 7 p.m. to 9 p.m. Moreover, [Ferreira \(2018\)](#) noted that Monday, Wednesday and Thursday as the best days to post. The one thing that [York \(2018\)](#) and [Ferreira \(2018\)](#) have in common is that Sunday is the worst day to post on Instagram.

Given the various recommendations on when to post, a marketer needs to assess all recommendations, experiment with the company content and decide the best time to post. When deciding the best day and times to post, it is important for the marketer to evaluate his or her audience to see when engagement is highest on their page.

## Method

To evaluate the user timing behavior on a company's business Facebook and Instagram page, the study has selected a company – "Great Deal Tires" – to investigate on the page visit analytics data for timing insights. Great Deal Tires is a regional company based in Pennsylvania, USA. Because the company was operating on a regional level and was not a well-established brand, more accurate and relevant insights into terms of social media page visit times with respect to global time zones were expected, which were also identified in the findings for the page visitors' locations. Aside from that, the company began its social media operations in 2017 and was putting a strong emphasis on brand promotion on social media. A high level of activity in terms of posts and interaction was observed during the period of company selection and data collection from the social media pages. The Great Deal Tire company was able to generate a positive response and visibility on both the social media platforms as a result of significant activity on these platforms. It quickly grew to over 7,500 Facebook followers and 3,500 Instagram followers. The data were collected on regular intervals during the period of November 2019 to December 2020, and assessments were performed for weekly data collected from Great Deal Tires' Facebook and Instagram pages. The posts on both the social media platforms were selected which were brand appeals and were not having any copyright images or contents. While reviewing the posts on both social media pages, it was ensured that they were all posted at random and at the different time. The goal for this study was to see if the recommendations given by many experts within the social media industry matched up with the analytics of Great Deal Tires' business page. It is always interesting to compare times across many industries that work well and compare them to a specific business. Essentially, we are comparing the macro vs micro view and looking for variations as well as consistencies.

The first evaluation that took place was looking at the comparison of times that most people engage with Great Deal Tires' Facebook and Instagram pages. Using this data, social media post timing can be compared to industry experts' and previous studies' assessments of post timing to see how it relates in the terms of user engagement. Additionally, the data involving best time to post can be helpful for Great Deal Tires to get maximum engagement. Increases in Facebook page fans and Instagram followers will need to be looked at as well.

Another important piece of data is where the people who engage with the Facebook and Instagram pages are located. By doing the proper evaluation, Great Deal Tires will be able to see which time zone is most important for posting content, and it could also indicate where future customers are located.

### Data analysis

#### Facebook analytics

The first evaluation that was completed for Facebook analytics was seeing when most people interacted with a Great Deal Tire page and is shown in Figure 1 (Great Deal Tires, n.d.a). Specifically, we wanted to see at what times people interacted with a Great Deal Tire page in the past 90 days.

By reviewing the data, it is shown that there are some unique days and times that stand out. Some of the days that received the most interaction were Monday at 3 p.m., Tuesday at 6 p.m. and Wednesday at 9 a.m., 10 a.m. and 2 p.m. It appears that Wednesday at 9 a.m. is the best day and time to post for a Great Deal Tires Facebook page. Several previous studies are significantly different in terms of the findings of this study's analysis. According to Kolowich (2018), the best time to post on Facebook during the week is between 1–4 p.m., and the best time to post on weekends is between 12 and 1 p.m. (Kolowich, 2018). Similarly, Csutoras (2018) suggested that the best times to post on Facebook are between 1 and 3 p.m. as well as between 8 a.m. and 9 a.m. Ferreira (2018) discovered that the best Facebook engagement occurs on weekends between the hours of 1 p.m. and 4 p.m. Interestingly, none of the articles mentioned the specific time and day of Wednesday at 9 a.m. as the best time to post on Facebook. Although, Pollard (2015) stated that the best time to post on Facebook is between 9 a.m. and 7 p.m., which is consistent with the findings of this study, but the time range of Pollard (2015) is too broad to be considered for any significance. A correlation that can be seen with the findings of the best days and times to post is that the afternoons on Tuesday and Wednesday performed well; however, Thursday and Friday afternoons did not perform well.

Another important characteristic that can be seen in Figure 2 is the unique users, which included 2,410 unique users and 1,940 new users with a Great Deal Tires Facebook page (Great Deal Tires, n.d.a). These data indicate that there will be plenty of people to target in the future, and it can also provide a benchmark to grow those numbers.

Some additional information is shown in Figure 3 that can be key for marketers to determine the average age of a page, if more males or females interact with the page and where the people are located (Great Deal Tires, n.d.a).

Based on gender, the Great Deal Tires page consisted of 96.1% of male viewers with only 2.74% female viewers. This knowledge can be helpful as more posts can be directed towards males since males comprise the majority of the audience who viewed a Great Deal Tire page.

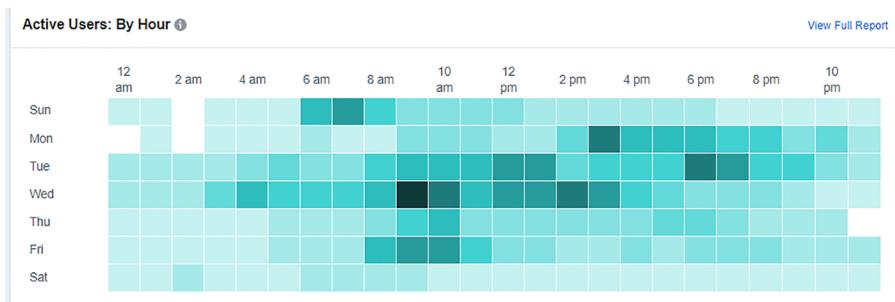


Figure 1.  
Active users by hour  
data of Great Deal Tire  
Facebook page

Also, the top two age groups that interacted with the page were between 18–24 and 25–34. Based on this information, content can be created that will interest those viewers more than older individuals. Lastly, most of the interactions on the page are from people located within the USA so ad spend is not going to be wasted on people in other countries.

Best time for social media posts and reviews

### Instagram analytics

Using Instagram insights, we can review critical data that can help Great Deal Tires with content and marketing of its products. The first items that will be looked at are the interactions that occurred on a Great Deal Tires Instagram page and how many profile visits and website clicks occurred in the week between January 06th and January 12th. This user activity information is shown in Figure 4 (Great Deal Tires, n.d.b).

During a seven-day period beginning on Sunday, it can be seen that 235 interactions were taken on the page, 214 profile visits occurred and 21 website clicks happened, as well as 628 accounts reached. Website clicks and profile visits on the page were down from the previous

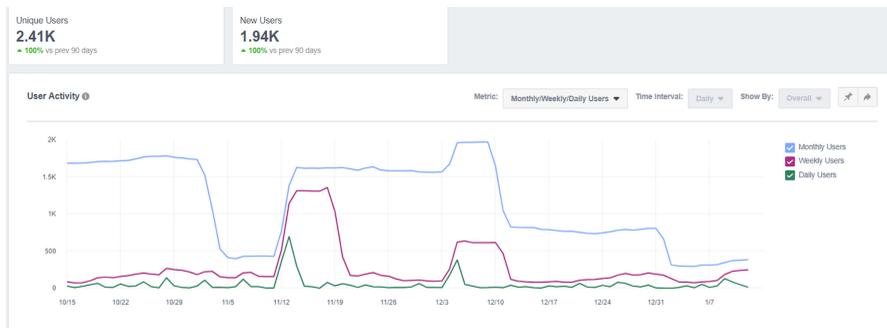


Figure 2. Classification data for new and unique users for Great Deal Tire Facebook page

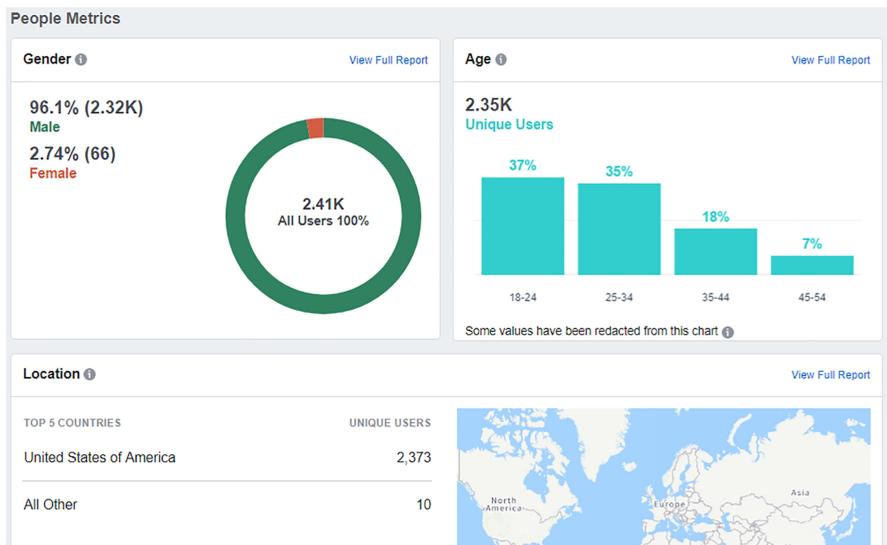
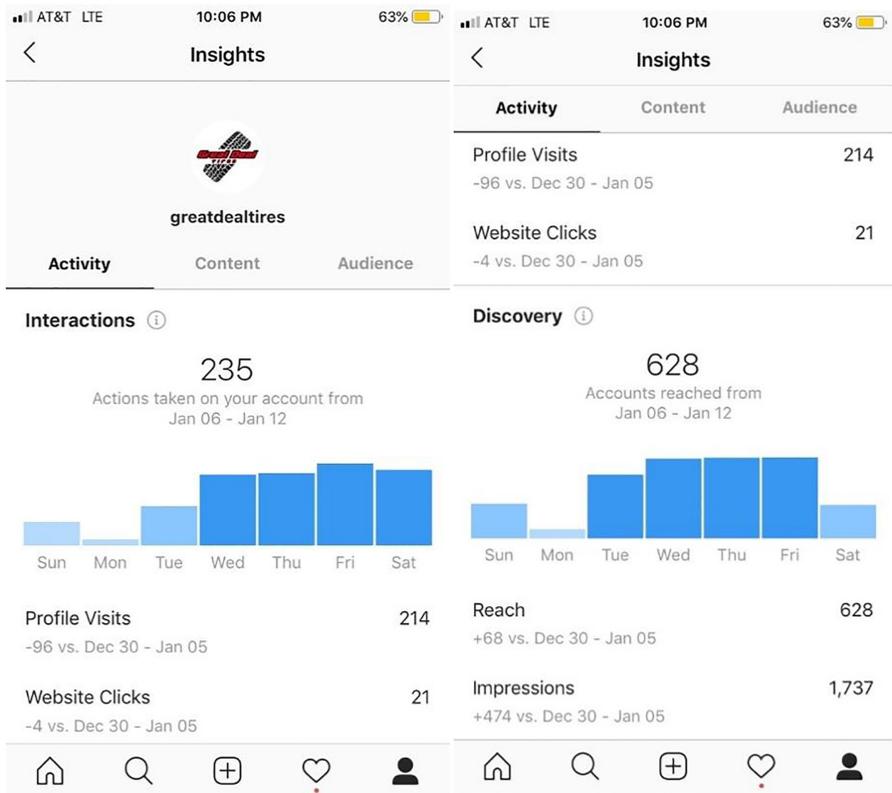


Figure 3. Gender, age and location classification data of Great Deal Tire Facebook page

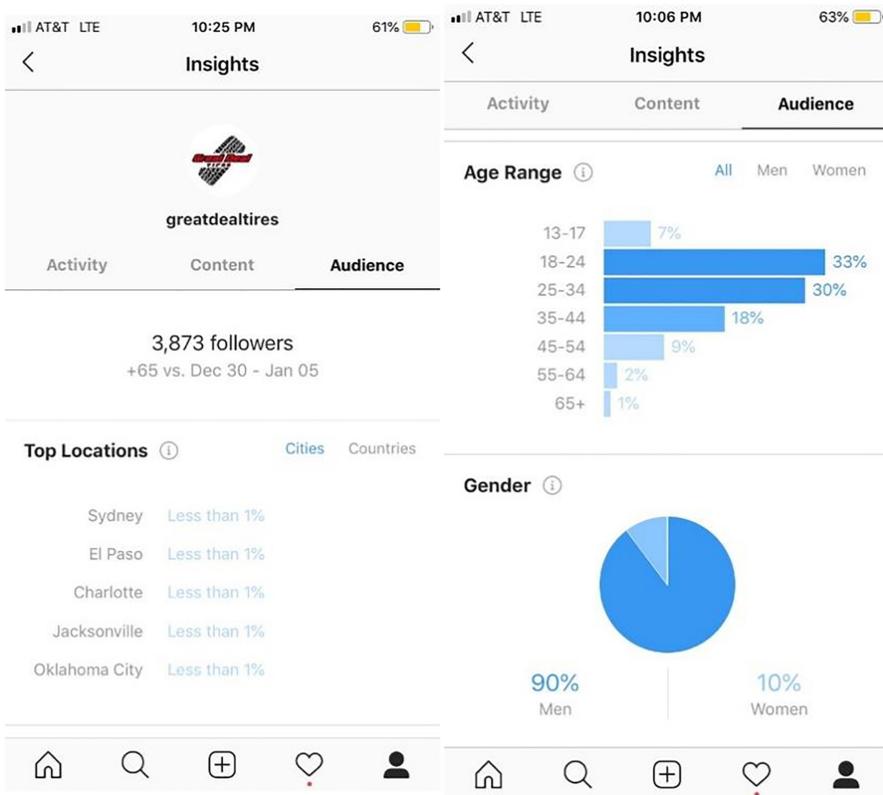


**Figure 4.** User activity information of Great Deal Tire Instagram page

week, so the content will need to be evaluated to see if anything may have been different. Most of the interactions occurred on Friday, with Wednesday, Thursday and Saturday also having good engagement. After reviewing the statistics for Great Deal Tires, it can be concurred that those are good days to post for this specific page. This is similar to the findings of the York (2018) who have also mentioned that Wednesday and Thursday tend to be good days to post on Instagram, along with Fridays. Similarly, York (2018) stated that Thursday is the best day to post on Instagram, and Ferreira (2018) stated that Saturday is the best day to post on Instagram, which is consistent with the findings of this study.

One piece of useful information to consider is the age range of an Instagram business page, the top locations of followers, the gender split and how many followers were gained in the previous week. The user classifications information is shown in Figure 5 (Great Deal Tires, n.d.b).

The above chart illustrates that the Instagram page has 3,873 followers and 65 more than the prior week. The top locations for views were Sydney, Australia; El Paso, Texas; Charlotte, North Carolina; Jacksonville, Florida and Oklahoma City, Oklahoma. The outlier in this group appears to be Sydney, Australia. Great Deal Tires does not ship tires to Australia as the shipping cost would be unfeasible. Additionally, each location is less than 1%, so the Instagram page has people from a wide variety of areas. Since the top locations in the USA are all over the country, this must be considered when thinking about the shipping cost for tires.



**Figure 5.** User classification information of Great Deal Tire Instagram page

There is a correlation with the Facebook page in both the age range and gender split. The most common age range is 18–24 followed by 24–35. It is good to have the knowledge of the most popular age range of the page, so content can be created specifically for that group. Moreover, knowing that the page followers are 90% male and only 10% female can be good data to use. Posts can be focused more towards males than females for their Instagram page.

**Discussion of the findings**

Having the knowledge of when to post coupled with data from Instagram analytics and Facebook analytics can make the job of a marketer much easier. Great Deal Tires saw that on some occasions, the data from its pages aligned with the social media expert’s advice on when to post, and sometimes, it did not. Some helpful information can be found by reviewing the age of the population and the gender of the population. The knowledge gained from the review of these data from the Great Deal Tire page will allow posts to be more targeted to the overall age range of 18–34 and will now be more focused on males. Additionally, Great Deal Tires has a better insight as to which days are best to post such as Tuesday and Wednesday for Facebook engagement while Friday is the best day to post on Instagram.

Reviewing the data from Great Deal Tires Facebook and Instagram analytics can be crucial in growing the online tire company. Insights were gained in the review of both accounts so that posts can be more targeted moving forward. Comparing the data from the

Great Deal Tire page to what was recommended by social media experts showed that some of the time there was a correlation with the recommendations the experts had and sometimes Great Deal Tires pages showed differences. Using the recommendations on the macrolevel for general tips given by the experts vs the microdata from specific insights for the Great Deal Tires Facebook and Instagram pages provides a unique perspective on social media performance and overall, for analytics. That said, every company will have to evaluate its own Facebook and Instagram analytics to better understand its own audience.

### Implications of the study

The study looked into the social media analytics data of Great Deal Tires' social media pages (Facebook and Instagram) to determine how users time their activity on the pages. The study expanded on the existing theory on the timing of social media posts for business activity decisions. In addition to the existing literature by [Jahanbakhsh et al. \(2021\)](#) on the timing of social media posts, this study primarily focused on gaining insights into user activity information to gain business insights from the analytical data. This study adds to the existing research of [Hanifawati et al. \(2019\)](#) and [Wahid and Wadud \(2020\)](#) to determine when is the most effective timing of user engagement on social media business pages by focusing on Great Deal Tires analytics data. With respect to the Facebook analytics data, the study agreed to the outcome of [Pollard \(2015\)](#) that identified highest user engagement in between 9 a.m. and 7 p.m. but also extended it by providing accurate date and time for the selected company. Similarly, for Instagram analytics data, the study agreed with the findings of [York \(2018\)](#) and confirmed that Wednesday, Thursday and Friday are among the best days to post on Instagram in terms of user engagement and extended it by identifying that Friday is the most engaging of all.

The study significantly contributes for managerial decision-making as it provided an outline to assess the Facebook and Instagram analytical information using which marketing and brand prepromotion strategy on social media can be framed. Though the study focused on the data from a single company, the approach and analysis provided in the study can help marketers to assess the user timing behavior for their own company to make more accurate planning of social media activity. In addition, the study provides user classification insights into the basis of gender, location and age that can help marketers to efficient plan their social media marketing strategy to focus on specific category of users.

### Limitations and future scope

The study's main limitation is that it only investigated a single company, so the insights gained from the study are limited to the data from that single company. Second, the study did not use any statistical or experimental investigation; instead, it focused only on the available analytical data. For future studies, more companies can be included to validate the findings for a more generalized outcome. Statistical analyses can also be conducted on available Facebook and Instagram analytical data to establish relationships between different factors for better managerial insights.

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