Carozo.Media

MITCHELL ROBINSON

Social Media Growth Report

July 2025 – November 2026 · Sixteen months under management

+581,500 FOLLOWERS GAINED INSTAGRAM + TIKTOK · JUL '25 – NOV '26	**+154.7%** COMBINED AUDIENCE GROWTH 376K → 957.5K	**2.5×** THE AUDIENCE HE HAD IN JULY 2025
444K INSTAGRAM FOLLOWERS NOVEMBER 14, 2026	**513.5K** TIKTOK FOLLOWERS NOVEMBER 14, 2026	**4.9M** TIKTOK LIFETIME LIKES NOVEMBER 14, 2026

Instagram **@mrobinson23_** · TikTok **@mitchellrobinson_23** · Snapchat **mrobinson.23**

INSTAGRAM
@mrobinson23_

Followers, July 2025	**158.0K**
Followers, November 14, 2026	**444K**
Growth	**+286,000 · +181.0%**
Average monthly gain	**~17.9K**

TIKTOK
@mitchellrobinson_23

Followers, July 2025	**218.0K**
Followers, November 14, 2026	**513.5K**
Growth	**+295,500 · +135.6%**
Lifetime likes	**4.9M**

COMBINED AUDIENCE: 376K → 957.5K · +581.5K FOLLOWERS · +154.7% 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
Jun 9, 2026	339.0K	+77.7K	—	—	—	—
Nov 14, 2026	**444.0K**	**+105.0K**	**513.5K**	**+99.0K**	**957.5K**	**+281.7K**

July 2025 to April 2026 from the monthly series in the April 2026 report. June 9 is the spring tracker (Instagram only). The last row is a direct read of both public profiles on November 14, 2026; Instagram shows followers rounded to the nearest thousand. Gains in the last two rows are since the previous row.

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

Instagram, week by week



What moved with it

MAY 2	Biggest single-day gain of the spring: **+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 is a direct Instagram profile read. The daily series is from popularbasketballers.com, an independent NBA social tracker, captured daily by Carozo Media's monitoring system (48 dated snapshots on file). This page is the spring 2026 record, unchanged from the June edition.

Well ahead of its own projection.

PROJECTED · APRIL 2026	
Instagram by November 2026	~342K
Basis	+11.5K / month

ACTUAL · NOVEMBER 14, 2026	
Instagram	444K
Ahead of the projection by	~102K followers

2.5× THE AUDIENCE IN 16 MONTHS.

Since Carozo Media began managing Mitchell Robinson's personal brand in July 2025, the combined Instagram and TikTok audience has grown from 376K to 957.5K: 581,500 new followers. Instagram alone went from 158K to 444K, about 102K past what its own April 2026 trend line projected for November 2026.

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, and every number in this report traces to a dated, on-file read, not an estimate.

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

Mitchell Robinson · Managed by Carozo Media · Report prepared November 2026 · ncarozo.media@gmail.com · carozomedia.com
This edition supersedes the June 2026 growth report. Partnership pricing available on request.