

Notion's only breakouts were *its own team on the TikTok it stopped posting to*

3 of Notion's 89 own unpaid posts this year reached 3× their normal, and all three were TikToks made by the team: a deadpan 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 team skits, keep videos under 15 seconds (the one kind that lifts), and stop the builder spotlights (0.59×).

THE SHORT VERSION

Every breakout came from *Notion's own team on TikTok*; 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 against its normal

20 posts, no breakout

01 Every breakout put the team on camera.

A coder's deadpan joke about the job (9.5×, 128K plays), a teammate laughing off “Notion is just a fancy to-do list app.” (4.2×), a teammate announcing Custom Agents (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 drag.

Videos under 15 seconds are the one kind that lifts (1.27×, 16 videos). Builder spotlights sit at 0.59× and posts made with a creator or another brand at 0.66× (33 posts).

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.

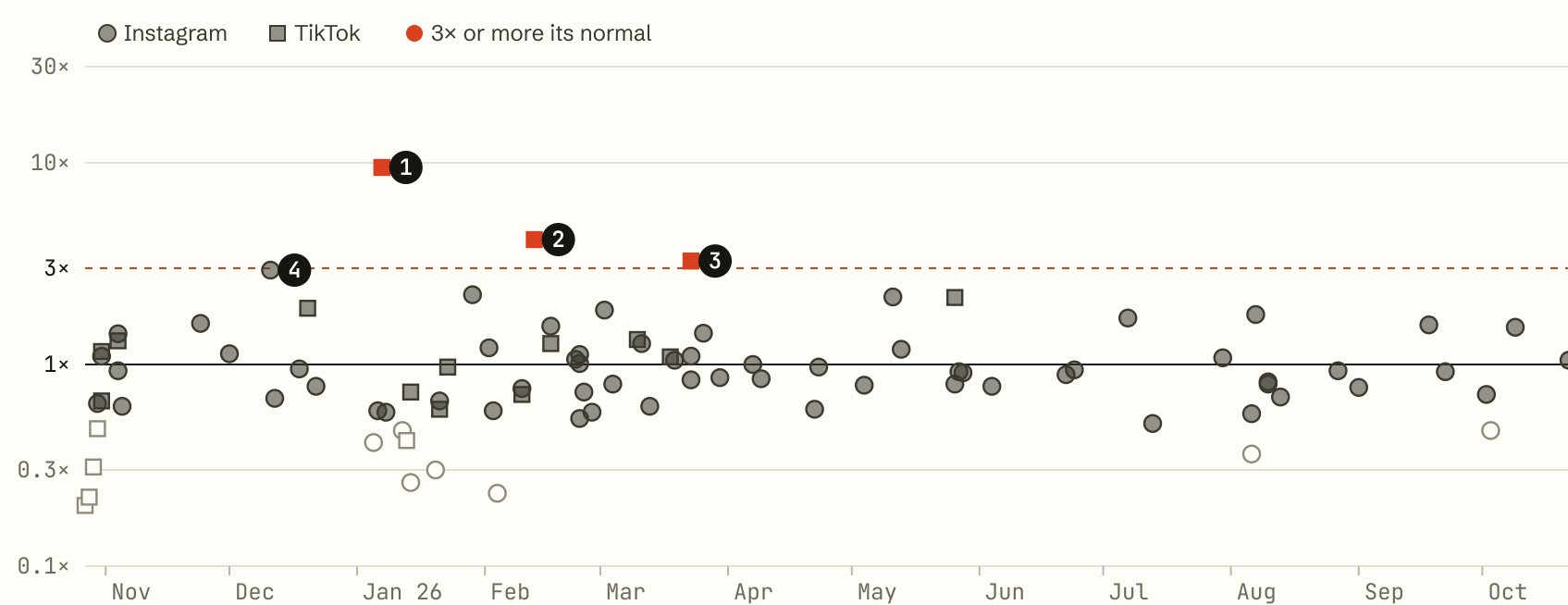
ACCOUNT	FOLLOWERS	POSTS A WEEK	LAST POST	A NORMAL POST TODAY	MEDIAN COMMENTS	POSTS PER WEEK, LAST 26 WEEKS
Instagram @notionhq	495K	1.9	26 Oct 2026	36K plays · reels 667 likes · photos and carousels	22	
TikTok @notionhq	144K	0.0	26 May 2026 · 153 days ago	10K plays · videos	4	

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.

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		
3x OR MORE	3	3%
1.5-3x	12	13%
AROUND NORMAL	62	70%
HALF OR LESS	12	13%

Numbered dots are the four posts on the next slide.

THE POSTS THAT BROKE OUT

The three breakouts are *Notion's own people*, talking like people

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

**9.5×**

128K plays · normal 14K · 7 Jan 2026

Not what I signed up for...

7.6 seconds, one deadpan face, one line on screen. The joke is the job itself: coding instead of anime journals.

**4.2×**

39K plays · normal 9.3K · 13 Feb 2026

We just want to talk.

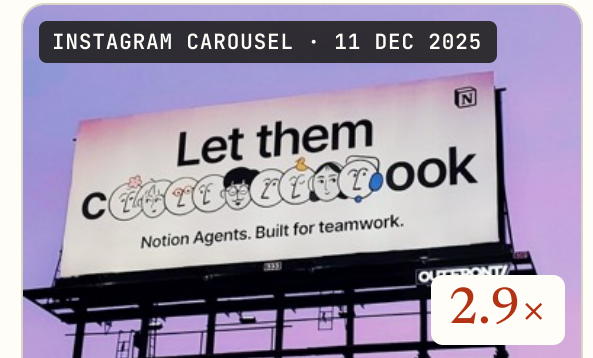
Puts the insult on screen, “Notion is just a fancy to-do list app.”, then laughs and marches at the camera. No cuts.

**3.3×**

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, told by a teammate.

**2.9×**

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?

HOW THE WINNERS ARE MADE

The best videos *cut a third as often*; the worst run long and talk from the start

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
A person in the first second	60%	67%	60%
Words on screen in the first 2 s	70%	67%	90%
Someone speaks in the first 5 s	50%	50%	100%
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)
Who carries it	brand team or founder	brand team or founder	brand team or founder

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 kind of video that lifts (1.27x).

The worst all talk first.

All 10 of the 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.

WHAT EARNS, BY KIND OF POST

Only short videos lift; *builder spotlights and creator posts drag*

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. Notion · Social audit

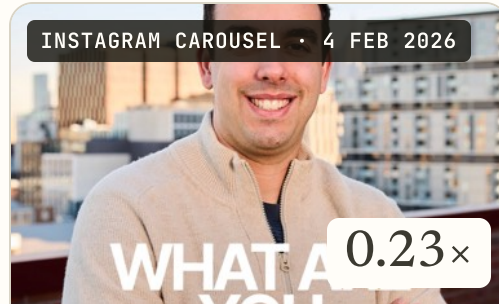
WHAT'S HOLDING THE ACCOUNT BACK

Three things hold the account back: *spotlights, reposted creators and a quiet TikTok*



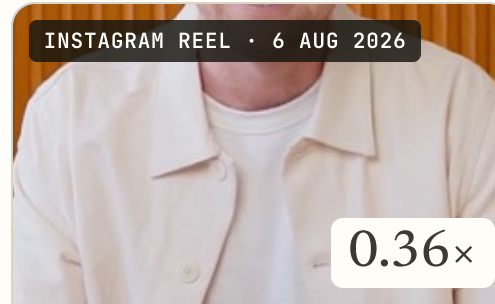
4.1K plays · normal 21K · 27 Oct 2025

A creator's day-planning video, reposted with credit. Opens on her deadline problem; 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.

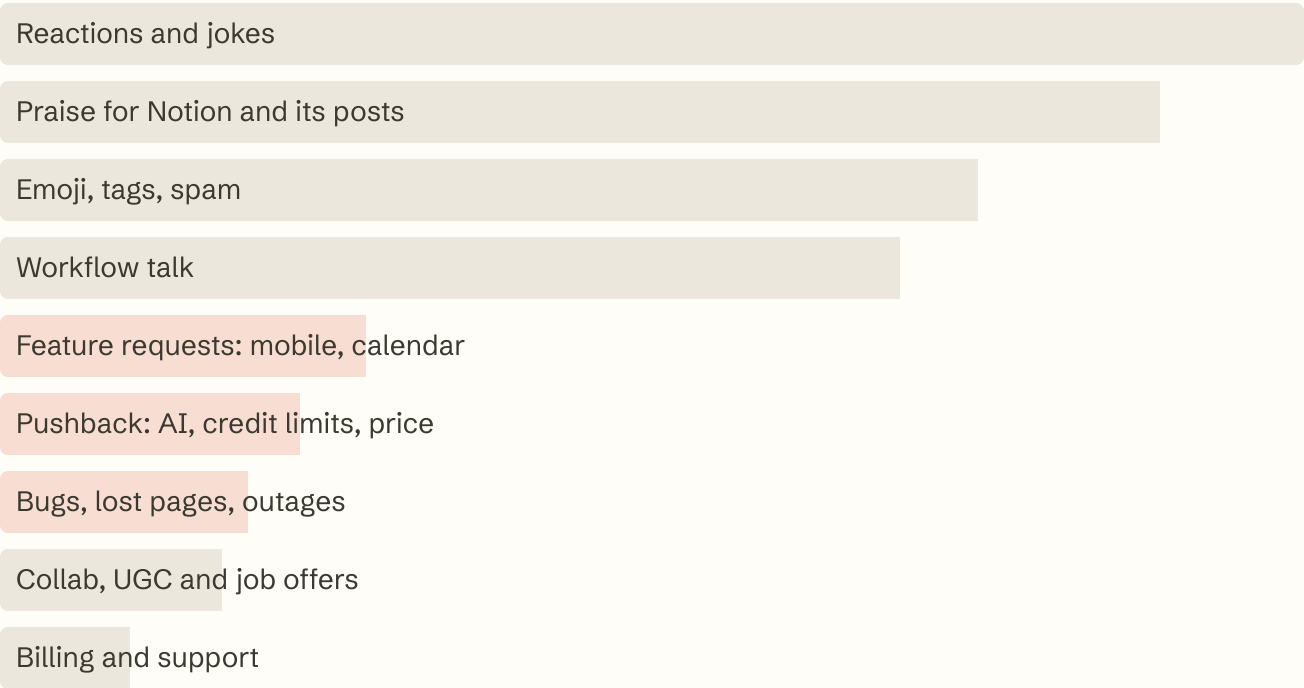
- 01 Spotlights the feed scrolls past.**
20 builder spotlights at 0.59x: a stranger's portrait and a question in capitals give the feed little reason to stop.
- 02 Other people's videos, reposted.**
Three creator videos reposted to TikTok in October 2025 got 0.20x to 0.31x their normal; posts made with a creator or another brand sit at 0.66x.
- 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.

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 · @andrezinh0123 · on TikTok video, 13 Feb 2026 (4.2×)

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

TikTok · @dudneuehdh2717 · on TikTok video, 7 Jan 2026 (9.5×)

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

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

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

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 “@notionhq how is notion different from Coworker from Claude ?”

THE NEXT FOUR WEEKS

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

WEEK 1

Restart TikTok with the skits

- Two team 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.
- Swap one builder carousel for it.

The Custom Agents drop reached 3.3× at 67 seconds; this tests its opening short. Builder spotlights sit at 0.59×.

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 sit at 0.65×.

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.