

# Mostly Mutts Facebook Content Performance Report

Feed & Stories | April 8 to July 15, 2026

## Executive Summary

Between April 8 and July 15, 2026, the Mostly Mutts Facebook page published 147 posts and reached just over one million impressions, generating 33,598 interactions from an audience of nearly 939,000 viewers. That works out to roughly 10-11 posts per week and an average of 6,952 impressions per post.

The headline story is momentum. Average engagement rate climbed steadily over the period, from 3.4 percent in April to 4.3 percent in July, even as posting volume tapered. The audience is not just larger; it is reacting, commenting, and sharing at a higher rate over time.

Three content patterns drove the strongest results: litter and group posts (puppies and kittens), new intake announcements, and adoption updates. Puppy and litter content was the single biggest driver of reach, and new intake posts were the most shared content on the page, which is the behavior that expands reach to new audiences. Adoption announcements earned the highest engagement rate of any category, confirming that the community shows up most for happy endings.

Static photos made up 80 percent of posts and out-reached Reels nearly two-to-one. The clearest opportunities ahead are to lean into the content types that already travel, add a share prompt to adoption posts to boost their low share rate, and concentrate hero content on Monday and Wednesday mornings, which have consistently been the strongest windows.

|                        |                     |                       |                          |
|------------------------|---------------------|-----------------------|--------------------------|
| 148<br>POSTS PUBLISHED | 1.9M<br>TOTAL VIEWS | 938.9K<br>TOTAL REACH | 52.1K<br>TOTAL REACTIONS |
| 5.8K<br>SHARES         | 2.8K<br>COMMENTS    | 63.9K<br>PAGE VISITS  | 804<br>NEW FOLLOWS       |

## Comparison: January 1 – April 8, 2026

|             |
|-------------|
| 730         |
| NEW FOLLOWS |

## Performance at a Glance

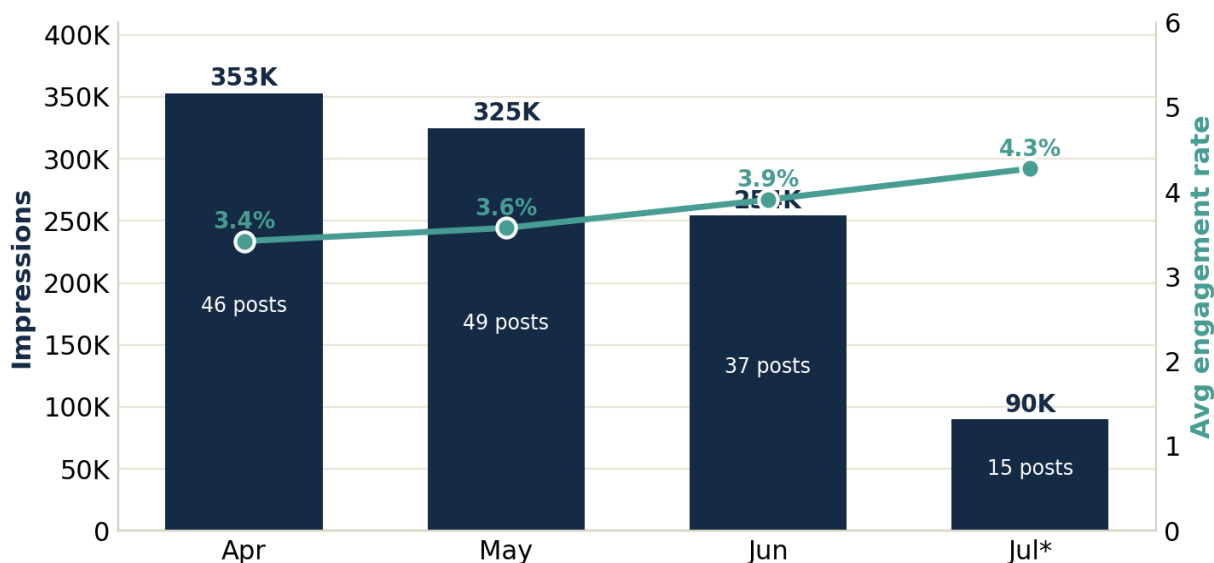
The numbers below cover the full reporting window of April 8 through July 15, 2026.

|                             |                                |                                  |
|-----------------------------|--------------------------------|----------------------------------|
| <b>1.02M</b><br>IMPRESSIONS | <b>1.9M</b><br>VIEWS           | <b>938.9K</b><br>VIEWERS REACHED |
| <b>52.1K</b><br>REACTIONS   | <b>5.8K</b><br>SHARES          | <b>2.8K</b><br>COMMENTS          |
| <b>804</b><br>NEW FOLLOWS   | <b>6.9K</b><br>AVG IMPR / POST | <b>5.2%</b><br>OVERALL ENG. RATE |

*Overall engagement rate is measured as total interactions divided by total impressions.*

## Monthly Trends

Reach stayed strong throughout the window, and engagement rate improved every single month. April delivered the deepest raw impressions, boosted by heavy volume, while July, a partial month covering only 15 days, posted the highest engagement rate of the period at 4.3 percent.

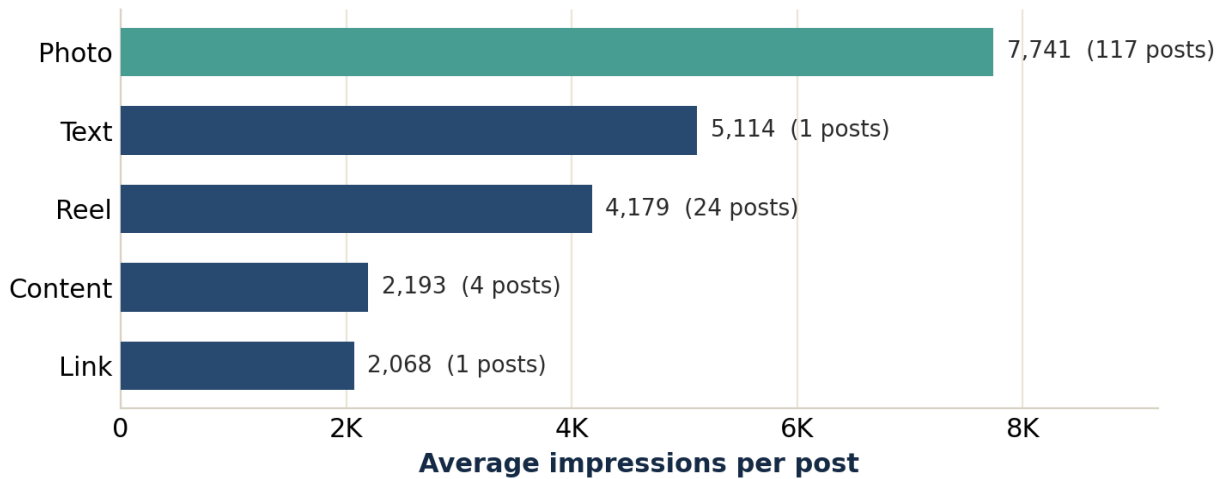


*Monthly impressions (bars) against average engagement rate (line). July covers the April 8-style partial month.*

**Takeaway:** The audience is warming up, not cooling down. Fewer posts in June and July still produced a rising engagement rate, which suggests quality and content mix are pulling more weight than sheer volume. One note to watch: May recorded a net follower dip driven by a small number of high-reach posts, while April, June, and July all added followers.

## What Formats Worked

Photos are the backbone of this page. They accounted for 117 of 147 posts and averaged 7,741 impressions each, well ahead of every other format. Reels, at 24 posts, averaged 4,179 impressions and held viewers for only about 6.4 seconds, suggesting short watch time rather than distribution as the limiting factor.

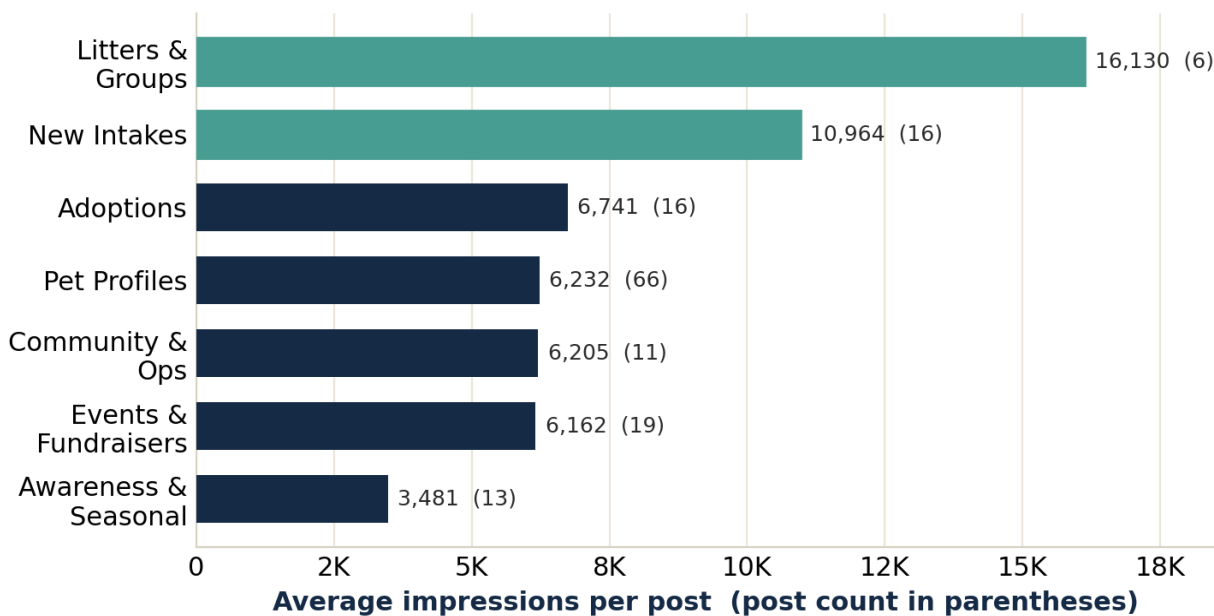


*Average impressions per post by format. Photo shown in teal.*

**Takeaway:** On this page, a strong still image travels farther than a Reel. That does not mean abandoning video, but it does mean Reels need a sharper hook in the first three seconds to earn their reach. For now, photo-first is the right default for content that needs to reach the widest audience.

## What Content Worked

Grouping every post into content themes reveals a clear hierarchy. Litters and group posts, mostly puppies, were the runaway reach leaders at over 16,000 impressions each. New intake announcements followed and, importantly, were the most shared content on the page, averaging 67 shares per post. Adoption announcements did not reach as far but earned the highest engagement rate at 6.1 percent, because the community turns out for success stories.



*Average impressions per post by content theme. Top two reach drivers shown in teal.*

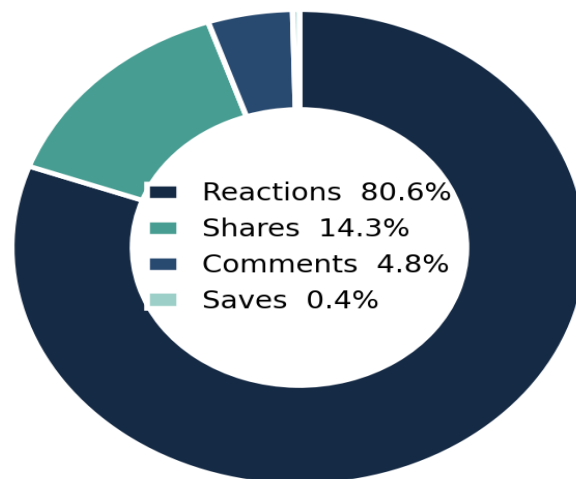
| Content Theme           | Posts | Avg Impr. | Avg Interact. | Avg Shares | Eng. Rate |
|-------------------------|-------|-----------|---------------|------------|-----------|
| Litters & Groups        | 6     | 16,130    | 400           | 64         | 2.5%      |
| New Intakes             | 16    | 10,964    | 329           | 67         | 3.3%      |
| Adoption Announcements  | 16    | 6,741     | 322           | 13         | 6.1%      |
| Individual Pet Profiles | 66    | 6,232     | 222           | 44         | 3.7%      |
| Community & Operations  | 11    | 6,205     | 137           | 18         | 2.7%      |
| Events & Fundraisers    | 19    | 6,162     | 157           | 24         | 2.7%      |
| Awareness & Seasonal    | 13    | 3,481     | 125           | 17         | 3.7%      |

### Takeaway:

- **Reach engine:** Puppies, litters, and new intakes. Urgency and cuteness travel.
- **Loyalty engine:** Adoption announcements. Highest engagement rate, but low shares. Adding a simple share ask could turn that affection into reach.
- **Underperformer:** Generic awareness and seasonal posts at 3,481 average impressions. Organization-specific stories consistently beat calendar-driven content.

## How the Audience Engaged

Of every engagement action taken during the window, the overwhelming majority were reactions. Shares were the second most common action and matter most for growth, because a share puts Mostly Mutts in front of an entirely new network. Comments and saves rounded out the mix.

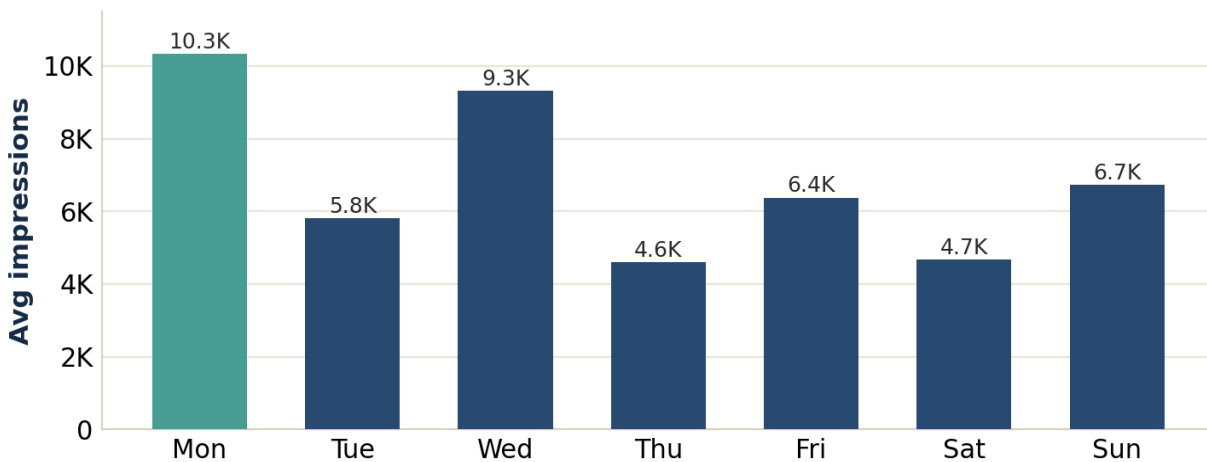


*Composition of engagement actions across all 147 posts.*

Shares carry outsized strategic weight. The page collected 5,416 shares in the period, and the posts that drove them were almost entirely new intakes and litters. That is the reach flywheel: urgent, timely content gets shared, reaching new people who follow and engage. Doubling down on share-worthy content is the most efficient path to audience growth.

## When to Post

Publish timing showed clear patterns. Monday was the standout day, averaging over 10,000 impressions per post, with Wednesday close behind. By time of day, late morning between 9 a.m. and noon delivered the highest average reach, followed by the early morning window. Midday posts, from noon to 3 p.m., consistently underperformed.



*Average impressions per post by day of week. Best day shown in gold.*

**Takeaway:** Reserve the strongest hero content, litters, big intakes, and marquee adoptions, for Monday and Wednesday mornings. Use lower-traffic days like Thursday and Saturday for lighter, supporting posts.

## Top Performing Posts

The ten posts below reached the largest audience during the window. The pattern is unmistakable: puppies, new intakes, and urgent announcements dominate. The single strongest post, Box Puppies on May 27, reached over 51,000 people and drove more than 1,100 interactions on its own.

| Post               | Format | Date     | Impressions   | Interactions | Shares |
|--------------------|--------|----------|---------------|--------------|--------|
| <b>Box Puppies</b> | Photo  | May 27   | <b>51,551</b> | 1,118        | 152    |
| Yvette             | Photo  | April 20 | <b>33,302</b> | 554          | 101    |
| Adopt / Foster     | Photo  | April 12 | <b>32,856</b> | 548          | 43     |
| New Intakes        | Photo  | June 29  | <b>29,531</b> | 746          | 213    |
| We Are Hiring      | Photo  | May 8    | <b>24,267</b> | 168          | 45     |
| New Intakes        | Photo  | July 13  | <b>19,387</b> | 566          | 89     |
| New Intakes        | Photo  | April 17 | <b>19,363</b> | 473          | 114    |
| Dodger             | Photo  | April 15 | <b>18,684</b> | 405          | 81     |
| New Intakes        | Photo  | June 8   | <b>17,894</b> | 516          | 111    |
| Delilah            | Photo  | June 30  | <b>15,078</b> | 596          | 124    |

*Honorable mentions for engagement rate: the Best of Cobb Winner Reel (10.2 percent) and several adoption announcements (7 to 8 percent) punched well above their reach.*

## Key Takeaways and Recommendations

Five priorities carry the most upside heading into the next reporting period.

### 1. Lead with the reach engines

Puppies, litters, and new intakes consistently reach the widest audience. Schedule this content deliberately rather than opportunistically and give it the best posting slots.

### 2. Add a share ask to adoption posts

Adoption announcements earn the highest engagement rate but very few shares. A simple line like please share to help the next one find a home could convert that warmth into new reach.

### 3. Post hero content Monday and Wednesday mornings

These windows delivered the strongest reach. Anchor the biggest stories here and use quieter days for supporting content.

### 4. Rework the Reel approach

Photos out-reached Reels almost two-to-one, and Reel watch time averaged only 6.4 seconds. Test Reels with a stronger opening hook, or reserve video for moments where motion genuinely adds to the story.

### 5. Trade generic seasonal posts for original stories

Calendar-driven awareness content was the weakest category. Replacing it with organization-specific rescue stories should lift the floor of the content mix.

**The bottom line:** The Mostly Mutts page is healthy and gaining strength. Engagement is rising, the community shows up for the animals, and the content that works is well understood. The next gains will come from doing more of what already travels and giving every post a clear reason to be shared.