



# Mastering Social Media:

## The ultimate guide to prime posting times.

Stephanie Anderson, Grace Hill's Social Media Expert

### Maximize Engagement With Perfect Timing!

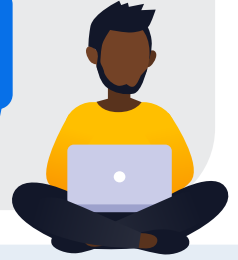
In the competitive rental housing market, timing is everything. Whether promoting available apartment homes or sharing community events, posting at the right moments can dramatically boost your reach. This infographic, featuring insights from Grace Hill's Senior Director of Social Media and Globe Street's award-winning influencer, reveals the top-secret posting times tailored for rental housing. Learn how to align your strategy with unique audience behaviors and market trends to fill vacancies faster and engage your community like never before!

### BEST TIMES TO POST ON EACH SOCIAL PLATFORM



#### Facebook

- Best Days: Wednesday and Thursday
- Best Times: 9 AM - 1 PM
- Best Content: Posts with images and video to include community events and resident testimonials.
- Pro Tip: Avoid weekends; lower engagement rates.



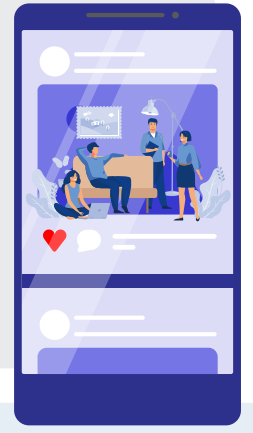
#### X (formerly known as Twitter)

- Best Days: Monday and Thursday
- Best Times: 8 - 10 AM, 6 - 9 PM
- Best Content: Community photos and apartment availability.
- Pro Tip: Lunchtime posts also do well.



#### Instagram

- Best Days: Tuesday and Wednesday
- Best Times: 11 AM - 2 PM
- Best Content: Carousel photos and short video reels that tell a story of what it's like to reside in your community.
- Pro Tip: Stories perform better in the evening.



#### LinkedIn

- Best Days: Tuesday, Wednesday, and Thursday
- Best Times: 8 - 10 AM, Noon
- Best Content: Educational content and career openings.
- Pro Tip: Avoid weekends.



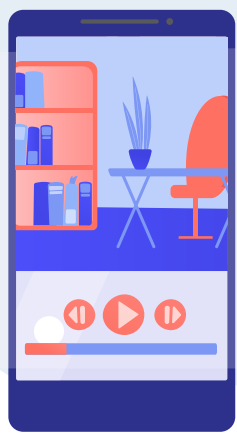
#### Pinterest

- Best Days: Saturday and Sunday
- Best Times: 8 - 11 PM
- Best Content: Decorating ideas to fit your community demographics and floor plans. Recipes are also a big hit!
- Pro Tip: Evening posts have higher engagement.



#### TikTok

- Best Days: Tuesday, Thursday, and Friday
- Best Times: 6 - 10 AM, 7 - 11 PM
- Best Content: Apartment living tips/hacks, surrounding community information, and video tours.
- Pro Tip: Consistency and trending challenges boost engagement.



#### Additional Tips

- Adjust times based on your audience's time zone.
- Experiment: Test different times to find what works best for your specific audience.
- Use analytic tools like Google Analytics and platform-specific tools like Facebook Insights or LinkedIn Analytics to track engagement and adjust your strategy.
- Schedule posts in advance with a scheduling tool to ensure timely and consistent posting.

Our infographic reveals the best times to post rental ads, and it's easier than you think! Instagram is buzzing in the evenings, Facebook shines mid-afternoon, and LinkedIn gets attention during weekday mornings. With scheduling tools and AI, you can set it and forget it — automating posts and tracking engagement to reach the right people at just the right time. Use these tips to boost your reach, save time, and fill those vacancies faster!



Want to maximize your social media impact?

Learn how Grace Hill's Reputation Management software can help take your online presence to the next level!