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Posting frequency: the typical account differs from the busiest

September account-level medians reveal a much more modest cadence than headline delivery totals suggest.

47,388 source posts | 165,158 verified deliveries

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PUBLISHING FREQUENCY

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September account-level medians reveal a much more modest cadence than headline delivery totals suggest.

September 1-30, 2026 (UTC).

The finding

In September, the median active account recorded 10 Instagram deliveries, 9 Facebook deliveries, 8 LinkedIn deliveries and 7 TikTok deliveries. Facebook recorded 76,934 September deliveries across 685 active accounts, or 112.3 per account on average, despite a median of 9. This large mean-median difference shows how heavily pooled publishing volume can be influenced by the most active accounts.

Measurement

Median September 2026 verified deliveries per active destination account, calculated separately by platform. Accounts with no retained September deliveries are excluded.

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.



Publishing frequency: full results

Median September 2026 verified deliveries per active destination account, calculated separately by platform. Accounts with no retained September deliveries are excluded.

Instagram	10
587 accounts / 10,645 observations	
Facebook	9
685 accounts / 76,934 observations	
LinkedIn	8
299 accounts / 6,018 observations	
TikTok	7
257 accounts / 3,607 observations	
Google Business Profile	7
371 accounts / 4,925 observations	
YouTube	7
98 accounts / 1,296 observations	
Threads	6
61 accounts / 2,371 observations	
Pinterest	6
81 accounts / 1,246 observations	

Unit: median deliveries / active account. September 1-30, 2026 (UTC). Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



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.

Scope and exclusions

The period is September 1 through September 30, 2026, in UTC. Only active accounts with retained verified deliveries enter each platform median. Missing or deleted records can lower observed activity. The table reports account counts and delivery observations separately. It does not connect posting frequency with follower growth, engagement or sales, and should not be advertised as an optimal frequency study.

**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.

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.

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