

Mostly Mutts Instagram Content Performance Report

Feed & Stories | April 16 to July 15, 2026

Executive Summary

Across the reporting window, Mostly Mutts published 148 feed posts and 58 stories on Instagram. Together, this content generated 419,744 total views and reached the community 213,790 times. Feed content carried the bulk of the audience, while stories delivered steady day-to-day presence and drove profile visits and link clicks.

The clearest performance signal is format. Carousels (multiple images) are the account's workhorse: they made up 61 percent of feed posts and averaged 3,246 views each, well ahead of single images (1,872 views) and reels (1,387 views). Carousels also posted the strongest engagement rate at 11.8 percent of reach. On the content side, new intake and adoption announcements consistently outperformed, with new intake posts averaging 4,468 views.

Combined performance at a glance

206	646.6K	199K	44.9K
POSTS PUBLISHED	TOTAL VIEWS	TOTAL REACH	TOTAL INTERACTIONS
2,212	301	7.4K	677
SHARES	COMMENTS	PROFILE VISITS	NEW FOLLOWS

Comparison: January 1 – April 8, 2026

174
NEW FOLLOWS

Part 1: Feed Performance

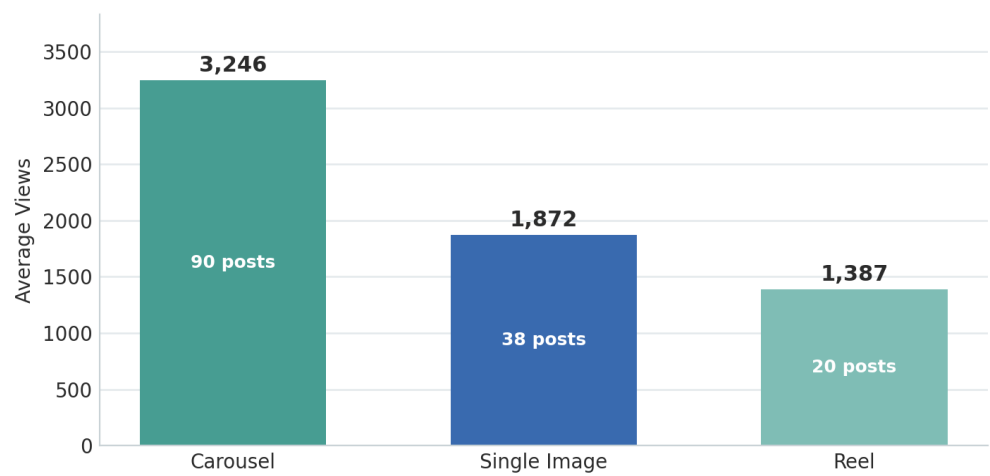
The feed comprised 148 posts over 90 days, a cadence of roughly 11.5 posts per week. This is a strong, consistent publishing rhythm that keeps the rescue visible in followers' feeds throughout the week.

Feed totals

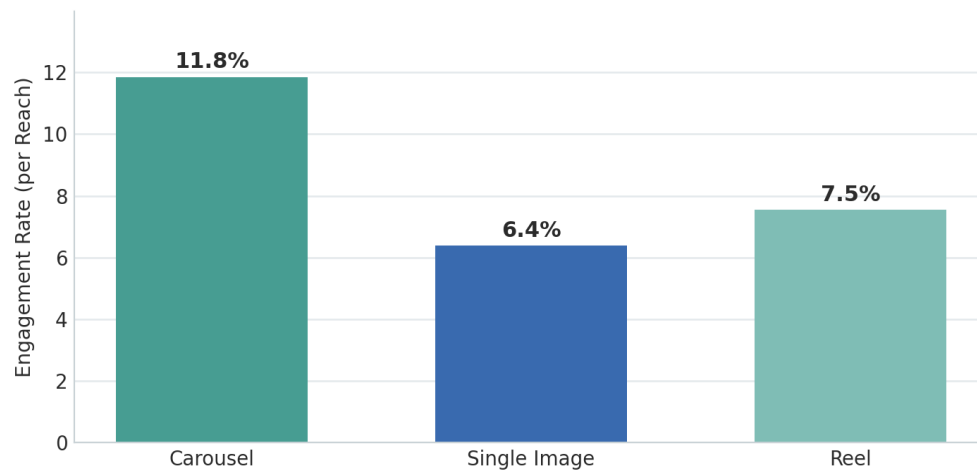
391K	190K	17.6K	2,156
VIEWS	REACH	LIKES	SHARES

Performance by Format

Carousels are a standout format. With 90 posts, they drew the most views per post and the highest engagement relative to reach. Single images and reels play useful supporting roles for timely or lightweight messages, but the data makes a strong case for keeping carousels at the center of the content mix.



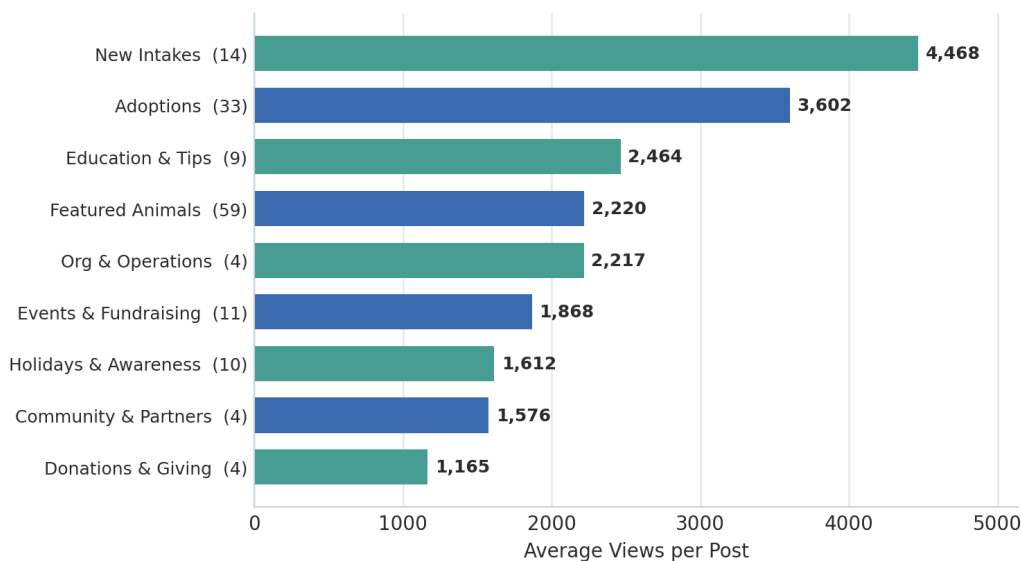
Engagement rate tells the same story from a different angle. Carousels convert reach into likes, comments, shares, and saves at nearly double the rate of single images.



Format	Posts	Avg Views	Avg Reach	Avg Likes	Eng. Rate
Carousel	90	3,246	1,424	153	11.8%
Single Image	38	1,872	1,087	60	6.4%
Reel	20	1,387	1,036	75	7.5%

Performance by Content Theme

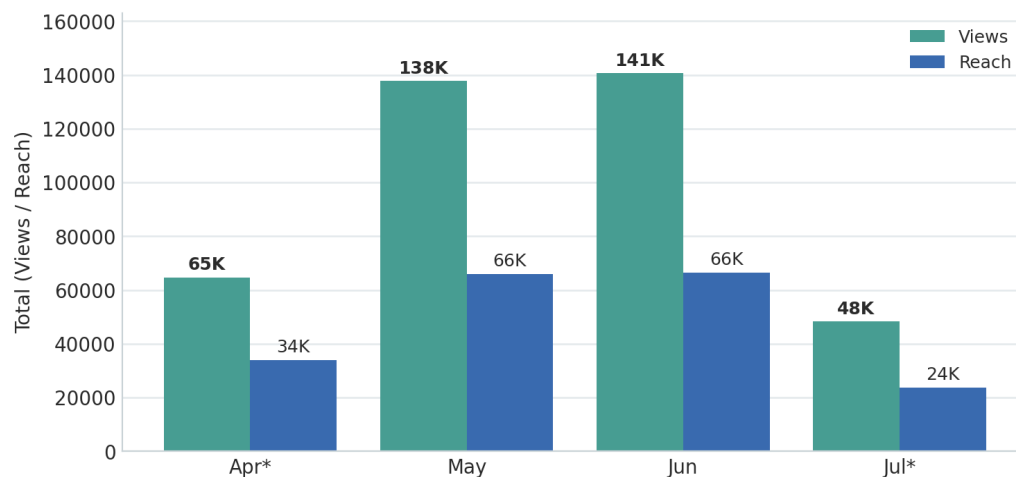
Grouping posts by subject shows what the audience responds to most. New intakes and adoptions are the top two themes by average views, which aligns perfectly with the rescue's mission and the moments followers most want to see. Featured animal spotlights are the highest-volume category at 59 posts and show solid mid-range performance.



Numbers in parentheses show how many posts fall in each theme.

Monthly Trend

May and June were the strongest full months, each clearing 137,000 views. April and July are partial months in this window, which explains their lower totals. Reach tracked views closely and stayed above 65,000 in both peak months.



Note: April and July are partial months (April 16 onward and through July 15).

Top 10 Feed Posts by Views

The best-performing posts share a pattern: they are almost all carousels, and they lean on new intakes, adoptions, and standout animal groups such as Chihuahua and box puppy litters.

Post	Format	Views	Reach	Likes	Shares
Chihuahuas	Carousel	7,980	3,989	471	208
Kitten Season Tips	Image	7,117	4,607	144	51
New Intakes (June 8)	Carousel	6,746	2,967	261	88
New Intakes (July 13)	Carousel	6,439	2,528	308	71
New Intakes Part 1	Carousel	6,326	2,761	268	47
Box Puppies	Carousel	6,188	2,835	371	85
New Intakes Part 2	Carousel	5,902	2,249	268	144
Adoptions (June 7)	Carousel	5,421	2,376	309	36
Adoptions (June 28)	Carousel	5,371	2,464	182	5
Adoptions (May 31)	Carousel	5,265	2,085	289	2

Part 2: Stories Performance

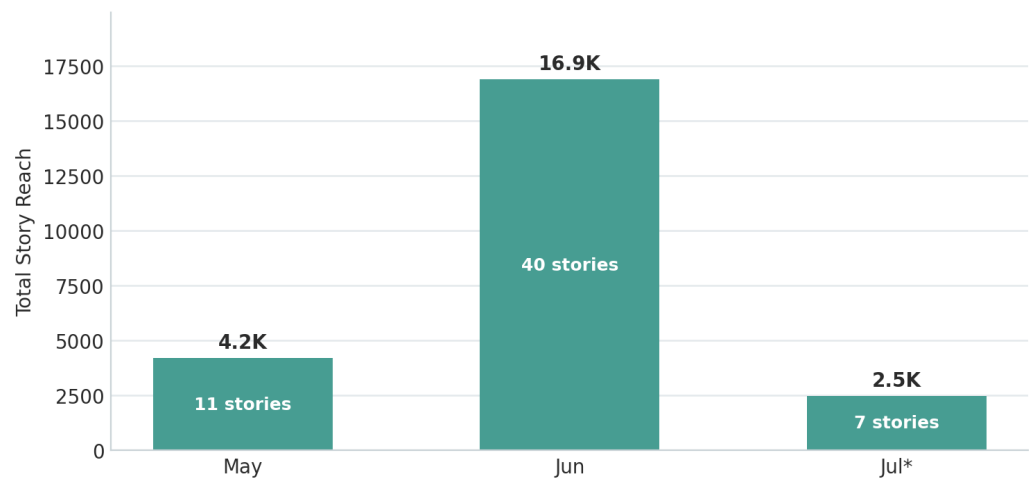
58 stories were published between May 4 and July 15. Stories reach a smaller but highly engaged slice of the audience and are the account's best tool for timely updates, behind-the-scenes moments, and driving traffic to the profile and links. Story reach held at 83 percent of views on average, a healthy retention signal that followers are watching rather than tapping away.

Stories totals

28.7K	23.6K	191	399
VIEWS	REACH	PROFILE VISITS	LIKES

Monthly Story Reach

June was the most active and highest-reaching month for stories, driven by coverage of the Lazy Lab adoption event and higher posting volume. July link clicks jumped to 23 in just seven stories, a strong sign that stories with clear calls to action move people to click.



Note: May begins on the 4th and July runs through the 15th, so both are partial months.

Top Stories by Reach

Story	Views	Reach	Likes	Profile Visits
Lazy Lab Andie	1,033	864	8	3
May Highlights	953	772	27	11
Lazy Lab Monica	838	682	4	0
National Hug Your Cat Day	707	605	16	6
Lazy Lab Adoption Event	766	565	9	4
clyde_loves_lola shout out	711	564	10	3
Lazy Lab Event Reminder	762	550	7	5
Adina	603	522	17	4

Event coverage dominates the top stories. The Lazy Lab adoption event alone accounts for four of the eight highest-reaching stories, showing how well real-time event storytelling performs.

Key Takeaways & Recommendations

What is Working

Lead with carousels. They earn the most views and the strongest engagement per person reached. They should remain the primary format for intakes, adoptions, and animal spotlights.

Keep intake and adoption content front and center. These themes top the charts on views and connect directly to the mission. They give followers the updates they most want.

Maintain the publishing rhythm. Roughly 11-12 feed posts per week have built a consistent monthly reach above 65,000 in peak months.

Cover events in stories in real time. Event storytelling, especially the Lazy Lab adoption event, produced the period's top-performing stories.

Where to grow

Add calls to action and link stickers to more stories. July's jump in link clicks came from a small number of stories, suggesting there is untapped click potential when a clear action is included.

Give reels a defined role. Reels trail carousels on views. Testing reels for reach beyond current followers, using trending audio and shorter cuts, could help them earn their place in the mix.

Reinforce the strongest single images. Educational and seasonal images, such as Kitten Season Tips, performed exceptionally well. Planning a steady cadence of shareable tip posts can lift the overall single-image category.

Watch saves and comments. These deeper engagement signals are modest right now. Prompting followers with questions and save-worthy resources can strengthen them over time.

Data source: Instagram content export for @mostly_mutts, feed and stories, April 16 to July 15, 2026.

Engagement rate is calculated by dividing likes, comments, shares, and saves by reach.