

Erin Jeanne McDowell

@emcdowell



Other

📖 My new book **BAKE ANYTHING** is out 9/29!

Preorder @ the link below 

🍪 #happybaking - YouTube

📧 Happy Baking Newsletter - Substack

#sturdypiechallenge



342.8K

Followers

6.6M

Tracked views

15.40%

Engagement

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

Instagram performance.

Source-scoped performance, recorded 13 Sept 2026.

Instagram

@emcdowell

342.8K

Followers · Current audience snapshot

6.6M

Tracked views
Tracked content sample

15.40%

Engagement

1M

Available likes

6.2K

Tracked comments

12

Available posts

102.4K

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

27 Aug 2026

2.1M

views

264.5K likes / 295 comments

— shares / — saves



Instagram / Reel

30 Jun 2025

444K

views

8K likes / 122 comments

— shares / — saves

Post 2

View content online

Instagram / Reel

27 Aug 2026

1.4M

views

262.8K likes / 282 comments

— shares / — saves

Post 5

View content online

Instagram / Reel

22 Jun 2026

202.5K

views

3.4K likes / 119 comments

— shares / — saves

Post 3

View content online

Instagram / Reel

04 Jul 2026

544K

views

42.7K likes / 588 comments

— shares / — saves

Post 6

View content online

Instagram / Reel

08 Aug 2026

136.8K

views

2.5K likes / 75 comments

— shares / — saves

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

Let's work together.

Erin Jeanne McDowell

Not currently accepting new collaborations

Instagram / @emcdowell

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.

@emcdowell / Snapshot: 2026-09-13

Performance	Value	Source scope
Followers	342.8K	Current audience snapshot
Tracked views	6.6M	Tracked content sample
Engagement	15.40%	Tracked content sample
Available likes	1M	Tracked content sample
Tracked comments	6.2K	Tracked content sample
Available posts	12	Platform lifetime total
Average / tracked post	102.4K	Tracked content sample

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

Instagram observations.

@emcdowell / Dated source evidence

Follower observations

4 of 4 saved observations.

Recorded date	Followers
2026-08-05	341,619
2026-08-31	342,684
2026-09-05	342,750
2026-09-13	342,834

Publication cohorts

6 of 6 saved cohorts.

Month	Posts	Current views
Jun 2025	3	444K
Apr 2026	3	Not available
Jun 2026	11	442.5K
Jul 2026	22	1.1M
Aug 2026	39	4.4M
Sep 2026	18	192K

Observed followers: 341,619 to 342,834 (+0.36%) from 2026-08-05 to 2026-09-13. 4 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.