



Postly

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Content formats: images carry the production load

Images dominate stored source media. Video remains a substantial workload; format popularity does not establish a performance winner.

47,388 source posts | 165,158 verified deliveries

Anonymized Postly publishing data. Free to read and share.

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**CONTENT FORMATS**

Content formats: images carry the production load

Images dominate stored source media. Video remains a substantial workload; format popularity does not establish a performance winner.

Retained eligible publications up to October 4, 2026; October is partial.

The finding

Image-only source records account for 116,400 deliveries (70.5% of the total), while video-only records account for 35,534 (21.5%). Another 12,846 deliveries have no source attachment. One source asset can contribute multiple deliveries. The chart measures distribution workload, not the number of original assets created.

Measurement

Current source attachments associated with verified destination deliveries; not native placement or unique creative assets.

Source: Postly Research. Anonymized retained publishing data: 72,883 documents inspected; 47,388 posts with verified publications; 165,158 deduplicated destination deliveries; 3,645 destination accounts. Observation cutoff: 2026-10-04 22:35:49 UTC.



Content formats: full results

Current source attachments associated with verified destination deliveries; not native placement or unique creative assets.

Image	116,400
2,311 accounts	
Video	35,534
1,713 accounts	
No attached media	12,846
641 accounts	

Unit: deliveries. Retained eligible publications up to October 4, 2026; October is partial. Small groups are withheld; account counts overlap. Bar lengths compare values within this table only.



What this means for content planning

A video-only production plan would overlook most recorded delivery work in this sample. Image preparation, accessibility descriptions, crop checks and destination adaptation deserve an explicit place in the workflow. Equally, the video volume is large enough to justify a separate production checklist. Text or link-based publishing should remain a distinct workflow rather than being treated as a failed media upload.

Recommended actions

Build reusable image and video briefs for the same customer question. Record the production time for each format and evaluate comparable outcomes after a fixed interval. For a product demonstration, compare a short demonstration with a step-by-step image explanation using the same offer. Keep accessibility checks in both workflows. Choose the format that produces useful audience response at a sustainable production cost.

Reading formats correctly

A stored video does not prove that a destination publication was a Reel, Short or Story; an image does not prove a carousel. Media overrides and later edits may differ from the stored source attachments. These results cannot establish which content format earns more views or engagement. That requires native placement and comparable outcome observations for the same publications.

**METHODOLOGY & SOURCES**

Source and counting rules

Source: Postly Research. Anonymized retained publishing data: 72,883 documents inspected; 47,388 posts with verified publications; 165,158 deduplicated destination deliveries; 3,645 destination accounts. Observation cutoff: 2026-10-04 22:35:49 UTC.

The census reads retained Postly production records in bounded batches from a database secondary. Receipts require platform, destination account, publication identifier and timestamp. TikTok also requires confirmed success. Repeated provider identifiers are counted once per destination. This is a live retained-data census, not a random sample or an atomic snapshot. Deleted records and publishing outside Postly are absent. Small groups are withheld: every displayed row requires at least 30 destination accounts and 100 observations. Accounts are not necessarily independent businesses; their counts overlap between rows.

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.

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