Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Content formats

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

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

Anonymized Postly publishing data. Free to read and share.

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.

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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