

IDEAL SOCIAL MEDIA POSTING FREQUENCY FOR ORGANIC GROWTH



How often is too often? What platform is best for reshares? Our guide will help you discover how often you should share social media updates to build your following and engagement organically.



Post **3-5 times a week** with a mix of static posts, stories, livestreams, and reels. Sometimes more is more, as brands that post more frequently may end up featured in the Explore feed or being shared by others.

Test different posting times and frequencies to determine what works best for your audience and the platform.

Regularly audit your social media

results to see which types of posts and frequencies get the best results.



Post **once a day** will help increase brand visibility while not spamming followers.



Post **once a day** in the morning is ideal for this platform. Don't post on the weekends, as your audience is unlikely to be on LinkedIn.

Quality > quantity.

There's no point sharing tons of posts if they're full of spelling mistakes, lack a clear call to action, or target the wrong audience.

Don't overlook platform analytics

which show interactions, shares, and more in-depth information.



Post **up to three times a day** can help build your brand organically. After 4pm is the best time to post. This is also the best platform to see what content works for your brand.



Post a **minimum 3 times a day**. The algorithm rewards quantity, and as posts have a short life span you can post more frequently here than other platforms.

Mix up your content

so it's not all about selling. Share posts from industry leaders on LinkedIn, retweet others on X, comment on Facebook posts, and share user-generated content on Instagram to help grow your brand's presence.