



SAMANTHA SHEPHERD



SOCIAL MEDIA MANAGER | CONTENT CREATOR | DESIGNER

2024 MEDIA KIT



# THE STATS

+ **TIKTOK/105K FOLLOWERS**

+ **INSTAGRAM/43K FOLLOWERS**

1.2 MILLION ACCOUNTS REACHED IN THE LAST 30 DAYS

## SOCIAL STATS:

**15 MILLION**  
VIEWS TO DATE

The proof in the pudding - or as we like to call it, engagement. Both Tiktok + Instagram (specifically reels) have a high virality rate and currently hold an average monthly reach of **580K**.

**97%**  
U.S. RESIDENTS

### LARGEST AUDIENCES:

Ages 25 - 34 = 56%  
Ages 35 - 44 = 18.9%  
Ages 18 - 24 = 17.6%

## PREVIOUS PARTNERSHIPS:

- Paramount Pictures
- Disney
- Warner Bros.
- Creative Loafing
- Airbnb
- PBS
- Guinness
- Embassy Suites
- Ghost Tequila
- Discovery Cove
- Virgin Voyages
- Walmart
- Buffalo Wild Wings
- Blue Man Group

## SERVICES + OFFERINGS:

- Advertising
- Event + Media Coverage
- Branding + Photography
- Content Creation
- Influencer Event Planning
- Drone Footage
- Travel/Staycation-Based Content
- Paid Promotions
- Social Media Management

## SOCIAL CHANNELS:

TIKTOK: [tiktok.com/@socialshepherdadventures](https://www.tiktok.com/@socialshepherdadventures)

INSTAGRAM: [instagram.com/socialshepherdadventures](https://www.instagram.com/socialshepherdadventures)

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