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Publishing times: the busiest hour is not a growth prescription

A complete September UTC distribution provides operational context for scheduling and a clearer basis for audience-local timing tests.

47,388 source posts | 165,158 verified deliveries

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**PUBLISHING TIMES**

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A complete September UTC distribution provides operational context for scheduling and a clearer basis for audience-local timing tests.

September 1-30, 2026 (UTC).

The finding

The largest published hourly bucket is 13:00 UTC, with 6,191 deliveries; the smallest is 10:00 UTC, with 2,876. Activity is distributed across every UTC hour in the published table. This describes a global publishing workflow; it does not measure when audiences were online or most responsive.

Measurement

Deduplicated September 2026 publications by UTC hour, across platforms. Account counts overlap between hours.

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 times: full results

Deduplicated September 2026 publications by UTC hour, across platforms. Account counts overlap between hours.

13:00 UTC 568 accounts	6,191
14:00 UTC 594 accounts	5,891
12:00 UTC 463 accounts	5,658
17:00 UTC 459 accounts	5,607
15:00 UTC 558 accounts	5,415
18:00 UTC 499 accounts	5,237
16:00 UTC 517 accounts	4,976
11:00 UTC 419 accounts	4,974

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



Publishing times: full results

Deduplicated September 2026 publications by UTC hour, across platforms. Account counts overlap between hours.

09:00 UTC 467 accounts	4,563
02:00 UTC 358 accounts	4,546
05:00 UTC 493 accounts	4,542
23:00 UTC 336 accounts	4,432
19:00 UTC 435 accounts	4,420
03:00 UTC 309 accounts	4,321
06:00 UTC 567 accounts	4,117
08:00 UTC 677 accounts	4,078

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



Publishing times: full results

Deduplicated September 2026 publications by UTC hour, across platforms. Account counts overlap between hours.

00:00 UTC 358 accounts	4,030
22:00 UTC 357 accounts	3,990
04:00 UTC 407 accounts	3,871
20:00 UTC 357 accounts	3,827
01:00 UTC 311 accounts	3,741
07:00 UTC 547 accounts	3,653
21:00 UTC 312 accounts	3,557
10:00 UTC 406 accounts	2,876

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



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.

How to use the full table

Each row is an observed publication hour, not a recommended time slot. September is a completed month, avoiding the partial October window in the retained census. There is no hourly engagement or conversion denominator in this study, so a high-volume hour cannot be called more effective and a low-volume hour cannot be called an opportunity without an outcome test.

**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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