



Postly

SEPTEMBER 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.

POSTLY.AI/RESEARCH - FRESH REPORTS EVERY MONTH



Platform mix

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

September 2026

The findings

facebook: 76,922 deliveries, from 685 accounts and 76,922 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. googleMyBusiness: 4,917 deliveries, from 371 accounts and 4,917 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. instagram: 10,629 deliveries, from 587 accounts and 10,629 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. linkedin: 6,015 deliveries, from 299 accounts and 6,015 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. pinterest: 1,243 deliveries, from 81 accounts and 1,243 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. threads: 2,370 deliveries, from 61 accounts and 2,370 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. tiktok: 3,600 deliveries, from 257 accounts and 3,600 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately. youtube: 1,293 deliveries, from 98 accounts and 1,293 observations. Verified deliveries in retained Postly posts; cross-post destinations count separately.

Measurement

Verified publishing deliveries

Source: Postly Research monthly aggregate edition 2026-09, generated 2026-10-04T23:19:30.749008Z. Each row includes its eligible account and observation sample.



Monthly findings - September 2026: full results

Verified publishing deliveries

facebook	76,922
685 accounts / 76,922 observations	
googleMyBusiness	4,917
371 accounts / 4,917 observations	
instagram	10,629
587 accounts / 10,629 observations	
linkedin	6,015
299 accounts / 6,015 observations	
pinterest	1,243
81 accounts / 1,243 observations	
threads	2,370
61 accounts / 2,370 observations	
tiktok	3,600
257 accounts / 3,600 observations	
youtube	1,293
98 accounts / 1,293 observations	

Unit: deliveries. September 2026 Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



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 September 2026 (UTC). Completed 2026-10-04. 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. September 2026 - Monthly edition. postly.ai/research/archive/2026-09. Include the chapter, sample and unit when quoting a finding.