

Caroline Calloway

@carolinecalloway



Other

American Internet celebrity



632K

Followers

10.2M

Tracked views

13.04%

Engagement

Available source totals; scopes differ by platform. Tracked figures are not guaranteed reach.

Instagram performance.

Source-scoped performance, recorded 24 Oct 2026.

Instagram

@carolinecalloway

632K

Followers · Current audience snapshot

10.2M

Tracked views
Tracked content sample

13.04%

Engagement

1.3M

Available likes

9K

Tracked comments

180

Available posts

424.2K

Average / tracked post

Source-scoped performance data. YouTube values appear separately and are excluded from combined totals.
Complete account records and dated evidence appear in the appendix.

The work, in view.

Selected tracked posts. Select a photograph or post link to open the original content.



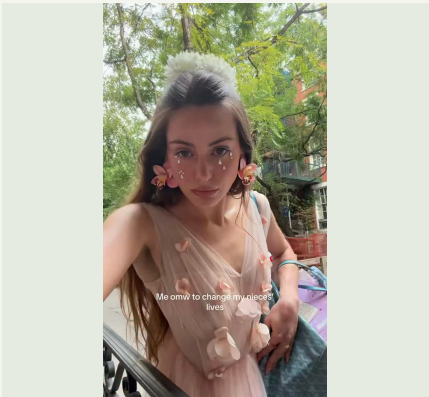
Instagram / Reel

28 Jun 2026

2.5M

views

280.7K likes / 340 comments
— shares / — saves



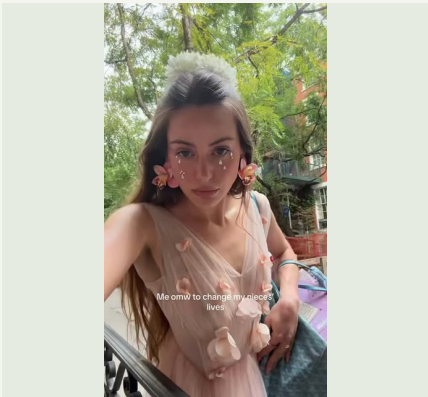
Instagram / Reel

31 Aug 2026

2.4M

views

197.9K likes / 1.9K comments
— shares / — saves



Instagram / Reel

31 Aug 2026

1.4M

views

197.9K likes / 1.9K comments
— shares / — saves



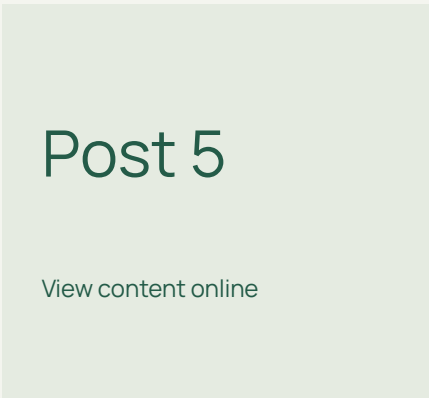
Instagram / Reel

28 Jun 2026

1.3M

views

280.7K likes / 340 comments
— shares / — saves



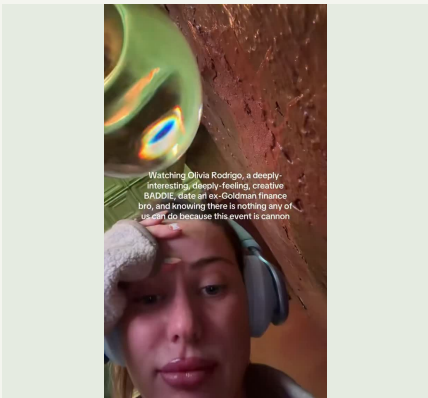
Instagram / Reel

21 Jun 2026

901.7K

views

24.8K likes / 403 comments
— shares / — saves



Instagram / Reel

23 Jul 2026

432.8K

views

16.5K likes / 147 comments
— shares / — saves

— = not reported. Counts are source-reported, not unique people or guaranteed reach. Platform view definitions may differ.

Let's work together.

Caroline Calloway

Not currently accepting new collaborations

Instagram / @carolinecalloway

View the current media kit

Share your brand and campaign goal, preferred platforms and deliverables, timing, budget and any usage or exclusivity requirements. Confirm the final scope directly with the creator.

This is a snapshot of the information available when exported. The live media kit may contain newer metrics, availability and pricing. Private shipping details are shared separately by the creator.

Instagram source record.

@carolinecalloway / Snapshot: 2026-10-24

Performance	Value	Source scope
Followers	632K	Current audience snapshot
Tracked views	10.2M	Tracked content sample
Engagement	13.04%	Tracked content sample
Available likes	1.3M	Tracked content sample
Tracked comments	9K	Tracked content sample
Available posts	180	Platform lifetime total
Average / tracked post	424.2K	Tracked content sample

58 posts in the tracked sample. Performance totals and published-content counts may describe different source scopes.

Instagram observations.

@carolinecalloway / Dated source evidence

Follower observations

2 of 2 saved observations.

Recorded date	Followers
2026-07-27	633,507
2026-10-24	632,037

Publication cohorts

7 of 7 saved cohorts.

Month	Posts	Current views
May 2023	2	Not available
Jul 2023	2	Not available
Jun 2026	12	4.9M
Jul 2026	20	1.1M
Aug 2026	8	4.1M
Sep 2026	4	Not available
Oct 2026	10	150.2K

Observed followers: 633,507 to 632,037 (-0.23%) from 2026-07-27 to 2026-10-24. 2 saved observations; not annualized.

Daily observations do not replace complete 30-day totals. Cohort views are current views of posts published in each month, not account growth or views earned during that month. — = not reported.

Publishing mix: Short-form video 100%. Share of the available content sample by format.

Audience demographics were not supplied for this account. Missing segments are not treated as zero.