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Reels, Stories and feed: separate the placements

The recorded Instagram and Facebook placement choices show why video, feed and Story should be tracked separately.

47,388 source posts | 165,158 verified deliveries

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PLACEMENT CHOICES

Reels, Stories and feed: separate the placements

The recorded Instagram and Facebook placement choices show why video, feed and Story should be tracked separately.

Retained eligible publications up to October 4, 2026; October is partial.

The finding

Instagram has 3,322 qualifying saved Reel selections and 3,842 Story selections. Facebook has 1,585 Reel selections and 2,929 Story selections. A source post may select more than one placement, so adding the choices does not produce a unique-post total.

Measurement

Source-post/destination pairs with a verified delivery and an explicit saved placement flag; not counts of confirmed native Reels or Stories.

Source: Postly Research. Anonymized retained publishing data: 72,883 documents inspected; 47,388 posts with verified publications; 165,158 deduplicated destination deliveries; 3,645 destination accounts. Observation cutoff: 2026-10-04 22:35:49 UTC.



PLACEMENT CHOICES / EVIDENCE

Saved preset choices

Source-post/destination pairs with a verified delivery and an explicit saved placement flag; not counts of confirmed native Reels or Stories.

Instagram / Share to Feed / On 958 accounts	14,784
Instagram / Share to Story / Off 942 accounts	15,009
Instagram / Share as Reel / Off 947 accounts	15,529
TikTok / Share to Feed / On 456 accounts	7,326
Facebook / Facebook Feed Post (including multi-image posts) / On 841 accounts	32,595
Facebook / Facebook Linked Carousel (image cards with links) / Off 866 accounts	33,837
Facebook / Share to Story / Off 805 accounts	30,920
Facebook / Share as Reel / Off 847 accounts	32,264

Unit: records. Retained eligible publications up to October 4, 2026; October is partial. Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



PLACEMENT CHOICES / EVIDENCE

Saved preset choices

Source-post/destination pairs with a verified delivery and an explicit saved placement flag; not counts of confirmed native Reels or Stories.

Instagram / Share to Feed / Off 158 accounts 	4,067
Instagram / Share as Reel / On 168 accounts 	3,322
Instagram / Share to Story / On 175 accounts 	3,842
Facebook / Facebook Feed Post (including multi-image posts) / Off 113 accounts 	1,254
Facebook / Share to Story / On 162 accounts 	2,929
Facebook / Share as Reel / On 85 accounts 	1,585

Unit: records. Retained eligible publications up to October 4, 2026; October is partial. Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



What this means for creative briefs

A generic video label conceals different publishing intentions. Separate feed, Story and Reel in the brief, delivery verification and reporting sheet. When one creative is reused, retain the relationship between the source asset and each destination publication. This makes it possible to distinguish a successful distribution workflow from a successful audience response.

Recommended actions

Create separate placement variants of the same campaign brief. Preview framing and text for the intended placement, verify the actual native publication, and record its provider identifier. Compare views with views and interactions with interactions at the same post age and on the same platform. Keep audience size, promotion and topic as comparable as possible. Use a consistent business action to decide which placement earns more investment.

The performance conclusion

Stored placement choices do not reconstruct immutable publication-time settings. The available records cannot support a like-for-like Reel-versus-Story performance estimate or reveal an algorithm preference. The measured result is that publishers use distinct placement choices; the practical implication is to stop combining them into an undifferentiated video benchmark. No causal growth claim is made.

Algorithms: what the evidence can teach

A placement toggle is an instruction to the publishing workflow, not an algorithm signal observed by this study. YouTube explains that recommendations consider relevance and viewer response; its performance guidance does not support replacing audience understanding with an upload-frequency rule. The practical lesson is to define the intended audience response, verify the actual placement and compare compatible outcomes. The Postly receipt database cannot reveal proprietary ranking weights.

**CONTINUED**

Sources for the teaching sections

YouTube performance and discovery

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

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

**METHODOLOGY & SOURCES**

Source and counting rules

Source: Postly Research. Anonymized retained publishing data: 72,883 documents inspected; 47,388 posts with verified publications; 165,158 deduplicated destination deliveries; 3,645 destination accounts. Observation cutoff: 2026-10-04 22:35:49 UTC.

The census reads retained Postly production records in bounded batches from a database secondary. Receipts require platform, destination account, publication identifier and timestamp. TikTok also requires confirmed success. Repeated provider identifiers are counted once per destination. This is a live retained-data census, not a random sample or an atomic snapshot. Deleted records and publishing outside Postly are absent. Small groups are withheld: every displayed row requires at least 30 destination accounts and 100 observations. Accounts are not necessarily independent businesses; their counts overlap between rows.

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.

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