

CREATOR SNAPSHOT

Niche [REDACTED]

Based [REDACTED]

(Instagram bio)

Instagram

[REDACTED] followers · 382 posts (public embed, 11 Oct 2026)

Other platforms

TikTok [REDACTED]

· Facebook [REDACTED]

· YouTube [REDACTED]

subscribers

Brand-ready

Public rate card and media kit (Taplink → Google Drive)

Contact [REDACTED]

(bio, Taplink)

OVERALL SCORE

64

out of 100

Good base, room to grow

Every item here is in your control

Category scores

Each category is a fixed checklist with banded points

Profile & bio clarity

14 / 15

A clear promise your Brisbane base, your email and a Taplink that works hard. But:

- There's no "collabs" call to action in the Instagram bio itself; it lives on Taplink

Content consistency

18 / 20

Outstanding output: 6 posts in the 5 days to 11 Oct, carousels and Reels, every one on [REDACTED].

- Only one story highlight ("BTS"); highlights like "This weekend", "Rates" and "Featured venues" would act as a menu

Engagement

5 / 20

A median engagement rate of 0.51% on the last 6 posts (sample on page 2). Your weekly event Reel did best (1.72%).

- Comments average about 8 per post: a question at the end of captions would lift conversation

Audience & brand-readiness

19 / 20

This is your strongest area: a public rate card and media kit with audience data, clear packages, and Paid partnership labels on brand posts. But:

- Your email is a Gmail address; a domain email reads as more established

Cross-platform & search

8 / 15

A real multi-platform presence: TikTok [REDACTED] Facebook [REDACTED] YouTube [REDACTED] subscribers. But:

- No website: Taplink is your only home base
- A web search for your account surfaces event pages, not your own
- The X handle [REDACTED] differs from everywhere else

Growth & monetisation

0 / 10

You already sell promotion packages and event photography. But:

- No UTM tags on the event links you send traffic to, so venues can't see your clicks in their analytics
- No email list (a weekly "this weekend" email would fit perfectly)
- No affiliate or ticketing commission links

WHAT'S WORKING

- Rate card and media kit one tap away
- Posting daily, always on-niche
- Paid partnership labels used on brand posts
- TikTok audience of [REDACTED]

Top 3 quick wins

01

Start a weekly "this weekend" email

You already make the list every Wednesday. Add a free sign-up (e.g. Substack or Mailchimp) to Taplink and send the same list by email.

+4 points · an audience you own, and a new sponsor slot · 1 day

02

Tag your links so venues see your impact

Add UTM tags to every event and venue link on Taplink. Venues will see your clicks in their own analytics.

+3 points · proof of results for paid packages · 1 hour

03

Give brands a home base

A simple one-page website (or a Linktree-style page on your own domain) with your rates, an email on that domain, and highlights like "This weekend" and "Rates".

+9 points · easier to find and to trust · 1–2 days

HOW THE SCORE WORKS

There are six categories, weighted to 100: **Profile & bio 15 · Content consistency 20 · Engagement 20 · Brand-readiness 20 · Cross-platform & search 15 · Growth & monetisation 10**. Each one is a fixed checklist with banded points.

Engagement = (likes + comments) ÷ followers for each recent public post; we use the median, banded by account size. Hidden like counts are never penalised. The sample is listed below.

Scored on your public Instagram, TikTok, YouTube, Facebook, Taplink and media kit only, as any brand or visitor would see them. We never logged in.

Evidence only. Items we couldn't check are marked Not verified and taken out of the total. Items that don't apply (N/A) are excluded too. **Bands:** 85+ Strong · 70–84 Solid · 50–69 Good base · <50 Early stage.

CATEGORY	EARNED / CHECKABLE	SCORE
Profile & bio clarity	14 / 15	14
Content consistency	18 / 20	18
Engagement	4 / 16	5
Audience & brand-readiness	19 / 20	19
Cross-platform & search	8 / 15	8
Growth & monetisation	0 / 10	0
Overall	64 / 100	64

WHAT WE CHECKED

CHECK	FINDING	STATUS
Instagram profile (signed out)	followers · 1 highlight (BTS) · Taplink in bio	Verified
Last 6 public posts: likes + comments = ER	10 Oct carousel 269 + 8 = 1.25% · 9 Oct carousel 26 + 3 = 0.13% · 8 Oct carousel 43 + 2 = 0.20% · 8 Oct carousel 170 + 10 = 0.81% · 7 Oct Reel 356 + 27 = 1.72% · 6 Oct Reel 43 + 0 = 0.19%	Verified
Cadence and formats	6 posts in 5 days (≈8/week) · 4 carousels, 2 Reels · 3 with Paid partnership label	Verified
TikTok / YouTube / Facebook	followers, videos · subscribers, videos (latest 2 weeks ago) ·	Verified
Taplink + Google Drive	Email, collab info, "this weekend" event links (no UTM tags) · Rate card PDF and media kit PDF (audience age and location)	Verified
Web search for	Results show event pages, not your own profiles	Verified
Website, email list	None found	Verified
Reels views, reach, Stories	Not public signed out	Not verified

Instagram's public embed shows the latest 6 posts only, so engagement is a small sample. Your media kit uses its own engagement measure; ours is (likes + comments) ÷ followers on the public sample.

Sources (accessed 11 Oct 2026): (profile + public embed) · Rate card and media kit PDFs (public Google Drive link) · web search (11 Oct 2026).