**The Best Times To Post To Social Media: Introducing the Burrito Principle***By Darian Rodriguez Heyman, Founder of Nonprofit Boot Camp and Co-Founder of Social Media for Nonprofits*

As the end of the year draws near and nonprofits large and small start thinking about strategies to break through the clutter and raise big bucks, Beth asked me to share a simple yet important tip for ensuring your message is heard when you put together your email appeals and online fundraising campaigns.

Aside from our beloved [Beth Kanter](http://www.bethkanter.org/), [John Haydon](http://www.johnhaydon.com/) and many other top social media professionals have written about the best times of day to post your messages on the world’s largest social networks.  Often these tips contradict one another, so as we gear up for the biggest fundraising time of the year, I decided to combine some data with the personal experience gained producing the [*Nonprofit Boot Camp*](http://www.sm4np.org/bootcamp) and [*Social Media for Nonprofits*](http://socialmedia4nonprofits.org/sf/) conferences (next up, SF on 10/10-11, with a keynote by Beth!) and a bit of common sense… introducing The Burrito Principle.

The basic idea is that you want to reach people on Facebook and Twitter during their down time, when they’re most likely to log in.  Note *this is different than email*, where the guiding principle is *not* to be unread message number 42 of 63 when someone gets back to work and clears out their inbox (hence, **send your email blasts at 11am or 3pm Tues/Weds/Thurs**).

With social media, on the other hand, **your Facebook posts and tweets should be timed to catch people when they have time on their hands**:

* 8:30am— when they’re on their way into work
* 12:30pm— when they’re checking their iPhone while eating a burrito
* 5:30pm— on the bus ride home
* 10pm— after the kids go to sleep, which in general is the single best time to post during the week

The data says that weekdays all perform about the same, but Wednesdays are actually the worst, while **weekends provide the best reach**, so plan your posts accordingly.  Of course, your mileage may vary depending on whether your audience is professionals vs. youth, and be sure to use tools like [RowFeeder’s free reports](http://www.rowfeeder.com/reports) to figure out what time zone your audience is in.

I hope this small tip helps you reel in the big bucks as 12/31 roles around, and if you’re interested in learning more about our efforts producing the nation’s only conference series devoted to social media for social good, check out [www.SM4NP.org](http://www.sm4np.org/) or better yet, **join our keynote Beth Kanter and us in San Francisco on October 10-11, and** **use the discount code “Beth” to save $25**.

- See more at: http://www.bethkanter.org/burrito/#sthash.FR6AxIpn.dpuf