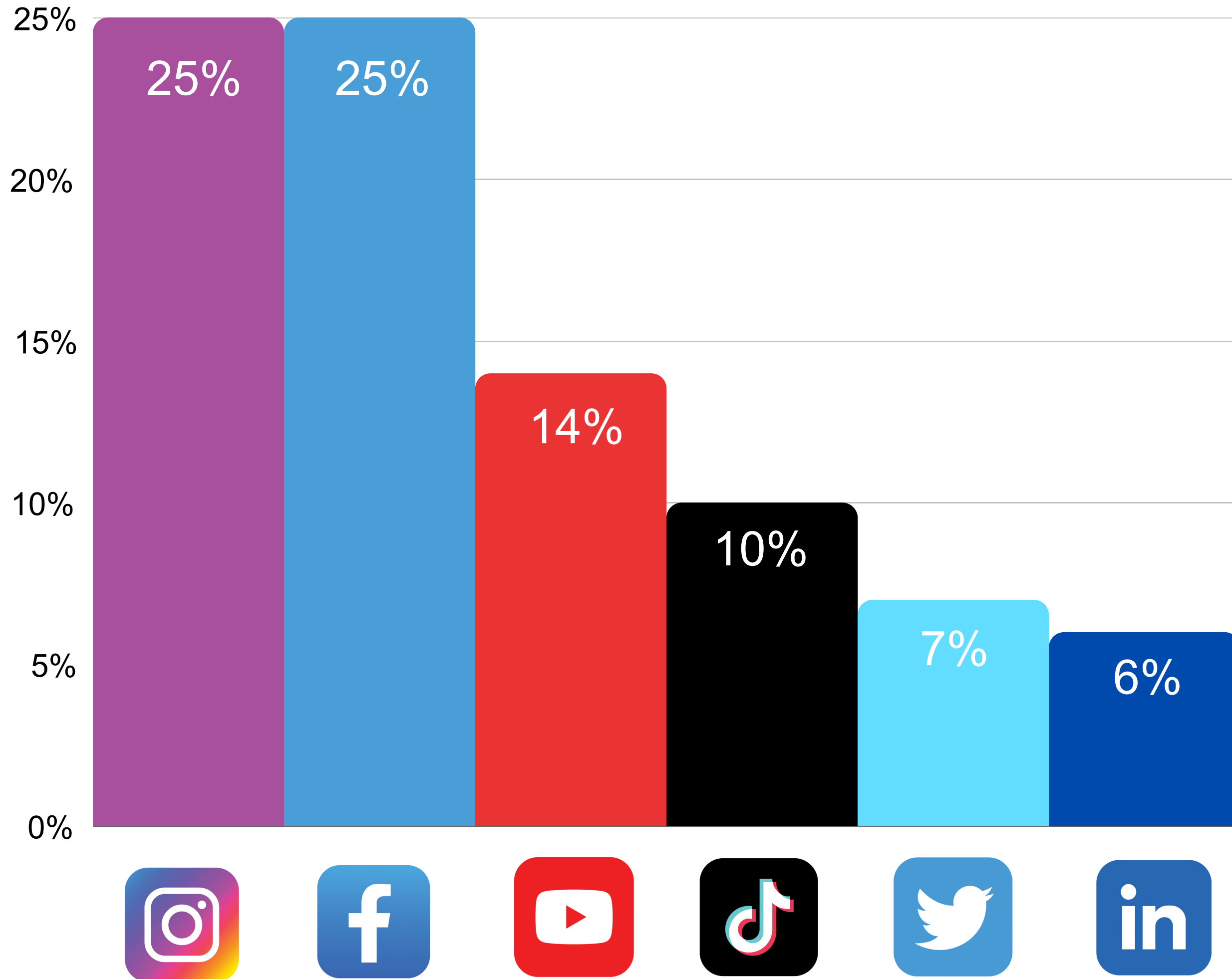


# SOCIAL MEDIA

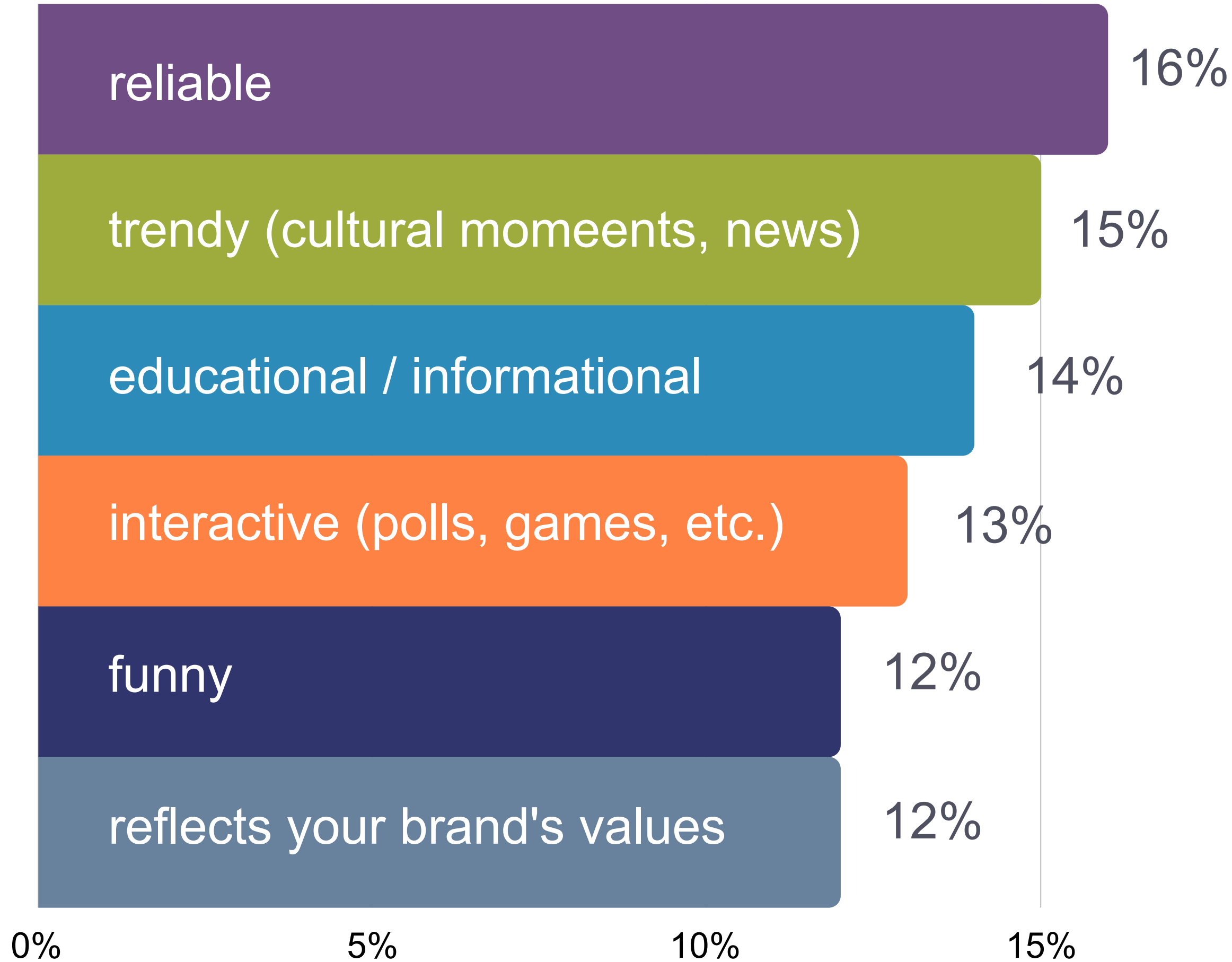


Most effective platform for building an active community on social media.

Source: [HubSpot Blog Research, Social Media Trends 2023 Report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

[https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs\\_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs\\_signup-cta=Download%2520Now&hubs\\_offer=offers.hubspot.com%252Fsocial-media-trends-report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

# SOCIAL MEDIA

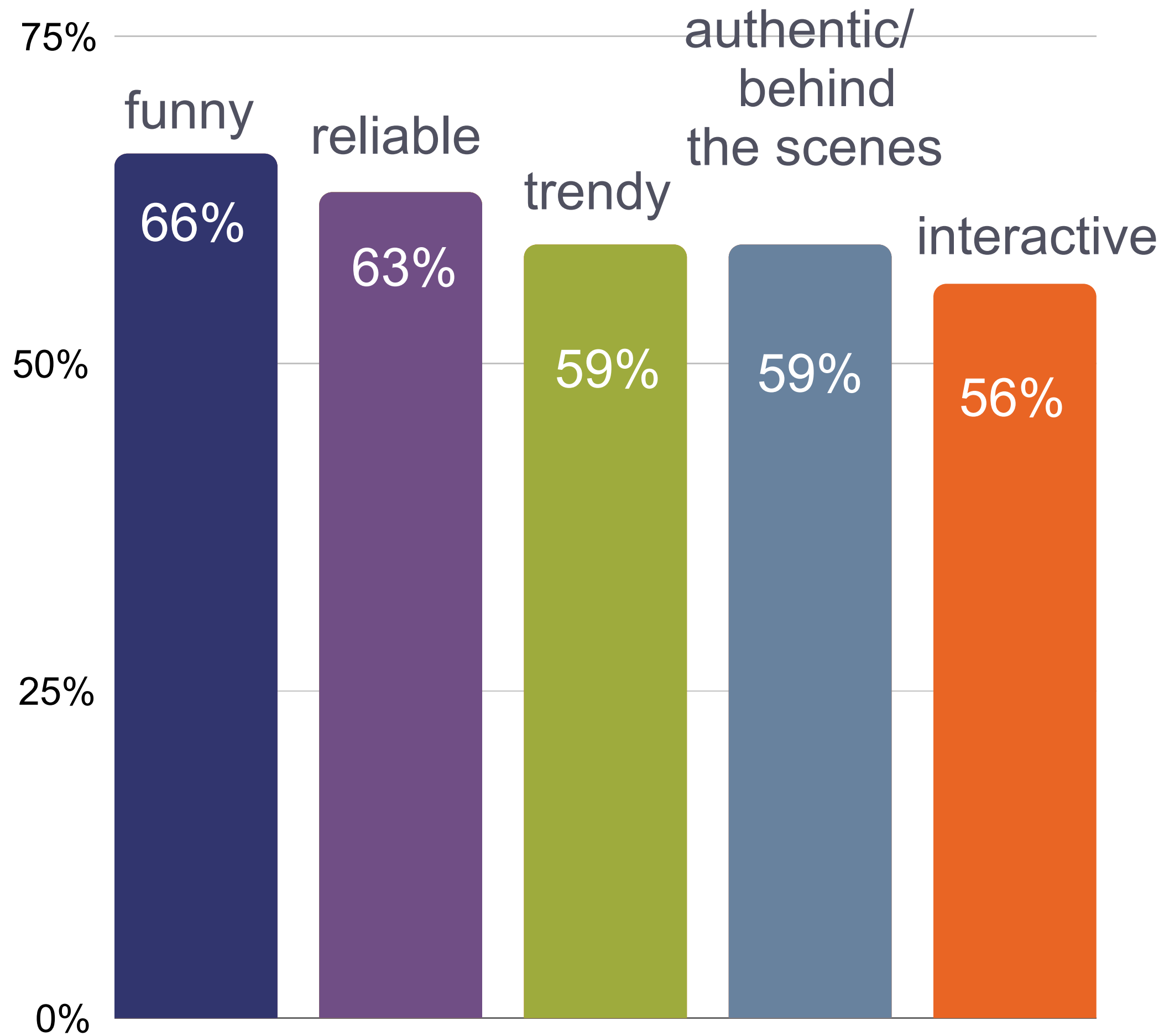


Why types of content offers the biggest ROI on social media?

Source: [HubSpot Blog Research, Social Media Trends 2023 Report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

[https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs\\_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs\\_signup-cta=Download%2520Now&hubs\\_offer=offers.hubspot.com%252Fsocial-media-trends-report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

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Why types of content are most effective on social media?

Source: [HubSpot Blog Research, Social Media Trends 2023 Report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

[https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs\\_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs\\_signup-cta=Download%2520Now&hubs\\_offer=offers.hubspot.com%252Fsocial-media-trends-report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)



Facebook  
9 a.m. to 12 p.m.



YouTube  
3 p.m. to 6 p.m.



Instagram  
12 p.m. to 6 p.m.



TikTok  
3 p.m. to 9 p.m.



Twitter  
9 a.m. to 3 p.m.



LinkedIn  
9 a.m. to 3 p.m.

# SOCIAL MEDIA

Best times  
to post on  
social.



Source: [HubSpot Blog Research, Social Media Trends 2023 Report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)

[https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs\\_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs\\_signup-cta=Download%2520Now&hubs\\_offer=offers.hubspot.com%252Fsocial-media-trends-report](https://www.hubspot.com/hubfs/2023%20Global%20Social%20Media%20Trends%20Report.pdf?hubs_signup-url=offers.hubspot.com%252Fsocial-media-trends-report&hubs_signup-cta=Download%2520Now&hubs_offer=offers.hubspot.com%252Fsocial-media-trends-report)



Facebook  
1 to 2 times per day



Instagram  
3 to 5 times per week



TikTok  
3 to 5 times per week



Twitter  
2 to 3 times per day



LinkedIn  
1 to 2 times per day

How often  
should  
you post  
to social  
media?

# SOCIAL MEDIA



Source: Hootsuite

<https://blog.hootsuite.com/how-often-to-post-on-social-media/>