

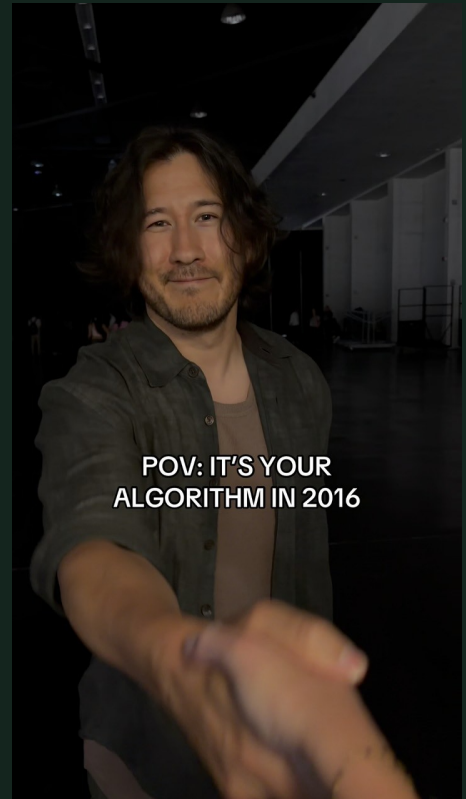
Michelle Phan

@michellephan



Other

Vietnamese-American YouTube personality



1.7M

Followers

5.8M

Tracked views

8.71%

Engagement

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

Instagram performance.

Source-scoped performance, recorded 20 Oct 2026.

Instagram

@michellephan

1.7M

Followers · Current audience snapshot

5.8M

Tracked views
Tracked content sample

8.71%

Engagement

503.7K

Available likes

4.8K

Tracked comments

2.5K

Available posts

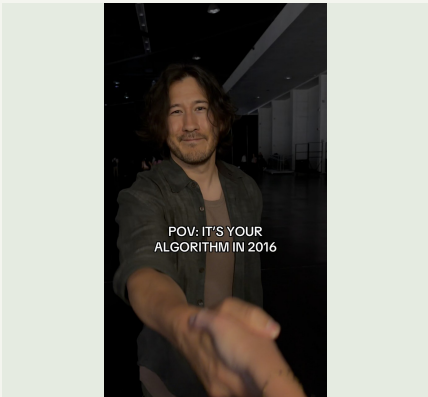
194.7K

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.

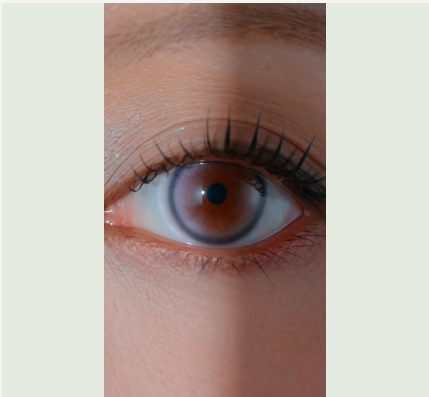


Instagram / Reel

26 Jun 2026

1M views

100.5K likes / 500 comments
— shares / — saves



Instagram / Reel

07 Aug 2026

407.7K views

12.7K likes / 150 comments
— shares / — saves

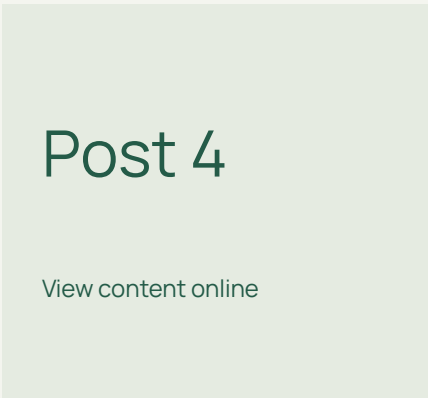


Instagram / Reel

26 Jun 2026

389.4K views

100.5K likes / 500 comments
— shares / — saves

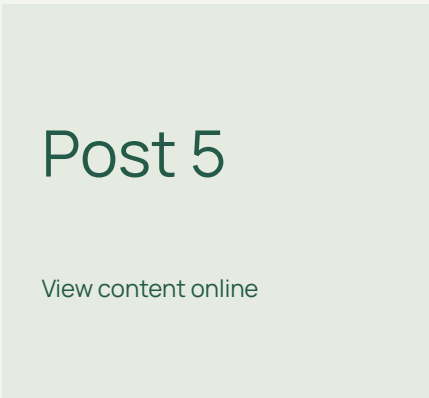


Instagram / Reel

20 Dec 2025

368K views

2K likes / 51 comments
— shares / — saves

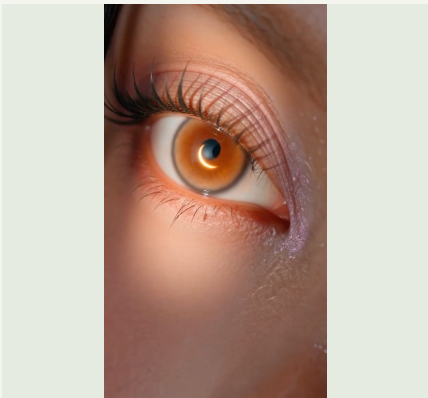


Instagram / Reel

13 Feb 2026

334.7K views

3.6K likes / 58 comments
— shares / — saves



Instagram / Reel

11 Aug 2026

315.7K views

8.8K likes / 94 comments
— shares / — saves

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

Let's work together.

Michelle Phan

Not currently accepting new collaborations

Instagram / @michellephan

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.

@michellephan / Snapshot: 2026-10-20

Performance	Value	Source scope
Followers	1.7M	Current audience snapshot
Tracked views	5.8M	Tracked content sample
Engagement	8.71%	Tracked content sample
Available likes	503.7K	Tracked content sample
Tracked comments	4.8K	Tracked content sample
Available posts	2.5K	Platform lifetime total
Average / tracked post	194.7K	Tracked content sample

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

Instagram observations.

@michellephan / Dated source evidence

Follower observations

2 of 2 saved observations.

Recorded date	Followers
2026-07-27	1,707,806
2026-10-20	1,699,748

Publication cohorts

12 of 14 saved cohorts.

Month	Posts	Current views
Sep 2025	1	78.7K
Oct 2025	1	267.6K
Nov 2025	4	472.3K
Dec 2025	1	368K
Jan 2026	4	Not available
Feb 2026	2	429.2K
Apr 2026	2	Not available
May 2026	6	264.5K
Jun 2026	8	2.2M
Jul 2026	2	Not available
Aug 2026	8	1.3M
Oct 2026	2	Not available

Observed followers: 1,707,806 to 1,699,748 (-0.47%) from 2026-07-27 to 2026-10-20. 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.