Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Social Media Publishing Report - October 2026

7 complete reports. Findings, full evidence tables and practical actions in one edition.

Completed monthly edition. Sample sizes and definitions accompany every finding.

Anonymized Postly publishing data. Free to read and share.

POSTLY.AI/RESEARCH - FRESH REPORTS EVERY MONTH

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Inside the complete edition

Every chapter below is included in full. Individual downloads contain the same evidence and recommendations.

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Common methodology and source notes follow the chapters. Public findings describe the observed sample; recommendations are identified separately.

EXECUTIVE FINDINGS

What the evidence says

Monthly findings - October 2026

bluesky: 5 posts, from 37 accounts and 961 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. facebook: 12 posts, from 679 accounts and 83,157 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. googleMyBusiness: 9 posts, from 393 accounts and 4,991 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. instagram: 12 posts, from 622 accounts and 14,183 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. linkedin: 8 posts, from 313 accounts and 7,532 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. pinterest: 6 posts, from 105 accounts and 2,166 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. telegram: 21.5 posts, from 30 accounts and 1,428 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. threads: 13 posts, from 69 accounts and 2,050 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. tiktok: 9.5 posts, from 254 accounts and 5,288 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. youtube: 8 posts, from 121 accounts and 2,003 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded.

Monthly findings - October 2026

bluesky: 961 deliveries, from 37 accounts and 961 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. facebook: 83,157 deliveries, from 679 accounts and 83,157 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. googleMyBusiness: 4,991 deliveries, from 393 accounts and 4,991 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. instagram: 14,183 deliveries, from 622 accounts and 14,183 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. linkedin: 7,532 deliveries, from 313 accounts and 7,532 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. pinterest: 2,166 deliveries, from 105 accounts and 2,166 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. telegram: 1,428 deliveries, from 30 accounts and 1,428 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. threads: 2,050 deliveries, from 69 accounts and 2,050 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. tiktok: 5,288 deliveries, from 254 accounts and 5,288 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. youtube: 2,003 deliveries, from 121 accounts and 2,003 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately.

Monthly findings - October 2026

bluesky / image source media: 652 deliveries, from 33 accounts and 652 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / Text / no attached media: 5,843 deliveries, from 173 accounts and 5,843 observations. Attached source media, not inferred native placement.

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Retained verified deliveries only. facebook / image source media: 73,203 deliveries, from 540 accounts and 73,203 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / video source media: 4,093 deliveries, from 217 accounts and 4,093 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / Text / no attached media: 1,696 deliveries, from 161 accounts and 1,696 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / image source media: 3,252 deliveries, from 316 accounts and 3,252 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / image source media: 6,289 deliveries, from 482 accounts and 6,289 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / video source media: 7,741 deliveries, from 376 accounts and 7,741 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / Text / no attached media: 335 deliveries, from 47 accounts and 335 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / image source media: 5,875 deliveries, from 257 accounts and 5,875 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / video source media: 1,237 deliveries, from 114 accounts and 1,237 observations. Attached source media, not inferred native placement. Retained verified deliveries only. pinterest / image source media: 1,981 deliveries, from 97 accounts and 1,981 observations. Attached source media, not inferred native placement. Retained verified deliveries only. threads / image source media: 1,382 deliveries, from 55 accounts and 1,382 observations. Attached source media, not inferred native placement. Retained verified deliveries only. threads / video source media: 494 deliveries, from 36 accounts and 494 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / image source media: 437 deliveries, from 96 accounts and 437 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / video source media: 4,841 deliveries, from 230 accounts and 4,841 observations. Attached source media, not inferred native placement. Retained verified deliveries only. youtube / video source media: 1,947 deliveries, from 117 accounts and 1,947 observations. Attached source media, not inferred native placement. Retained verified deliveries only.

Monthly findings - October 2026

00:00 UTC: 2,771 deliveries, from 442 accounts and 2,771 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 2,603 deliveries, from 325 accounts and 2,603 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 2,858 deliveries, from 330 accounts and 2,858 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 2,938 deliveries, from 403 accounts and 2,938 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,296 deliveries, from 472 accounts and 3,296 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,363 deliveries, from 595 accounts and 4,363 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 3,788 deliveries, from 576 accounts and 3,788 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 2,977 deliveries, from 616 accounts and 2,977 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 3,183 deliveries, from 587 accounts and 3,183 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 6,384 deliveries, from 526 accounts and 6,384 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 5,386 deliveries, from 498 accounts and 5,386 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 9,192 deliveries, from 439 accounts and 9,192 observations. Observed delivery

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hour in UTC, not a best-time recommendation. 12:00 UTC: 9,196 deliveries, from 555 accounts and 9,196 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 8,186 deliveries, from 677 accounts and 8,186 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 7,817 deliveries, from 669 accounts and 7,817 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 7,980 deliveries, from 640 accounts and 7,980 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 8,078 deliveries, from 654 accounts and 8,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 8,112 deliveries, from 710 accounts and 8,112 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,958 deliveries, from 483 accounts and 5,958 observations. Observed delivery hour in UTC, not a best-time recommendation. 19:00 UTC: 4,849 deliveries, from 401 accounts and 4,849 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 4,380 deliveries, from 467 accounts and 4,380 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,708 deliveries, from 400 accounts and 3,708 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,232 deliveries, from 376 accounts and 3,232 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 2,592 deliveries, from 407 accounts and 2,592 observations. Observed delivery hour in UTC, not a best-time recommendation.

Monthly findings - October 2026

All images have ALT text: 1,679 records, from 349 accounts and 1,679 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. No image ALT text recorded: 11,380 records, from 1,701 accounts and 11,380 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. facebook / Facebook Feed Post (including multi-image posts) / Off: 1,362 records, from 98 accounts and 1,362 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Feed Post (including multi-image posts) / On: 24,368 records, from 643 accounts and 24,368 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Linked Carousel (image cards with links) / Off: 25,714 records, from 664 accounts and 25,714 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Generate a reply for automated posts / Off: 25,728 records, from 664 accounts and 25,728 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / Off: 24,626 records, from 646 accounts and 24,626 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / On: 1,104 records, from 70 accounts and 1,104 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / Off: 24,449 records, from 632 accounts and 24,449 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to

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Story / On: 1,281 records, from 97 accounts and 1,281 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Action destination URL / Configured: 1,018 records, from 152 accounts and 1,018 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Book: 150 records, from 51 accounts and 150 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Call: 3,536 records, from 273 accounts and 3,536 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Learn More: 839 records, from 119 accounts and 839 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Publication type / Update: 4,534 records, from 390 accounts and 4,534 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Allow comments on Feed and Reels / On: 11,590 records, from 622 accounts and 11,590 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Default collaborators / Empty: 11,530 records, from 620 accounts and 11,530 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Generate a reply for automated posts / Off: 11,590 records, from 622 accounts and 11,590 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / Off: 9,877 records, from 591 accounts and 9,877 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / On: 1,713 records, from 109 accounts and 1,713 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / Off: 2,006 records, from 116 accounts and 2,006 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / On: 9,584 records, from 594 accounts and 9,584 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / Off: 10,294 records, from 592 accounts and 10,294 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / On: 1,296 records, from 102 accounts and 1,296 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Allow comments on new posts / On: 297 records, from 74 accounts and 297 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or

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performance. linkedin / Enable Resharing / On: 4,040 records, from 308 accounts and 4,040 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Feed Distribution / Main feed: 4,054 records, from 309 accounts and 4,054 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Generate a reply for automated posts / Off: 4,046 records, from 309 accounts and 4,046 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Visibility / Public: 4,054 records, from 309 accounts and 4,054 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. pinterest / Default destination URL / Configured: 1,386 records, from 97 accounts and 1,386 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Disable Web Page Preview / Off: 926 records, from 30 accounts and 926 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Mark Media as Spoiler / Off: 1,035 records, from 30 accounts and 1,035 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Pin Message / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Protect Content / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Send as Message / On: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Silent Message / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. threads / Allow Quotes / On: 1,884 records, from 69 accounts and 1,884 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. threads / Reply Control / Everyone: 1,884 records, from 69 accounts and 1,884 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / AI-generated content disclosure / Off: 3,797 records, from 225 accounts and 3,797 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / AI-generated content disclosure / On: 1,005 records, from 48 accounts and 1,005 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Branded-content disclosure / Off: 4,757 records, from 254 accounts and 4,757 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or

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performance. tiktok / Disable Comments / Off: 4,801 records, from 254 accounts and 4,801 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Disable Duet / Off: 4,736 records, from 253 accounts and 4,736 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Disable Stitch / Off: 4,738 records, from 254 accounts and 4,738 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Own-brand disclosure / Off: 4,404 records, from 245 accounts and 4,404 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Own-brand disclosure / On: 398 records, from 31 accounts and 398 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Privacy / Public: 4,798 records, from 254 accounts and 4,798 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Default tags / Configured: 707 records, from 49 accounts and 707 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Default tags / Empty: 1,279 records, from 84 accounts and 1,279 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Embeddable / On: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Generate a reply for automated posts / Off: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Made for Kids / Off: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Notify Subscribers / On: 1,946 records, from 119 accounts and 1,946 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Privacy / Public: 1,888 records, from 115 accounts and 1,888 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance.

Monthly findings - October 2026

facebook / Facebook Feed Post (including multi-image posts) / Off: 1,362 records, from 98 accounts and 1,362 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Feed Post (including multi-image posts) / On: 24,368 records, from 643 accounts and 24,368 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Linked

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Carousel (image cards with links) / Off: 25,714 records, from 664 accounts and 25,714 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / Off: 24,626 records, from 646 accounts and 24,626 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / On: 1,104 records, from 70 accounts and 1,104 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / Off: 24,449 records, from 632 accounts and 24,449 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / On: 1,281 records, from 97 accounts and 1,281 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / Off: 9,877 records, from 591 accounts and 9,877 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / On: 1,713 records, from 109 accounts and 1,713 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / Off: 2,006 records, from 116 accounts and 2,006 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / On: 9,584 records, from 594 accounts and 9,584 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / Off: 10,294 records, from 592 accounts and 10,294 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / On: 1,296 records, from 102 accounts and 1,296 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance.

Monthly findings - October 2026

Multiple platforms: 7,078 posts, from 1,560 accounts and 7,078 observations. Eligible retained source posts counted once by platforms with verified deliveries in this month; account sets overlap. One platform: 19,960 posts, from 1,415 accounts and 19,960 observations. Eligible retained source posts counted once by platforms with verified deliveries in this month; account sets overlap.

MONTHLY FINDINGS - OCTOBER 2026

Publishing consistency

How often sampled accounts publish, and how activity is distributed through the month.

October 2026

The findings

bluesky: 5 posts, from 37 accounts and 961 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. facebook: 12 posts, from 679 accounts and 83,157 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. googleMyBusiness: 9 posts, from 393 accounts and 4,991 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. instagram: 12 posts, from 622 accounts and 14,183 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. linkedin: 8 posts, from 313 accounts and 7,532 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. pinterest: 6 posts, from 105 accounts and 2,166 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. telegram: 21.5 posts, from 30 accounts and 1,428 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. threads: 13 posts, from 69 accounts and 2,050 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. tiktok: 9.5 posts, from 254 accounts and 5,288 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded. youtube: 8 posts, from 121 accounts and 2,003 observations. Median verified deliveries per active account in retained posts during the month; inactive accounts excluded.

Measurement

Published posts per active account

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Published posts per active account

bluesky	37 accounts / 961 observations	5
facebook	679 accounts / 83,157 observations	12
googleMyBusiness	393 accounts / 4,991 observations	9
instagram	622 accounts / 14,183 observations	12
linkedin	313 accounts / 7,532 observations	8
pinterest	105 accounts / 2,166 observations	6
telegram	30 accounts / 1,428 observations	21.5
threads	69 accounts / 2,050 observations	13

Unit: posts. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Published posts per active account

tiktok 9.5

254 accounts / 5,288 observations

youtube 8

121 accounts / 2,003 observations

Unit: posts. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Use the observed cadence as context. Choose a schedule your team can maintain, then measure the response from your own audience.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

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.

MONTHLY FINDINGS - OCTOBER 2026

Platform mix

The publishing destinations represented in the study and their observed delivery volumes.

October 2026

The findings

bluesky: 961 deliveries, from 37 accounts and 961 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. facebook: 83,157 deliveries, from 679 accounts and 83,157 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. googleMyBusiness: 4,991 deliveries, from 393 accounts and 4,991 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. instagram: 14,183 deliveries, from 622 accounts and 14,183 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. linkedin: 7,532 deliveries, from 313 accounts and 7,532 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. pinterest: 2,166 deliveries, from 105 accounts and 2,166 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. telegram: 1,428 deliveries, from 30 accounts and 1,428 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. threads: 2,050 deliveries, from 69 accounts and 2,050 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. tiktok: 5,288 deliveries, from 254 accounts and 5,288 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. youtube: 2,003 deliveries, from 121 accounts and 2,003 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately.

Measurement

Verified publishing deliveries

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified publishing deliveries

bluesky 37 accounts / 961 observations	961
facebook 679 accounts / 83,157 observations	83,157
googleMyBusiness 393 accounts / 4,991 observations	4,991
instagram 622 accounts / 14,183 observations	14,183
linkedin 313 accounts / 7,532 observations	7,532
pinterest 105 accounts / 2,166 observations	2,166
telegram 30 accounts / 1,428 observations	1,428
threads 69 accounts / 2,050 observations	2,050

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified publishing deliveries

tiktok 5,288

254 accounts / 5,288 observations

youtube 2,003

121 accounts / 2,003 observations

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

What to do with this result

Choose channels where your audience is active. Publishing volume describes usage; it does not identify the most effective platform.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

Compare performance fairly

Reach asks how many people encountered the content. Interaction measures a response. A qualified action asks whether the right person progressed toward the business objective. These are different outcomes, and native view definitions can differ. This edition measures publishing activity on each platform; it does not contain a compatible cross-platform engagement or conversion panel. No platform is declared the performance winner. For your own comparison, record the same business action and cost window across channels, while keeping native engagement measures separate.

What this means for marketers

A volume-led channel plan would overweight frequent and recurring publishers. Account participation gives a second perspective, but neither measure establishes qualified reach, sales or suitability for a particular product. Treat these results as a map of observed distribution work. They show why a channel decision needs both an audience hypothesis and a realistic servicing budget.

FINDINGS & RECOMMENDATIONS

Recommended actions

Choose one primary channel for the buying question you need to answer and one complementary channel for distribution. Set a destination-specific objective, such as qualified product-page visits or completed enquiries. Budget separately for asset adaptation, publication checks and responses. Review outcomes at the same post age before moving resources to the channel with the largest visible posting volume.

Facebook: Community updates and repeat customer communication

Test useful explanations, demonstrations and customer questions. Separate feed, Reel and Story briefs. Compare qualified conversations and destination visits with the time spent producing and responding; a large delivery count is not proof of incremental demand. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Instagram: Visual explanation and product demonstration

Use a clear visual promise, show the product in context and give the viewer one next step. Distinguish saved placement choices from native publications. Compare the same campaign objective across placements, with reach, interactions and qualified actions kept separate. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

TikTok: Short video ideas and creative discovery

Start with a recognizable problem and demonstrate the answer quickly. Test different openings for the same idea before changing the offer. Compare retention and qualified actions at a consistent post age; do not select only the best-performing videos for a benchmark. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

FINDINGS & RECOMMENDATIONS

YouTube: Searchable explanations and deeper demonstrations

Build videos around a specific audience question. Use an accurate title and thumbnail, then evaluate whether viewers stay for the promised answer. YouTube describes recommendations in terms of relevance and viewer response. Tags alone are not a sound growth strategy. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

LinkedIn: Professional expertise and buying questions

Explain a business problem, the reasoning behind a decision and the evidence for the result. A useful case study can be a starting format. Assess relevant conversations and qualified enquiries alongside impressions; a large generic audience is not necessarily a useful buying audience. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Google Business Profile: Local business discovery and action

Keep the business information and customer action accurate. Match the action destination to the offer: a booking should reach a booking path. Google distinguishes profile interactions such as calls and website clicks; these should not be treated as equivalent to post reactions. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Pinterest: Visual ideas linked to products and resources

Publish a clear idea with an accurate destination. Pinterest product Pins can display product information such as price and availability. Compare outbound visits and downstream product actions, and check that the landing page fulfils the promise made by the image. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

FINDINGS & RECOMMENDATIONS

Threads: Public conversation and topical explanations

Treat the post as the opening of a conversation. Test a specific question or useful observation and reserve time to respond. Measure substantive replies and relevant visits separately from publishing activity. Review reply and quote settings as deliberate distribution choices. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Telegram: Ongoing communication with an existing community

Plan useful updates for people who have chosen to follow the channel. Review notification, preview and content-protection settings. Evaluate retention, response and destination actions; repeated delivery alone cannot establish discovery or acquisition. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Bluesky: Conversation and specialist communities

Start with topics that overlap with the community you want to serve. Use clear context and language choices, participate in replies and track useful conversations. The eligible delivery sample provides no reliable performance ranking for this network. Strategy guidance; the observed Postly publishing counts are shown in the evidence table above.

Early stage: establish audience and message fit

Choose one primary channel where you can reach and speak with the intended audience. For a local appointment business, evaluate the local discovery and booking path first; for a professional service, test useful explanations of the buying problem; for a demonstrable product, test visual proof. These are strategy hypotheses, not Postly performance rankings. Your immediate output is evidence that the right people understand the offer and take a useful next step. Do not expand merely because another platform has higher publishing volume.

FINDINGS & RECOMMENDATIONS

Mid stage: make one useful result repeatable

When one topic and offer consistently produce relevant conversations or qualified actions, document the brief and publishing checks. Add one complementary distribution channel while retaining a common business outcome. Record the incremental production and response time. Continue only if the additional channel reaches useful people or supports a distinct buying question; duplicated impressions are not evidence of incremental demand.

Late stage: allocate resources by contribution

With repeatable acquisition or customer communication in place, compare channel contribution over a consistent window. Keep paid and organic activity separate and account for production cost. Invest in the combination of channels that serves discovery, evaluation and customer retention, rather than maximizing every platform. Use first-party conversion records to assess business outcomes; publishing receipts cannot supply this attribution.

Advanced stage: test incrementality and resilience

Use planned holdouts or staggered changes where feasible to distinguish extra activity from extra results. Compare matched account or campaign cohorts, record uncertainty and check whether a few large accounts dominate the result. Maintain a deliberate experiment budget and avoid changing several presets, creative formats and schedules at once. Stage labels here describe operating maturity, not follower thresholds, and were not inferred from customer identities or content.

Sources for the teaching sections

YouTube performance and discovery
https://support.google.com/youtube/answer/141805?hl=en

LinkedIn: thought leadership
https://business.linkedin.com/advertise/resources/marketing-terms/thought-leadership

Google Business Profile performance definitions
https://support.google.com/business/answer/9918094?hl=en

Pinterest product Pins and shopping
https://help.pinterest.com/en/business/guide/shopping-on-pinterest

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

MONTHLY FINDINGS - OCTOBER 2026

Content formats

The image, video, text, and mixed-media formats found in the publishing sample.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

bluesky / image source media: 652 deliveries, from 33 accounts and 652 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / Text / no attached media: 5,843 deliveries, from 173 accounts and 5,843 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / image source media: 73,203 deliveries, from 540 accounts and 73,203 observations. Attached source media, not inferred native placement. Retained verified deliveries only. facebook / video source media: 4,093 deliveries, from 217 accounts and 4,093 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / Text / no attached media: 1,696 deliveries, from 161 accounts and 1,696 observations. Attached source media, not inferred native placement. Retained verified deliveries only. googleMyBusiness / image source media: 3,252 deliveries, from 316 accounts and 3,252 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / image source media: 6,289 deliveries, from 482 accounts and 6,289 observations. Attached source media, not inferred native placement. Retained verified deliveries only. instagram / video source media: 7,741 deliveries, from 376 accounts and 7,741 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / Text / no attached media: 335 deliveries, from 47 accounts and 335 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / image source media: 5,875 deliveries, from 257 accounts and 5,875 observations. Attached source media, not inferred native placement. Retained verified deliveries only. linkedin / video source media: 1,237 deliveries, from 114 accounts and 1,237 observations. Attached source media, not inferred native placement. Retained verified deliveries only. pinterest / image source media: 1,981 deliveries, from 97 accounts and 1,981 observations. Attached source media, not inferred native placement. Retained verified deliveries only. threads / image source media: 1,382 deliveries, from 55 accounts and 1,382 observations. Attached source media, not inferred native placement. Retained verified deliveries only. threads / video source media: 494 deliveries, from 36 accounts and 494 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / image source media: 437 deliveries, from 96 accounts and 437 observations. Attached source media, not inferred native placement. Retained verified deliveries only. tiktok / video source media: 4,841 deliveries, from 230 accounts and 4,841 observations. Attached source media, not inferred native placement. Retained verified deliveries only. youtube / video source media: 1,947 deliveries, from 117 accounts and 1,947 observations. Attached source media, not inferred native placement. Retained verified deliveries only.

FINDINGS & RECOMMENDATIONS

Measurement

Published deliveries by attached media

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Published deliveries by attached media

bluesky / image source media — 652
33 accounts / 652 observations

facebook / Text / no attached media — 5,843
173 accounts / 5,843 observations

facebook / image source media — 73,203
540 accounts / 73,203 observations

facebook / video source media — 4,093
217 accounts / 4,093 observations

googleMyBusiness / Text / no attached media — 1,696
161 accounts / 1,696 observations

googleMyBusiness / image source media — 3,252
316 accounts / 3,252 observations

instagram / image source media — 6,289
482 accounts / 6,289 observations

instagram / video source media — 7,741
376 accounts / 7,741 observations

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Published deliveries by attached media

linkedin / Text / no attached media — 335
47 accounts / 335 observations

linkedin / image source media — 5,875
257 accounts / 5,875 observations

linkedin / video source media — 1,237
114 accounts / 1,237 observations

pinterest / image source media — 1,981
97 accounts / 1,981 observations

threads / image source media — 1,382
55 accounts / 1,382 observations

threads / video source media — 494
36 accounts / 494 observations

tiktok / image source media — 437
96 accounts / 437 observations

tiktok / video source media — 4,841
230 accounts / 4,841 observations

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Published deliveries by attached media

youtube / video source media 1,947

117 accounts / 1,947 observations

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Compare the formats you can produce consistently, then run a small test with a single audience objective.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

What this means for content planning

A video-only production plan would overlook most recorded delivery work in this sample. Image preparation, accessibility descriptions, crop checks and destination adaptation deserve an explicit place in the workflow. Equally, the video volume is large enough to justify a separate production checklist. Text or link-based publishing should remain a distinct workflow rather than being treated as a failed media upload.

Recommended actions

Build reusable image and video briefs for the same customer question. Record the production time for each format and evaluate comparable outcomes after a fixed interval. For a product demonstration, compare a short demonstration with a step-by-step image explanation using the same offer. Keep accessibility checks in both workflows. Choose the format that produces useful audience response at a sustainable production cost.

MONTHLY FINDINGS - OCTOBER 2026

Publishing times

When sampled deliveries were published, grouped by UTC hour.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

00:00 UTC: 2,771 deliveries, from 442 accounts and 2,771 observations. Observed delivery hour in UTC, not a best-time recommendation. 01:00 UTC: 2,603 deliveries, from 325 accounts and 2,603 observations. Observed delivery hour in UTC, not a best-time recommendation. 02:00 UTC: 2,858 deliveries, from 330 accounts and 2,858 observations. Observed delivery hour in UTC, not a best-time recommendation. 03:00 UTC: 2,938 deliveries, from 403 accounts and 2,938 observations. Observed delivery hour in UTC, not a best-time recommendation. 04:00 UTC: 3,296 deliveries, from 472 accounts and 3,296 observations. Observed delivery hour in UTC, not a best-time recommendation. 05:00 UTC: 4,363 deliveries, from 595 accounts and 4,363 observations. Observed delivery hour in UTC, not a best-time recommendation. 06:00 UTC: 3,788 deliveries, from 576 accounts and 3,788 observations. Observed delivery hour in UTC, not a best-time recommendation. 07:00 UTC: 2,977 deliveries, from 616 accounts and 2,977 observations. Observed delivery hour in UTC, not a best-time recommendation. 08:00 UTC: 3,183 deliveries, from 587 accounts and 3,183 observations. Observed delivery hour in UTC, not a best-time recommendation. 09:00 UTC: 6,384 deliveries, from 526 accounts and 6,384 observations. Observed delivery hour in UTC, not a best-time recommendation. 10:00 UTC: 5,386 deliveries, from 498 accounts and 5,386 observations. Observed delivery hour in UTC, not a best-time recommendation. 11:00 UTC: 9,192 deliveries, from 439 accounts and 9,192 observations. Observed delivery hour in UTC, not a best-time recommendation. 12:00 UTC: 9,196 deliveries, from 555 accounts and 9,196 observations. Observed delivery hour in UTC, not a best-time recommendation. 13:00 UTC: 8,186 deliveries, from 677 accounts and 8,186 observations. Observed delivery hour in UTC, not a best-time recommendation. 14:00 UTC: 7,817 deliveries, from 669 accounts and 7,817 observations. Observed delivery hour in UTC, not a best-time recommendation. 15:00 UTC: 7,980 deliveries, from 640 accounts and 7,980 observations. Observed delivery hour in UTC, not a best-time recommendation. 16:00 UTC: 8,078 deliveries, from 654 accounts and 8,078 observations. Observed delivery hour in UTC, not a best-time recommendation. 17:00 UTC: 8,112 deliveries, from 710 accounts and 8,112 observations. Observed delivery hour in UTC, not a best-time recommendation. 18:00 UTC: 5,958 deliveries, from 483 accounts and 5,958 observations. Observed delivery hour in UTC, not a best-time recommendation. 19:00 UTC: 4,849 deliveries, from 401 accounts and 4,849 observations. Observed delivery hour in UTC, not a best-time recommendation. 20:00 UTC: 4,380 deliveries, from 467 accounts and 4,380 observations. Observed delivery hour in UTC, not a best-time recommendation. 21:00 UTC: 3,708 deliveries, from 400 accounts and 3,708 observations. Observed delivery hour in UTC, not a best-time recommendation. 22:00 UTC: 3,232 deliveries, from 376 accounts and 3,232 observations. Observed delivery hour in UTC, not a best-time recommendation. 23:00 UTC: 2,592 deliveries, from 407 accounts and 2,592 observations. Observed delivery hour in UTC, not a best-time recommendation.

FINDINGS & RECOMMENDATIONS

Measurement

Verified deliveries by UTC hour

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour

00:00 UTC	442 accounts / 2,771 observations	**2,771**
01:00 UTC	325 accounts / 2,603 observations	**2,603**
02:00 UTC	330 accounts / 2,858 observations	**2,858**
03:00 UTC	403 accounts / 2,938 observations	**2,938**
04:00 UTC	472 accounts / 3,296 observations	**3,296**
05:00 UTC	595 accounts / 4,363 observations	**4,363**
06:00 UTC	576 accounts / 3,788 observations	**3,788**
07:00 UTC	616 accounts / 2,977 observations	**2,977**

Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour

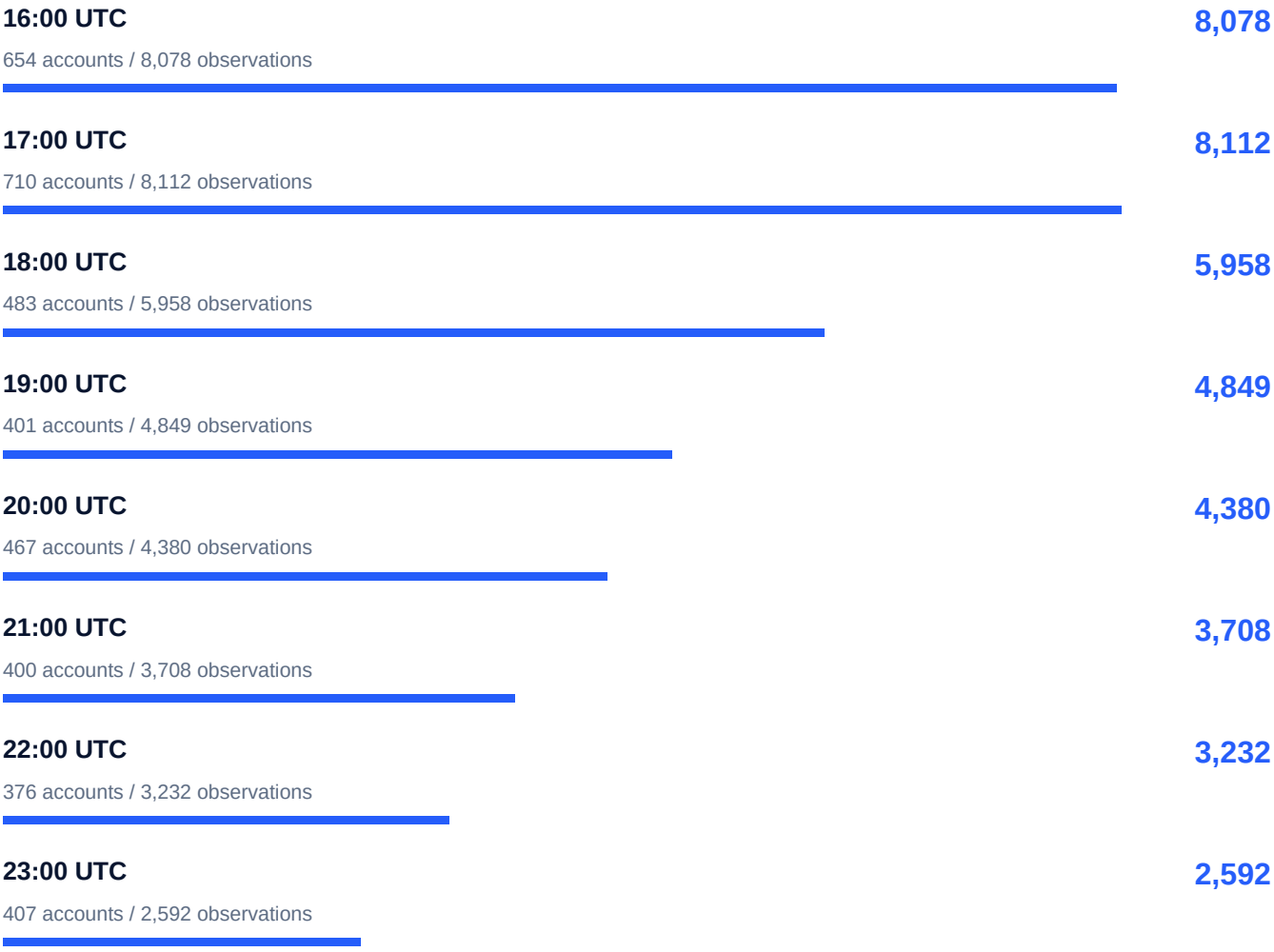


Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Verified deliveries by UTC hour



Unit: deliveries. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Busy publishing hours are not automatically the best times to post. Use audience-local time and compare performance in a controlled test.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

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.

MONTHLY FINDINGS - OCTOBER 2026

Publishing presets

Explicit saved settings and image ALT presence in source records with verified monthly publications.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

All images have ALT text: 1,679 records, from 349 accounts and 1,679 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. No image ALT text recorded: 11,380 records, from 1,701 accounts and 11,380 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. facebook / Facebook Feed Post (including multi-image posts) / Off: 1,362 records, from 98 accounts and 1,362 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Feed Post (including multi-image posts) / On: 24,368 records, from 643 accounts and 24,368 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Linked Carousel (image cards with links) / Off: 25,714 records, from 664 accounts and 25,714 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Generate a reply for automated posts / Off: 25,728 records, from 664 accounts and 25,728 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / Off: 24,626 records, from 646 accounts and 24,626 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / On: 1,104 records, from 70 accounts and 1,104 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / Off: 24,449 records, from 632 accounts and 24,449 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / On: 1,281 records, from 97 accounts and 1,281 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Action destination URL / Configured: 1,018 records, from 152 accounts and 1,018 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Book: 150 records, from 51 accounts and 150 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Call: 3,536 records, from 273 accounts

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and 3,536 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Call to action / Learn More: 839 records, from 119 accounts and 839 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. googleMyBusiness / Publication type / Update: 4,534 records, from 390 accounts and 4,534 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Allow comments on Feed and Reels / On: 11,590 records, from 622 accounts and 11,590 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Default collaborators / Empty: 11,530 records, from 620 accounts and 11,530 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Generate a reply for automated posts / Off: 11,590 records, from 622 accounts and 11,590 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / Off: 9,877 records, from 591 accounts and 9,877 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / On: 1,713 records, from 109 accounts and 1,713 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / Off: 2,006 records, from 116 accounts and 2,006 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / On: 9,584 records, from 594 accounts and 9,584 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / Off: 10,294 records, from 592 accounts and 10,294 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / On: 1,296 records, from 102 accounts and 1,296 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Allow comments on new posts / On: 297 records, from 74 accounts and 297 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or

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performance. linkedin / Enable Resharing / On: 4,040 records, from 308 accounts and 4,040 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Feed Distribution / Main feed: 4,054 records, from 309 accounts and 4,054 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Generate a reply for automated posts / Off: 4,046 records, from 309 accounts and 4,046 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. linkedin / Visibility / Public: 4,054 records, from 309 accounts and 4,054 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. pinterest / Default destination URL / Configured: 1,386 records, from 97 accounts and 1,386 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Disable Web Page Preview / Off: 926 records, from 30 accounts and 926 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Mark Media as Spoiler / Off: 1,035 records, from 30 accounts and 1,035 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Pin Message / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Protect Content / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Send as Message / On: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. telegram / Silent Message / Off: 1,062 records, from 30 accounts and 1,062 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. threads / Allow Quotes / On: 1,884 records, from 69 accounts and 1,884 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. threads / Reply Control / Everyone: 1,884 records, from 69 accounts and 1,884 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok /

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AI-generated content disclosure / Off: 3,797 records, from 225 accounts and 3,797 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / AI-generated content disclosure / On: 1,005 records, from 48 accounts and 1,005 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Branded-content disclosure / Off: 4,757 records, from 254 accounts and 4,757 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Disable Comments / Off: 4,801 records, from 254 accounts and 4,801 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Disable Duet / Off: 4,736 records, from 253 accounts and 4,736 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Disable Stitch / Off: 4,738 records, from 254 accounts and 4,738 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Own-brand disclosure / Off: 4,404 records, from 245 accounts and 4,404 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Own-brand disclosure / On: 398 records, from 31 accounts and 398 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. tiktok / Privacy / Public: 4,798 records, from 254 accounts and 4,798 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Default tags / Configured: 707 records, from 49 accounts and 707 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Default tags / Empty: 1,279 records, from 84 accounts and 1,279 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Embeddable / On: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Generate a reply for automated posts / Off: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube /

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Made for Kids / Off: 1,986 records, from 121 accounts and 1,986 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Notify Subscribers / On: 1,946 records, from 119 accounts and 1,946 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. youtube / Privacy / Public: 1,888 records, from 115 accounts and 1,888 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance.

Measurement

Eligible source records and destination settings

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

All images have ALT text — 1,679
349 accounts / 1,679 observations

No image ALT text recorded — 11,380
1,701 accounts / 11,380 observations

facebook / Facebook Feed Post (including multi-image posts) / Off — 1,362
98 accounts / 1,362 observations

facebook / Facebook Feed Post (including multi-image posts) / On — 24,368
643 accounts / 24,368 observations

facebook / Facebook Linked Carousel (image cards with links) / Off — 25,714
664 accounts / 25,714 observations

facebook / Generate a reply for automated posts / Off — 25,728
664 accounts / 25,728 observations

facebook / Share as Reel / Off — 24,626
646 accounts / 24,626 observations

facebook / Share as Reel / On — 1,104
70 accounts / 1,104 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

facebook / Share to Story / Off — 24,449
632 accounts / 24,449 observations

facebook / Share to Story / On — 1,281
97 accounts / 1,281 observations

googleMyBusiness / Action destination URL / Configured — 1,018
152 accounts / 1,018 observations

googleMyBusiness / Call to action / Book — 150
51 accounts / 150 observations

googleMyBusiness / Call to action / Call — 3,536
273 accounts / 3,536 observations

googleMyBusiness / Call to action / Learn More — 839
119 accounts / 839 observations

googleMyBusiness / Publication type / Update — 4,534
390 accounts / 4,534 observations

instagram / Allow comments on Feed and Reels / On — 11,590
622 accounts / 11,590 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

instagram / Default collaborators / Empty — **11,530**
620 accounts / 11,530 observations

instagram / Generate a reply for automated posts / Off — **11,590**
622 accounts / 11,590 observations

instagram / Share as Reel / Off — **9,877**
591 accounts / 9,877 observations

instagram / Share as Reel / On — **1,713**
109 accounts / 1,713 observations

instagram / Share to Feed / Off — **2,006**
116 accounts / 2,006 observations

instagram / Share to Feed / On — **9,584**
594 accounts / 9,584 observations

instagram / Share to Story / Off — **10,294**
592 accounts / 10,294 observations

instagram / Share to Story / On — **1,296**
102 accounts / 1,296 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

linkedin / Allow comments on new posts / On — 297
74 accounts / 297 observations

linkedin / Enable Resharing / On — 4,040
308 accounts / 4,040 observations

linkedin / Feed Distribution / Main feed — 4,054
309 accounts / 4,054 observations

linkedin / Generate a reply for automated posts / Off — 4,046
309 accounts / 4,046 observations

linkedin / Visibility / Public — 4,054
309 accounts / 4,054 observations

pinterest / Default destination URL / Configured — 1,386
97 accounts / 1,386 observations

telegram / Disable Web Page Preview / Off — 926
30 accounts / 926 observations

telegram / Mark Media as Spoiler / Off — 1,035
30 accounts / 1,035 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

telegram / Pin Message / Off — 1,062
30 accounts / 1,062 observations

telegram / Protect Content / Off — 1,062
30 accounts / 1,062 observations

telegram / Send as Message / On — 1,062
30 accounts / 1,062 observations

telegram / Silent Message / Off — 1,062
30 accounts / 1,062 observations

threads / Allow Quotes / On — 1,884
69 accounts / 1,884 observations

threads / Reply Control / Everyone — 1,884
69 accounts / 1,884 observations

tiktok / AI-generated content disclosure / Off — 3,797
225 accounts / 3,797 observations

tiktok / AI-generated content disclosure / On — 1,005
48 accounts / 1,005 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

tiktok / Branded-content disclosure / Off — 4,757
254 accounts / 4,757 observations

tiktok / Disable Comments / Off — 4,801
254 accounts / 4,801 observations

tiktok / Disable Duet / Off — 4,736
253 accounts / 4,736 observations

tiktok / Disable Stitch / Off — 4,738
254 accounts / 4,738 observations

tiktok / Own-brand disclosure / Off — 4,404
245 accounts / 4,404 observations

tiktok / Own-brand disclosure / On — 398
31 accounts / 398 observations

tiktok / Privacy / Public — 4,798
254 accounts / 4,798 observations

youtube / Default tags / Configured — 707
49 accounts / 707 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source records and destination settings

youtube / Default tags / Empty — 1,279
84 accounts / 1,279 observations

youtube / Embeddable / On — 1,986
121 accounts / 1,986 observations

youtube / Generate a reply for automated posts / Off — 1,986
121 accounts / 1,986 observations

youtube / Made for Kids / Off — 1,986
121 accounts / 1,986 observations

youtube / Notify Subscribers / On — 1,946
119 accounts / 1,946 observations

youtube / Privacy / Public — 1,888
115 accounts / 1,888 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Review visibility, placement, interaction settings, accessibility and destination links against the purpose of the post. Saved-setting prevalence does not establish an engagement advantage.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

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.

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.

MONTHLY FINDINGS - OCTOBER 2026

Placement choices

Saved placement choices associated with verified publications in the reporting month.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

facebook / Facebook Feed Post (including multi-image posts) / Off: 1,362 records, from 98 accounts and 1,362 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Feed Post (including multi-image posts) / On: 24,368 records, from 643 accounts and 24,368 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Facebook Linked Carousel (image cards with links) / Off: 25,714 records, from 664 accounts and 25,714 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / Off: 24,626 records, from 646 accounts and 24,626 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share as Reel / On: 1,104 records, from 70 accounts and 1,104 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / Off: 24,449 records, from 632 accounts and 24,449 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. facebook / Share to Story / On: 1,281 records, from 97 accounts and 1,281 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / Off: 9,877 records, from 591 accounts and 9,877 observations.
Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share as Reel / On: 1,713 records, from 109 accounts and 1,713 observations.
Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / Off: 2,006 records, from 116 accounts and 2,006 observations.
Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Feed / On: 9,584 records, from 594 accounts and 9,584 observations.
Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram / Share to Story / Off: 10,294 records, from 592 accounts and 10,294 observations.
Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance. instagram

CONTINUED

/ Share to Story / On: 1,296 records, from 102 accounts and 1,296 observations. Source-post/destination pairs with verified monthly deliveries and explicitly stored settings. Missing values are not defaults. Saved configuration is not proof of native execution or performance.

Measurement

Source-post/destination setting observations

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Source-post/destination setting observations

facebook / Facebook Feed Post (including multi-image posts) / Off — 1,362

98 accounts / 1,362 observations

facebook / Facebook Feed Post (including multi-image posts) / On — 24,368

643 accounts / 24,368 observations

facebook / Facebook Linked Carousel (image cards with links) / Off — 25,714

664 accounts / 25,714 observations

facebook / Share as Reel / Off — 24,626

646 accounts / 24,626 observations

facebook / Share as Reel / On — 1,104

70 accounts / 1,104 observations

facebook / Share to Story / Off — 24,449

632 accounts / 24,449 observations

facebook / Share to Story / On — 1,281

97 accounts / 1,281 observations

instagram / Share as Reel / Off — 9,877

591 accounts / 9,877 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Source-post/destination setting observations

instagram / Share as Reel / On — 1,713
109 accounts / 1,713 observations

instagram / Share to Feed / Off — 2,006
116 accounts / 2,006 observations

instagram / Share to Feed / On — 9,584
594 accounts / 9,584 observations

instagram / Share to Story / Off — 10,294
592 accounts / 10,294 observations

instagram / Share to Story / On — 1,296
102 accounts / 1,296 observations

Unit: records. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Verify the native placement before comparing performance. Keep post age, platform and audience context comparable; saved selections alone cannot establish a performance winner.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

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.

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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.

MONTHLY FINDINGS - OCTOBER 2026

Cross-platform distribution

Single-platform versus multi-platform source posts with verified monthly deliveries.

October 2026

The findings

Multiple platforms: 7,078 posts, from 1,560 accounts and 7,078 observations. Eligible retained source posts counted once by platforms with verified deliveries in this month; account sets overlap. One platform: 19,960 posts, from 1,415 accounts and 19,960 observations. Eligible retained source posts counted once by platforms with verified deliveries in this month; account sets overlap.

Measurement

Eligible source posts

Source: Postly Research monthly aggregate edition 2026-10, generated 2026-11-01T01:13:14.306902Z. Each row includes its eligible account and observation sample.

MONTHLY FINDINGS - OCTOBER 2026 / EVIDENCE

Monthly findings - October 2026: full results

Eligible source posts

Multiple platforms 1,560 accounts / 7,078 observations	7,078
One platform 1,415 accounts / 19,960 observations	19,960

Unit: posts. October 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

What to do with this result

Plan adaptation, link checks and response handling for every destination. Additional destinations should earn their place through useful outcomes, not delivery count alone.

How to make the comparison useful

Keep the platform, metric definition and observation age consistent. Record production effort and qualified audience outcomes alongside the reported measure. Change one controllable variable at a time and review the result before expanding the tactic.

Measurement limits

This is an observational sample of eligible Postly records, not a randomized experiment or the whole platform. Missing measurements are withheld. Publishing volume is not engagement; lifetime counters are not necessarily activity within this month. Changes can reflect provider corrections and sample composition.

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.

METHODOLOGY & SOURCES

Source and counting rules

Source: Postly Research. Anonymized retained publishing and compatible analytics observations for October 2026 (UTC). Completed 2026-11-01. Each result states its eligible sample and definition.

Verified deliveries are deduplicated by destination and provider identifier. Each public row requires at least 30 accounts and 100 observations. Monthly scans use bounded, indexed reads of retained records. Missing measurements are unavailable, not zero. Settings describe current stored configuration on records with verified monthly publications; they do not establish performance lift. Only eligible reports appear in this edition.

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

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