Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Platform mix

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

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

Anonymized Postly publishing data. Free to read and share.

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.

MONTHLY FINDINGS - OCTOBER 2026 / INTERPRETATION

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

CONTINUED

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