The water needs of most established turf and plants are met by 1" of rainfall or irrigation per week. This is a starting point – some plants may take more, others may require less. The amount of water required by any plant will vary with type of plant, stage of plant growth, climate, and time of year. Once many native plants are established, they need minimal supplemental irrigation because of large moisture storage capacity of their roots.

The 1" rule is subject to several factors, however. In our humid climate, even an inch of water per week can be too much; particularly for areas which have overhead tree canopies, are shaded by buildings or have poor drainage. It is not uncommon for sandy soil, which normally drains well, to have a sub-stratum of clay. Adjust your irrigation schedule throughout the year to match the varying water needs of the landscape as climate or seasonal conditions change.

It is far better to irrigate twice a week for a half hour than to water four times a week for fifteen minutes. Frequent, shallow irrigation is the most common watering mistake. It encourages roots to migrate to the surface instead of reaching down into the soil. This also creates turf and plants that become heavily dependent on irrigation. It's bad for the environment and for your utility bills. Additionally, waterlogged soils are unable to sufficiently respire. Eventually, oxygen deprived roots will decay and die, and the plants or turf they support can succumb to root rot diseases. If there is adequate rainfall, you do not need to irrigate.
If your system is not equipped with a functioning "rain gauge", which stops automatic irrigation when sufficient rain has fallen, we strongly suggest that one is installed and checked regularly.

It is best not to rely on automatic irrigation. Run the system manually when turf or plants show that they need water. If walking across your lawn leaves visible footprints, that would indicate that water is needed. Drooping leaves on trees and shrubs in the morning or evening may also suggest a need to water. Even plants with sufficient hydration often droop in mid-day heat.

For garden beds, we strongly suggest the use of drip irrigation. The Clemson Fact Sheet for Drip Irrigation will be helpful in setting up or modifying your present automatic irrigation system.

https://hgic.clemson.edu/factsheet/landscape-irrigation-equipment-part-2-drip-irrigation/