Artist posting-time test

Use comparable posts. A four-week starting plan, not a guaranteed answer.

Platform / format / primary outcome:

Slot A: _____ Slot B: _____

Audience time zone: _____ Test dates: _____

Use the same 48-hour and 7-day check-in windows for each post.

DATE / DAY	SLOT	POST / FORMAT	48H RESULT	7D RESULT	CONTEXT

Note paid boosts, collaborations, unusual hooks, holidays, and changes in reach. Rotate slots across comparable weekdays.

Typical result per slot (median), range, and number of posts:

Is the pattern consistent, or do you need more observations?

Next slot / reason / next review date:

Keep the denominator consistent if using rates. Scheduling should fit a sustainable routine.