

Instagram Page of @brenebrown

Organization: “Unlocking Us” podcast and a few books, the page is the author’s personal page and showcases their various projects, as well as awareness for a few different social causes.

IG Handle: @brenebrown

Followers: 4.9 million

Engagement (% of followers liking average post): 1-5% (50k likes average per post)

How often they post slides/photos:

Once every few months, but no posts since February 2023 as of July 2023

How often they post reels:

Very rarely, no reels posted since April 2022

What kind of content?

Most of the content on this page promotes the author and their projects, with some story highlights. The story highlights are announcements about upcoming projects, her daily life, her dog, and some touring that she did.

What ratio of content?

No memes, all serious content with relatively low engagement. Every post is about one of her books or a new episode of her podcast dropping.

Other notable features:

Despite the lack of recent stories and posts, this page is very populated and welcoming. Story highlights add a level of humanity to the account that her posts do not.