

# Cole LaBrant

@cole.labrant

## Other

American YouTuber



4.7M

Followers

599.1M

Tracked views

5.81%

Engagement

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

# Instagram performance.

Source-scoped performance, recorded 26 Oct 2026.

## Instagram

@cole.labrant

4.7M

Followers · Current audience snapshot

599.1M

Tracked views  
Tracked content sample

5.81%

Engagement

34.6M

Available likes

196.5K

Tracked comments

617

Available posts

6.9M

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.

Post 1

View content online

Instagram / Reel

11 Apr 2024

70.4M

views

1.6M likes / 3.2K comments

— shares / — saves

Post 2

View content online

Instagram / Reel

30 Dec 2024

28.6M

views

336.6K likes / 14.9K comments

— shares / — saves

Post 3

View content online

Instagram / Reel

10 Aug 2025

23.5M

views

306.3K likes / 3K comments

— shares / — saves

Post 4

View content online

Instagram / Reel

19 Oct 2024

22.4M

views

271.4K likes / 2.8K comments

— shares / — saves

Post 5

View content online

Instagram / Reel

27 Jan 2024

19.1M

views

706K likes / 9.5K comments

— shares / — saves

Post 6

View content online

Instagram / Reel

02 Jun 2025

17.3M

views

417.1K likes / 1.2K comments

— shares / — saves

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

# Let's work together.

Cole LaBrant

Not currently accepting new collaborations

Instagram / @cole.labrant

## 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.

@cole.labrant / Snapshot: 2026-10-26

| Performance            | Value  | Source scope              |
|------------------------|--------|---------------------------|
| Followers              | 4.7M   | Current audience snapshot |
| Tracked views          | 599.1M | Tracked content sample    |
| Engagement             | 5.81%  | Tracked content sample    |
| Available likes        | 34.6M  | Tracked content sample    |
| Tracked comments       | 196.5K | Tracked content sample    |
| Available posts        | 617    | Platform lifetime total   |
| Average / tracked post | 6.9M   | Tracked content sample    |

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

# Instagram observations.

@cole.labrant / Dated source evidence

## Follower observations

8 of 8 saved observations.

| Recorded date | Followers |
|---------------|-----------|
| 2026-07-30    | 4,741,969 |
| 2026-08-02    | 4,740,426 |
| 2026-08-18    | 4,733,487 |
| 2026-08-24    | 4,731,379 |
| 2026-08-31    | 4,728,521 |
| 2026-09-05    | 4,726,286 |
| 2026-09-13    | 4,722,707 |
| 2026-10-26    | 4,707,229 |

## Publication cohorts

12 of 37 saved cohorts.

| Month    | Posts | Current views |
|----------|-------|---------------|
| Oct 2025 | 3     | 15.5M         |
| Nov 2025 | 2     | 17.3M         |
| Dec 2025 | 2     | 10M           |
| Jan 2026 | 4     | 17.7M         |
| Mar 2026 | 3     | 10.2M         |
| Apr 2026 | 7     | 10.7M         |
| May 2026 | 5     | 12.3M         |
| Jun 2026 | 16    | 28.7M         |
| Jul 2026 | 15    | 15.4M         |
| Aug 2026 | 12    | 10.6M         |
| Sep 2026 | 7     | 13.3M         |
| Oct 2026 | 4     | 3.9M          |

Observed followers: 4,741,969 to 4,707,229 (-0.73%) from 2026-07-30 to 2026-10-26. 8 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.