Postly

OCTOBER 2026 - MONTHLY EDITION / PUBLIC REPORT

Publishing presets

Explicit saved settings and image ALT presence in source records with verified monthly publications.

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 presets

Explicit saved settings and image ALT presence in source records with verified monthly publications.

October 2026

FINDINGS & RECOMMENDATIONS

The findings

All images have ALT text: 1,679 records, from 349 accounts and 1,679 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. No image ALT text recorded: 11,380 records, from 1,701 accounts and 11,380 observations. Source posts with image attachments and verified monthly deliveries, counted once. Current ALT presence, not historical accessibility execution or engagement lift. 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 / Generate a reply for automated posts / Off: 25,728 records, from 664 accounts and 25,728 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. googleMyBusiness / Action destination URL / Configured: 1,018 records, from 152 accounts and 1,018 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. googleMyBusiness / Call to action / Book: 150 records, from 51 accounts and 150 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. googleMyBusiness / Call to action / Call: 3,536 records, from 273 accounts

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and 3,536 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. googleMyBusiness / Call to action / Learn More: 839 records, from 119 accounts and 839 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. googleMyBusiness / Publication type / Update: 4,534 records, from 390 accounts and 4,534 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 / Allow comments on Feed and Reels / On: 11,590 records, from 622 accounts and 11,590 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 / Default collaborators / Empty: 11,530 records, from 620 accounts and 11,530 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 / Generate a reply for automated posts / Off: 11,590 records, from 622 accounts and 11,590 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 / 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. linkedin / Allow comments on new posts / On: 297 records, from 74 accounts and 297 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

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performance. linkedin / Enable Resharing / On: 4,040 records, from 308 accounts and 4,040 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. linkedin / Feed Distribution / Main feed: 4,054 records, from 309 accounts and 4,054 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. linkedin / Generate a reply for automated posts / Off: 4,046 records, from 309 accounts and 4,046 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. linkedin / Visibility / Public: 4,054 records, from 309 accounts and 4,054 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. pinterest / Default destination URL / Configured: 1,386 records, from 97 accounts and 1,386 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. telegram / Disable Web Page Preview / Off: 926 records, from 30 accounts and 926 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. telegram / Mark Media as Spoiler / Off: 1,035 records, from 30 accounts and 1,035 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. telegram / Pin Message / Off: 1,062 records, from 30 accounts and 1,062 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. telegram / Protect Content / Off: 1,062 records, from 30 accounts and 1,062 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. telegram / Send as Message / On: 1,062 records, from 30 accounts and 1,062 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. telegram / Silent Message / Off: 1,062 records, from 30 accounts and 1,062 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. threads / Allow Quotes / On: 1,884 records, from 69 accounts and 1,884 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. threads / Reply Control / Everyone: 1,884 records, from 69 accounts and 1,884 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. tiktok /

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AI-generated content disclosure / Off: 3,797 records, from 225 accounts and 3,797 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. tiktok / AI-generated content disclosure / On: 1,005 records, from 48 accounts and 1,005 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. tiktok / Branded-content disclosure / Off: 4,757 records, from 254 accounts and 4,757 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. tiktok / Disable Comments / Off: 4,801 records, from 254 accounts and 4,801 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. tiktok / Disable Duet / Off: 4,736 records, from 253 accounts and 4,736 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. tiktok / Disable Stitch / Off: 4,738 records, from 254 accounts and 4,738 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. tiktok / Own-brand disclosure / Off: 4,404 records, from 245 accounts and 4,404 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. tiktok / Own-brand disclosure / On: 398 records, from 31 accounts and 398 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. tiktok / Privacy / Public: 4,798 records, from 254 accounts and 4,798 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. youtube / Default tags / Configured: 707 records, from 49 accounts and 707 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. youtube / Default tags / Empty: 1,279 records, from 84 accounts and 1,279 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. youtube / Embeddable / On: 1,986 records, from 121 accounts and 1,986 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. youtube / Generate a reply for automated posts / Off: 1,986 records, from 121 accounts and 1,986 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. youtube /

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Made for Kids / Off: 1,986 records, from 121 accounts and 1,986 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. youtube / Notify Subscribers / On: 1,946 records, from 119 accounts and 1,946 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. youtube / Privacy / Public: 1,888 records, from 115 accounts and 1,888 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

Eligible source records and destination settings

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 records and destination settings

All images have ALT text — 1,679
349 accounts / 1,679 observations

No image ALT text recorded — 11,380
1,701 accounts / 11,380 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 / Generate a reply for automated posts / Off — 25,728
664 accounts / 25,728 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

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

Eligible source records and destination settings

facebook / Share to Story / Off — 24,449
632 accounts / 24,449 observations

facebook / Share to Story / On — 1,281
97 accounts / 1,281 observations

googleMyBusiness / Action destination URL / Configured — 1,018
152 accounts / 1,018 observations

googleMyBusiness / Call to action / Book — 150
51 accounts / 150 observations

googleMyBusiness / Call to action / Call — 3,536
273 accounts / 3,536 observations

googleMyBusiness / Call to action / Learn More — 839
119 accounts / 839 observations

googleMyBusiness / Publication type / Update — 4,534
390 accounts / 4,534 observations

instagram / Allow comments on Feed and Reels / On — 11,590
622 accounts / 11,590 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

Eligible source records and destination settings

instagram / Default collaborators / Empty — **11,530**
620 accounts / 11,530 observations

instagram / Generate a reply for automated posts / Off — **11,590**
622 accounts / 11,590 observations

instagram / Share as Reel / Off — **9,877**
591 accounts / 9,877 observations

instagram / Share as Reel / On — **1,713**
109 accounts / 1,713 observations

instagram / Share to Feed / Off — **2,006**
116 accounts / 2,006 observations

instagram / Share to Feed / On — **9,584**
594 accounts / 9,584 observations

instagram / Share to Story / Off — **10,294**
592 accounts / 10,294 observations

instagram / Share to Story / On — **1,296**
102 accounts / 1,296 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

Eligible source records and destination settings

linkedin / Allow comments on new posts / On — 297

74 accounts / 297 observations

linkedin / Enable Resharing / On — 4,040

308 accounts / 4,040 observations

linkedin / Feed Distribution / Main feed — 4,054

309 accounts / 4,054 observations

linkedin / Generate a reply for automated posts / Off — 4,046

309 accounts / 4,046 observations

linkedin / Visibility / Public — 4,054

309 accounts / 4,054 observations

pinterest / Default destination URL / Configured — 1,386

97 accounts / 1,386 observations

telegram / Disable Web Page Preview / Off — 926

30 accounts / 926 observations

telegram / Mark Media as Spoiler / Off — 1,035

30 accounts / 1,035 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

Eligible source records and destination settings

telegram / Pin Message / Off — 1,062
30 accounts / 1,062 observations

telegram / Protect Content / Off — 1,062
30 accounts / 1,062 observations

telegram / Send as Message / On — 1,062
30 accounts / 1,062 observations

telegram / Silent Message / Off — 1,062
30 accounts / 1,062 observations

threads / Allow Quotes / On — 1,884
69 accounts / 1,884 observations

threads / Reply Control / Everyone — 1,884
69 accounts / 1,884 observations

tiktok / AI-generated content disclosure / Off — 3,797
225 accounts / 3,797 observations

tiktok / AI-generated content disclosure / On — 1,005
48 accounts / 1,005 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

Eligible source records and destination settings

tiktok / Branded-content disclosure / Off — 4,757
254 accounts / 4,757 observations

tiktok / Disable Comments / Off — 4,801
254 accounts / 4,801 observations

tiktok / Disable Duet / Off — 4,736
253 accounts / 4,736 observations

tiktok / Disable Stitch / Off — 4,738
254 accounts / 4,738 observations

tiktok / Own-brand disclosure / Off — 4,404
245 accounts / 4,404 observations

tiktok / Own-brand disclosure / On — 398
31 accounts / 398 observations

tiktok / Privacy / Public — 4,798
254 accounts / 4,798 observations

youtube / Default tags / Configured — 707
49 accounts / 707 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

Eligible source records and destination settings

youtube / Default tags / Empty — 1,279
84 accounts / 1,279 observations

youtube / Embeddable / On — 1,986
121 accounts / 1,986 observations

youtube / Generate a reply for automated posts / Off — 1,986
121 accounts / 1,986 observations

youtube / Made for Kids / Off — 1,986
121 accounts / 1,986 observations

youtube / Notify Subscribers / On — 1,946
119 accounts / 1,946 observations

youtube / Privacy / Public — 1,888
115 accounts / 1,888 observations

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

Review visibility, placement, interaction settings, accessibility and destination links against the purpose of the post. Saved-setting prevalence does not establish an engagement advantage.

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.

Recommended actions

Organize each platform preset around four decisions: where the content appears, who can see or respond, what action the audience should take, and what accessibility or disclosure checks are needed. Review ALT text for every image. Check destination links and tracking before saving a conversion-oriented preset. Review comments, sharing and notification choices deliberately. Recheck audience and content disclosures for each post instead of optimizing them for reach.

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

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