

Shane Dawson

@shanedawson

Other

American Internet personality (born 1988)



6.7M

Followers

65.2M

Tracked views

30.00%

Engagement

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

Instagram performance.

Source-scoped performance, recorded 21 Oct 2026.

Instagram

@shanedawson

6.7M

Followers · Current audience snapshot

65.2M

Tracked views
Tracked content sample

30.00%

Engagement

53.2M

Available likes

810.8K

Tracked comments

4.4K

Available posts

2.7M

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
20 Jun 2020

9.9Mviews

725.7K likes / 303.6K comments
— shares / — saves

Post 2

View content online

Instagram / Reel
04 Oct 2023

6.3Mviews

113.6K likes / 1.1K comments
— shares / — saves

Post 3

View content online

Instagram / Post
11 Apr 2020

5.3Mviews

1.3M likes / 18.2K comments
— shares / — saves

Post 4

View content online

Instagram / Reel
11 Nov 2024

3.9Mviews

65.2K likes / 1.4K comments
— shares / — saves

Post 5

View content online

Instagram / Reel
09 Oct 2024

3.6Mviews

52.1K likes / 1K comments
— shares / — saves

Post 6

View content online

Instagram / Reel
07 Nov 2023

3Mviews

25.3K 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.

Shane Dawson

Not currently accepting new collaborations

Instagram / @shanedawson

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.

@shanedawson / Snapshot: 2026-10-21

Performance	Value	Source scope
Followers	6.7M	Current audience snapshot
Tracked views	65.2M	Tracked content sample
Engagement	30.00%	Tracked content sample
Available likes	53.2M	Tracked content sample
Tracked comments	810.8K	Tracked content sample
Available posts	4.4K	Platform lifetime total
Average / tracked post	2.7M	Tracked content sample

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

Instagram observations.

@shanedawson / Dated source evidence

Follower observations

8 of 8 saved observations.

Recorded date	Followers
2026-07-25	6,713,161
2026-08-12	6,705,296
2026-08-18	6,703,107
2026-08-31	6,696,494
2026-09-05	6,693,831
2026-09-13	6,688,901
2026-09-20	6,682,759
2026-10-21	6,656,244

Publication cohorts

12 of 50 saved cohorts.

Month	Posts	Current views
Nov 2024	4	5.2M
Dec 2024	2	Not available
Feb 2025	3	Not available
Mar 2025	3	3.8M
May 2025	3	1.6M
Jul 2025	3	Not available
Dec 2025	3	Not available
Mar 2026	3	Not available
May 2026	3	Not available
Jul 2026	6	Not available
Aug 2026	6	Not available
Sep 2026	3	Not available

Observed followers: 6,713,161 to 6,656,244 (-0.85%) from 2026-07-25 to 2026-10-21. 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.