Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Cross-platform distribution

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

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

Anonymized Postly publishing data. Free to read and share.

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

Postly Research. Cross-platform distribution. October 2026 - Monthly edition. postly.ai/research/archive/2026-10. Include the chapter, sample and unit when quoting a finding.