



Postly

SEPTEMBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Content formats

The image, video, text, and mixed-media formats found in the publishing sample.

Completed monthly edition. Sample sizes and definitions accompany every finding.

Anonymized Postly publishing data. Free to read and share.

POSTLY.AI/RESEARCH - FRESH REPORTS EVERY MONTH



Content formats

The image, video, text, and mixed-media formats found in the publishing sample.

September 2026



FINDINGS & RECOMMENDATIONS

The findings

facebook / Text / no attached media: 3,100 deliveries, from 155 accounts and 3,100 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / image source media: 70,952 deliveries, from 580 accounts and 70,952 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / video source media: 2,870 deliveries, from 216 accounts and 2,870 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / Text / no attached media: 1,673 deliveries, from 131 accounts and 1,673 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / image source media: 3,226 deliveries, from 326 accounts and 3,226 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / image source media: 5,262 deliveries, from 404 accounts and 5,262 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / video source media: 5,292 deliveries, from 338 accounts and 5,292 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / Text / no attached media: 364 deliveries, from 64 accounts and 364 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / image source media: 4,971 deliveries, from 248 accounts and 4,971 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / video source media: 663 deliveries, from 91 accounts and 663 observations. Attached source media, not inferred native placement. Retained verified deliveries only. pinterest / image source media: 1,071 deliveries, from 66 accounts and 1,071 observations. Attached source media, not inferred native placement. Retained verified deliveries only. threads / image source media: 651 deliveries, from 47 accounts and 651 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / image source media: 286 deliveries, from 55 accounts and 286 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / video source media: 3,296 deliveries, from 228 accounts and 3,296 observations. Attached source media, not inferred native placement. Retained verified deliveries only. youtube / video source media: 1,230 deliveries, from 94 accounts and 1,230 observations. Attached source media, not inferred native placement. Retained verified deliveries only.

Measurement

Published deliveries by attached media

Source: Postly Research monthly aggregate edition 2026-09, generated 2026-10-04T23:19:30.749008Z. Each row includes its eligible account and observation sample.



Monthly findings - September 2026: full results

Published deliveries by attached media

facebook / Text / no attached media	3,100
155 accounts / 3,100 observations	
facebook / image source media	70,952
580 accounts / 70,952 observations	
facebook / video source media	2,870
216 accounts / 2,870 observations	
googleMyBusiness / Text / no attached media	1,673
131 accounts / 1,673 observations	
googleMyBusiness / image source media	3,226
326 accounts / 3,226 observations	
instagram / image source media	5,262
404 accounts / 5,262 observations	
instagram / video source media	5,292
338 accounts / 5,292 observations	
linkedin / Text / no attached media	364
64 accounts / 364 observations	

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



Monthly findings - September 2026: full results

Published deliveries by attached media

linkedin / image source media 248 accounts / 4,971 observations 	4,971
linkedin / video source media 91 accounts / 663 observations 	663
pinterest / image source media 66 accounts / 1,071 observations 	1,071
threads / image source media 47 accounts / 651 observations 	651
tiktok / image source media 55 accounts / 286 observations 	286
tiktok / video source media 228 accounts / 3,296 observations 	3,296
youtube / video source media 94 accounts / 1,230 observations 	1,230

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



What to do with this result

Compare the formats you can produce consistently, then run a small test with a single audience objective.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

What this means for content planning

A video-only production plan would overlook most recorded delivery work in this sample. Image preparation, accessibility descriptions, crop checks and destination adaptation deserve an explicit place in the workflow. Equally, the video volume is large enough to justify a separate production checklist. Text or link-based publishing should remain a distinct workflow rather than being treated as a failed media upload.

Recommended actions

Build reusable image and video briefs for the same customer question. Record the production time for each format and evaluate comparable outcomes after a fixed interval. For a product demonstration, compare a short demonstration with a step-by-step image explanation using the same offer. Keep accessibility checks in both workflows. Choose the format that produces useful audience response at a sustainable production cost.

**METHODOLOGY & SOURCES**

Source and counting rules

Source: Postly Research. Anonymized retained publishing and compatible analytics observations for September 2026 (UTC). Completed 2026-10-04. Each result states its eligible sample and definition.

Verified deliveries are deduplicated by destination and provider identifier. Each public row requires at least 30 accounts and 100 observations. Monthly scans use bounded, indexed reads of retained records. Missing measurements are unavailable, not zero. Settings describe current stored configuration on records with verified monthly publications; they do not establish performance lift. Only eligible reports appear in this edition.

Historical settings and outcomes

Attachments and settings are the current retained values, not immutable publication-time records. The audit measures their presence or saved selection on eligible source records. It cannot attribute engagement, views or growth to a setting. Missing counters are not zero, and the absence of a qualifying public cohort is not evidence of no effect. Recommendations describe decisions readers can make from the evidence; they are not measured guarantees.

Publication and refresh

Fresh findings, every month. Bookmark postly.ai/research and return on the 1st for the latest monthly report and free PDFs. Each edition covers the previous UTC month and is published after validation. Past editions stay archived; a failed refresh keeps the last completed edition available.

Citation

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