VISTA SOCIAL RESEARCH

How Often Should Brands Post on Social Media, 2027 Report

What 12.1 million posts from 67k brand profiles show about how often to post on Facebook, Instagram, LinkedIn, TikTok, YouTube, X and Threads, and what happens when brands post more

Posts from November 3, 2025 to October 25, 2026. Published November 15, 2026.

https://vistasocial.com/research/how-often-to-post/

Key findings

Vista Social data from 12.1 million brand posts over 51 weeks, November 2025 to October 2026. Every comparison is against the same brand's usual weeks in the same quarter of the year.

+44 to 49%

On all 7 networks we measured, brands that published 1.25 to 2 times their usual number of posts in a week got **44 to 49%** more total impressions than in a usual week.

02

4%

Extra posts cost each post very little: in weeks with 1.25 to 2 times their usual number of posts, brand posts got within **4%** of the impressions per post of a usual week, on all 7 networks we measured.

03

+29%

In every network and at every posting pace we measured, weeks in which brands posted more than usual got at least **29%** more total impressions than their usual weeks.

04

+53 to 59%

Returns shrink for brands that already post a lot: a week with 1.25 to 2 times the usual posts brought **53 to 59%** more total impressions for brands that post 1 to 3 times a week, against 30 to 45% for brands that post 14 or more times a week.

05

-16%

LinkedIn brands that already post 14 or more times a week got **16%** fewer impressions per post in weeks when they posted 2 to 3 times as much, against 5% fewer for LinkedIn brands that post 1 to 3 times a week.

06

-35 to 43%

Posting less doesn't pay off: in weeks with half to four fifths of their usual posts, brands got **35 to 43%** fewer total impressions, while each post gained only 1 to 5%.

07

2.5

The typical brand publishes **2.5** feed posts a week on Instagram, 2.7 on Facebook and TikTok, and 1.9 on LinkedIn.

08

29%

29% of brand pages on LinkedIn publish less than one post a week, the largest share of any network we measured.

09

4.8

Publishing and media brands post the most often of the 20 industries we measured on Facebook, Instagram, LinkedIn, TikTok and X, with a median of **4.8** posts a week on Facebook.

10

+45 to 52%

Engagements follow impressions: in weeks with 1.25 to 2 times their usual posts, brands got **45 to 52%** more total engagements than in a usual week, on all 7 networks we measured.

About this report

Most advice on how often to post comes from a single account's experiment, or from surveys of what marketers say they do. This report measures 12.1 million posts that 67k brand profiles, managed from 13.5k Vista Social accounts, published over 51 weeks on seven networks, and what happened to their impressions and engagements in weeks when they posted more or less than usual.

The data covers every feed post on those profiles, whether it was published through Vista Social or directly on the network.

Every number compares a brand with itself. For each brand, we compared each week with the brand's other weeks in the same quarter of the year: how many posts it published, how many impressions and engagements those posts got in total, and how many each post got. Then we grouped the weeks by how many more or fewer posts than usual the brand published, and took the median across brands. So "+46%" means the typical brand got 46% more total impressions in those weeks than in a usual week. Big brands don't outweigh small ones, and a busy season doesn't get mixed up with a busy week.

No figure describes a single customer. A number is published only when it rests on at least 50 brand profiles managed from at least 10 different Vista Social accounts.

Terms used in this report

> **Posts per week:** feed posts a brand profile published in a week, across the weeks from its first to its last post of the year, including weeks with no posts. Stories are not counted.

> **Usual pace:** a brand profile's average posts per week in a quarter.

> **Usual week:** a week in which a brand published 0.8 to 1.25 times its usual number of posts. Every change in this report is against a usual week, so a usual week is 0%.

> **Posting ratio:** posts a brand published in a week divided by its posts per week in the quarter's other weeks. 2x means twice as many posts as usual.

> **Total impressions:** all the impressions of the posts a brand published that week, as each network reports them.

> **Impressions per post:** the impressions of a typical post that week (the geometric mean, see the methodology).

> **Engagements:** the interactions a post gets, such as reactions, comments, shares and saves.

> **Brand profile:** one account on one network, such as a company's Instagram account or its LinkedIn page.

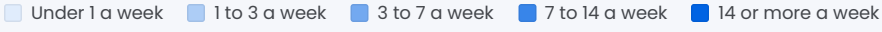
How often brands post

The typical brand's posts per week, and the share of brand profiles at each pace.

FIGURE 1

Posts per week by network

NETWORK	MEDIAN	SHARE OF BRAND PROFILES
X	3.2 a week	13% · 33% · 27% · 14% · 13%
Threads	3.1 a week	21% · 28% · 25% · 15% · 12%
Facebook	2.7 a week	18% · 37% · 29% · 10% · 7%
TikTok	2.7 a week	18% · 37% · 30% · 10% · 6%
Instagram	2.5 a week	18% · 40% · 29% · 9% ·
YouTube	2.2 a week	27% · 33% · 26% · 9% · 4%
LinkedIn	1.9 a week	29% · 40% · 22% · 6% ·



Median feed posts per week on each network, and the share of brand profiles at each pace, posts from November 3, 2025 to October 25, 2026. Source: Vista Social Research.

Vista Social Research vistasocial.com/research/how-often-to-post

Table 1.1 Posts per week by network

NETWORK	MEDIAN POSTS PER WEEK	UNDER 1 A WEEK	1 TO 3 A WEEK	3 TO 7 A WEEK	7 TO 14 A WEEK	14 OR MORE A WEEK
X	**3.2**	13%	33%	27%	14%	13%
Threads	**3.1**	21%	28%	25%	15%	12%
Facebook	**2.7**	18%	37%	29%	10%	7%
TikTok	**2.7**	18%	37%	30%	10%	6%
Instagram	**2.5**	18%	40%	29%	9%	4%
YouTube	**2.2**	27%	33%	26%	9%	4%
LinkedIn	**1.9**	29%	40%	22%	6%	3%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

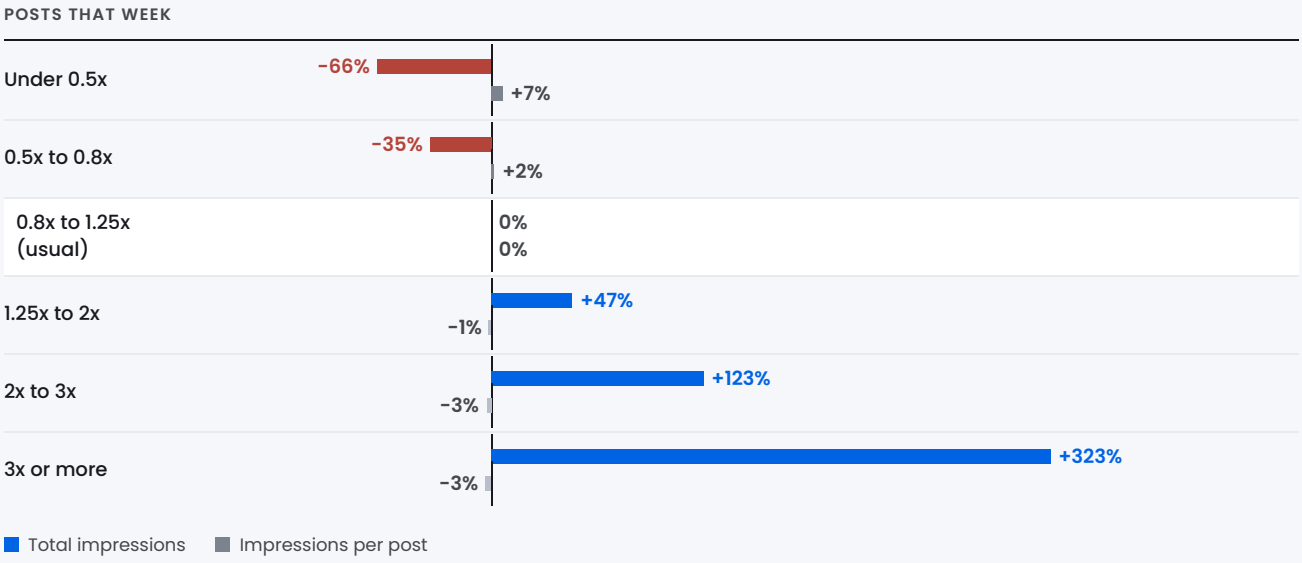
Most brands post a few times a week. On every network, 1 to 3 posts a week is the most common pace, and only 3 to 7% of brand profiles post 14 or more times a week on Facebook, Instagram, LinkedIn, TikTok and YouTube. X and Threads have the most frequent posters: 13% of brand profiles on X and 12% on Threads publish 14 or more posts a week. LinkedIn has the slowest pace: 29% of brand pages publish less than one post a week.

What happens when brands post more

Total impressions in a week, against a usual week for the same brand. The rows group weeks by how many posts the brand published compared with its usual pace.

FIGURE 2

Impressions and engagements when brands post more or less than usual



Instagram, posts from November 3, 2025 to October 25, 2026. Total impressions and impressions per post in a week, against a usual week for the same brand in the same quarter, median across brands. Both bars use one scale. Source: Vista Social Research.

Vista Social Research vistasocial.com/research/how-often-to-post

Table 2.1 Total impressions by posts that week

POSTS THAT WEEK	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
Under 0.5x	-69%	-66%	-62%	-71%	-77%	-70%	-74%
0.5x to 0.8x	-38%	-35%	-35%	-39%	-43%	-37%	-36%
0.8x to 1.25x (usual)	0%	0%	0%	0%	0%	0%	0%
1.25x to 2x	+46%	+47%	+47%	+48%	+44%	+49%	+46%
2x to 3x	+122%	+123%	+123%	+132%	+121%	+128%	+125%
3x or more	+322%	+323%	+315%	+353%	+344%	+335%	+343%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

Table 2.2 Impressions per post in the same weeks

POSTS THAT WEEK	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
Under 0.5x	+7%	+7%	+20%	+9%	+2%	+5%	+10%
0.5x to 0.8x	+2%	+2%	+5%	+3%	+1%	+2%	+4%
0.8x to 1.25x (usual)	0%	0%	0%	0%	0%	0%	0%
1.25x to 2x	-2%	-1%	-3%	-4%	-3%	0%	-1%
2x to 3x	-3%	-3%	-5%	-5%	-4%	-1%	-3%
3x or more	-5%	-3%	-7%	-7%	-8%	0%	-6%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

The two tables tell the same story on every network. When brands publish more posts than usual, each post gets only slightly fewer impressions, so total impressions rise almost in step with the number of posts. A week with 1.25 to 2 times the usual posts brought 44 to 49% more total impressions, and each post lost at most 4%. Across all brands, even in weeks with three or more times the usual posts, typical posts lost at most 8% of their impressions.

X stands out: in busier weeks, impressions per post on X held steady, from 0% to -1%.

Where the returns shrink

The more a brand already posts, the less each extra post adds.

FIGURE 3

Impressions by usual pace and posts that week

Impressions per post

	Under 0.5x	0.5x to 0.8x	0.8x to 1.25x (usual)	1.25x to 2x	2x to 3x	3x or more
1 to 3 a week	+2%	0%	0%	0%	-1%	-2%
3 to 7 a week	+6%	+2%	0%	-1%	-4%	-6%
7 to 14 a week	+13%	+4%	0%	-3%	-8%	-13%
14 or more a week	+26%	+8%	0%	-4%	-13%	-11%

-20% or less — +20% or more

Not enough data

Instagram, posts from November 3, 2025 to October 25, 2026. Impressions per post in a week, against a usual week for the same brand, by the brand's usual pace, median across brands. Brands that post less than once a week are left out. Colors are capped at +20% and -20%. Source: Vista Social Research.

Total impressions

	Under 0.5x	0.5x to 0.8x	0.8x to 1.25x (usual)	1.25x to 2x	2x to 3x	3x or more
1 to 3 a week	-62%	-37%	0%	+53%	+129%	+309%
3 to 7 a week	-69%	-35%	0%	+46%	+113%	+256%
7 to 14 a week	-68%	-32%	0%	+42%	+107%	+216%
14 or more a week	-67%	-29%	0%	+37%	+91%	+251%

-80% — +394%

Not enough data

Instagram, posts from November 3, 2025 to October 25, 2026. Total impressions in a week, against a usual week for the same brand, by the brand's usual pace, median across brands. Brands that post less than once a week are left out. Source: Vista Social Research.

Vista Social Research vistasocial.com/research/how-often-to-post

Table 3.1 Total impressions in a week with 1.25 to 2 times the usual posts, by the brand's usual pace

USUAL PACE	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
1 to 3 a week	+56%	+53%	+53%	+54%	+59%	+58%	+56%
3 to 7 a week	+48%	+46%	+45%	+49%	+44%	+48%	+46%
7 to 14 a week	+41%	+42%	+43%	+46%	+43%	+49%	+46%
14 or more a week	+30%	+37%	+31%	+30%	+37%	+45%	+36%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

Table 3.2 Impressions per post in a week with 2 to 3 times the usual posts, by the brand's usual pace

USUAL PACE	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
1 to 3 a week	-1%	-1%	-5%	-3%	-2%	+2%	-5%
3 to 7 a week	-3%	-4%	-9%	-7%	-7%	-1%	-5%
7 to 14 a week	-6%	-8%	-12%	-7%	-13%	0%	+3%
14 or more a week	-9%	-13%	-16%	-14%	-11%	-7%	-7%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

For a brand that posts 1 to 3 times a week, a busier week costs each post almost nothing: in a week with 2 to 3 times the usual posts, impressions per post fell by 5% at most on any network. For a brand that already posts 14 or more times a week, the same jump costs each post 7 to 16% of its impressions, the most on LinkedIn (-16%), TikTok (-14%) and Instagram (-13%). Total impressions still grew on every network, by 77 to 122% in those weeks.

The steepest drops come when brands that already post 14 or more times a week triple it. In those weeks, typical posts got 39% fewer impressions on YouTube, 35% fewer on TikTok and 22% fewer on LinkedIn than in the brand's usual weeks, though total impressions still more than doubled. These three figures rest on 63 to 87 brand profiles each, the smallest groups in this report.

Brands that post less than once a week are left out of this table. For them, a week with 1.25 to 2 times the usual posts is often one extra post, so the bands don't mean the same thing.

PART 4

Engagements

Engagements behave like impressions. In weeks with 1.25 to 2 times the usual posts, engagements per post stayed within 2% of a usual week on every network except TikTok, so total engagements rose with the number of posts, by 45 to 52%. TikTok is the exception: engagements per post fell 5% in those weeks and 9% in weeks with three or more times the usual posts.

Table 4.1 Total engagements in a week, against a usual week for the same brand

POSTS THAT WEEK	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
Under 0.5x	-74%	-67%	-66%	-72%	-75%	-78%	-84%
0.5x to 0.8x	-41%	-35%	-38%	-40%	-42%	-40%	-45%
0.8x to 1.25x (usual)	0%	0%	0%	0%	0%	0%	0%
1.25x to 2x	+50%	+48%	+46%	+47%	+45%	+49%	+52%
2x to 3x	+130%	+122%	+123%	+133%	+113%	+122%	+128%
3x or more	+318%	+321%	+302%	+363%	+319%	+349%	+341%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

Table 4.2 Engagements per post in the same weeks

POSTS THAT WEEK	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X	THREADS
Under 0.5x	0%	+8%	+13%	+12%	+1%	0%	-2%
0.5x to 0.8x	0%	+3%	+3%	+5%	0%	0%	-1%
0.8x to 1.25x (usual)	0%	0%	0%	0%	0%	0%	0%
1.25x to 2x	0%	-1%	-2%	-5%	-2%	+1%	0%
2x to 3x	0%	-3%	-4%	-6%	-3%	0%	+1%
3x or more	+2%	-2%	-5%	-9%	-3%	+3%	+2%

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

PART 5

When brands post less

Quiet weeks don't make up for themselves. In weeks with half to four fifths of their usual posts, brands got 35 to 43% fewer total impressions than in a usual week, while each post got only 1 to 5% more impressions. In weeks with fewer than half their usual posts, total impressions fell 62 to 77%.

LinkedIn rewards a quiet week the most per post: in weeks with fewer than half the usual posts, each LinkedIn post got 20% more impressions than in a usual week. Total impressions on LinkedIn still fell 62% in those weeks.

By industry

Table 6.1 Median posts per week by industry

INDUSTRY	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X
Agencies, software and business services	2.0	1.9	1.8	2.6	1.5	2.7
Restaurants, cafes and bars	2.6	2.7	0.9	1.9	2.1	-
Health care	2.8	2.7	2.2	2.9	2.5	2.4
Education	2.8	2.7	2.3	2.9	2.0	3.2
Nonprofits, associations and religious organizations	3.6	2.8	2.0	2.3	3.2	3.8
Sports, fitness and entertainment	2.6	2.7	1.3	2.3	1.9	5.7
Real estate	2.5	2.5	2.1	2.4	1.8	-
Specialty retail	2.9	2.9	2.0	2.6	2.3	-
Professional services	2.4	2.6	2.0	3.6	2.5	3.7
Salons, spas and personal services	2.2	2.3	1.7	2.5	2.5	-
Hotels and lodging	2.0	1.8	1.4	1.8	-	-
Legal services	2.8	3.3	2.8	4.3	2.9	-
Car dealers	2.9	2.9	-	2.3	2.6	-
Publishing and media	4.8	3.6	3.9	5.6	3.0	14.6
Construction and contractors	2.3	2.3	1.7	2.6	2.4	-
Finance and insurance	2.6	2.8	2.2	3.0	2.7	4.6
Food and beverage brands	2.3	2.5	1.6	1.8	-	-
Grocery and food stores	3.4	3.4	-	2.7	-	-
Wholesale and distribution	2.0	2.1	1.8	2.3	2.1	-
Apparel and fashion retail	3.6	2.8	-	3.1	-	-

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

Publishing and media brands post the most often of the 20 industries on every network except YouTube, where nonprofits lead (3.2 a week). On X, publishers post a median of 14.6 times a week, more than twice any other industry. Most other industries post 2 to 3 times a week on Facebook and Instagram. Restaurants post least on LinkedIn (0.9 a week), and agencies and software companies least on YouTube (1.5).

Table 6.2 Total impressions in a week with 1.25 to 2 times the usual posts, by industry

INDUSTRY	FACEBOOK	INSTAGRAM	LINKEDIN	TIKTOK	YOUTUBE	X
Agencies, software and business services	+45%	+49%	+46%	+44%	+43%	+46%
Restaurants, cafes and bars	+48%	+48%	-	+56%	+57%	-
Health care	+45%	+49%	+48%	+52%	+54%	+60%
Education	+52%	+51%	+46%	+59%	+45%	+50%
Nonprofits, associations and religious organizations	+45%	+50%	+45%	+37%	+37%	+42%
Sports, fitness and entertainment	+43%	+48%	+46%	+55%	+50%	+57%
Real estate	+48%	+46%	+48%	+40%	+41%	-
Specialty retail	+48%	+46%	+52%	+50%	+39%	-
Professional services	+49%	+47%	+45%	+44%	+49%	+43%
Salons, spas and personal services	+46%	+45%	+45%	+50%	+31%	-
Hotels and lodging	+48%	+49%	-	-	-	-
Legal services	+53%	+53%	+53%	+63%	+54%	-
Car dealers	+49%	+52%	-	+46%	+74%	-
Publishing and media	+38%	+46%	+38%	+43%	+48%	+45%
Construction and contractors	+51%	+48%	+51%	+55%	+55%	-
Finance and insurance	+51%	+49%	+52%	+51%	+59%	+46%
Food and beverage brands	+38%	+43%	-	+62%	-	-
Grocery and food stores	+51%	+39%	-	+59%	-	-
Wholesale and distribution	+47%	+42%	+54%	+52%	+40%	-
Apparel and fashion retail	+36%	+55%	-	-	-	-

Source: Vista Social Research, posts from November 3, 2025 to October 25, 2026.

Every industry got more total impressions in busier weeks, on every network with enough data, from +31% (salons and spas on YouTube) to +74% (car dealers on YouTube). On Facebook, Instagram and LinkedIn, most industries land within a few points of +47%. Publishing and media, the industry that already posts most, gets some of the smallest gains on Facebook and LinkedIn (+38%), which fits the pattern in Part 3.

A dash means fewer than 50 brand profiles from 10 accounts in that industry on that network. Threads has too few profiles with an industry for this table.

PART 7

What this means for your posting schedule

This report measures what happened when brands posted more or less than usual, not a controlled test (see the limitations). With that in mind:

- **If you post once or twice a week, adding posts mostly adds impressions.** Brands posting 1 to 3 times a week lost at most 3% of impressions per post in weeks with 1.25 to 2 times their usual posts, and got 53 to 59% more in total.
- **A busy week doesn't hurt your other posts' impressions much.** Even at two to three times the usual pace, typical posts lost 5% or less on every network for brands posting 1 to 3 times a week.
- **If you already post every day or more, more posts still add impressions, but each one counts for less.** For brands posting 14 or more times a week, the same jump cost each post 7 to 16% of its impressions. On YouTube and TikTok, tripling an already heavy schedule cost each post over a third of its impressions.
- **Quiet weeks lose impressions.** Fewer posts didn't make the remaining posts do much better.
- **Plan for a pace you can keep up.** Every comparison here is against a brand's own usual weeks, so the results say most about adding posts to a schedule you already run.

Impressions and engagements are not the only goals. This report doesn't measure followers lost, clicks or sales, and a post that adds impressions but not value may still cost your brand. When to post matters too: see the Best Times to Post on Social Media, 2027 Report. For what to post, see What Makes Social Media Content Perform.

Questions this report answers

How often should a brand post on social media?

A few times a week, and more if you can keep it up. In Vista Social's analysis of 12.1 million brand posts from November 2025 to October 2026, the typical brand published 1.9 to 3.2 feed posts a week, depending on the network. On all seven networks measured, brands that published 1.25 to 2 times their usual number of

posts in a week got 44 to 49% more total impressions than in a usual week, while each post got within 4% of its usual impressions.

How often should a brand post on Instagram?

The typical brand publishes 2.5 feed posts a week on Instagram, and 40% of brand profiles post 1 to 3 times a week. Instagram brands that published 1.25 to 2 times their usual number of posts in a week got 47% more total impressions than in a usual week, while each post got 1% fewer impressions.

How often should a business post on Facebook?

The typical brand publishes 2.7 posts a week on Facebook. Facebook brands that published 1.25 to 2 times their usual number of posts in a week got 46% more total impressions than in a usual week, while each post got 2% fewer impressions.

How many times a week should a company post on LinkedIn?

The typical brand page on LinkedIn publishes 1.9 posts a week, the slowest pace of any network measured, and 29% of brand pages publish less than one post a week. LinkedIn brands that published 1.25 to 2 times their usual number of posts in a week got 47% more total impressions than in a usual week, while each post got 3% fewer impressions. Brands that already post 14 or more times a week lose more per post: 16% in weeks with 2 to 3 times their usual posts.

How often should a brand post on TikTok?

The typical brand publishes 2.7 videos a week on TikTok. TikTok brands that published 1.25 to 2 times their usual number of videos in a week got 48% more total impressions than in a usual week, while each video got 4% fewer impressions and 5% fewer engagements.

How often should a brand post on X or Threads?

Brands post more often on X and Threads than on any other network: the typical brand publishes 3.2 posts a week on X and 3.1 on Threads, and 13% of brand profiles on X publish 14 or more a week. On X, brand posts kept their impressions per post in busier weeks (0% to -1%), so total impressions rose 49% in weeks with 1.25 to 2 times the usual posts. On Threads, total impressions rose 46% in those weeks.

Does posting more often hurt reach?

Not in total. On all seven networks measured, brands that posted more than usual in a week got more total impressions, at least 29% more in every network and posting pace measured. Each post got slightly fewer impressions: 4% fewer at most in weeks with 1.25 to 2 times the usual posts.

Can you post too much on social media?

The returns shrink, but total impressions kept growing in every group measured. Brands that already post 14 or more times a week got 7 to 16% fewer impressions per post in weeks with 2 to 3 times their usual posts, against at most 5% for brands posting 1 to 3 times a week. The steepest drops came when heavy posters tripled their pace: 39% fewer impressions per post on YouTube, 35% on TikTok and 22% on LinkedIn.

What happens if a brand posts less often?

Total impressions fall almost in step with the number of posts. In weeks with half to four fifths of their usual posts, brands got 35 to 43% fewer total impressions than in a usual week, while each post got only 1 to 5% more impressions.

Which industries post most often on social media?

Publishing and media brands, of the 20 industries measured. They post a median of 4.8 times a week on Facebook, 5.6 on TikTok and 14.6 on X, the most of any industry on Facebook, Instagram, LinkedIn, TikTok and X. On YouTube, nonprofits post most often, at 3.2 videos a week.

APPENDIX A

Methodology

Data source

Anonymized, aggregated data from Vista Social. The report covers every feed post that brand profiles connected to Vista Social published from November 3, 2025 to October 25, 2026 (51 whole weeks), on Facebook, Instagram, LinkedIn, TikTok, YouTube, X and Threads. Vista Social collects a profile's posts whether they were published through Vista Social or directly on the network, so both are included.

Included: feed posts of every format (images, video, Reels, carousels, text posts and articles), on brand profiles that were still connected to Vista Social when the data was read in November 2026 and have a time zone set in Vista Social. Excluded: Stories, Facebook ad posts that never appeared on the page, competitor profiles that customers only track, and, for impressions and engagements, posts with no impressions reported or an engagement rate above 100% (data errors). After those rules, the data covers 12.1 million posts from 67k brand profiles managed from 13.5k accounts.

Weeks and quarters

Weeks run Monday to Sunday in the time zone set for the profile in Vista Social. The year is split into four quarters: November to January, February to April, May to July and August to October. A week belongs to the quarter its Thursday falls in.

For each brand profile and quarter, the profile's active weeks run from its first to its last posting week of the year, including weeks with no posts in between. Its usual pace is its posts in the quarter divided by those weeks. A quarter counts only if the profile was active in at least four of its weeks.

Measures and comparison

Each week is compared with the profile's other active weeks in the same quarter. The week itself is left out of its own baseline, so a very busy week doesn't raise the bar it is measured against.

- **Posting ratio:** posts that week divided by posts per week in the other weeks.

- **Total impressions and total engagements:** the sum for the posts published that week, divided by the average per week in the other weeks. Each post's impressions and engagements are as the network reported them in early November 2026, so they include views after the week the post went out.
- **Impressions per post and engagements per post:** the geometric mean for the posts published that week, against the geometric mean for the other weeks' posts. The geometric mean describes a typical post and isn't skewed by the occasional viral one. For engagements we use engagements plus one, since many posts have none. We first used the median for impressions per post, but on X and Threads many posts get only a handful of impressions, and the median of a week and of the other weeks was often the same small number, which hid any change.

Weeks are grouped by posting ratio, and by the profile's usual pace in that quarter. For each group, we take the median across all profile weeks, and report it as a change against the median for usual weeks (0.8 to 1.25 times the usual pace) in the same group. Weekly totals are skewed by the occasional viral week, so even a usual week sits below a brand's average week, and comparing with usual weeks keeps the comparison like for like.

Posts per week for a profile is its average usual pace across its quarters. The median across profiles is the typical brand.

Industries

Industries come from the classification used in the Social Media Benchmarks by Industry, 2027 Report: a code from the US Standard Industrial Classification, assigned from each profile's public name and bio.

Comparing with the benchmarks report

The Social Media Benchmarks by Industry, 2027 Report also gives posts per week, from August to October 2026, using the post counts the networks report each day for profiles with at least 100 followers. On Instagram, those counts include Stories. This report counts feed posts only, over a full year, so the figures differ, most of all on Instagram: 4.2 posts a week in the benchmarks report, 2.5 feed posts a week here.

Privacy

No figure describes a single customer. A number is published only when it rests on at least 50 brand profiles from at least 10 Vista Social accounts. The analysis used only times, counts and network metrics. No captions, media or links were read.

Limitations

- **Correlation, not causation.** Brands often post more for a launch, an event or a campaign, which may also draw attention on its own. Comparing a brand with itself within a quarter removes the effect of brand size, industry and season, but this is not a controlled test.
- **Impressions are not people.** Networks count every time a post is shown, so a post seen twice by the same person counts twice.
- **Impressions are counted per post, not per week.** Total impressions for a week are the impressions of the posts published that week, including views after the week ended. Posts from late October 2026 had a week or two to collect impressions before the data was read.
- **Whole posts.** For brands posting under once a week, a busier week is often one extra post, so they are left out of the comparisons by usual pace.
- **X and Threads.** Many posts on X and Threads get only a few impressions, so their per-post changes are the least precise in this report.
- **One year of data.** The report covers November 2025 to October 2026. The 2028 edition will show whether the patterns hold.
- **Networks count impressions differently**, so compare posting levels within a network rather than networks with each other.

APPENDIX B

How to cite

HOW TO CITE THIS REPORT

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