



Postly

SEPTEMBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Social Media Publishing Report - September 2026

4 complete reports. Findings, full evidence tables and practical actions in one edition.

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

**CONTENTS**

Inside the complete edition

Every chapter below is included in full. Individual downloads contain the same evidence and recommendations.

Publishing consistency	6
Platform mix	9
Content formats	17
Publishing times	22

Common methodology and source notes follow the chapters. Public findings describe the observed sample; recommendations are identified separately.

**EXECUTIVE FINDINGS**

What the evidence says

Monthly findings - September 2026

facebook: 9 posts, from 685 accounts and 76,922 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. googleMyBusiness: 7 posts, from 371 accounts and 4,917 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. instagram: 10 posts, from 587 accounts and 10,629 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. linkedin: 8 posts, from 299 accounts and 6,015 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. pinterest: 6 posts, from 81 accounts and 1,243 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. threads: 6 posts, from 61 accounts and 2,370 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. tiktok: 7 posts, from 257 accounts and 3,600 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. youtube: 7 posts, from 98 accounts and 1,293 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded.

Monthly findings - September 2026

facebook: 76,922 deliveries, from 685 accounts and 76,922 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. googleMyBusiness: 4,917 deliveries, from 371 accounts and 4,917 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. instagram: 10,629 deliveries, from 587 accounts and 10,629 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. linkedin: 6,015 deliveries, from 299 accounts and 6,015 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. pinterest: 1,243 deliveries, from 81 accounts and 1,243 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. threads: 2,370 deliveries, from 61 accounts and 2,370 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. tiktok: 3,600 deliveries, from 257 accounts and 3,600 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. youtube: 1,293 deliveries, from 98 accounts and 1,293 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately.

Monthly findings - September 2026

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,

**CONTINUED**

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.

Monthly findings - September 2026

00:00 UTC: 4,030 deliveries, from 358 accounts and 4,030 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 3,741 deliveries, from 311 accounts and 3,741 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 4,546 deliveries, from 358 accounts and 4,546 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 4,321 deliveries, from 309 accounts and 4,321 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,871 deliveries, from 407 accounts and 3,871 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,542 deliveries, from 493 accounts and 4,542 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 4,117 deliveries, from 567 accounts and 4,117 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 3,653 deliveries, from 547 accounts and 3,653 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 4,078 deliveries, from 677 accounts and 4,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 4,563 deliveries, from 467 accounts and 4,563 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 2,876 deliveries, from 406 accounts and 2,876 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 4,974 deliveries, from 419 accounts and 4,974 observations. Observed delivery hour in UTC, not a best-time recommendation. 12:00 UTC: 5,658 deliveries, from 463 accounts and 5,658 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 6,191 deliveries, from 568 accounts and 6,191 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 5,891 deliveries, from 594 accounts and 5,891 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 5,415 deliveries, from 558 accounts and 5,415 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 4,976 deliveries, from 517 accounts and 4,976 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 5,607 deliveries, from 459 accounts and 5,607 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,237 deliveries, from 499 accounts and 5,237 observations. Observed delivery



CONTINUED

hour in UTC, not a best-time recommendation. 19:00 UTC: 4,420 deliveries, from 435 accounts and 4,420 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 3,827 deliveries, from 357 accounts and 3,827 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,557 deliveries, from 312 accounts and 3,557 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,985 deliveries, from 357 accounts and 3,985 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 4,383 deliveries, from 328 accounts and 4,383 observations. Observed delivery hour in UTC, not a best-time recommendation.



Publishing consistency

How often sampled accounts publish, and how activity is distributed through the month.

September 2026

The findings

facebook: 9 posts, from 685 accounts and 76,922 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. googleMyBusiness: 7 posts, from 371 accounts and 4,917 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. instagram: 10 posts, from 587 accounts and 10,629 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. linkedin: 8 posts, from 299 accounts and 6,015 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. pinterest: 6 posts, from 81 accounts and 1,243 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. threads: 6 posts, from 61 accounts and 2,370 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. tiktok: 7 posts, from 257 accounts and 3,600 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. youtube: 7 posts, from 98 accounts and 1,293 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded.

Measurement

Published posts per active account

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 posts per active account

facebook	9
685 accounts / 76,922 observations	
	
googleMyBusiness	7
371 accounts / 4,917 observations	
	
instagram	10
587 accounts / 10,629 observations	
	
linkedin	8
299 accounts / 6,015 observations	
	
pinterest	6
81 accounts / 1,243 observations	
	
threads	6
61 accounts / 2,370 observations	
	
tiktok	7
257 accounts / 3,600 observations	
	
youtube	7
98 accounts / 1,293 observations	
	

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



What to do with this result

Use the observed cadence as context. Choose a schedule your team can maintain, then measure the response from your own audience.

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 a growth plan

Copying a pooled average would set a very different production target from the typical active account in this sample. A delivery can also be a recurring publication, so neither the mean nor the median is a count of new creative ideas. Use the median as descriptive context for workload, not as a universal posting target or an algorithm requirement.

Recommended actions

Start with a cadence that leaves time for original content and audience responses. Track your account-level weekly output, production hours and qualified outcomes together. If testing a higher cadence, increase one platform at a time while keeping topic quality and campaign objective stable. Review whether the additional publications produce enough incremental benefit to justify the extra work.



Platform mix

The publishing destinations represented in the study and their observed delivery volumes.

September 2026

The findings

facebook: 76,922 deliveries, from 685 accounts and 76,922 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. googleMyBusiness: 4,917 deliveries, from 371 accounts and 4,917 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. instagram: 10,629 deliveries, from 587 accounts and 10,629 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. linkedin: 6,015 deliveries, from 299 accounts and 6,015 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. pinterest: 1,243 deliveries, from 81 accounts and 1,243 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. threads: 2,370 deliveries, from 61 accounts and 2,370 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. tiktok: 3,600 deliveries, from 257 accounts and 3,600 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. youtube: 1,293 deliveries, from 98 accounts and 1,293 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately.

Measurement

Verified publishing deliveries

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

Verified publishing deliveries

facebook	76,922
685 accounts / 76,922 observations	
googleMyBusiness	4,917
371 accounts / 4,917 observations	
instagram	10,629
587 accounts / 10,629 observations	
linkedin	6,015
299 accounts / 6,015 observations	
pinterest	1,243
81 accounts / 1,243 observations	
threads	2,370
61 accounts / 2,370 observations	
tiktok	3,600
257 accounts / 3,600 observations	
youtube	1,293
98 accounts / 1,293 observations	

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

Choose channels where your audience is active. Publishing volume describes usage; it does not identify the most effective platform.

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.

Compare performance fairly

Reach asks how many people encountered the content. Interaction measures a response. A qualified action asks whether the right person progressed toward the business objective. These are different outcomes, and native view definitions can differ. This edition measures publishing activity on each platform; it does not contain a compatible cross-platform engagement or conversion panel. No platform is declared the performance winner. For your own comparison, record the same business action and cost window across channels, while keeping native engagement measures separate.

What this means for marketers

A volume-led channel plan would overweight frequent and recurring publishers. Account participation gives a second perspective, but neither measure establishes qualified reach, sales or suitability for a particular product. Treat these results as a map of observed distribution work. They show why a channel decision needs both an audience hypothesis and a realistic servicing budget.

**FINDINGS & RECOMMENDATIONS**

Recommended actions

Choose one primary channel for the buying question you need to answer and one complementary channel for distribution. Set a destination-specific objective, such as qualified product-page visits or completed enquiries. Budget separately for asset adaptation, publication checks and responses. Review outcomes at the same post age before moving resources to the channel with the largest visible posting volume.

Facebook: Community updates and repeat customer communication

Test useful explanations, demonstrations and customer questions. Separate feed, Reel and Story briefs. Compare qualified conversations and destination visits with the time spent producing and responding; a large delivery count is not proof of incremental demand. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Instagram: Visual explanation and product demonstration

Use a clear visual promise, show the product in context and give the viewer one next step. Distinguish saved placement choices from native publications. Compare the same campaign objective across placements, with reach, interactions and qualified actions kept separate. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

TikTok: Short video ideas and creative discovery

Start with a recognizable problem and demonstrate the answer quickly. Test different openings for the same idea before changing the offer. Compare retention and qualified actions at a consistent post age; do not select only the best-performing videos for a benchmark. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

**FINDINGS & RECOMMENDATIONS**

YouTube: Searchable explanations and deeper demonstrations

Build videos around a specific audience question. Use an accurate title and thumbnail, then evaluate whether viewers stay for the promised answer. YouTube describes recommendations in terms of relevance and viewer response. Tags alone are not a sound growth strategy. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

LinkedIn: Professional expertise and buying questions

Explain a business problem, the reasoning behind a decision and the evidence for the result. A useful case study can be a starting format. Assess relevant conversations and qualified enquiries alongside impressions; a large generic audience is not necessarily a useful buying audience. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Google Business Profile: Local business discovery and action

Keep the business information and customer action accurate. Match the action destination to the offer: a booking should reach a booking path. Google distinguishes profile interactions such as calls and website clicks; these should not be treated as equivalent to post reactions. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Pinterest: Visual ideas linked to products and resources

Publish a clear idea with an accurate destination. Pinterest product Pins can display product information such as price and availability. Compare outbound visits and downstream product actions, and check that the landing page fulfils the promise made by the image. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

**FINDINGS & RECOMMENDATIONS**

Threads: Public conversation and topical explanations

Treat the post as the opening of a conversation. Test a specific question or useful observation and reserve time to respond. Measure substantive replies and relevant visits separately from publishing activity. Review reply and quote settings as deliberate distribution choices. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Telegram: Ongoing communication with an existing community

Plan useful updates for people who have chosen to follow the channel. Review notification, preview and content-protection settings. Evaluate retention, response and destination actions; repeated delivery alone cannot establish discovery or acquisition. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Bluesky: Conversation and specialist communities

Start with topics that overlap with the community you want to serve. Use clear context and language choices, participate in replies and track useful conversations. The eligible delivery sample provides no reliable performance ranking for this network. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Early stage: establish audience and message fit

Choose one primary channel where you can reach and speak with the intended audience. For a local appointment business, evaluate the local discovery and booking path first; for a professional service, test useful explanations of the buying problem; for a demonstrable product, test visual proof. These are strategy hypotheses, not Postly performance rankings. Your immediate output is evidence that the right people understand the offer and take a useful next step. Do not expand merely because another platform has higher publishing volume.

**FINDINGS & RECOMMENDATIONS**

Mid stage: make one useful result repeatable

When one topic and offer consistently produce relevant conversations or qualified actions, document the brief and publishing checks. Add one complementary distribution channel while retaining a common business outcome. Record the incremental production and response time. Continue only if the additional channel reaches useful people or supports a distinct buying question; duplicated impressions are not evidence of incremental demand.

Late stage: allocate resources by contribution

With repeatable acquisition or customer communication in place, compare channel contribution over a consistent window. Keep paid and organic activity separate and account for production cost. Invest in the combination of channels that serves discovery, evaluation and customer retention, rather than maximizing every platform. Use first-party conversion records to assess business outcomes; publishing receipts cannot supply this attribution.

Advanced stage: test incrementality and resilience

Use planned holdouts or staggered changes where feasible to distinguish extra activity from extra results. Compare matched account or campaign cohorts, record uncertainty and check whether a few large accounts dominate the result. Maintain a deliberate experiment budget and avoid changing several presets, creative formats and schedules at once. Stage labels here describe operating maturity, not follower thresholds, and were not inferred from customer identities or content.

Sources for the teaching sections

YouTube performance and discovery

<https://support.google.com/youtube/answer/141805?hl=en>

LinkedIn: thought leadership

<https://business.linkedin.com/advertise/resources/marketing-terms/thought-leadership>

Google Business Profile performance definitions

<https://support.google.com/business/answer/9918094?hl=en>

Pinterest product Pins and shopping

<https://help.pinterest.com/en/business/guide/shopping-on-pinterest>



CONTINUED

Platform documentation supports the explanations. Postly data supports the observed counts. Strategy recommendations are editorial judgments, not measured performance rankings.



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.



Publishing times

When sampled deliveries were published, grouped by UTC hour.

September 2026

**FINDINGS & RECOMMENDATIONS**

The findings

00:00 UTC: 4,030 deliveries, from 358 accounts and 4,030 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 3,741 deliveries, from 311 accounts and 3,741 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 4,546 deliveries, from 358 accounts and 4,546 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 4,321 deliveries, from 309 accounts and 4,321 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,871 deliveries, from 407 accounts and 3,871 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,542 deliveries, from 493 accounts and 4,542 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 4,117 deliveries, from 567 accounts and 4,117 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 3,653 deliveries, from 547 accounts and 3,653 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 4,078 deliveries, from 677 accounts and 4,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 4,563 deliveries, from 467 accounts and 4,563 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 2,876 deliveries, from 406 accounts and 2,876 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 4,974 deliveries, from 419 accounts and 4,974 observations. Observed delivery hour in UTC, not a best-time recommendation. 12:00 UTC: 5,658 deliveries, from 463 accounts and 5,658 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 6,191 deliveries, from 568 accounts and 6,191 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 5,891 deliveries, from 594 accounts and 5,891 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 5,415 deliveries, from 558 accounts and 5,415 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 4,976 deliveries, from 517 accounts and 4,976 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 5,607 deliveries, from 459 accounts and 5,607 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,237 deliveries, from 499 accounts and 5,237 observations. Observed delivery hour in UTC, not a best-time recommendation. 19:00 UTC: 4,420 deliveries, from 435 accounts and 4,420 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 3,827 deliveries, from 357 accounts and 3,827 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,557 deliveries, from 312 accounts and 3,557 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,985 deliveries, from 357 accounts and 3,985 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 4,383 deliveries, from 328 accounts and 4,383 observations. Observed delivery hour in UTC, not a best-time recommendation.



FINDINGS & RECOMMENDATIONS

Measurement

Verified deliveries by UTC hour

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

Verified deliveries by UTC hour

00:00 UTC 358 accounts / 4,030 observations	4,030
01:00 UTC 311 accounts / 3,741 observations	3,741
02:00 UTC 358 accounts / 4,546 observations	4,546
03:00 UTC 309 accounts / 4,321 observations	4,321
04:00 UTC 407 accounts / 3,871 observations	3,871
05:00 UTC 493 accounts / 4,542 observations	4,542
06:00 UTC 567 accounts / 4,117 observations	4,117
07:00 UTC 547 accounts / 3,653 observations	3,653

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

Verified deliveries by UTC hour

08:00 UTC 677 accounts / 4,078 observations	4,078
09:00 UTC 467 accounts / 4,563 observations	4,563
10:00 UTC 406 accounts / 2,876 observations	2,876
11:00 UTC 419 accounts / 4,974 observations	4,974
12:00 UTC 463 accounts / 5,658 observations	5,658
13:00 UTC 568 accounts / 6,191 observations	6,191
14:00 UTC 594 accounts / 5,891 observations	5,891
15:00 UTC 558 accounts / 5,415 observations	5,415

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

Verified deliveries by UTC hour

16:00 UTC 517 accounts / 4,976 observations	4,976
17:00 UTC 459 accounts / 5,607 observations	5,607
18:00 UTC 499 accounts / 5,237 observations	5,237
19:00 UTC 435 accounts / 4,420 observations	4,420
20:00 UTC 357 accounts / 3,827 observations	3,827
21:00 UTC 312 accounts / 3,557 observations	3,557
22:00 UTC 357 accounts / 3,985 observations	3,985
23:00 UTC 328 accounts / 4,383 observations	4,383

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

Busy publishing hours are not automatically the best times to post. Use audience-local time and compare performance in a controlled test.

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 scheduling

A universal best-time recommendation would confuse publisher behaviour with audience response. The same UTC hour corresponds to different local hours across regions, and the aggregate also mixes platforms and content. Use the observed spread to plan operational coverage and verification. Audience-local experiments need a narrower comparison than this global distribution.

Recommended actions

Record the audience timezone alongside every timing test. Compare two practical local-time windows on the same platform with similar content and a fixed observation age. Include a response or conversion measure rather than only publication success. Keep enough time after publishing to monitor responses, and revisit the schedule when audience geography or daylight-saving time changes.

**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

Postly Research. Social Media Publishing Report - September 2026. September 2026 - Monthly edition. postly.ai/research/archive/2026-09. Include the chapter, sample and unit when quoting a finding.