Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Publishing consistency

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

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

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.

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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