

What day should we post?

Most Popular Days?

Friday & Saturday

The green bars illustrate the total number of Facebook posts published on a given day by Little Athletics clubs and centres around the country monitored by Shunt during last season.

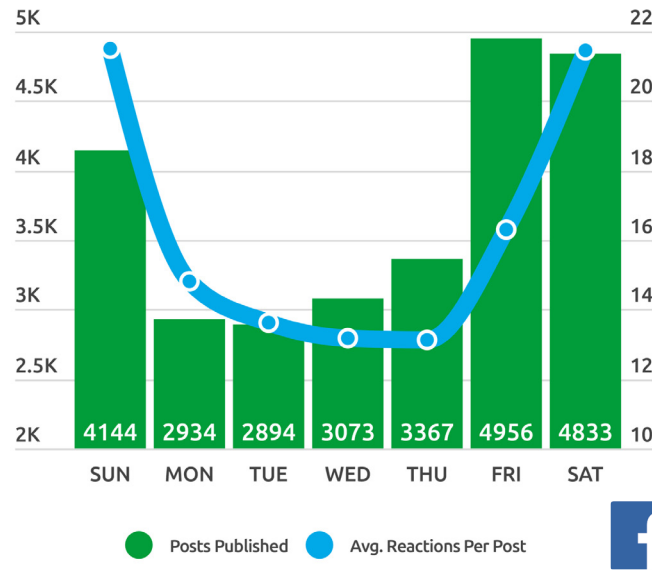
Friday takes top spot (just) at 4,956 posts then Saturday (4,833) with Sunday (4,144) rounding out the top three.

Recommendation

If time is short, focus on essential pre-event information (Friday) and on-event reporting (Saturday & Sunday).

Nb. Engagements are the total number of Facebook Reactions (eg. Likes), Comments and Shares a post receives.

Season 2020-21 Guidance



Most Engaging Days?

Saturday & Sunday

While Friday and Saturday are popular days for clubs to post, when are social media audiences most likely to engage with content?

The blue line shows the 'performance' of a post (average number of engagements per post). This is a really simple ratio that divides the number of engagements in a given period by posts published.

What this tells us is that Sunday (21.50 engagements per post) and Saturday (21.43) are the most efficient and effective days for engaging fans.

Consider

**What's your priority?
Total post engagement or post 'performance'?**

Fun Fact #01

30,000

There were 30,000 posts published nationally by Little Athletics clubs and centres last season (2020-21).

Fun Fact #02

450

There are 450 Little Athletics club and centre Facebook accounts monitored by Shunt.

