Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Placement choices

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

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

Anonymized Postly publishing data. Free to read and share.

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

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/ 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 109 accounts / 1,713 observations	1,713
instagram / Share to Feed / Off 116 accounts / 2,006 observations	2,006
instagram / Share to Feed / On 594 accounts / 9,584 observations	9,584
instagram / Share to Story / Off 592 accounts / 10,294 observations	10,294
instagram / Share to Story / On 102 accounts / 1,296 observations	1,296

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.

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. Placement choices. October 2026 - Monthly edition. postly.ai/research/archive/2026-10. Include the chapter, sample and unit when quoting a finding.