

MITCHELL ROBINSON

Social Media Growth Report
July 2025 – June 2026 · Eleven months under management

+299,830 FOLLOWERS GAINED INSTAGRAM + TIKTOK · JUL '25 – APR '26	+79.7% COMBINED AUDIENCE GROWTH 376K → 675.8K	+76,938 INSTAGRAM SURGE 49 DAYS · APR 21 – JUN 9, 2026
4M+ TIKTOK LIFETIME LIKES	#143 NBA SOCIAL RANK UP FROM #167 IN APRIL	18.9% IG ENGAGEMENT RATE LAST 5 POSTS · JUNE 2026

Instagram [@mrobinson23_](#) · TikTok [@mitchellrobinson_23](#) · Snapchat [mrobinson.23](#)

INSTAGRAM

@mrobinson23_

Followers, July 2025	158.0K
Followers, April 2026	261.3K
Growth	+103,330 · +65.4%
Average monthly gain	~11.5K

TIKTOK

@mitchellrobinson_23

Followers, July 2025	218.0K
Followers, April 2026	414.5K
Growth	+196,500 · +90.1%
Lifetime likes	4,000,000+

COMBINED AUDIENCE: 376K → 675.8K · +299.8K FOLLOWERS · +79.7% GROWTH

Monthly snapshot

MONTH	IG TOTAL	IG GAIN	TT TOTAL	TT GAIN	COMBINED	GAIN
Jul 2025	158.0K	—	218.0K	—	376.0K	—
Aug 2025	168.0K	+10.0K	238.0K	+20.0K	406.0K	+30.0K
Sep 2025	178.5K	+10.5K	255.0K	+17.0K	433.5K	+27.5K
Oct 2025	189.0K	+10.5K	272.0K	+17.0K	461.0K	+27.5K
Nov 2025	204.0K	+15.0K	291.0K	+19.0K	495.0K	+34.0K
Dec 2025	222.0K	+18.0K	340.0K	+49.0K	562.0K	+67.0K
Jan 2026	235.0K	+13.0K	370.0K	+30.0K	605.0K	+43.0K
Feb 2026	245.0K	+10.0K	388.0K	+18.0K	633.0K	+28.0K
Mar 2026	253.0K	+8.0K	402.0K	+14.0K	655.0K	+22.0K
Apr 2026	261.3K	+8.3K	414.5K	+12.5K	675.8K	+20.8K

Growth organic across all platforms. December 2025 is the single biggest month on record (+67K combined). TikTok crossed the 400K-follower line in March 2026.

Spring 2026: the curve bent upward.

Daily tracking began April 21, 2026 – through the Knicks’ playoff run and into the NBA Finals. Over the 49 days that followed, Mitchell’s Instagram added more followers than it had in any prior four-month stretch.

262,062 IG FOLLOWERS · APRIL 21 DIRECT PLATFORM READ	339,000 IG FOLLOWERS · JUNE 9 INDEPENDENT TRACKER	+29.4% IN 49 DAYS +76,938 FOLLOWERS
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Instagram, week by week

APR 21		262.1K
MAY 2		273.3K
MAY 12		291.1K
MAY 23		301.5K
MAY 31		320.2K
JUN 9		339.0K

What moved with it

RANK	NBA social rank climbed #167 → #143 · center rank #33 → #29 of 104
MAY 2	Biggest single-day gain on record: +8,400 followers in 24 hours
MAY 24	Snapchat stepped up to 33K subscribers
JUN 7	Single-day print of +5,810 during the Finals – elevated daily cadence held for 9 straight days
PEERS	Passed Jarrett Allen, Bobby Portis, Moe Wagner, Jalen Duren & Jonas Valanciunas in IG followers during the window

Sources: April 21 figure is a direct Instagram profile read. Daily series from popularbasketballers.com, an independent NBA social tracker, captured daily by Carozo Media’s monitoring system (48 dated snapshots on file). TikTok last re-verified April 2026 at 414.5K; it is excluded from spring deltas rather than estimated.

Ahead of its own projection.

PROJECTED · APRIL 2026

Instagram by July 2026	~330K
Basis	+11.5K / month

ACTUAL · JUNE 9, 2026

Instagram	339.0K
Beat the curve by	~7 weeks

THE JULY PROJECTION FELL IN EARLY JUNE.

Since Carozo Media began managing Mitchell Robinson’s personal brand in July 2025, the combined Instagram + TikTok audience has grown from 376K to more than 675K – and the spring of 2026 bent the curve further: +76,938 Instagram followers in 49 days through the playoff run, the kind of acceleration projections built on “steady” never see coming.

Mitchell’s authentic “Big Country” identity – trucks, country music, and real life – was always there. Carozo Media built the strategy, the content consistency, and the platform presence to let the world see it. The growth is organic, the audience is engaged, and the numbers in this report trace to dated, on-file captures – not estimates.

The audience is built. The identity is defined. The momentum is measured daily.

Mitchell Robinson · Managed by Carozo Media LLC · Report prepared June 2026 · ncarozo.media@gmail.com · carozomedia.com
This document supersedes the April 2026 “9-Month Growth Report.” Partnership pricing available on request.