



**Postly**

OCTOBER 2026 - ORIGINAL EDITION / PUBLIC REPORT

# Cross-platform publishing: budget beyond the source post

Nearly a quarter of eligible source posts reached multiple platforms, and delivery work exceeds the source-post count.

**47,388 source posts | 165,158 verified deliveries**

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## DISTRIBUTION WORKLOAD

# Cross-platform publishing: budget beyond the source post

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

## The finding

11,186 of 47,388 eligible source posts reached multiple platforms (23.6%). The remaining 36,202 reached one platform. Across the complete sample there were 3.5 deliveries per eligible source post on average. Recurrence and multiple destination accounts also contribute to that ratio, so it is not the average number of platforms.

## Measurement

Each eligible source document counted once, classified by distinct platforms with accepted receipts. Multiple accounts on one platform remain one platform.

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.



DISTRIBUTION WORKLOAD / EVIDENCE

# Distribution workload: full results

Each eligible source document counted once, classified by distinct platforms with accepted receipts. Multiple accounts on one platform remain one platform.

|                           |               |
|---------------------------|---------------|
| <b>One platform</b>       | <b>36,202</b> |
| 2,309 accounts            |               |
| <hr/>                     |               |
| <b>Multiple platforms</b> | <b>11,186</b> |
| 1,922 accounts            |               |
| <hr/>                     |               |

Unit: source posts. 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 teams

A calendar measured only in source posts understates the delivery workload. Every additional destination creates adaptation, verification and response tasks even when the creative is reused. The observed multi-platform group is large enough to make a destination checklist useful, while the larger single-platform group shows that cross-posting should not be assumed to be universal.

## Recommended actions

Give each campaign a source brief and a destination matrix. For each destination, record the audience question, placement, adapted opening, link, owner and success measure. Reuse the core idea but check the audience action separately. Before adding another platform, estimate the time to prepare, verify and respond there, then compare incremental qualified outcomes with that time cost.

## What this cannot establish

More destinations do not demonstrate more growth, incremental reach or better return on effort. The same people may see several versions, and recurring publications can increase delivery counts without increasing creative variety. Product-specific channel rankings require validated product categories and linked outcomes, neither of which is established by the source-post distribution.

**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](https://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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