



The Ins & Outs of Testing Social

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You're on the **right** networks

(For your community)



You've gained
a following



You're **ready** to go
into **overdrive**



Where do you
start?



The Best Time to Outreach



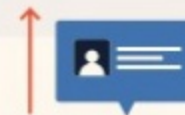
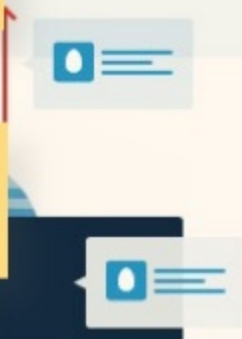
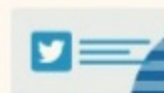
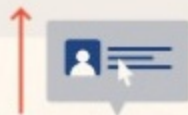
f FACEBOOK



TWITTER

in LINKEDIN

BEST



FACEBOOK

1 pm - 4 pm

result in the **highest average**
click through

TWITTER

Mondays - Thursdays

1 pm - 3 pm

LINKEDIN

Tuesdays - Thursdays

The Best Time to Outreach

f FACEBOOK

in LINKEDIN

FACEBOOK

1 pm - 4 pm

result in the **highest average**
click through

Monday - Thursdays

For best results?

Use your
own data.

What's the best
time of day to

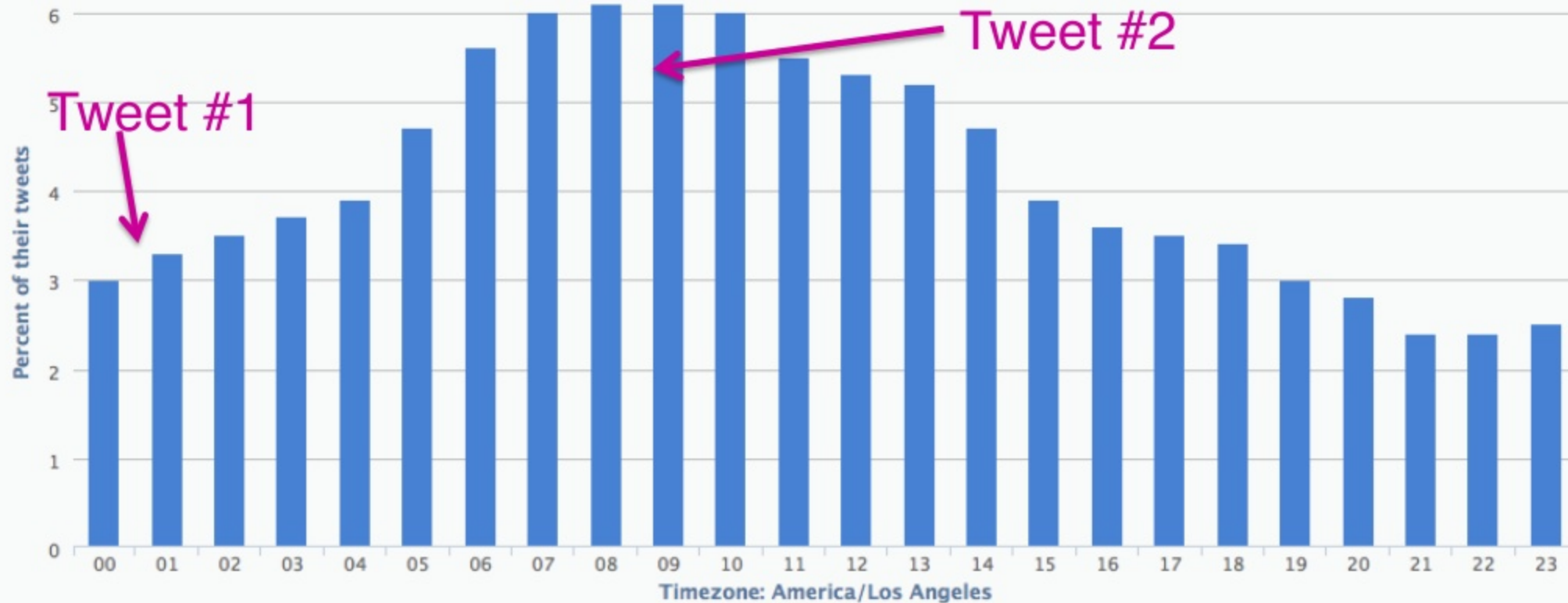
_____?

Send a tweet?

Most active hours of Moz's followers

This chart breaks down the hourly Twitter activity of Moz's followers.

followerwonk »
A Moz app



Tweet times a day



Schedule at Buffer

Reach your target audience at the right time. We've integrated scheduling optimization with [Buffer](#). Just tell us how many times you'd like to tweet and we'll create a schedule for you based on the top hours above.

@jennita #mpb2b

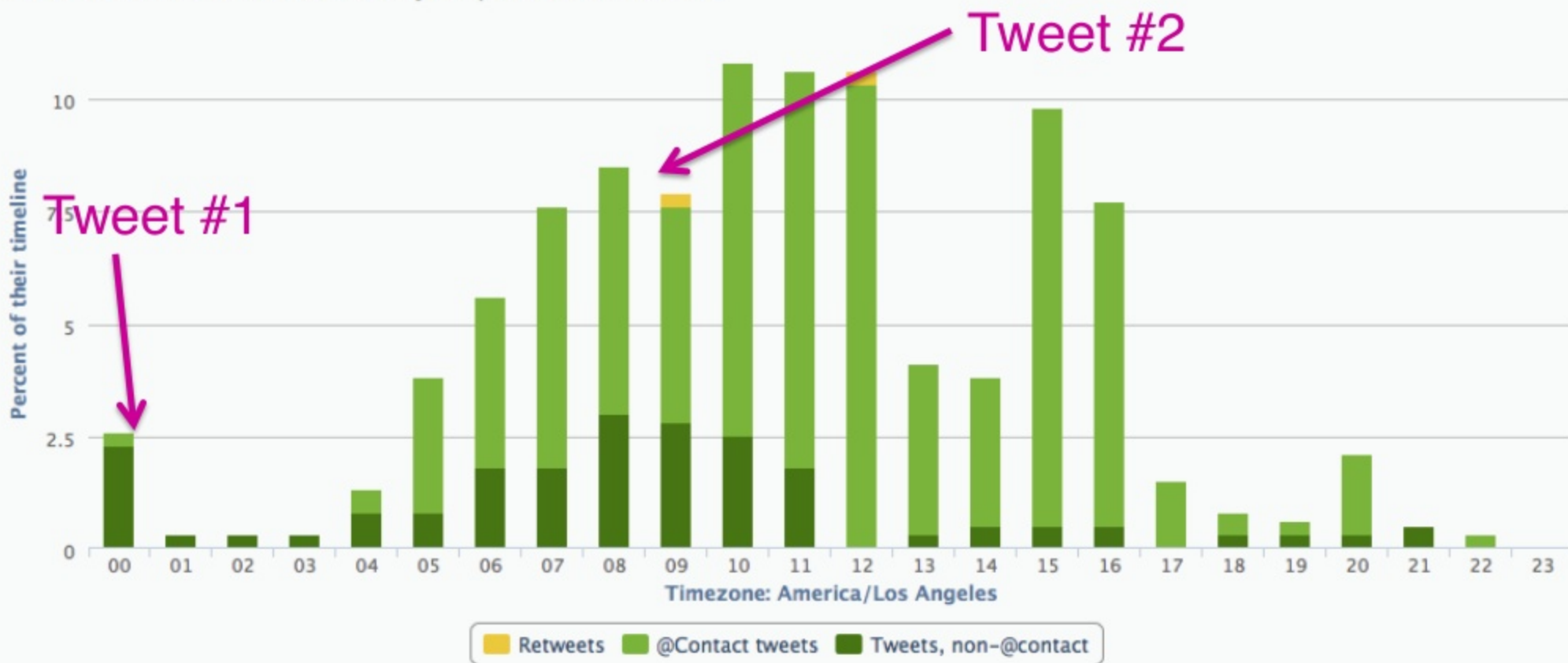
When are you active?

Most active hours for Moz

This chart details Moz's Twitter activity. Using up to 400 of their most recent actions, we chart when they tweet, @contact tweet (ones that begin with someone's name), and retweet. Compare to the above chart to see how their activity compares to their followers.

followerwonk »

A Moz app



You can also use Twitter Analytics

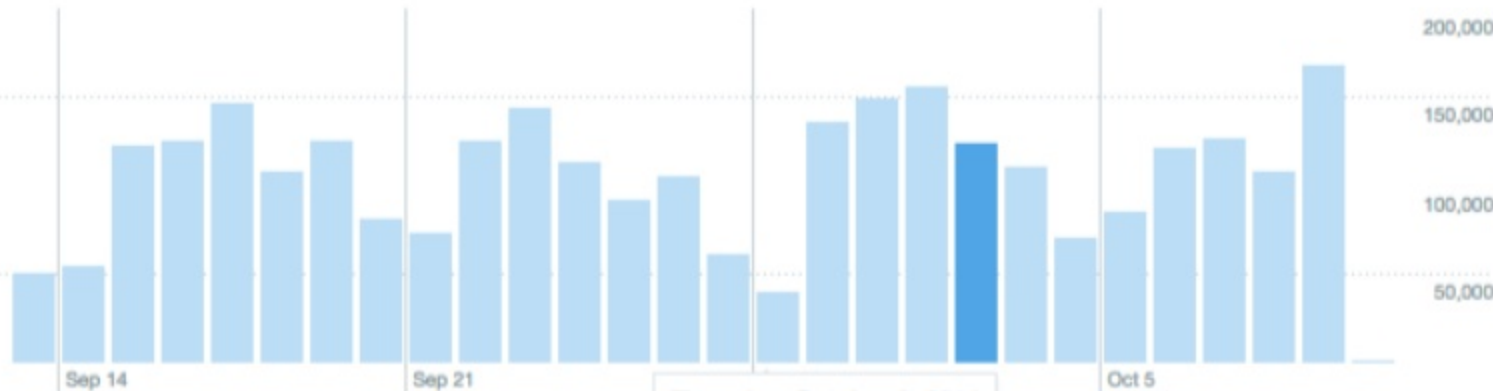
Twitter Ads Campaigns Creatives **Analytics** Tools

Moz  

Tweet activity

[Export data](#)

Your Tweets earned **2.9M impressions** over the last 28 days
That's **8.0% fewer impressions** than the previous 28-day period



Tweets Tweets and replies Promoted Engagements Engagement rate



Moz @Moz · 5h

Kick Your Social Strategy Into Overdrive: The Ins & Outs of Testing Social mz.cm/1xusCB2 Slide deck by @jennita for #mpb2b

[View Tweet details](#)

7,964

79

1.0%



Moz @Moz · 8h

Moz CEO @SarahBird on What it Takes to Succeed as a New CEO via @OpenViewVenture - mz.cm/1shYFEb

[View Tweet details](#)

8,029

52

0.6%

YOUR TWEETS

So far today, your Tweets have earned **1.7K impressions**. This is lower than your 28-day average of 104.6K impressions per day.

Engagements

Showing last 28 days with daily frequency

ENGAGEMENT RATE

1.0%

Today
0.3% engagement rate

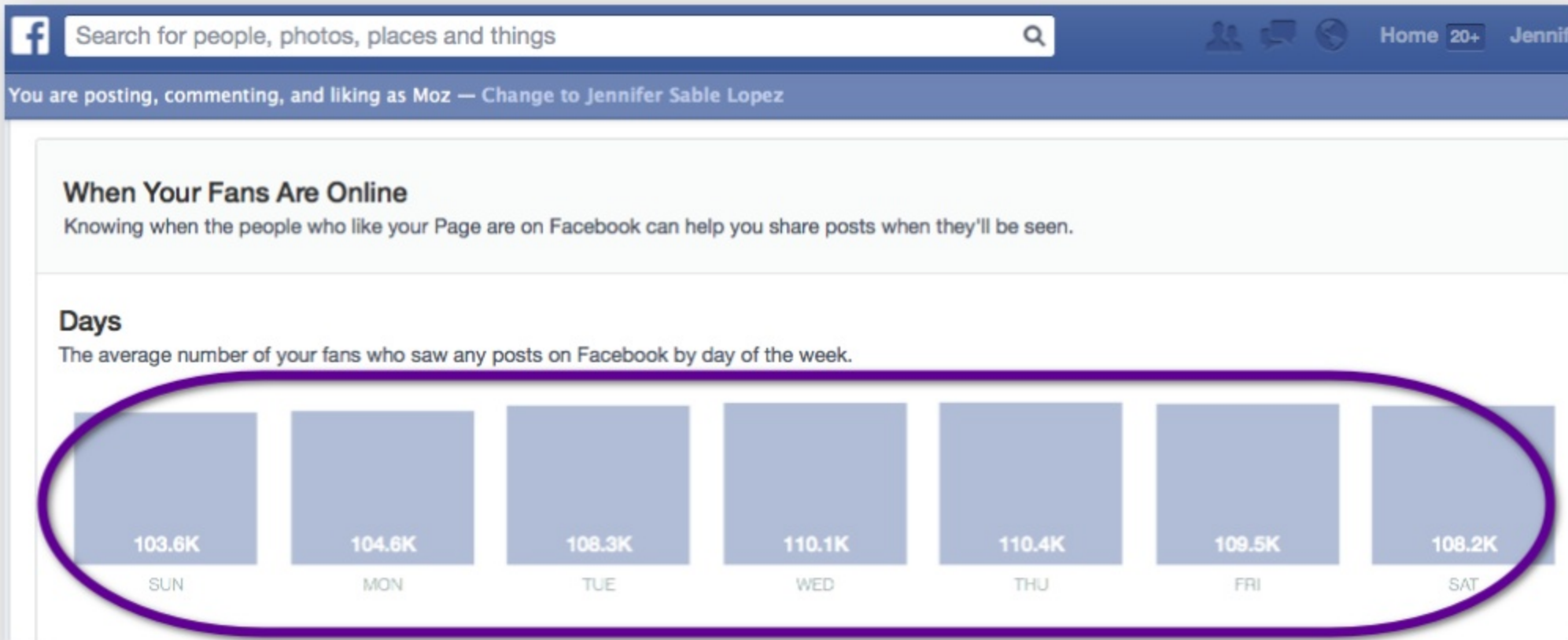


LINK CLICKS

10.3K

Today

Post to Facebook?

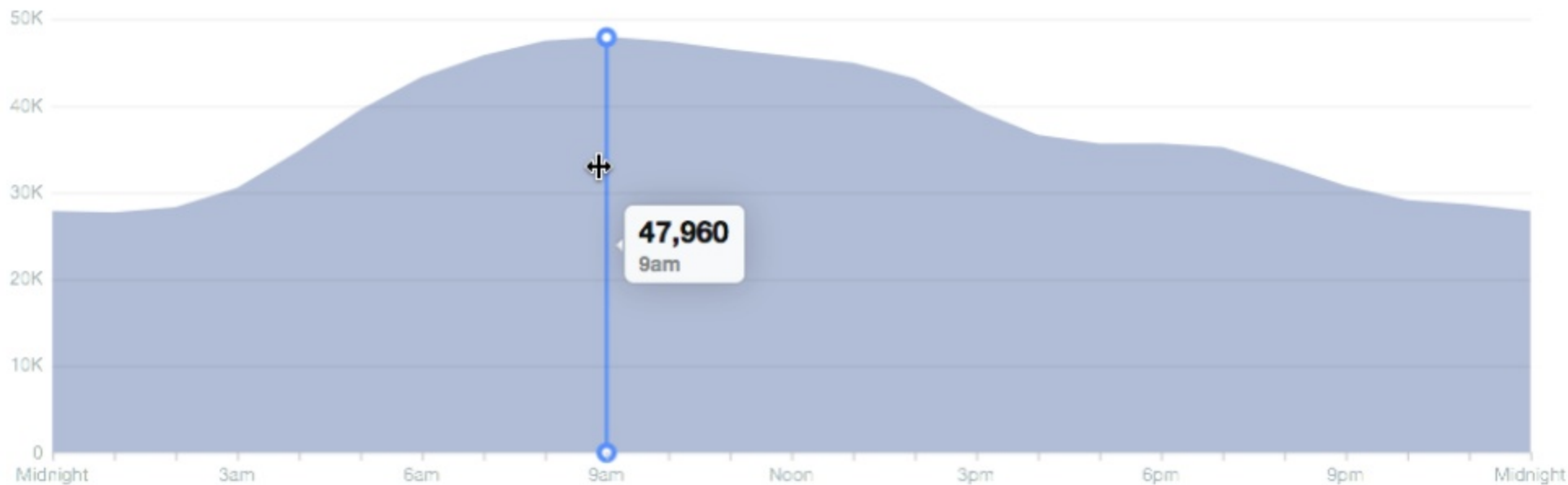


“The average number of your fans who saw any posts on Facebook by day of the week.”

A wee bit more helpful?

Times

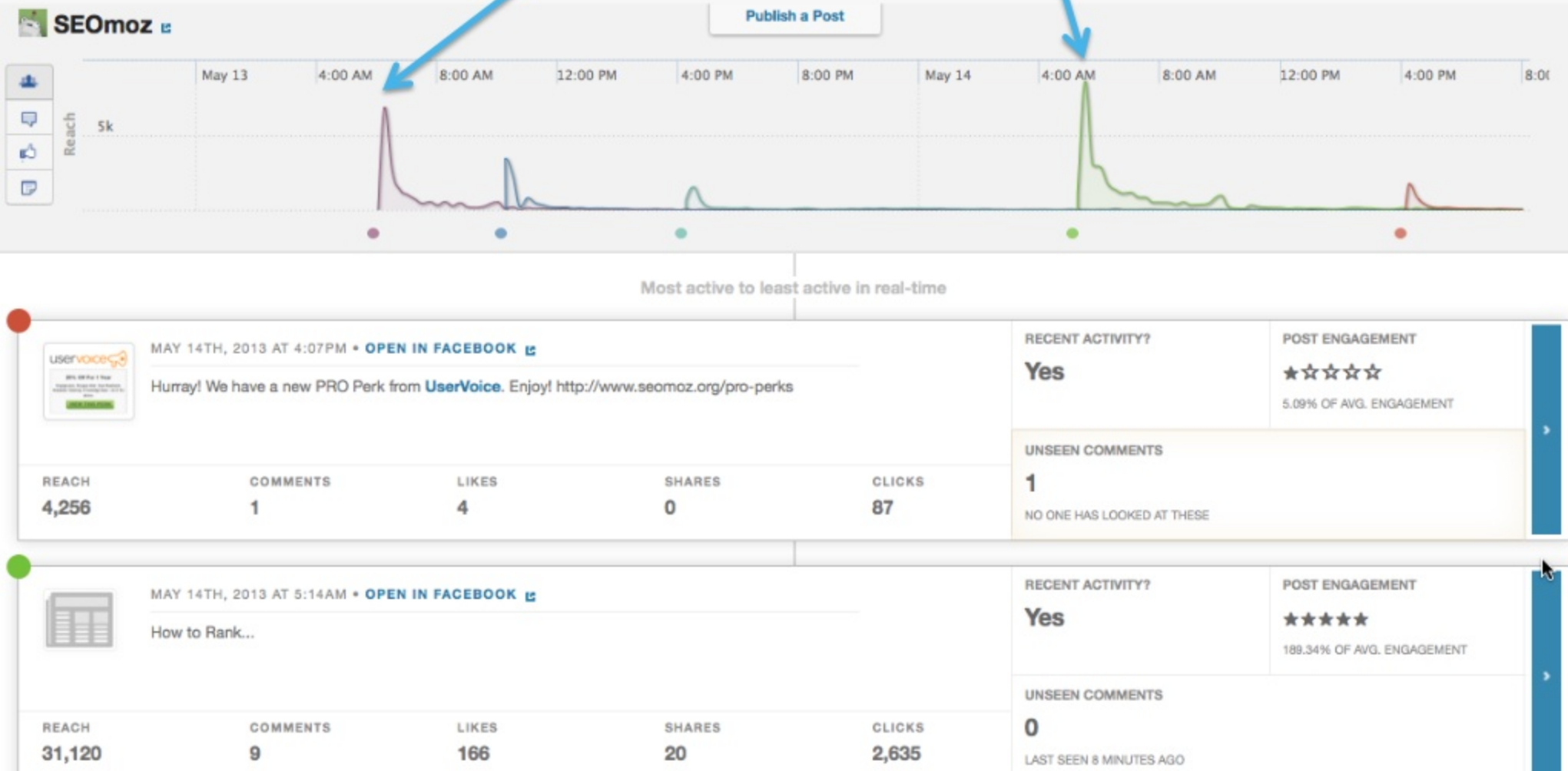
The average number of your fans who saw any posts on Facebook in an hour.



Try PageLever Now

UNIFIED

Notice a trend?



Or SimplyMeasured



SimplyMeasured

[Sign Up for a Free Trial](#) | [Log In](#)

[Upload from Excel](#)

[Download to Excel](#)

[Export to PowerPoint](#)

[Overview](#)

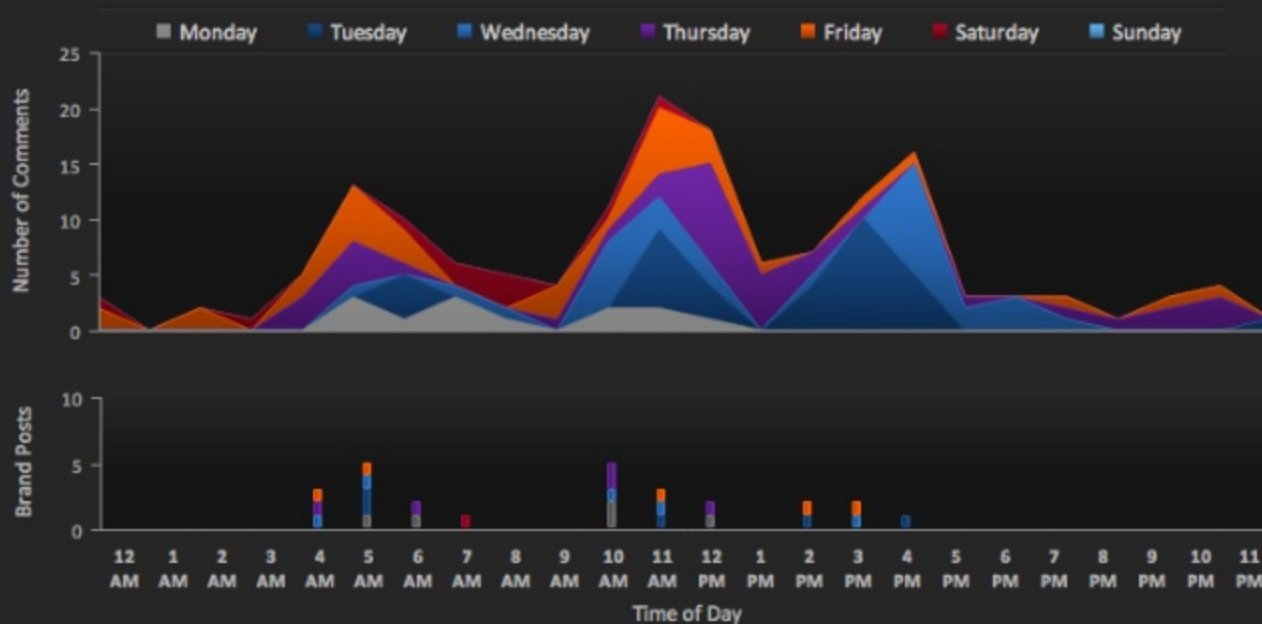
[Outbound](#)

[Community Health](#)

[Optimization](#)

[Content Details](#)

Comments and Brand Posts by Day and Time



TOP TIME FOR COMMENTS

11:00 AM – 12:00 PM

13.3% of your total comments

TOP DAY FOR COMMENTS

Thursday

23.4% of your total comments

Publish a blog post?

Blog Calendar

◉ today

August 2013

monthweekday

Sun	Mon	Tue	Wed	Thu	Fri	Sat
28	29	30	31	1	2	3
	3:49a An Introd	3:50a SEO Find 10:16a Announ	3:17a The 100 f	3:24a How Wet	2:19a Subject M	
4	5	6	7	8	9	10
	3:28a Having a 10:23p 5 Ways	10:27a A Visual	3:38a Giving a 1 9:16a Announc	3:58a 101 Good	2:50a SEO's Dil	
11	12	13	14	15	16	17
	3:16a Custom f	3:16a f 12:29p		ew Ai	3:14a Overcom	

Publishing time
2-3am Pacific

Test a different time

Blog Calendar

September 2014							month	weekday
Sun	Mon	Tue	Wed	Thu	Fri	Sat		
31	1 12:13a The Wh	2 9:34a Moz Loci	3 12:16a "B	4 12:15a Pigeon ,	5 12:17a Keywor	6		
7	8 12:15a 6 Thing 11:37p The Big	9	10 12:15a Back to 11:15a School!	11 12:15a The Mar	12 12:15a Teach G	13		
14	15 12:16a 5 Hacks 10:52p How to	16	17 10:00a Wren to	18 10:01a Outdo	19 12:18a How Go	20		

Publishing time
~Midnight Pacific

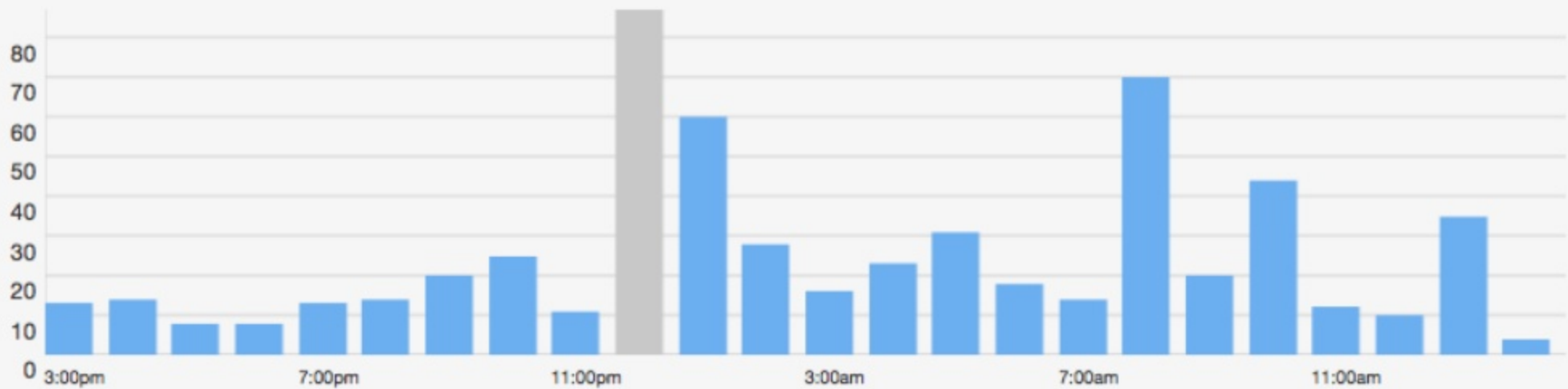
When do you get the most clicks?

598 Clicks on your bitly links in the last 24 hours

All teamseomoz's Links

Clicks

Past 24 Hours



87 Clicks on 9 Links - 12:00am

70 Posts - Moz

<http://moz.com/blog/weighting-the-clusters-of-ranking-factors-in-google-analytics-whiteboard-friday>
<http://bit.ly/17CAGUQ+>

5 Posts - Moz

<http://moz.com/blog/the-web-developers-seo-cheat-sheet-2013-edition>
<http://bit.ly/17k1usV+>

4 The Anatomy of a Successful Reconsideration Request - YouMoz - Moz

<http://moz.com/ugc/the-anatomy-of-a-successful-reconsideration-request>
<http://bit.ly/1fotFHY+>

2 Posts - Moz

bitly

What type of
content gets the
best engagement?

