Here are the best times to post for engagement on **TikTok**, **Instagram**, **YouTube**, **Facebook**, and **Snapchat**, all adjusted for **Mountain Time (MT)**:

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**TikTok (Mountain Time)**

• **Best Times (Mountain Time):**

- **Monday to Friday:** 4 AM - 8 AM and 5 PM - 9 PM

- **Weekends:** 7 AM - 9 AM and 5 PM - 9 PM
  • **Why:** These times reflect when users are likely to check TikTok, either right after waking up or in the evening when winding down. On weekends, users tend to scroll in the morning and evening hours.

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**Instagram (Mountain Time)**

• **Best Times (Mountain Time):**

- **Monday to Friday:** 7 AM - 9 AM and 11 AM - 1 PM

- **Weekends:** 9 AM - 11 AM
  • **Why:** Instagram's best engagement happens during mid-morning and lunchtime on weekdays when users are taking breaks. Weekend mornings also see a spike in engagement as people have more free time to check their feeds.

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**YouTube (Mountain Time)**

• **Best Times (Mountain Time):**

- **Monday to Friday:** 10 AM - 2 PM

- **Weekends:** 7 AM - 9 AM
  • **Why:** For YouTube, uploading during the afternoon allows for indexing and recommendations to take place before peak viewing times in the evening. On weekends, early mornings are the best for engagement as people are more likely to browse YouTube before starting their day.

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**Facebook (Mountain Time)**

• **Best Times (Mountain Time):**

- **Monday to Friday:** 1 PM - 3 PM

- **Weekends:** 12 PM - 1 PM
  • **Why:** Facebook users tend to engage in the afternoon, especially during lunch hours on

weekdays. Weekend engagement spikes just before or during lunch, as users check in during their break.

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**Snapchat (Mountain Time)**

**• Best Times (Mountain Time):**

- **Monday to Friday:** 10 AM - 1 PM and 7 PM - 10 PM

- **Weekends:** 10 AM - 1 PM and 8 PM - 10 PM
  **• Why:** Snapchat users are typically active during mid-morning and late evening hours when they are on breaks or winding down from their day. Weekend mornings and evenings also see good engagement as users have more time to check their feeds.

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**General Notes:**

- **Analytics Tools:** Use platform-specific analytics to track performance and adjust the posting schedule based on your audience's behavior.

- **Testing:** These times are based on general trends, but testing and monitoring your posts' performance is key to refining your strategy for maximum engagement.