

Instagram Posting Time Test Planner

A three-week pilot to compare candidate times on your own account. Extend it when the result is too small or unstable to guide a decision.

Define the Comparison

Account / audience:

Goal and primary metric:

Exact metric label shown by Instagram:

Observation age for every post (for example, 24 hours):

Time zone and intended audience region:

Format and comparable topic group:

Keep These Conditions Consistent

Compare the same format. Separate paid boosts, collaborations, giveaways and time-sensitive news from ordinary posts.

Record all results at the same age. Mark a missing metric as unavailable; do not record it as zero.

Choose what you will judge before the results arrive. There is no required number of likes, shares or followers that makes a time the winner.

Choose and Rotate Your Windows

Use your audience activity and published benchmarks to choose candidates. The rotation below is an example for three posts a week, not a posting quota.

Window A - exact time and reason:

Window B - exact time and reason:

Window C - exact time and reason:

Balanced Example

Week	Tuesday	Thursday	Sunday
1	A	B	C
2	B	C	A
3	C	A	B

Each window appears once on each weekday. Substitute your normal posting days, and rotate comparable topics as well as times. If you publish less often, extend the pilot rather than adding weak posts just to fill the grid.

Before You Begin

An activity peak is a candidate, not a guarantee. Test a near-peak slot separately if you want to investigate it.

Check the time zone shown by your scheduler. A region name alone is not enough for countries with multiple zones.

Make the comparison within your usual routine. Record unusual events or promotion that could explain a result.

Post Log

Enter the primary metric at your chosen observation age. Repeat this page for a longer pilot. Keep the exact metric label consistent.

Primary metric: _____ Observation age: _____ Time zone: _____

Flags can include paid promotion, a collaboration, a holiday, a late measurement, a missed slot or an unusual topic. Keep the row; record the reason rather than silently deleting a result.

If available, use a consistent secondary metric such as shares per account reached, saves per account reached, or a goal-specific action. Record the denominator and do not rename Shares as direct-message Sends.

Review the Result

A small pilot can suggest a useful routine. It does not prove that changing the hour caused a performance difference.

Window	Usable posts	Median primary result	Typical range / notes
A			
B			
C			

Check the Result Before Choosing

Are the groups similar in size, format, weekday mix, topic and observation age?

Did one viral result drive the average? Compare the median and inspect the individual results.

Does the pattern repeat, or do the windows trade places from week to week?

Is the apparent gain worth the extra effort of maintaining that time? If the result is unclear, keep the easier slot and collect more observations.

Decision: keep a slot / extend the pilot / no meaningful difference

Reason and review date:

No fixed percentage is a universal tiebreaker. If you use a secondary metric, choose it before the test and compare rates or like-for-like results rather than unequal totals.