LIVE SESSION RECAP

Q4 Content That Works

Data-backed formats for every platform, and how to turn them into a practical Q4 plan.

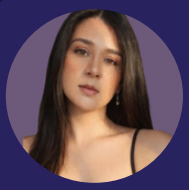
Key insights | Guest quotes | Audience Q&A



GUEST

Karin Roh

Sr. Social Media Manager, Rankings.io



GUEST

Sonum Ramsamuj

Freelance Social Media Manager & Content Creator



GUEST

Carly Hill

Social Media & Content Marketer, Todoist



HOST

Miruna Popa

Senior Social Media Manager, Socialinsider

RECORDED LIVE

November 12, 2026

Socialinsider Live Session

SETTING THE SCENE

What the data says

The session opened with the headline findings from Socialinsider's new **What To Post** study on the best performing content formats for engagement and reach across platforms.

INSTAGRAM

Carousels beat Reels

- Carousels win on views at every account size
- They win on engagement for every account over 5K followers
- Accounts over 100K get 2x the views from carousels

FACEBOOK

Reels win reach, engagement depends on size

- Reels get the most views at every account size
- Albums lead engagement from 5K to 50K followers
- Reels lead engagement above 100K; link posts come last

LINKEDIN

Carousels and multi-image lead

- Documents (carousels) and multi-image posts get the most engagement
- Polls get the most impressions for pages over 50K
- Video tops impressions for 1K to 5K pages, then fades

X

GIFs for small, video for big

- GIFs win engagement under 10K followers
- GIFs win impressions under 50K followers
- Above those sizes video takes over; plain text sits near the bottom

Q4 IN ONE LINE

KARIN ROH

"All gas and no brakes."

Q4 opens with Rankings.io's flagship event, plus new media networks and products launching in 2027.

CARLY HILL

"Hit the ground running."

Win this quarter, but plan Q1 now so January doesn't start with an empty calendar.

SONUM RAMSAMUJ

Wrap up, then plan ahead

Juggling a founder's personal brand and a consumer services account while gearing up for new strategies.

KEY INSIGHTS · PART 1

Platform by platform

01

INSTAGRAM

Double down on carousels, leave room to test long form

Instagram is beta testing videos up to 90 minutes, with clips cut into Reels that link back to the full video. Should Q4 plans change?

- **Carly**: never say no to doubling down on carousels if they already work. Keep your regular cadence and carve out space in the calendar to experiment with new formats.
- **Carly**: long form on Instagram is a chance to repurpose long videos you already have now, and decide in Q1 whether net new long form is worth it.
- **Karin**: Rankings.io's first two long form tests did poorly. Remember IGTV? Instagram is clearly trying to pull views from YouTube, but it's ambitious.

02

X

A text platform doesn't have to be text only

Plain text posts sit near the bottom on X for every account size, on the platform that was built for them.

- **Karin**: audiences are trending away from long reads. Video and carousels engage more of the brain, though X's four image limit caps carousels.
- **Sonum**: a GIF with a short caption or a quick reaction to an industry event stops the scroll. Cater to how your audience consumes.
- **The Q4 bet**: memes and single image posts with a bit of context or commentary. Relatable, nostalgic memes are getting a lot of interest right now.

03

FACEBOOK

Give value first, then link

Link posts came last for every account size, yet most brands still need Facebook traffic in Q4.

- **Karin**: pair the link with a video or carousel that delivers a “freebie nugget”, and offer something free (like a webinar) instead of a hard sell.
- **Karin**: much of the organic traffic comes from profile links, not in-post links. Build out your About section or add a link hub.
- **Sonum**: if the goal is traffic, judge the post on clicks and conversions, not on whether it got 200 likes.

KEY INSIGHTS · PART 2

Formats, saves and quiet weeks

04

LINKEDIN

Video gets you discovered, comments build the community

Video still earns the most impressions for 1K to 5K follower pages, but falls behind on engagement as accounts grow.

- **Sonum**: video works for awareness, but keep the people it brings in with the formats that already work for you. “Community comments are the new real estate.”
- **Karin**: the algorithm likes video, the audience still doesn't. Leadership comments actively; carousels stay the backbone.
- **Carly**: test formats against each other. Vertical or landscape? Product UI or talking head? If a video flops, does it work better as a carousel or multi-image post?

Collab posts: Karin sees more engagement but heavy audience overlap in a niche industry. Miruna's B2B influencer collabs reached genuinely new people.

05

Q4 IS SAVE SEASON

Make content people want to come back to

People are planning gifts, trips and budgets. Saves are a quieter metric than likes or shares, but a telling one.

- **Carly**: educational and listicle carousels were Todoist's most saved content this year, alongside helpful or entertaining posts.
- **Carly**: your audience is busy too. Give them something to save now and revisit in Q1, plus relatable posts that stop the scroll in a crowded feed.

06

THE CHRISTMAS TO NEW YEAR GAP

Use the quiet weeks to rest, batch and look ahead

With inboxes quiet, the gap between holidays is a rare window for uninterrupted work.

- **Carly**: batch create content to carry you through busy stretches, and populate the first days of January so Q1 doesn't start with a scramble.
- **Sonum**: a great time to experiment, plan and gain new perspective. Rest is not wasted: switched-off brains come back with better ideas.

IN THEIR WORDS

Quotes worth stealing

> I think the LinkedIn algorithm likes video, but the audience still doesn't.

Karin Roh
Sr. Social Media Manager, Rankings.io

> It's about making room to experiment within your content calendar, so you're not giving up on what you know goes well, but you're leaving some room to test formats that could do well.

Carly Hill
Social Media & Content Marketer, Todoist

> Just because a platform is a text platform doesn't mean it's text only. You can experiment with other forms on any platform.

Sonum Ramsamuj
Freelance Social Media Manager

> If the goal of the post is to drive traffic to my website, I focus on the metrics for that, instead of: has this post gotten 200 likes?

Sonum Ramsamuj
Freelance Social Media Manager

> It helps that we're also providing a freebie instead of a hard sell.

Karin Roh
Sr. Social Media Manager, Rankings.io

> It's really easy to get wrapped up in Q4 and forget about Q1, and then you come back in January to an empty content calendar.

Carly Hill
Social Media & Content Marketer, Todoist

> A smaller, engaged audience converts better than virality (almost) every time.

Karin Roh, in the chat
Sr. Social Media Manager, Rankings.io

FROM THE CHAT

Audience Q&A

Q What is your opinion on the success of Instagram for B2B marketing?

The panel agreed: for B2B, Instagram is **the place to play**. **Karin**: decision makers in personal injury law are active there, and it lets an agency show its creative side and the voice it would bring to clients. **Carly**: Todoist gets solid engagement there and is selective about what goes on Instagram versus LinkedIn or X. **Sonum**: less of a focus for her clients, but a great place to experiment.

Miruna: at Socialinsider, Instagram is one of the best platforms for acquiring customers, even though it isn't the main one.

Q What is your view on multi-platform campaigns, and how do you structure them?

Karin: anchor the campaign on a piece of owned media (a website or content hub asset). Build one to three videos and two carousels around it, plus newsletter support and maybe a podcast shout-out. Select assets per platform rather than posting everything everywhere, and bring in the wider marketing team so the campaign is holistic.

Q We serve two audiences (retail stockists and end consumers). Keep content separate or integrate both into one strategy?

Karin: keep the strategies separate but publish on the same feeds, the way Rankings.io slots a monthly employer branding post among product content. Weight the mix toward whichever audience is more engaged. Unless it's lifestyle content linking the consumer to the store, tying both together is hard. Consumer content is often still relevant to retailers, but not the other way round.

Q People now add links in LinkedIn comments. Does that help with analytics?

Karin: comment links often end up hidden behind “all comments”. Not detrimental to the post, but probably wasted effort. **Miruna**: Socialinsider's zero-click study shows posts without links outperform posts with links on LinkedIn and Facebook. Share a link in the comments when someone asks for it.

Q If every carousel swipe counts as a click, are carousels truly more engaging, or is it how LinkedIn measures them?

Miruna: a valid point. LinkedIn counts every swipe as a click, which would inflate engagement and make comparisons with single-image posts or videos unfair. That's why the study calculates LinkedIn engagement rate as **(Likes + Comments + Shares) ÷ Impressions × 100**, with clicks excluded entirely.

Even with clicks stripped out, carousels and multi-image posts still come out on top: their advantage comes from real likes, comments and shares. And the gap is big. On Socialinsider's own LinkedIn page, the average engagement rate by impressions is **26.1% with clicks and 2% without**.

IF YOU TAKE ONE THING AWAY

Your rest-of-Q4 plan, in three lines

We closed by asking each guest for the single thing the audience should take into the rest of Q4.

1 **"Try new things, even if your director of marketing is scared of it."**

Showstopping marketing is harder to come by. In an oversaturated market, push good weird ideas through and stand out.

KARIN ROH

2 **"Just because something is working for someone else doesn't mean it's going to work for you."**

Find the sweet spot between what your audience wants and your business goals. Double down on what works, and never stop experimenting.

SONUM RAMSAMUJ

3 **"Experiment, test, see what works."**

Use what you know works to carry you through, but leave room to get fun and weird with some content too.

CARLY HILL

READY FOR YOUR Q1 PLAN?

See which formats work for your brand, not just on average

Benchmark your content against competitors and your industry with Socialinsider.

Book a demo →

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