Social Metrics, Media Reach & Case Studies

2025 Impact Report



2025 MISSIONS

85
Missions

126,736
Miles

2,325
Souls

Welcoming “Big Paw”

Our New Plane Takes Flight

- 2024 was a landmark year for Pilots To The Rescue with the acquisition of our Kodiak plane, affectionately named 'Big Paw.' This plane **enables us to transport more animals in a safer and more reliable manner**, and will enable us to reach remote areas.

- Pilots To The Rescue forged new relationships with sponsors like **Modern Aviation**, **HSUS** and **Hartz**, while continuing to collaborate with existing partners including **BISSELL Pet Foundation** and **Swilled Dog**. These partnerships enabled us to transport cats, dogs, and even sea turtles, expanding our reach and impact.

- Influencers like Kyle Thomas, Mack Rutherford and Stephanie Brinkman who are passionate about animal welfare joined missions to capture content to share with their audiences. Their support helps us **raise awareness** and **inspire others** to get involved.





2025 SOCIAL MEDIA

@pilotstotherescue

2025 SOCIAL METRICS



Total Views:
23.5M
Organic Views:
6M
New Follows:
35.4k
Total Facebook Followers:
103K



Total Views:
4.2M
Organic Views:
3M
New Follows:
58.1K
Total Instagram Followers:
92.1K



Organic Views:
N/A
New Follows:
1,645
Total Threads Followers:
8.4K



Organic Views:
379K
Net Follows:
30.6K
Total Tik Tok Followers:
38.7K



Organic Views:
129,692
Impressions:
292,172
Net Subs:
2,178
Total YouTube Followers:
5.8K



Organic Reach:
43,582
Impressions:
95,835
Net Follows:
800
Total LinkedIn Followers:
2K

Total Followers: **250K**

**as of December 2025*

FB Audience Demographics

*as of December 2025

Followers

Lifetime

102,259

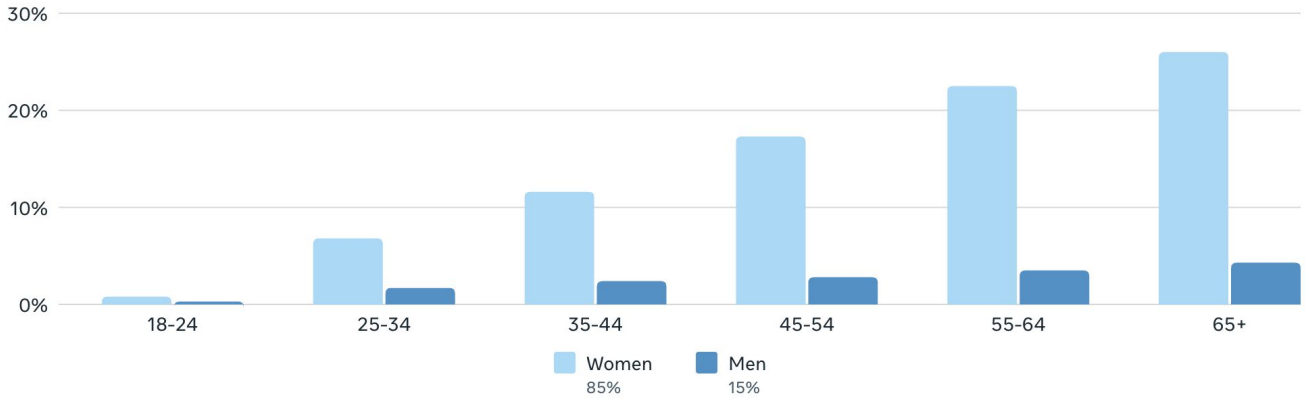
Top cities

New York, NY	0.9%
Houston, TX	0.4%
Los Angeles, CA	0.4%
Phoenix, AZ	0.4%

Top countries

United States	85.9%
Canada	2.6%
Philippines	2.6%
United Kingdom	1.8%

Age & gender



IG Audience Demographics

*as of December 2025

Followers

Lifetime

92,148

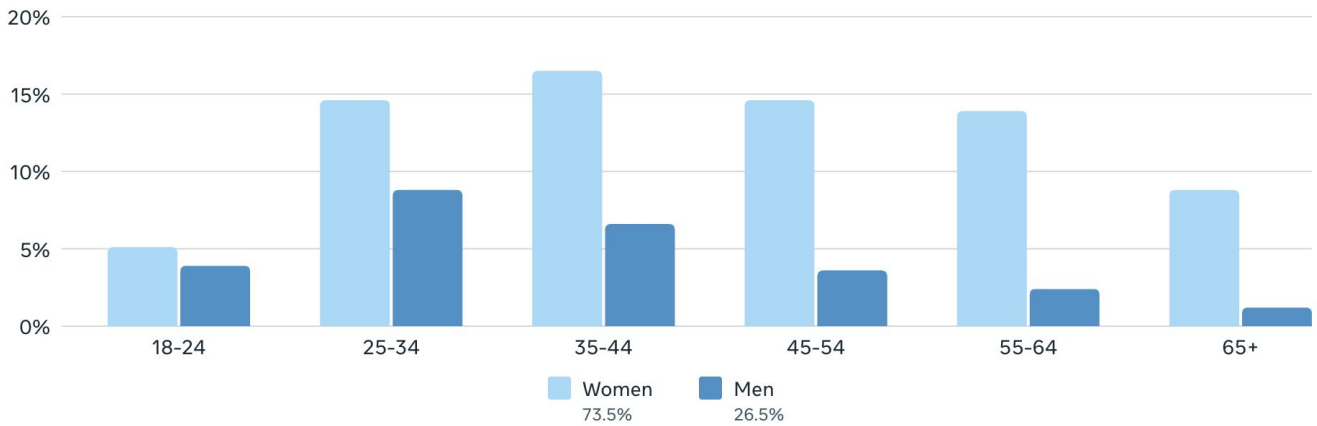
Top cities

New York, NY	2.5%
Los Angeles, CA	1.1%
San Diego, CA	0.6%
Chicago, IL	0.6%

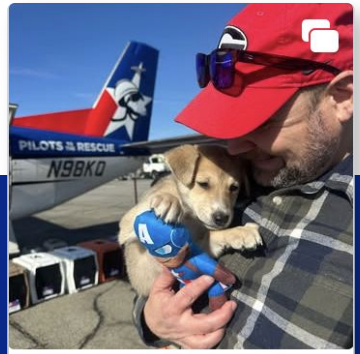
Top countries

United States	76.6%
Canada	2.5%
United Kingdom	2.1%
Iran	1.2%

Age & gender



Top Performing Facebook Posts in 2025



🎊 Another unforgettable Home...

Tue Dec 23, 8:43am

267.5K 9.1K
447 1.2K



24 dogs. 1 unforgettable missio...

Mon Oct 27, 9:49am

209.9K 11.7K
1K 1.1K



A rare homecoming for one of the world's mo...

Tue Nov 18, 9:24am

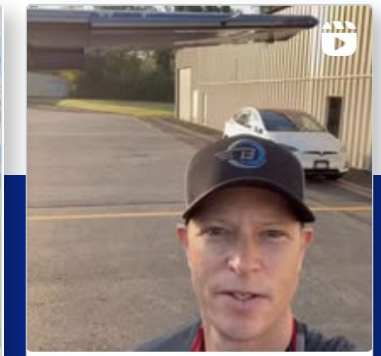
204.9K 5.8K
254 908



The countdown to 200 has begun! 🎊 What a...

Mon Dec 1, 12:14pm

171.9K 4.1K
246 694

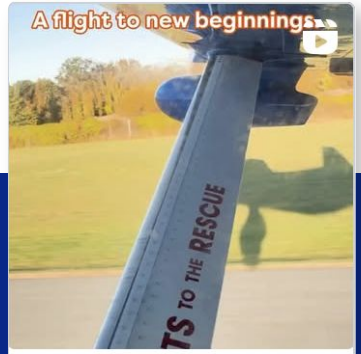


Ever wonder what it takes to rescue 68...

Wed Oct 8, 8:15am

107.0K 12K
748 1K

Top Performing Instagram Posts in 2025



✈️🐾 24 dogs. One life-changing flight. Than...

Tue Oct 28, 7:59am

4.8M 24.8K
212 1.1K



✈️🐾 25 precious lives took to the skies on a...

Mon Aug 25, 2:47pm

1.9M 15.7K
151 462



Every rescue mission we fly at Pilots To Th...

Sun Dec 21, 6:02pm

701.9K 64.5K
241 20.9K



Flying 1,000 miles to rescue dogs is...

Wed Nov 19, 5:14am

634.9K 56.2K
777 1.2K



🐾✈️ Kitten Love Overflowing in the...

Sat Nov 1, 3:09pm

232.1K 21K
136 9.6K

Top LinkedIn Posts

	Date	Impressions ↓
 @DAHER · · · Pilots To The Rescue uses a Kodiak 100 in ... More Reuse content View	Sep 29, 2025 2:32 PM	2.56k
 Meet Arcus — the last survivor of his litter, finally getting his ... More Reuse content View	Nov 10, 2025 12:58 PM	1.1k
 📬 A Letter From Me, the One You Helped Save... More Reuse content View	Nov 4, 2025 9:33 AM	1.06k
 ✈️ Another rescue mission complete, with 26 lives flown to ... More Reuse content View	Aug 22, 2025 5:43 PM	1.01k
 💔 Meet Mike — a 103-pound gentle giant who was just days ... More Reuse content View	Sep 16, 2025 3:07 PM	936
 24 dogs. 1 unforgettable mission. 🧡✈️... More Reuse content View	Oct 27, 2025 3:41 PM	883

Top Threads Posts

	Types	Date	Views ↓
 They've been through storms, heartbreak, hoarding... More Reuse content View		May 29, 2025 7:10 PM	1.22k
 🚨 Texas Needs Us. We're Standing By. 🚨 ... More Reuse content View		Jul 9, 2025 7:09 PM	382
 🐾 ✈️ Yesterday, on the one-year anniversary of ... More Reuse content View		Nov 24, 2025 12:47 PM	351
 No rest for our rescue team—just 24 more reasons ... More Reuse content View		May 30, 2025 7:13 PM	268
 Gratitude. A quiet moment between two lives.... More Reuse content View		Nov 26, 2025 11:37 AM	245
 Another rescue mission TODAY—we're not slowing... More Reuse content View		May 1, 2025 7:42 PM	245

Top YouTube Videos

	Content	Average view duration	Views
1	 Rescue Pups Ready for Takeoff 🐶✈️ #adoptdontshop #puppy Aug 14, 2025	0:27 (74.7%)	20,207
2	 The Moment a Shelter Dog Finally Feels Safe ❤️ #adoptdontshop #animalrescue Dec 12, 2025 Recent upload	0:15 (98.2%)	8,995
3	 Flying to Save Animals 🐾 #adoptdontshop #rescuemission Jan 6, 2025	0:10 (91.5%)	6,186
4	 Every Flight Saves A Life💙🐾 #adoptdontshop #dogs May 22, 2025	0:21 (75.0%)	6,016
5	 There's nothing better than seeing these pups finally safe and loved ❤️✈️ #anim... Dec 5, 2025	0:31 (62.5%)	5,756
6	 S1 E1 – Van Breaks Down With Rescue Animals Inside | Saving Shelter Dogs and ... Apr 9, 2025	1:22 (80.4%)	5,218
7	 S1 E4 – Touchdown! | Animal Rescue Volunteers Deliver Dogs & Cats Home #Vol... Apr 9, 2025	0:53 (86.3%)	4,245
8	 45 Pets Rescued from Euthanasia ✈️🐱🐶 #adoptdontshop #animalrescue Nov 14, 2025	0:31 (64.7%)	4,151

Top TikTok Videos

1		Michael Schneider just hit hero status! Featured in the New York Post for logging over 353,600 miles...	20K
2		Volunteer pilots Stephen and David flew 40 cats and 5 dogs from Florida-based rescue partners to safet...	11K
3		✈️ We just flew 42 rescue cats to safety🐱 If you're new here, we're Pilots to the Rescue, a nonprofit th...	9.6K
4		Ever wonder what it takes to rescue 68 animals in one day? 🐾✈️ Take a peek behind the scenes of...	6.3K
5		What started as a simple request for help — a deaf, partially sighted Texas stray needing a lift to his...	5.8K
6		Swipe to see Caroline — the tiny newborn pup with the pink identification card labeled #2293. She was...	5.6K
7		" @dekalbanimals · · · You might remember Dixie, the sweet pup who needed to make her way to an...	5.6K
8		🐾💫 Another life-saving mission, and this one needed both wings and wheels. With 34 dogs...	5.2K