



Postly

OCTOBER 2026 - ORIGINAL EDITION / PUBLIC REPORT

Publishing presets: the settings behind the posts

A platform-by-platform audit of saved publishing choices, with accessibility, distribution, interaction and conversion checks.

47,388 source posts | 165,158 verified deliveries

Anonymized Postly publishing data. Free to read and share.

POSTLY.AI/RESEARCH - FRESH REPORTS EVERY MONTH

**PUBLISHING PRESETS**

Publishing presets: the settings behind the posts

A platform-by-platform audit of saved publishing choices, with accessibility, distribution, interaction and conversion checks.

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

The findings across platforms

The audit reviewed 100 preset dimensions across 19 platform settings groups and published 59 qualifying setting-state rows. For example, YouTube tags were configured on 1,449 eligible post/destination records and empty on 2,126; Pinterest destination URLs were configured on 950 records and empty on 171. Google Business Profile recorded 4,630 Call choices, 1,352 Learn More choices and 159 Book choices. These comparisons reveal different publishing intentions and workflow checks. They do not establish which choice produces more engagement or sales.

Measurement

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

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.



Image accessibility

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

No image ALT text recorded

18,799

2,049 accounts

All images have ALT text

2,096

430 accounts

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

Facebook / Facebook Linked Carousel (image cards with links) / Off	33,837
866 accounts	
Facebook / Facebook Feed Post (including multi-image posts) / On	32,595
841 accounts	
Facebook / Share as Reel / Off	32,264
847 accounts	
Facebook / Share to Story / Off	30,920
805 accounts	
Facebook / Generate first comment / Off	29,275
737 accounts	
Facebook / Allow Comments / On	28,950
728 accounts	
Instagram / Default collaborators / Empty	18,687
977 accounts	
Instagram / Share as Reel / Off	15,529
947 accounts	

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

Instagram / Share to Story / Off 942 accounts 	15,009
Instagram / Share to Feed / On 958 accounts 	14,784
Instagram / Generate first comment / Off 738 accounts 	14,403
Instagram / Allow Comments / On 727 accounts 	13,940
TikTok / Share to Feed / On 456 accounts 	7,326
TikTok / Disable Comments / Off 456 accounts 	7,325
TikTok / Privacy / Public 454 accounts 	7,320
TikTok / Branded-content disclosure / Off 454 accounts 	7,245

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

TikTok / Disable Duet / Off 454 accounts 	7,239
TikTok / Disable Stitch / Off 455 accounts 	7,239
LinkedIn / Visibility / Public 379 accounts 	6,332
LinkedIn / Feed Distribution / Main feed 378 accounts 	6,331
LinkedIn / Enable Resharing / On 377 accounts 	6,296
TikTok / Own-brand disclosure / Off 445 accounts 	6,229
Google Business Profile / Publication type / Update 476 accounts 	6,216
TikTok / AI-generated content disclosure / Off 422 accounts 	5,995

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

LinkedIn / Generate first comment / Off 334 accounts 	5,370
Google Business Profile / Call to action / Call 345 accounts 	4,630
Instagram / Share to Feed / Off 158 accounts 	4,067
Instagram / Share to Story / On 175 accounts 	3,842
YouTube / Embeddable / On 162 accounts 	3,574
YouTube / Made for Kids / Off 162 accounts 	3,571
YouTube / Notify Subscribers / On 161 accounts 	3,560
Telegram / Send as Message / On 59 accounts 	3,365

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

Telegram / Silent Message / Off 59 accounts 	3,363
Telegram / Protect Content / Off 59 accounts 	3,363
Telegram / Pin Message / Off 59 accounts 	3,362
YouTube / Privacy / Public 159 accounts 	3,344
Instagram / Share as Reel / On 168 accounts 	3,322
Threads / Reply Control / Everyone 73 accounts 	3,270
Threads / Allow Quotes / On 73 accounts 	3,270
Telegram / Mark Media as Spoiler / Off 59 accounts 	3,153

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

Telegram / Disable Web Page Preview / Off 59 accounts 	3,128
Facebook / Share to Story / On 162 accounts 	2,929
YouTube / Generate first comment / Off 146 accounts 	2,707
YouTube / Default tags / Empty 134 accounts 	2,126
Google Business Profile / Action destination URL / Configured 208 accounts 	1,686
Facebook / Share as Reel / On 85 accounts 	1,585
YouTube / Default tags / Configured 65 accounts 	1,449
Google Business Profile / Call to action / Learn More 174 accounts 	1,352

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

TikTok / AI-generated content disclosure / On 59 accounts 	1,331
Facebook / Facebook Feed Post (including multi-image posts) / Off 113 accounts 	1,254
Pinterest / Default tracking code / Empty 108 accounts 	1,121
Pinterest / Enable Tracking / Off 108 accounts 	1,112
TikTok / Own-brand disclosure / On 82 accounts 	1,097
Pinterest / Allow Try On / Off 96 accounts 	1,058
Pinterest / Default destination URL / Configured 92 accounts 	950
Pinterest / Allow comments / Off 83 accounts 	714

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.



Saved preset choices

ALT rows count source posts once. Other rows count source-post/destination pairs with a verified delivery and an explicitly stored setting. Defaults are not inferred. Settings may overlap.

Pinterest / Allow comments / On	407
42 accounts	
	
Pinterest / Default destination URL / Empty	171
37 accounts	
	
Google Business Profile / Call to action / Book	159
42 accounts	
	

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 the preset audit means

A successful delivery is only one part of a publishing checklist. The saved settings determine such choices as placement, reply permissions, visibility, notifications and action destinations. Counts describe explicitly stored choices, including serialized defaults; they do not prove that someone deliberately selected a preset or that the provider executed every setting. A missing setting is not treated as Off.

Configured versus empty: what to prioritize

On Pinterest, 950 of the 1,121 records in the published destination-URL comparison had a configured URL (84.7%). Check the destination and campaign tracking when the objective requires an outbound action. YouTube tags were configured in 40.5% of its 3,575 published comparison records, but filling every tag field is not a meaningful success measure: YouTube says tags mainly help with spelling variants. Prioritize the title, thumbnail and whether the video fulfils its promise. These are workflow recommendations informed by measured configuration counts and official guidance, not measured outcome lifts.

Accessibility within the wider preset

ALT text is one element of the production checklist. The audit found 2,096 eligible source posts with descriptions on all source images and 18,799 with none recorded. These counts use source posts, not destination deliveries, and small partial-description groups are withheld. Review accessibility on every asset; do not wait for proof of a reach increase before providing a useful description. The current records do not establish an engagement difference between the groups.

Recommended actions

Organize each platform preset around four decisions: where the content appears, who can see or respond, what action the audience should take, and what accessibility or disclosure checks are needed. Review ALT text for every image. Check destination links and tracking before saving a conversion-oriented preset. Review comments, sharing and notification choices deliberately. Recheck audience and content disclosures for each post instead of optimizing them for reach.

**FINDINGS & RECOMMENDATIONS**

What can be concluded about growth

The completed audit does not yield a complete, comparable outcome cohort linking historical preset values to views, interactions or conversions at the same post age. It therefore cannot estimate an ALT-text lift, a first-comment lift, or a growth advantage from enabling any setting. Use these findings to identify workflow omissions and the comparison to measure next. Absence of a measurable effect here is not evidence that a setting has no effect.

Facebook: preset coverage

Reviewed dimensions: Facebook Feed Post (including multi-image posts); Facebook Linked Carousel (image cards with links); Share to Story; Share as Reel; Allow Comments; Generate first comment. 9 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Instagram: preset coverage

Reviewed dimensions: Share to Feed; Share to Story; Share as Reel; Allow Comments; Generate first comment; Default collaborators. 9 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Threads: preset coverage

Reviewed dimensions: Reply Control; Allow Quotes. 2 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

**FINDINGS & RECOMMENDATIONS**

X: preset coverage

Reviewed dimensions: Sensitive content; Community only; Posting mode; Limit replies to mentioned accounts only; Auto like; Auto retweet; Retweet after; Minimum views; Auto delete; Delete after; Maximum views. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

TikTok: preset coverage

Reviewed dimensions: Share to Feed; Privacy; Disable Duet; Disable Stitch; Disable Comments; Own-brand disclosure; Branded-content disclosure; AI-generated content disclosure. 10 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

YouTube: preset coverage

Reviewed dimensions: Default tags; Generate first comment; Privacy; Embeddable; Made for Kids; Notify Subscribers. 7 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

**FINDINGS & RECOMMENDATIONS**

LinkedIn: preset coverage

Reviewed dimensions: Generate first comment; Visibility; Feed Distribution; Enable Resharing; Call to action; Action destination URL. 4 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Pinterest: preset coverage

Reviewed dimensions: Default tracking code; Default destination URL; Allow comments; Allow Try On; Enable Tracking. 7 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Telegram: preset coverage

Reviewed dimensions: Send as Message; Pin Message; Disable Web Page Preview; Silent Message; Mark Media as Spoiler; Protect Content. 6 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

**FINDINGS & RECOMMENDATIONS**

Discord: preset coverage

Reviewed dimensions: Hide link previews; Silent message; Publish to announcement followers; Default button text; Default button URL. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Bluesky: preset coverage

Reviewed dimensions: Languages; Content labels. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Whatsapp: preset coverage

Reviewed dimensions: Default approved template name; Default template language code; Default body variables; Default campaign name. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Wordpress: preset coverage

Reviewed dimensions: Publishing status; Post format; Default tags; Publish as Gutenberg blocks. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

**FINDINGS & RECOMMENDATIONS**

Ghost: preset coverage

Reviewed dimensions: Publishing status; Visibility; Default tags; Feature new posts; Custom template filename. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Hashnode: preset coverage

Reviewed dimensions: Unlisted post; Publishing status; Default tags; Disable comments; Show table of contents. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

DEV: preset coverage

Reviewed dimensions: Publishing status; Default tags (maximum 4); Default series name. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Blogger: preset coverage

Reviewed dimensions: Publishing status; Default labels. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

**FINDINGS & RECOMMENDATIONS**

Google Business Profile: preset coverage

Reviewed dimensions: Call to action; Action destination URL; Publication type; Event Start Date; Event End Date; Offer Start Date; Offer End Date; Coupon Code; Coupon Redeem Url; Terms Conditions; Product Url. 5 setting-state groups met the public sample thresholds and appear in the results table. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

Reddit: preset coverage

Reviewed dimensions: Post title; Subreddit flair; First comments. No setting-state group met the public sample thresholds in this edition. Only explicitly stored settings on source-post/destination pairs with verified publications are counted. Missing values are not inferred from app defaults. Content, recipients, URLs, tags and other customer-provided values are never published; text and list fields are classified only as configured or empty.

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.

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. Publishing presets: the settings behind the posts. October 2026 - Original edition. postly.ai/research/archive/2026-10-original. Include the chapter, sample and unit when quoting a finding.