Notion's only breakouts were *three TikToks, on the account it stopped posting to*

> 3 of Notion's 89 own unpaid posts this year reached 3× their normal, and all three were TikToks with a person on camera and a line on screen from the first seconds: a coding joke (9.5×), a myth skit (4.2×), a launch told to camera (3.3×). None of the 69 Instagram posts did, and no TikTok has gone up since May 26. Restart TikTok with short skits and keep videos under 15 seconds, the one length that lifts (1.27×).

Notion
@notionhq on Instagram · @notionhq on TikTok

89 posts scored
Instagram 30 Oct 2025 to 22 Oct 2026
TikTok 27 Oct 2025 to 26 May 2026

26 videos watched
524 comments read

October 27, 2026
public counts only

THE SHORT VERSION

Every breakout came from *TikTok, which went quiet in May*; Instagram never broke out

3 of 89

own unpaid posts reached 3× their normal, all TikToks

Instagram Oct 2025 – Oct 2026, TikTok Oct 2025 – May 2026

153 days

since the last TikTok, on May 26

@notionhq, 144K followers

1.27×

a typical video under 15 seconds against its normal

16 videos; the typical post: 0.89×

0.59×

a typical builder spotlight this year; the 6 from the last 90 days run 0.81×, level with the account

20 posts, no breakout

01 **Every breakout: a person on camera, a line on screen.**

On screen: “Got hired at notion and they have me coding all day...” over a deadpan stare (9.5×, 128K plays); “Notion is just a fancy to-do list app.”, then a laugh (4.2×); “Custom Agents just dropped on Notion.”, said to camera (3.3×). All three are TikToks.

02 **TikTok earned it, then stopped.**

No TikTok since May 26, while Instagram carries on at 1.9 posts a week. None of the 69 Instagram posts reached 3× its normal; a normal own reel reaches 36K plays, 7% of 495K followers.

03 **Short works; spotlights and creator posts dragged, then levelled.**

Videos under 15 seconds are the one length that lifts (1.27×, 16 videos). Over the year builder spotlights ran 0.59× (20 posts) and posts made with a creator or another brand 0.66× (33 posts); in the last 90 days they run 0.81× (6 posts) and 0.82× (7 posts), level with the account's 0.81×.

Public counts only (plays, likes, comments, shares). Left out of every judgment: 35 Instagram posts owned by partners with Notion as collaborator (11 of them paid partnerships, 4 with far more plays than likes) and 1 own TikTok with far more plays than likes.

THE ACCOUNT TODAY

Instagram carries Notion at 1.9 posts a week; *TikTok stopped in May*

A normal reel Notion posts itself reaches about 36K plays and a normal carousel 667 likes, for 495K followers. TikTok's 144K followers have had no new video in 153 days; a normal TikTok reached 10.3K plays.

ACCOUNT	FOLLOWERS	POSTS A WEEK	LAST POST	A NORMAL POST TODAY	MEDIAN COMMENTS	POSTS PER WEEK, LAST 26 WEEKS
Instagram @notionhq	495K	1.9	26 Oct 2026	**36K** plays · reels **667** likes · photos and carousels	22	
TikTok @notionhq	144K	0.0	26 May 2026 · 153 days ago	**10K** plays · videos	4	

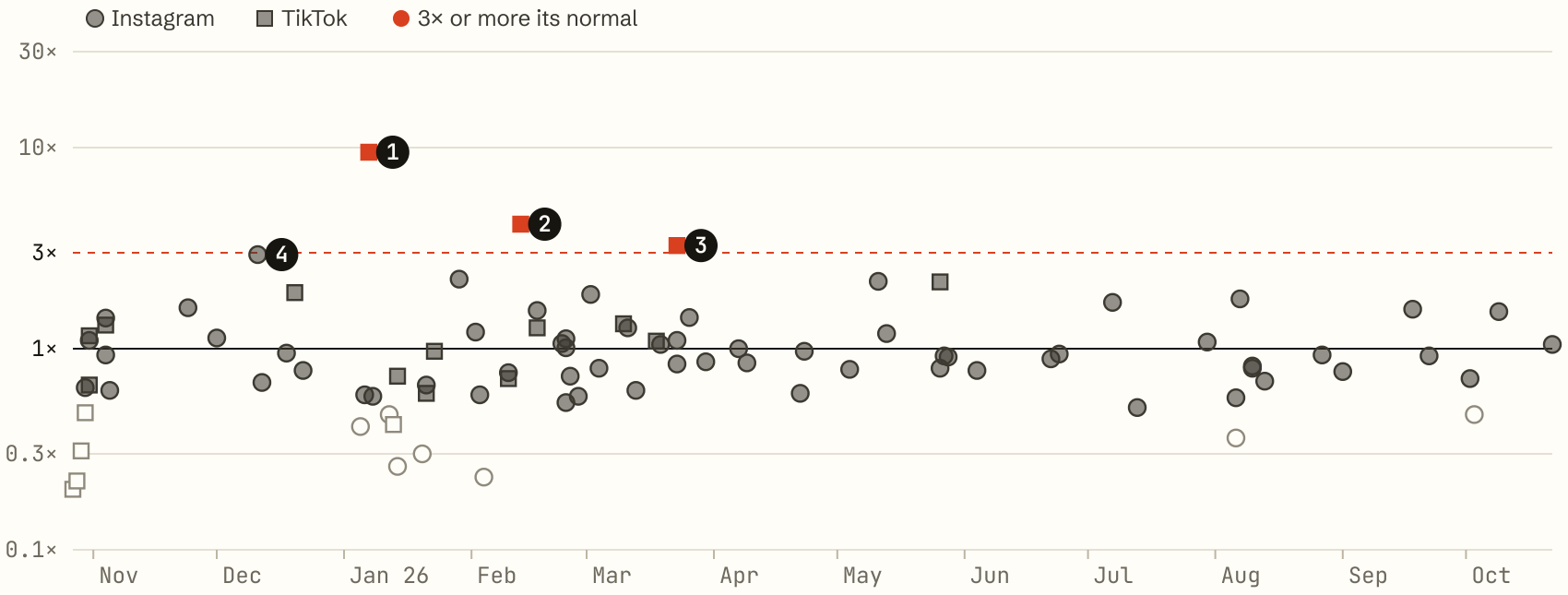
Left out of the normal: 35 Instagram posts owned by partners (creators and studios) with Notion as collaborator; their reels reach a median 29K plays, below the 36K of a normal Notion reel. Four creator reels from January reached 2M to 21.6M plays on a few thousand likes: bought plays.

Public counts read October 27, 2026. "A normal post" = the median of up to 30 earlier posts of the same kind on that account (at least 8). Plays and likes are the platforms' own public counts; reach and saves are only in the owner's dashboard.

EVERY POST AGAINST ITS OWN NORMAL

Most posts land near their normal; *only three broke out, all on TikTok*

Each dot is one of Notion's own posts against up to 30 before it of the same kind. Instagram rarely leaves the band between half and triple its normal; the three red dots are TikToks from January to March. Three posts are direction, not proof.



89 POSTS SCORED

3× OR MORE	3	3%
1.5–3×	12	13%
AROUND NORMAL	62	70%
HALF OR LESS	12	13%

Numbered dots are the four posts on the next slide.

Each dot is one post: its plays (likes for Instagram photos and carousels) divided by the median of up to 30 posts before it of the same kind on the same account (at least 8). Log scale. Posts from the last 7 days are still gathering views.

THE POSTS THAT BROKE OUT

The three breakouts put *a person on camera and one line on screen* from the first seconds

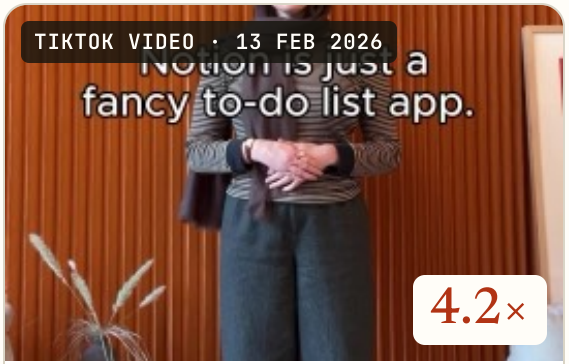
The three posts that reached 3× their normal, all TikToks, and the best Instagram post (2.9×).



128K plays · normal 14K · 7 Jan 2026

Not what I signed up for...

7.6 seconds, a deadpan stare, one line on screen: “Got hired at notion and they have me coding all day, instead of making anime themed journals...”



39K plays · normal 9.3K · 13 Feb 2026

We just want to talk.

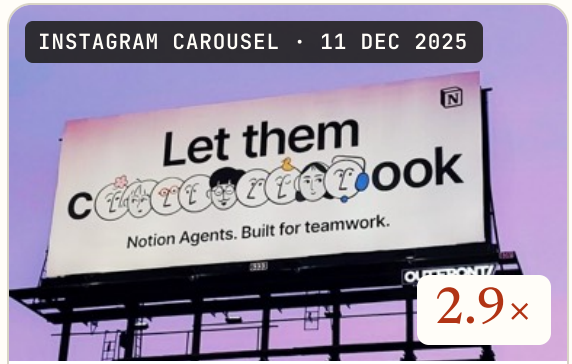
Puts the insult on screen, “Notion is just a fancy to-do list app.”, then laughs and marches at the camera. No cuts.



32K plays · normal 9.7K · 23 Mar 2026

Custom Agents are AI teammates that automate your busywork. Here are five...

Opens on the news, “Custom Agents just dropped on Notion.”, then five tips over the product, said to camera.



3.1K likes · normal 1K · 11 Dec 2025

London, Paris, even Tokyo — have you spotted our billboards in your city yet? 👀

A real billboard with “Let them cook” and a question to the reader: have you spotted one?

Multiple = this post's plays (likes for Instagram photos and carousels) ÷ the median of up to 30 posts before it of the same kind (at least 8). Click a card in the HTML version to open the post.

HOW THE WINNERS ARE MADE

The best videos *cut a third as often*; the worst run long, and nearly all of them talk first

We watched the 10 videos that did best against their normal, 6 around normal and the 10 that did worst.

WE WATCHED	DID BEST 10 VIDEOS	AROUND NORMAL 6 VIDEOS	DID WORST 10 VIDEOS
Length	25 s	26 s	41 s
Cuts per minute	6.2	14	17
First cut lands	3.5 s	3.0 s	3.5 s
Words on screen in the first 2 s	70%	67%	90%
Someone speaks in the first 5 s	50%	50%	90%
Product in the first 3 s	40%	17%	30%
Most common opening	news or announcement	news or announcement	problem or pain
Most common format	animation or motion graphics	skit or acted scene	creator-style (UGC)

Fewer cuts.

The best ran a median 6.2 cuts a minute, the normal ones 14, the worst 17. One idea, held on screen.

The worst run long.

The 10 worst ran a median 41 seconds; the best and the normal ones about 25. Under 15 seconds is the one length of video that lifts (1.27×).

The worst nearly all talk first.

9 of the 10 worst start talking in the first 5 seconds; 5 of the 10 best and 3 of the 6 normal ones do. 4 of the best have no person on screen at all.

Measured from the video files: length, cuts (scene changes, ffmpeg), first cut. Read from each video by an AI model: who and what is on screen, words spoken and written in the opening. About ten videos a group: read it as direction, not proof.

WHAT EARNS, BY KIND OF POST

Only short videos lift; *builder spotlights and creator posts dragged over the year*, then levelled

Each kind of Notion's own posts against its typical post this year, which runs at 0.89× of the normal the posts before it set.

KIND OF POST	POSTS	TYPICAL POST VS NORMAL (1×)	MEDIAN	3× OR MORE	READ
All posts	89		0.89×	3	THE YARDSTICK
Relatable Work Culture	20		1.07×	2	ABOUT NORMAL
Product Drops and Features	13		1.13×	0	ABOUT NORMAL
Community and Events	19		0.91×	0	ABOUT NORMAL
AI and Agent Tutorials	11		0.80×	1	ABOUT NORMAL
Builder Case Studies	20		0.59×	0	DRAGS
TikTok video	19		1.09×	3	ABOUT NORMAL
Instagram reel	39		0.84×	0	ABOUT NORMAL
Instagram carousel	27		0.93×	0	ABOUT NORMAL
Video under 15 s	16		1.27×	2	DO MORE
Video 30-60 s	10		0.65×	0	DRAGS
With a creator, celebrity or other brand	33		0.66×	0	DRAGS

Median = the middle post's multiple of its own normal; each kind is read against the first row. Long shot = a typical post does no better, but it holds more than its share of the 3× posts. Under 10 posts = thin. Kinds of post read from captions and videos by an AI model.

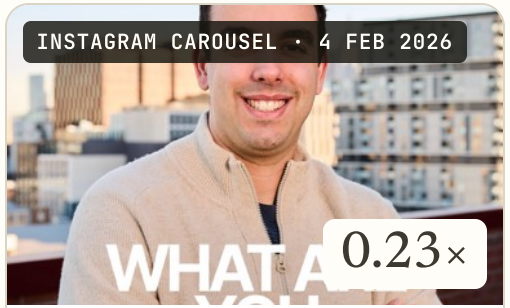
WHAT'S HOLDING THE ACCOUNT BACK

What held the account back this year: *spotlights, other accounts' videos and a quiet TikTok*



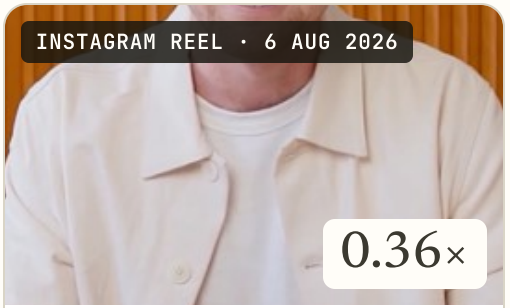
4.1K plays · normal 21K · 27 Oct 2025

A day-planning video its caption credits to another account. Opens on “It's last days before my trip” and her deadlines; 17 likes.



234 likes · normal 1K · 4 Feb 2026

A portrait and a question in capitals; the story sits in a caption few people read.



14K plays · normal 38K · 6 Aug 2026

Opens on a general problem instead of what's new. 38 seconds of talking to camera.

01 **Spotlights lagged most of the year.**

20 builder spotlights at 0.59× over the year. Of the 6 we looked at, 4 are carousels whose cover is a portrait and “What are you building this year?” in capitals; 3 of those 4 got a quarter of their normal or less. The 6 from the last 90 days run 0.81×, level with the account.

02 **Other accounts' videos, reposted.**

Three TikToks from October 2025 whose captions credit another account got 0.20× to 0.31× their normal. Posts made with a creator or another brand ran 0.66× over the year and 0.82× in the last 90 days.

03 **TikTok went quiet.**

No TikTok since May 26. Its breakouts reached 128K, 38.6K and 31.6K plays; a normal own Instagram reel reaches 36K, so two of the three out-reached Instagram.

Flat = half its normal or less; only posts 7 days or older can count as flat. The carousel is judged on likes, the two videos on plays.

WHAT THE AUDIENCE SAYS

People love the product, *ask for fixes*, and push back on the AI

524 comments on 39 posts. 108 are about praise for Notion and its posts; 34 about feature requests; 28 about pushback on AI, credit limits, price or complexity; 23 about bugs and lost pages; 12 about billing and support.

524 COMMENTS, GROUPED BY WHAT THEY SAY



IN THEIR WORDS

TikTok · on TikTok video, 13 Feb 2026 (4.2×)

To-do-lists (for all tastes) + Obsidian. What else Notion is?

TikTok · on TikTok video, 7 Jan 2026 (9.5×)

Please don’t add anymore AI until search is fixed plz 🙏

Instagram · on Instagram carousel, 11 Dec 2025 (2.9×)

Guys, the duplicate button isn’t working. Could you please check this?

Comments as written. Instagram gives up to 15 recent comments a post; TikTok's come from the best and the normal posts. We can't see Notion's replies.

THREE POSTS TO MAKE FIRST

Three videos to make first, *built from the posts that already worked*

A SERIES

Notion is just a...

THE FIRST TWO SECONDS

A teammate, deadpan, the comment on screen in the first second; she laughs, then walks at the camera.

“Notion is just a To-do list app”

1. Under 10 seconds, one take.
2. End on the one thing that proves the comment wrong.
3. Next episode takes the next line from the comments.

Built from TikTok video, 13 Feb 2026 (4.2×); TikTok video, 7 Jan 2026 (9.5×)
Their words “Notion is just a To-do list app”
Their words “To-do-lists (for all tastes) + Obsidian. What else Notion is?”

A LAUNCH FORMAT

One feature, one animation

THE FIRST TWO SECONDS

The product on a white screen, the feature answering a request typed on screen in the first frame.

“When can I indent a paragraph with a tab? Now.”

1. Under 10 seconds, text and music, one take.
2. End on the Notion logo.
3. Take the next request from the comments.

Built from Instagram reel, 7 Jul 2026 (1.7×); Instagram reel, 18 Sep 2026 (1.6×)
Their words “When can I indent a paragraph with a tab”
Their words “make ipad better plessss”

A LAUNCH FORMAT

Just dropped, in 15 seconds

THE FIRST TWO SECONDS

A teammate with a mini mic over the product, the feature's name on screen in the first frame.

“Now you need to actually put these agents together: here's how.”

1. Keep the opening of the 3.3× drop (news first); it ran 67 seconds, so this tests it under 15.
2. One feature, one use.
3. Post the long walk-through as a second video for those who ask.

Built from TikTok video, 23 Mar 2026 (3.3×); Instagram reel, 2 Mar 2026 (1.9×)
Their words “OK, so now you need some webinars on how to actually put these agents together and build them”
Their words “@user how is notion different from Coworker from Claude ?”

Each idea repeats what this account's own posts at 1.5× their normal or more did and uses words its audience wrote in the comments. Each post's multiple is beside it; every post is in the full list in the HTML version.

THE NEXT FOUR WEEKS

Four weeks: *restart TikTok*, keep launches short, keep the rhythm

WEEK 1

Restart TikTok with the skits

- Two skits under 10 seconds, the line on screen in the first second.
- Post each to TikTok and Reels the same day.

All 3 breakouts were TikToks; videos under 15 s run 1.27×.

WEEK 2

The next launch, in 15 seconds

- The week's feature news as a short to-camera drop.
- Post it to TikTok and Reels the same day.

The Custom Agents drop reached 3.3× at 67 seconds; this tests its opening short.

WEEK 3

Take a complaint head-on

- One skit on “It hits credit limits”, signed off by the product team first.
- One feature animation, under 10 seconds.

28 comments are about pushback on AI, credit limits, price or complexity.

WEEK 4

Keep what cleared 2×

- Repeat the best format of weeks 1–3.
- Keep the 1.9 Instagram posts a week; skip the 30–60-second middle.

30–60 s videos ran 0.65× over the year; the 2 from the last 90 days ran 0.56×.

The number to read on day 28: how many of the new TikToks clear 2× the old TikTok normal of 10.3K plays. Two of the first six doing it means the restart is working.

What would change this plan: if six restarted TikToks all stay under 10.3K plays, the skits won on timing, not format: keep the short launches, drop the skits.

HOW WE MEASURED

What we read, how we judged it, and what we cannot see

The accounts. @notionhq on Instagram (495K followers). @notionhq on TikTok (144K followers). We found Instagram from the links on notion.com; TikTok from trying the same handle there.

The posts. The newest 300 posts across the accounts, read October 27, 2026; 89 are scored: 69 on Instagram, posted 30 Oct 2025 to 22 Oct 2026, and 20 on TikTok, posted 27 Oct 2025 to 26 May 2026. Older posts serve only to set the normal.

Against its own normal. Each post is compared with the median of up to 30 posts before it of the same kind on the same account (a post needs at least 8 before it to be scored) (Instagram reels by plays; Instagram photos and carousels by likes, since they have no plays; TikTok by plays). It is not compared with other brands. 3× or more = outsized; half or less = fell flat. Posts younger than 7 days are never counted as flat.

Paid posts. 1 more post reached far past its normal without the likes to match (a fifth of the account's usual likes per play or less): bought plays, judged the same way. Instagram: 35 posts in Notion's grid belong to other accounts (@somethingspecialstudios, @suika.etc, @melodyskim…) with Notion added as a collaborator, 11 of them paid partnerships; 4 of them reached far past the normal without the likes to match (bought plays). Their reach includes the partner's followers, so they sit in a group of their own, outside the normal and the findings.

The videos we watched. 26 videos, taken in turn from each platform: the best against their own normal, a few normal ones, and the flattest. Length, cuts and the first cut are measured from the files; the opening, what is said and shown, and who is on screen were read by an AI model from each video and spot-checked.

The comments. 524 public comments on 39 posts: the top posts, the flat ones and a random slice of the rest, so the read is not only what winners attract.

What we cannot see. Reach, impressions, saves on Instagram, watch time, follows from a post and who your followers are live only in the account owner's dashboard. Plays are not people. Paid boosts we can see only where the platform marks them.

The evidence. The HTML version of this report lists every scored post with its number, its normal and a link.