

Jen Selter

@jenselter

Fashion & Beauty

American fitness model and Internet personality



12.8M

Followers

42.8M

Tracked views

0.21%

Engagement

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

Instagram performance.

Source-scoped performance, recorded 21 Oct 2026.

Instagram

@jenselter

12.8M

Followers · Current audience snapshot

42.8M

Tracked views
Tracked content sample

0.21%

Engagement

43.9K

Available likes

44.2K

Tracked comments

3.1K

Available posts

396.5K

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

03 May 2026

2M

views

3 likes / 876 comments

— shares / — saves

Post 2

View content online

Instagram / Reel

24 Mar 2026

2M

views

3 likes / 498 comments

— shares / — saves

Post 3

View content online

Instagram / Reel

24 Apr 2026

1.7M

views

23.3K likes / 876 comments

— shares / — saves

Post 4

View content online

Instagram / Reel

07 Jul 2026

1.4M

views

3 likes / 338 comments

— shares / — saves

Post 5

View content online

Instagram / Reel

07 Jun 2026

1.1M

views

3 likes / 354 comments

— shares / — saves

Post 6

View content online

Instagram / Reel

11 Apr 2026

1.1M

views

3 likes / 189 comments

— shares / — saves

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

Let's work together.

Jen Selter

Not currently accepting new collaborations

Instagram / @jenselter

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.

@jenselter / Snapshot: 2026-10-21

Performance	Value	Source scope
Followers	12.8M	Current audience snapshot
Tracked views	42.8M	Tracked content sample
Engagement	0.21%	Tracked content sample
Available likes	43.9K	Tracked content sample
Tracked comments	44.2K	Tracked content sample
Available posts	3.1K	Platform lifetime total
Average / tracked post	396.5K	Tracked content sample

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

Instagram observations.

@jenselter / Dated source evidence

Follower observations

9 of 9 saved observations.

Recorded date	Followers
2026-07-25	12,880,812
2026-07-31	12,876,077
2026-08-08	12,869,914
2026-08-18	12,863,390
2026-08-31	12,853,893
2026-09-05	12,849,759
2026-09-13	12,843,596
2026-10-17	12,817,929
2026-10-21	12,816,082

Publication cohorts

10 of 10 saved cohorts.

Month	Posts	Current views
Jan 2026	5	2.1M
Feb 2026	10	2.9M
Mar 2026	12	7M
Apr 2026	20	9M
May 2026	17	6.2M
Jun 2026	15	3.9M
Jul 2026	34	5.4M
Aug 2026	47	5.1M
Sep 2026	19	1.2M
Oct 2026	16	Not available

Observed followers: 12,880,812 to 12,816,082 (-0.5%) from 2026-07-25 to 2026-10-21. 9 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.