

Jamaica Aggregates — Facebook & Instagram Performance Report

Oct 6, 2026 · @Kyle

Reporting period: Sep 6 – Oct 5, 2026 (30 days), compared with Aug 7 – Sep 5, 2026 (30 days). Dates are in Pacific Time, as Meta reports them. All figures come from Meta Business Suite Insights, read on Oct 6, 2026.

Executive Summary

Paid media drove almost all of this period's growth; organic content is barely moving on Facebook and modest on Instagram.

- **Facebook views hit 256,453 (+338.1%),** but 254,892 of them (99.4%) came from ads. Organic Facebook views were only 1,561, down 10%.
- **Instagram is the stronger organic channel.** Organic Instagram views rose 26.9% to 4,471, and the same creative earned 3 to 11 times more views on Instagram than on Facebook.
- **Instagram grew faster:** net +62 followers (70 follows, 8 unfollows) vs net +6 on Facebook (7 follows, 1 unfollow). Instagram now has 1,339 followers vs 511 on Facebook.
- **Engagement is very low on organic posts.** Six of seven Facebook page posts got zero interactions. Only the crossposted back-to-school post earned any (5 reactions).
- **The one active traffic ad is efficient:** 696 landing page views at \$0.08 each and a 1.16% link CTR on \$53.33 spent so far.
- **Content mix is narrow:** 7 posts per platform, all static graphics with near-identical sales captions. No Reels, no Stories, no job-site, people or behind-the-scenes content were published.

Note on the comparison period: daily data for Aug 7 – Aug 30 is close to zero on both platforms, and activity starts around Aug 31. Large % increases therefore reflect a low starting base, not only better performance.

Facebook Performance

Facebook reach jumped on ad spend, while organic views, page visits and follows slipped.

Metric	Sep 6 – Oct 5	Aug 7 – Sep 5	Change
Followers (lifetime)	511	Not available in Meta for this view	Not available in Meta for this view
New follows	7	11	–36.4%
Unfollows	1	0	+1
Net follower growth	+6	+11	–45.5%
Reach (Viewers)	83,184	Not shown	+186.2%
Views (total)	256,453	58,534	+338.1%
Views from ads	254,892	Not shown	+348.8%
Views from organic	1,561	Not shown	–10%
Content interactions	215	72	+198.6%
Engagement (interactions on page posts)	5	Not available in Meta for this view	Not available in Meta for this view
Link clicks	2,595	994	+161.1%
Page visits	510	517	–1.4%
3-second video views	65	Not shown	–21.7%
Reels views	3.8K	Not shown	+1.1K%
Reels interactions	2	Not shown	Not shown
Watch time	28m 42s	Not shown	+3.2%
Posts published	7 (all photo / multi-media)	3	+133.3%
Returning viewers	0	Not shown	0%
Engaged followers	0	Not shown	0%
Messaging contacts	1	Not shown	+100%

“Not shown” means Meta displays the % change but not the previous-period total. Previous totals marked as numbers were summed from Meta’s daily chart data and match Meta’s % change.

Views by format (Meta's split): Links 250,310 · Reels 3,798 · Others 1,194 · Photo 1,077 · Multi photo 74. Interactions by format: Links 212 · Reels 2 · Photo 1. The "Links" format is ad-delivered link content, not any of the seven page posts.

Instagram Performance

Instagram grew on every headline metric, with organic views up 26.9% and net follower growth roughly doubling.

Metric	Sep 6 – Oct 5	Aug 7 – Sep 5	Change
Followers (lifetime)	1,339	Not available in Meta for this view	Not available in Meta for this view
New follows	70	38	+84.2%
Unfollows	8	8	0%
Net follower growth	+62	+30	+106.7% (calculated)
Accounts reached	14.5K	Not shown	+198.8%
Views on Instagram	55,959	Not shown	+420.8%
Views from ads	51,488	Not shown	+613%
Views from organic	4,471	Not shown	+26.9%
Content interactions	158	144	+9.7%
Profile visits	475	341	+39.3%
Website / link clicks	604	338	+78.7%
Reel views	Not available in Meta for this view (no Reels published)	—	—

Metric	Sep 6 – Oct 5	Aug 7 – Sep 5	Change
Video views	Not available in Meta for this view	—	—
Saves (sum of posts)	5	Not available in Meta for this view	—
Shares (sum of posts)	0	Not available in Meta for this view	—
Comments (sum of posts)	2	Not available in Meta for this view	—
Posts published	7 (6 photos, 1 carousel)	3	+133.3%
Stories published	0	Not shown	—
Messaging contacts	7	Not shown	+40%

Meta's headline Instagram views figure is 56.5K (+387.8%), which adds 535 views of Instagram-linked content seen on Facebook to the 55,959 views on Instagram itself. Saves, shares and comments are summed from the post table because Meta shows no account-level total for them in this view.

Facebook vs Instagram

Facebook wins on paid reach and clicks; Instagram wins on audience size, organic reach, growth and saves.

Question	Facebook	Instagram	Winner
Larger audience	511 followers	1,339 followers	Instagram (2.6x)
More reach (total)	83,184 viewers	14.5K accounts reached	Facebook, ad-driven
More organic views	1,561	4,471	Instagram (2.9x)

Question	Facebook	Instagram	Winner
More engagement (all content interactions)	215 (212 on ad link content)	158	Facebook, ad-driven
More engagement on page posts	5 (one post)	41 across 6 posts, plus the crosspost	Instagram
Grew faster	+6 net (about 1.2% of the starting base, calculated)	+62 net (about 4.9%, calculated)	Instagram
More link clicks	2,595	604	Facebook, ad-driven
More profile / page visits	510	475	Facebook, slightly
More video / Reel consumption	3.8K Reels views, 28m 42s watch time	No Reels published	Facebook
More saves	0 on page posts	5	Instagram
More shares	0	0	Tie (none)
Best theme	Community (back-to-school)	Product education (washed sand, steady supply)	Different by platform

The same creative and caption went to both platforms on the same day. Instagram earned more organic views every time, from 3.1x (“steady supply”) to 11x (hurricane carousel).

Top Facebook Content

All seven Facebook page posts were reviewed; the back-to-school post led on views and was the only one with any interactions.

Rank by views	Date	Type	Description	Reach	Views	Reactions	Comments	Shares	Link clicks	Total interactions
1	Mon Sep 7	Photo (crossposted to IG)	Back to school: “Building tomorrow starts today”	49	278	5	0	0	0	5

Rank by views	Date	Type	Description	Reach	Views	Reactions	Comments	Shares	Link clicks	Total interactions
2	Mon Sep 7	Photo	"Steady supply" stockpile, call to order	68	106	0	0	0	Not available in Meta for this view	0
3	Fri Sep 11	Photo	"Not sure what material you need?"	44	62	0	0	0	Not available in Meta for this view	0
4	Wed Sep 16	Photo	Washed sand for concrete	32	43	0	0	0	Not available in Meta for this view	0
5	Mon Sep 21	Photo	"From quarry to site" delivery	22	30	0	0	0	Not available in Meta for this view	0
6	Mon Sep 28	Photo	"The right materials" supply	18	25	0	0	0	Not available in Meta for this view	0
7	Fri Oct 2	Multi media	Hurricane preparedness tips (El Niño)	10	16	0	0	0	Not available in Meta for this view	0

- **Top 5 by reach / views:** ranks 1 to 5 above.
- **Top 5 by engagement:** only the back-to-school post had interactions (5 reactions). The other six tied at zero, so a top 5 can't be ranked.
- **Best Reel / video:** Not available in Meta for this view. No Reels or videos were published in the period; the 3.8K Reels views came from older Reels or ad placements.
- **Best photo / static post:** back-to-school (278 views, 5 reactions). Best pure product post: "steady supply" (106 views, 68 reach).
- **Lowest performer worth noting:** the hurricane preparedness multi-media post (16 views, 10 reach, 0 interactions). The same post on Instagram got 177 views and a comment.

Facebook's biggest content item by far is ad-delivered link content (250,310 views, 212 interactions), which Meta does not list among the page posts. The one ad listed in Business Suite ("New Traffic Ad", started Sep 15, uses the "Not every job" creative) shows 97.5K views, 41.1K viewers, 1,114 link clicks, 116 reactions, 10 saves and 1 share to date. Its top placements were Facebook Reels (14,894), WhatsApp Status (11,686) and Marketplace (4,394).

Top Instagram Content

All seven Instagram posts were reviewed; the boosted “Not every job” post led everything, and the washed sand post was the best organic performer.

Rank by views	Date	Format	Description	Reach	Views	Likes	Comments	Shares	Saves	Follows from post	Total interactions
1	Fri Sep 11	Photo (boosted)	“Not sure what material you need?”	41,054 (40 organic)	92,657 (280 organic)	18 (5 organic)	0	0	3 (2 organic)	12 (1 organic)	23 (8 organic)
2	Mon Sep 7	Photo	“Steady supply” stockpile	193	324	5	0	0	1	0	6
3	Mon Sep 7	Photo (crossposted)	Back to school	Combined with FB	278 (Meta shows one crosspost figure)	5	0	0	0	0	5
4	Wed Sep 16	Photo	Washed sand for concrete	131	195	4	1	0	0	0	6
5	Mon Sep 21	Photo	“From quarry to site” delivery	114	189	0	0	0	0	0	0
6	Fri Oct 2	Carousel	Hurricane preparedness tips (El Niño)	79	177	2	1	0	0	0	3
7	Mon Sep 28	Photo	“The right materials” supply	67	113	2	0	0	1	0	3

- **Top 5 by reach / views:** ranks 1 to 5 above. Excluding ad views, “steady supply” leads organically (324 views).
- **Top 5 by engagement:** “Not every job” (23, boosted) · washed sand (6) · steady supply (6) · back to school (5) · then a tie between the hurricane carousel and “right materials” (3 each).
- **Best Reel:** Not available in Meta for this view. No Reels were published.
- **Best carousel:** hurricane preparedness, the only carousel (177 views, 79 reach, 1 comment).
- **Best static image:** organically, washed sand had the best engagement (6 interactions on 131 reach, about 4.6%, calculated); “steady supply” had the most organic views (324).
- **Lowest performer worth noting:** “From quarry to site” reached 114 accounts but earned zero interactions.

Meta credits the boosted post with 92,377 ad views, while Instagram’s account-level ad views total 51,488. The ad also ran on Facebook and WhatsApp placements, so the post figure includes delivery outside Instagram.

Content Insights

The content mix was too narrow to test most themes: six product posts with the same “contact us” caption pattern, one community post and one safety tip.

Theme / format	Posts this period	Facebook result	Instagram result
Community / local (back to school)	1 (crosspost)	Best FB post: 278 views, 5 reactions, the only FB interactions	278 views, 5 likes (shared crosspost figure)
Educational product (washed sand, “not sure what material”)	2	43 and 62 views, 0 interactions	Best organic engagement: washed sand 6 interactions, 1 comment
Promotional supply (“steady supply”, “right materials”, “quarry to site”)	3	25 to 106 views, 0 interactions	113 to 324 views; 0 to 6 interactions
Educational safety (hurricane tips)	1	Weakest FB post: 16 views	177 views, 1 comment; tip format suits a carousel
Reels / video	0	3.8K Reels views from existing content or ads	Not available in Meta for this view
Static graphics	13 across both	All 7 page posts are static	6 photos + 1 carousel
People-focused	0 standalone (child in back-to-school graphic)	Only people-led post was the top FB post	Mid-table on IG
Projects / job-site	0	No content of this type in period	No content of this type in period

Theme / format	Posts this period	Facebook result	Instagram result
Behind-the-scenes	0	No content of this type in period	No content of this type in period

- **Instagram rewards product education; Facebook ignores it.** The same washed sand graphic got 6 interactions on Instagram and 0 on Facebook.
- **Facebook organic only responded to community content.** The back-to-school post outperformed every product post on Facebook by 2.6x or more on views.
- **Sales-led captions get seen but not engaged with.** “From quarry to site” reached 114 Instagram accounts and 22 Facebook viewers with zero interactions on either.
- **Paid content behaves differently from organic.** The ad creative earned 1,114 link clicks and 116 reactions, so the offer works when it is put in front of people; organic delivery is the bottleneck.
- **Reels vs static can’t be judged from this period.** No Reels were published, but Facebook Reels was the ad’s top placement and Reels drew 3.8K Facebook views, which points to video as the untested opportunity.

Audience Insights

Facebook followers are older, more female and more Jamaica-based; Instagram followers skew 25–44, male and slightly more diaspora.

Follower demographics are lifetime figures (Meta does not split them by period).

Age group (men + women)	Facebook	Instagram
18–24	2.4%	7.7%
25–34	22.5%	34.1%
35–44	29.7%	34.3%
45–54	22.1%	16.6%
55–64	13.5%	4.8%
65+	9.8%	2.5%

Attribute	Facebook	Instagram
Gender	Men 56.2% · Women 43.8%	Men 68.1% · Women 31.9%
Largest segment	Men 35–44 (16.3%)	Men 25–34 (25.1%)
Jamaica share	92.8%	80.6%
Other top countries	US 2% · Canada 0.8% · Cayman Islands 0.6% · UK 0.6% · Barbados 0.4%	US 8.9% · Canada 1.9% · UK 1% · China 0.5% · Cayman Islands 0.4%
Top cities	Kingston 39.9% · Spanish Town 10% · Portmore 6.7% · Montego Bay 5.7% · Mandeville 3.9% · May Pen 2.9% · St Ann's Bay 1.8% · Negril 1.2% · Oracabessa 1.2% · Savanna-la-Mar 1.2%	Kingston 31.1% · Portmore 7.8% · Spanish Town 6.7% · Mandeville 3.9% · Montego Bay 3.1% · May Pen 2.8% · Yallahs Village 2.1% · Yallahs 1.9% · Linstead 1.3% · New Kingston 1.1%
Followers	511	1,339
Net growth this period	+6 (7 follows, 1 unfollow), down from +11	+62 (70 follows, 8 unfollows), up from +30

- **Jamaica focus:** the Kingston / St Catherine corridor (Kingston, Spanish Town, Portmore) is 56.6% of Facebook followers and 45.6% of Instagram followers.
- **Ad audience:** the traffic ad reached a broader mix than either follower base (Men 60.8%, Women 38.4%, Non-binary 0.8%). Its top parishes by views were St Andrew (14,385), St Catherine (8,143), St James (3,379), Manchester (3,065) and Clarendon (2,769).
- **Facebook engagement health:** Meta reports 0 returning viewers and 0 engaged followers for the period.

Ad Spend

Jamaica Aggregates has spent \$987.11 USD on Meta ads all time, \$836.08 in the last 6 months and \$262.40 in the last 3 months.

Source: Ads Manager, ad account Jamagg – Meta Ads (865697206451965), the only ad account in the Jamagg business portfolio. Totals are the sum of campaign “Amount spent”, read Oct 6, 2026.

Period	Total spend (USD)	Bath, St Thomas call campaigns	Other Jamaica Aggregates campaigns
Last 3 months (Jul 6 – Oct 5, 2026)	\$262.40	\$145.33	\$117.07
Last 6 months (Apr 6 – Oct 5, 2026)	\$836.08	\$472.65	\$363.43
All time (first delivery Feb 25, 2026, to Oct 6, 2026)	\$987.11	\$497.47	\$489.64

Campaign	Objective / result	Ended	All-time spend	Last 6 months	Last 3 months
Bath ST Thomas static call ads – September – October	81 calls placed	Active to Oct 31	\$148.18	\$145.33	\$145.33
Recommended Material (traffic ad)	696 landing page views	Active to Oct 15	\$53.33	\$52.03	\$52.03
Tailored web traffic campaign 9/2/2026	3,210 link clicks	Sep 12	\$49.99	\$49.99	\$49.99
Father's Day Post	56,544 reach	Jul 21	\$26.89	\$26.89	\$15.05
Bath ST Thomas static call ads – June 30 End Date	97 calls placed	Jun 11	\$149.44	\$149.44	\$0.00
Jam agg – Quality	204,834 reach	May 31	\$99.97	\$99.97	\$0.00
Labour Day	105,566 reach	May 28	\$34.99	\$34.99	\$0.00
Mother's Day Message	228,109 reach	May 13	\$99.56	\$99.56	\$0.00
Bath ST Thomas static call ads	64 calls placed	Apr 30	\$99.87	\$99.87	\$0.00
Bath St Thomas Video	193 calls placed (all time)	Apr 30	\$99.98	\$78.01	\$0.00
Jamaica Aggregates – Video	100 calls placed	Mar 25	\$124.91	\$0.00	\$0.00

- The “Tailored web traffic campaign” (ended Sep 12) explains the Facebook ad-view spike on Sep 6–11 noted in this report.
- Ads Manager’s “Maximum” range starts Sep 6, 2023, but this ad account’s first delivery is Feb 25, 2026. Any spend before that, or from other ad accounts, is not included.
- Today (Oct 6) is included in the all-time figure only, so two active campaigns show slightly higher all-time spend than in the 3- and 6-month columns.

Recommendations

Treat Facebook as the paid and community channel and Instagram as the organic education channel, and stop posting one identical execution to both.

Facebook

1. **Keep paid as Facebook's main engine and test a WhatsApp click-to-chat ad.** Ads delivered 99.4% of views at \$0.08 per landing page view. WhatsApp Status was the ad's second-biggest placement (11,686 views), and contractors in Jamaica already order by WhatsApp.
2. **Post 2 short vertical videos a week from the quarry and deliveries.** Facebook Reels was the ad's top placement (14,894 views) and Reels drew 3.8K views with no new Reels posted. Truck loading, washing sand and a site drop-off are easy wins.
3. **Give Facebook organic a community angle.** The back-to-school post was the only Facebook post with interactions. Plan local moments (hurricane readiness, Heritage Week, customer shout-outs) for the 35–54 audience.

Instagram

4. **Turn product education into a weekly save-worthy carousel series.** Washed sand drew the best organic engagement and the hurricane carousel drew a comment. A “Which material for which job?” series (washed sand vs plaster sand vs gravel sizes) gives people a reason to save and share.
5. **Launch Reels on Instagram, starting with job-site and behind-the-scenes clips.** No Reels were published and the core audience is men 25–44. Use one hook in the first second, local voices, and a single CTA to the link in bio.

Cross-platform

6. **Write captions for each platform instead of copying one.** Facebook: short line, phone and WhatsApp number up front. Instagram: a question or tip as the first line, the sales info last, with the link in bio (604 link clicks show it works).
7. **Fill the missing themes and measure them per platform.** Add at least one project, one people-led and one behind-the-scenes post each per month. Compare each one on Facebook and Instagram separately before deciding what to scale.
8. **Turn on Stories on both platforms and Facebook story insights.** Zero Stories were posted on either platform; Business Suite is prompting to enable Facebook story insights. Stories are a cheap way to reshare each feed post and drive DMs.

Key Takeaways

- Facebook's headline growth is bought: 99.4% of its 256,453 views came from ads, and organic views fell 10%.
- Instagram is the healthier organic channel: 2.6x the followers, 2.9x the organic views, and net growth of +62 vs +6.
- The offer works when it is seen: the traffic ad returned 696 landing page views for \$53.33 and 1,114 link clicks.
- Identical cross-posting is underserving Facebook: the same graphic gets 3 to 11 times fewer organic views there.
- The biggest gaps are formats and themes not yet tried: Reels, Stories, job-site, people and behind-the-scenes content.

Data notes

- Source: Meta Business Suite Insights (Results, Audience, Content overview, Content table, Ads) for the Jamaica Aggregates Facebook Page and Instagram account, read Oct 6, 2026. Nothing was edited, boosted or published.
- Daily figures were read directly from Meta's chart data and re-summed; totals match Meta's displayed totals and % changes. CSV exports were not downloaded, since the same daily values were available on the page.
- Facebook "Reach" is Meta's Viewers metric; Instagram uses Accounts reached. They are not directly comparable.
- Follower demographics are lifetime; follower counts at the start of the period aren't shown, so growth rates are calculated as net follows divided by (current followers minus net follows).
- The ad-delivered Facebook link content (250,310 views) is not itemised in Business Suite's Ads list, which shows one ad starting Sep 15. Ads Manager would confirm which campaign drove the Sep 6–11 spike.

All-Time Performance

Over its full history, Jamaica Aggregates has built 1,339 Instagram and 511 Facebook followers. Most of its reach came from paid posts in 2026, while its best organic engagement came from 2024 Instagram question posts and the Sep 2026 hiring post.

Period: Sep 6, 2023 – Oct 5, 2026, the longest range Meta Business Suite allows. Some metrics only start later because Meta doesn’t hold them further back; each row says when its data begins. Read from Meta Business Suite on Oct 6, 2026.

Facebook — All Time

Metric	All time	2023 (Sep-Dec)	2024	2025	2026 (to Oct 5)	Data starts
Followers (current)	511	—	—	—	—	—
New follows	548	364	122	14	61	Sep 2023
Views	1,251,550 (last 2 years only)	Not available in Meta for this view	300 (Oct-Dec)	1,096	1,250,154	Oct 2024
Views from organic / ads (last 2 years)	9,915 / 1,241,635	—	—	—	—	Oct 2024
Reach (Viewers)	Not available in Meta for this view	—	—	—	—	—
Content interactions	744	0	0	16	728	Jan 2025
Link clicks	7,655	175	274	1	7,205	Sep 2023
Page visits	2,707	0	58	354	2,295	Oct 2024
3-second video views	10.6K	—	—	—	—	—
Video watch time	2d 5h	—	—	—	—	—
Posts published (last 2 years)	59 photos · 6 Reels · 0 Stories	—	—	—	—	Oct 2024

Yearly figures are summed from Meta’s daily chart data. Meta’s headline follows figure (548) is 13 lower than the daily sum (561); the headline is shown above.

Views by format, last 2 years: Links 564,194 · Photo 378,929 · Others 225,750 · Reels 81,826 · Multi photo 849. Interactions by format: Links 512 · Photo 156 · Reels 65 · Multi photo 11.

Instagram — All Time

Metric	All time	2024	2025	2026 (to Oct 5)	Data starts
Followers (current)	1,339	—	—	—	—
New follows	339	Not available in Meta for this view	39 (Oct-Dec)	300	Oct 2025
Views on Instagram	863,301	Not available in Meta for this view	21,561 (Aug-Dec, incl. 2,746 FB views)	844,486	Aug 2025
Views from organic / ads	45,922 / 817,379	—	—	—	Aug 2025
Accounts reached	268.3K	—	—	—	—
Content interactions	1,003	Not available in Meta for this view	88	915	Aug 2025
Link clicks	5,221	3,330	0	1,891	Feb 2024
Profile visits	2.8K	—	—	—	—
Posts published	135 (64 in the last 2 years) · 0 Stories	—	—	—	—

Account-level Instagram interactions only start in Aug 2025, but post-level data goes back further: the 2024 posts below alone earned over 1,200 interactions.

Top Content — All Time

Both platforms share one content table in Meta. “Crosspost” means Meta shows a single figure for the Facebook and Instagram versions together.

Top 8 by views

Rank	Date	Platform / format	Description	Views	Reach	Interactions	Comments	Shares	Saves	Link clicks	Follows
1	May 8, 2026	Crosspost · Reel	Mother's Day tribute	378,073	119	92	2	4	8	0	8
2	May 20, 2026	Crosspost · Photo	"The right material does more than fill space"	343,720 (343,209 ads)	81,604	66	1	0	3	53	0
3	Jun 21, 2026	Crosspost · Photo	Father's Day	277,739 (277,035 ads)	27,527	44	0	3	0	32	0
4	Sep 2, 2026	Crosspost · Photo	Hiring notice ("inviting suitably qualified applicants")	165,496	125	128	2	27	30	1	41
5	May 25, 2026	Crosspost · Photo	Labour Day ("the hands, minds and effort")	153,864 (153,078 ads)	48,382	17	0	2	1	4	1
6	Sep 11, 2026	Instagram · Photo	"Not every job requires the same material"	92,657 (92,377 ads)	41,054	23	0	0	3	—	12
7	Feb 20, 2026	Crosspost · Reel	"From quarry to project site"	21,359 (20,492 ads)	10,520	67	0	5	4	187	3
8	Aug 28, 2024	Instagram · Photo	"State of the art equipment and full service"	3,377	198	31	0	1	1	—	2

Top 8 by interactions

Rank	Date	Platform / format	Description	Reach	Interactions	Likes / reactions	Comments	Shares	Saves	Follows
1	May 14, 2024	Instagram · Reel	"You may not have known, but we..." (boosted)	136,366	641	624	5	0	12	0
2	Feb 20, 2024	Instagram · Photo	"Which stone would you add?" (boosted)	16,363	208	75	40	0	93	2
3	Mar 14, 2024	Instagram · Photo	"Which pathway is more your style?" (boosted)	13,685	175	100	20	2	53	0

Rank	Date	Platform / format	Description	Reach	Interactions	Likes / reactions	Comments	Shares	Saves	Follows
4	Sep 2, 2026	Crosspost · Photo	Hiring notice	125	128	66	2	27	30	41
5	Mar 18, 2024	Instagram · Photo	“What’s your guess?” (boosted)	16,879	98	51	29	0	18	0
6	May 8, 2026	Crosspost · Reel	Mother’s Day tribute	119	92	77	2	4	8	8
7	Feb 20, 2026	Crosspost · Reel	“From quarry to project site” (boosted)	10,520	67	54	0	5	4	3
8	May 20, 2026	Crosspost · Photo	“The right material does more than fill space” (boosted)	81,604	66	62	1	0	3	0

Views are not shown for 2024 posts because Meta’s Views metric doesn’t cover them. “Boosted” means Meta attributes most of that post’s reach to ads.

What the All-Time Data Shows

- **Question posts are the best engagement format ever run.** “Which stone”, “Which pathway” and “What’s your guess” (Feb–Mar 2024) drove 89 comments and 164 saves between them. No 2026 post in either top list has more than 2 comments.
- **People and community posts win organically.** The Sep 2026 hiring post earned the most shares (27), saves (30) and follows (41) of any post, with almost no ad support.
- **Recent reach is almost entirely paid.** Over the last 2 years, ads delivered 99.2% of Facebook views and 94.7% of Instagram views (calculated).
- **Reels pull clicks.** The “From quarry to project site” Reel drove 187 link clicks, the most of any post, and the Mother’s Day Reel is the most-viewed post overall.
- **Facebook follower growth peaked in 2023** (364 follows in four months) and has been low since; Instagram follows picked up in 2026 (300 so far).

Ad Spend — All Time

The Jamagg ad account shows \$987.11 USD spent from Feb 25, 2026 to Oct 6, 2026 (see the Ad Spend section in the main report). This report covers spend in the Jamaica Aggregates ad account only. The 2024 boosted Instagram posts above were likely run by Yello Media Group from its own ad account, so that spend is out of scope and not included.