

Instagram

Instagram Profile Details

Full Name:

Profile picture:



Username: [zoella](#) VERIFIED

Biography: Founded by @ZoeSugg Behind the scenes, beauty, lifestyle, community & positivity. Come on in, get comfy & join the conversation!

Website: <https://linktr.ee/zoella>

Instagram Profile Stats

Followers: 1.2M

Posts: 1.2k

Average likes: 10.1k (0.81%)

Average comments: 28 (0%)

Average total engagement: 10.1k (0.81%)

Average posts per day: 1.1996

Instagram Media (sample)

Monday
12th
August
2019

Caption:	It's the first day of #CapturingSummer and we're starting off with a summer staple (not always in the UK mind) *SUNSHINE* This little clip we edited on @Filmmapp shows the Brighton sun in all it's glory, seagulls included! #capturingseasons
Location:	-
Likes:	3.61k
Comments:	9
Direct Link:	https://www.instagram.com/p/B1Eewk8g5iW/

Instagram Media (sample)

Sunday
11th
August
2019

Caption:	Next week we're bringing back Capturing Seasons! Upload every day for a week using whatever art form your prefer, whether it's video, photography, painting, crocheting, or interpretive dance! We want to see you getting creative every day, swipe to see the daily themes and competition prize!
Location:	-
Likes:	10.98k
Comments:	27
Direct Link:	https://www.instagram.com/p/B1B1LSZALqD/

Saturday
10th
August
2019

Caption:	From brands who do their very best to reduce waste and ethically source fabrics like @peopletreeuk to brands that are creating classic products using discarded materials like @converse this week's Team Zoella wants feature our favourite sustainable fashion finds
Location:	-
Likes:	6.18k
Comments:	11
Direct Link:	https://www.instagram.com/p/B0-rXy6gyiX/

Friday 9th
August
2019

Caption:	Each week we show you something we've made using @Filmmapp but this week we're showing you how to use it! Find cropping, colouring, filters, effects and music. There is so much you can do with @filmmapp and we're adding more all the time!
Location:	-
Likes:	10.4k
Comments:	28
Direct Link:	https://www.instagram.com/p/B08zKyQgUJP/

Thursday
8th August
2019

Caption:	Ask us anything! We're going to be answering any questions you may have for the team today so pop them in the questions box over on our story!
Location:	-
Likes:	30.03k
Comments:	82
Direct Link:	https://www.instagram.com/p/B05e2jpAF9o/

Instagram Media (sample)

Wednesday
7th August
2019

Caption:	'Did you sleep well?' Probably one of the most common questions you'll ever be asked! Sometimes it feels like we're obsessed with sleep, making it all the more difficult to get to sleep with the added pressure of getting a good 8 hours! This week for Wellness Wednesday we're bringing you our very best sleep tips to send you off to the land of nod
Location:	-
Likes:	9.98k
Comments:	43
Direct Link:	https://www.instagram.com/p/B03nYH_gbK5/

Tuesday
6th August
2019

Caption:	200 species go extinct every day due to habitat loss and change in climate. This is Just one of the facts shared today by @annaUKSCN on her Tuesday Takeover. Head over to our story if you've ever thought about attending a climate protest
Location:	-
Likes:	4.17k
Comments:	18
Direct Link:	https://www.instagram.com/p/B01E90jgaYk/

Monday 5th
August
2019

Caption:	Our next read for book club is our first non fiction of the year! Michelle Obama's 'Becoming' is an intimate, powerful, and inspiring memoir with thousands of 5 star reviews, and as it's quite a big one we'll be discussing our thoughts on the 9th September
Location:	-
Likes:	10.96k
Comments:	71
Direct Link:	https://www.instagram.com/p/B0ye13AFKiM/

Sunday 4th
August
2019

Caption:	Currently crushing on @ariellevey's account! Head over to our story for a catch up of this week's top stories
Location:	-
Likes:	12.55k
Comments:	17
Direct Link:	https://www.instagram.com/p/B0wHNawH0fi/

Instagram Media (sample)

Sunday 4th
August
2019

Caption:	Team Zoella is lucky enough to be based in one of the happiest places in the UK: Brighton! This weekend we're celebrating Brighton Pride and the LGBTQIA+ community
Location:	-
Likes:	6.65k
Comments:	13
Direct Link:	https://www.instagram.com/p/B0vtWecgubQ/

Instagram Hashtags (sample)

x12	#capturingseasons
x5	#filmm
x5	#Mentalhealthawarenessweek
x3	#competition
x2	#BestFriendsDay
x1	#WellnessWednesday
x1	#FathersDay
x1	#stopcyberbullyingday
x1	#socialmediaday
x1	#MayBankHoliday
x1	#Strangerthings3
x1	#summer
x1	#win
x1	#Nationalvanillaicecream
x1	#sunshine
x1	#NationalLipstickDay
x1	#CapturingSummer

Instagram Hashtags (sample)

x1 [#the100dayproject](#)

x1 [#WorldBloodDonorDay](#)

Instagram Mentions (sample)

x22 [@filmmapp](#)

x15 [@LIKEtoKNOW](#)

x5 [@zoesugg](#)

x4 [@colourpopcosmetics](#)

x3 [@feelunique](#)

x2 [@bryonygordon](#)

x2 [@superdrug](#)

x2 [@acolorstory](#)

x1 [@katiekirkloves](#)

x1 [@Haysparkle1](#)

x1 [@Liketoknow_it](#)

x1 [@emmaredvelvet](#)

x1 [@frombeewithlove](#)

x1 [@jesssmone](#)

x1 [@annaUKSCN](#)

x1 [@marybethxx](#)

x1 [@sophia](#)

x1 [@odwyer_sio9](#)

x1 [@yessipiccone](#)

x1 [@katjrianajoleedesigns](#)

x1 [@peopletreeuk](#)

x1 [@cancer](#)

Instagram Mentions (sample)

x1	@XantheB
x1	@teenbreathe
x1	@charlottejacklin
x1	@NetflixUK
x1	@Trekstock
x1	@pandorasykes
x1	@Zoella
x1	@Calliethorpe
x1	@hay_lizzie
x1	@Abeautifulmess
x1	@nerdabouttown
x1	@elsielarson
x1	@colourspeak_kerry_
x1	@udhouseuk
x1	@ariellevey
x1	@le_bon_jour
x1	@bethsandland
x1	@paulhillier
x1	@natalieleanneonline
x1	@givebloodnhs
x1	@converse
x1	@theconsciouscut
x1	@pauliina
x1	@lamKristabel
x1	@Frances_quinn

Instagram Mentions (sample)

x1 [@EmilyCoxhead](#)

x1 [@chessiekingg](#)

x1 [@hannahwitton](#)

x1 [@oliviarosesmithx](#)

x1 [@dollyalderton](#)

x1 [@Standforhumanity](#)

x1 [@ColourPopCo](#)

x1 [@bulledemint](#)

x1 [@cocointhecountry](#)

x1 [@paulthecorgi](#)

x1 [@bloomandwild](#)

x1 [@MindCharity](#)

x1 [@annarvitiello](#)

Twitter

Twitter Profile Details

Full Name: Zoella

Profile picture: No image available

Username: [Zoella](#) **VERIFIED**

Biography: A place for new & existing projects, behind the scenes, beauty, lifestyle, community, conversation & positivity! Come on in, get comfy & join the squad

Website: <https://t.co/u6M5OAbvEs>

Twitter Profile Stats

Followers: 209.6k

Statuses: 3.1k

Average favorited: 166 (0.08%)

Average retweeted: 9 (0%)

Average total engagement: 175 (0.08%)

Average statuses per day: 1.6731

Twitter Follower Count History (up to 30 days)

18th Aug 2019 209.77k

20th Aug 2019 209.72k

23rd Aug 2019 209.68k

26th Aug 2019 209.67k

29th Aug 2019 209.67k

1st Sep 2019 209.65k

4th Sep 2019 209.64k

7th Sep 2019 209.6k

10th Sep 2019 209.59k

Twitter Follower Count History (up to 30 days)

12th Sep 2019

209.59k

15th Sep 2019

209.56k

Twitter Tweets (sample)

Sunday
15th
September
2019

Caption:	Ever thought about making a meat-free fry up? Add avo and halloumi in with your usual suspects for the most delicious Sunday morning spread! Tuck into this week's top articles over on our story https://t.co/7vZKzH7n1S https://t.co/wXOPh3yZfD
Location:	
Favorites:	103
Retweets:	2
Direct Link:	https://www.twitter.com/status/1173239302899286016

Saturday
14th
September
2019

Caption:	The hardest part of getting dressed in the morning is knowing how many layers to put on in this weather ☺ Shop our favourite transitional pieces over on our story and the @LIKEtoKNOW_it app https://t.co/4yrr84DZUF https://t.co/ahURmXlbht
Location:	
Favorites:	128
Retweets:	3
Direct Link:	https://www.twitter.com/status/1172865338729537542

Friday 13th
September
2019

Caption:	Rain falling, puddle splashing, cosy blankets, warm drinks. Can you tell we're autumn girls here at Zoella HQ? What's your favourite season? https://t.co/uRUm39Ksbc
Location:	
Favorites:	269
Retweets:	14
Direct Link:	https://www.twitter.com/status/1172540691697864704

Twitter Tweets (sample)

Friday 13th
September
2019

Caption:	“And above all, watch with glittering eyes the whole world around you because the greatest secrets are always hidden in the most unlikely places. Those who don't believe in magic will never find it.” #RoaldDahlDay What's your favourite Roald Dahl quote?
Location:	
Favorites:	159
Retweets:	7
Direct Link:	https://www.twitter.com/status/1172462982783295488

Thursday
12th
September
2019

Caption:	London Fashion Week starts tomorrow and we can't stop thinking about our autumn wardrobes! What will you be wearing? Head over to our story to pick your favourite AW19 trends : @BlairEadieBEE https://t.co/7vZKzH7n1S https://t.co/p36A6BX2G4
Location:	
Favorites:	107
Retweets:	3
Direct Link:	https://www.twitter.com/status/1172178172886102018

Wednesday
11th
September
2019

Caption:	Our next Zoella Book Club pick is Holly Bourne's 'How Do You Like Me Now?' and is said to be blisteringly funny, honest and moving exploration of love, friendship and navigating the emotional rollercoaster of your thirties. Show the book here > https://t.co/HGzjCNRIE0 https://t.co/Ww2jesehOp
Location:	
Favorites:	117
Retweets:	10
Direct Link:	https://www.twitter.com/status/1171815784827543552

Wednesday
11th
September
2019

Caption:	Last week precious Jamie left the Bake Off tent which meant Lauren had to create something delicious for the office! She made Vegan Nutella Cookies! Find out how they scored on our story! https://t.co/sbeYQpBIY
Location:	
Favorites:	172
Retweets:	3
Direct Link:	https://www.twitter.com/status/1171797408424091650

Twitter Tweets (sample)

**Tuesday
10th
September
2019**

Caption:	One of our favourite authors @LindseyKelk is taking over our story today! Lindsey is from Doncaster but lives in L.A and has penned loads of brilliant books including her warm and witty 'I Heart...' series. Head over to our story to see what she's up to ♥ https://t.co/7vZKzGPLDi https://t.co/MkJZ1RFviJ
Location:	
Favorites:	106
Retweets:	3
Direct Link:	https://www.twitter.com/status/1171458326493745155

**Monday 9th
September
2019**

Caption:	Last month we read the incredible 'Becoming' by Michelle Obama. Did you read along with us and if so how did you find this one? Find our reviews over on our Instagram story https://t.co/7vZKzH7n1S https://t.co/vshhn3yTnF
Location:	
Favorites:	122
Retweets:	1
Direct Link:	https://www.twitter.com/status/1171091009725444102

**Sunday 8th
September
2019**

Caption:	Pancakes please! If your Sunday isn't spent making and eating these delicious round treats then really what are you playing at! Catch up on this week's top articles over on our story while you tuck in https://t.co/7vZKzH7n1S https://t.co/O3fBk3pABe
Location:	
Favorites:	156
Retweets:	3
Direct Link:	https://www.twitter.com/status/1170637920736292864

Twitter Hashtags (sample)

x16 [#CapturingSeasons](#)

x6 [#filmm](#)

x5 [#MentalHealthAwarenessWeek](#)

x4 [#WIN](#)

x2 [#competition](#)

Twitter Hashtags (sample)

x2	#filmmapp
x2	#BestFriendsDay
x2	#STOPCYBERBULLYINGDAY
x2	#FridayFeeling
x2	#GBBO
x1	#NoHouseworkDay
x1	#socialmediaday
x1	#dogsatpollingstations
x1	#NationalLipstickDay
x1	#RoaldDahlDay
x1	#NationalSiblingsDay
x1	#CanadaDay
x1	#MayBankHoliday
x1	#FriendshipDay
x1	#the100dayproject
x1	#WellnessWednesdays
x1	#Wimbledon
x1	#CapturingSummer
x1	#Lovelsland
x1	#NationalPetDay
x1	#SevenDeaths
x1	#LeftHandersDay
x1	#instagramdown
x1	#humpday
x1	#WorldPhotographyDay

Twitter Hashtags (sample)

x1	#WorldBloodDonorDay
x1	#WellnessWednesday
x1	#Strangerthings3
x1	#gifted
x1	#GCSEResults2019
x1	#giggleforgood
x1	#FathersDay
x1	#WorldPenguinDay
x1	#MondayMotivation
x1	#Mentalhealthawareness
x1	#NationalBurgerDay
x1	#InternationalDayOfHappiness
x1	#YNTCDMusicVideo
x1	#AvengersEndgame
x1	#WorldEmojiDay
x1	#NationalBiscuitDay
x1	#ThursdayMotivation
x1	#WorldPoetryDay
x1	#NationalVanillaIceCreamDay
x1	#sunshine
x1	#FridayThoughts
x1	#NationalPuppyDay
x1	#heatwave
x1	#MayDay
x1	#Nationalvanillaicecream

Twitter Hashtags (sample)

x1	#CervicalScreeningSavesLives
x1	#zoella
x1	#NationalCreamTeaDay
x1	#nationaldogphotographyday
x1	#FRIYAY

Twitter Mentions (sample)

x37	@Zoella
x28	@filmmapp
x22	@ZoeSugg
x14	@ColourPopCo
x13	@LIKEtoKNOW_it
x6	@superdrug
x3	@AlfieDeyes
x3	@CybersmileHQ
x2	@frances_quinn
x2	@xoHayleyLouise
x2	@haysparkle1
x2	@ElsieLarson
x2	@liketoknow
x2	@feelunique
x2	@abeautifulmess
x1	@alice_15_amelia
x1	@emilycoxhead
x1	@BloomandWild
x1	@GiveBloodNHS

Twitter Mentions (sample)

x1	@jk_rowling
x1	@StylistMagazine
x1	@pinkprotest
x1	@haeseob15
x1	@MindCharity
x1	@NerdAboutTown
x1	@thatkat
x1	@QueerEye
x1	@trekstock
x1	@Harry_Styles
x1	@sophia
x1	@stu_turton
x1	@_petitespooks
x1	@TKMaxx_UK
x1	@MMarla35
x1	@aprilglad123
x1	@AColourStory
x1	@Lionesses
x1	@TheLittleMagpie
x1	@bodyposipanda
x1	@Sues28Torr
x1	@Martinesofieb
x1	@coco_country
x1	@hannahwitton
x1	@Mindspo

Twitter Mentions (sample)

x1	@Kaipolanii
x1	@wizzardcup
x1	@_lauraslife
x1	@TaylorSwift
x1	@ariellevey
x1	@Starbucks
x1	@scarcurtis
x1	@acolorstory
x1	@thirlyroses
x1	@UDHouseUK
x1	@kimjoyskitchen
x1	@katie_swiftie89
x1	@georgiexoxo
x1	@Hayley_TPWK
x1	@iamkristabel
x1	@paulthecorgi
x1	@KelloggsSpeshK
x1	@KinderChocolate
x1	@JustMeVictoria_
x1	@aloha_brianna
x1	@maisyxhemmo
x1	@comicroelief
x1	@Jen91xx
x1	@bryonygordon
x1	@Beldhamlu

Twitter Mentions (sample)

x1	@rochellefox
x1	@rupikaur_
x1	@LukesLiife
x1	@chessieking
x1	@AnnaUKSCN
x1	@LindseyKelk
x1	@Sj20189844
x1	@Jesssmone
x1	@CallieThorpe
x1	@Ted
x1	@pewenvironment
x1	@sarahloumiles_x
x1	@Xantheb
x1	@TheVinnieBurton
x1	@GraziaUK
x1	@jvn
x1	@Rhys_Smart
x1	@bethsandland
x1	@BloomsburyRaven
x1	@heatworld
x1	@Disney
x1	@livpurvis
x1	@SandyBoulansG
x1	@NetflixUK
x1	@filmapp

Twitter Mentions (sample)

x1	@chloeandcos
x1	@homewithsinead
x1	@charlottejackln
x1	@GraceFVictory
x1	@Converse
x1	@BlairEadieBEE

Facebook

Facebook Page Details

Page Name: [MoreZoella](#)

Main picture:



Username: [zoe.zoella](#) UNVERIFIED

About: Day in the life videos Bloggers Extras & general life-ness

Category: Personal blog

Description: -

Emails: -

Hometown: -

Press Contact: -

Record Label: -

Website: <http://www.zoella.co.uk>

Facebook Page Stats

Fans: 990

Talking About: 8

Average posts per day: 0.0174

Facebook Fan Count History (up to 30 days)

17th Aug 2019 979

18th Aug 2019 979

19th Aug 2019 980

20th Aug 2019 980

22nd Aug 2019 980

Facebook Fan Count History (up to 30 days)

23rd Aug 2019	980
24th Aug 2019	981
26th Aug 2019	981
27th Aug 2019	981
28th Aug 2019	983
30th Aug 2019	985
1st Sep 2019	987
2nd Sep 2019	989
4th Sep 2019	990

Facebook Posts (sample)

Tuesday
18th June
2019

Direct link:	https://www.facebook.com/583315312053525/posts/859273071124413/
Story:	
Message:	

Facebook Posts (sample)

Wednesday
15th
August
2018

Direct link:	https://www.facebook.com/583315312053525/posts/665954757122913/
Story:	
Message:	<p>Anyone with some form of mental illness will have those days where they feel invincible, you tick everything off your list. You feel like you can think more clearly & that the hurdles have been taken away for a clear run to the finish line. It's one of the best feelings in the world. It's the feeling you wish you had ALL THE TIME but in reality, it doesn't always work that way. Having been working every week for three and half years on my anxiety I've certainly moved mountains, but those mountains are still there & they are tough to climb on some days. I definitely beat myself up about it more now than I used to, I get frustrated & feel deflated. I worry that people won't understand because I'm not "the anxious person" that I used to be. In reality, it doesn't matter, because everyone is fighting a battle & some days it will always feel harder than others regardless of what you're battling. I've always spoken honestly about mental health on my channels, because I'm very passionate about it. One of the biggest issues most people face when dealing with mental health issues is the internet. It's a cure, but it's also a curse. It's a place to find like minded people who share the same interests, experience the same issues you do & a place to feel less alone. It can also be a place that harbours & breeds negativity (which only seems to be getting worse) & I've seen first hand the awful effects that can have on someone (myself included). I just want to remind you that YOU are in charge of what you consume on the internet. If there is someone you follow that brings you down or sparks negative emotion regardless of whether that's their intention, unfollow. We are a generation of scrollers & we consume so much on the internet that we probably don't realise how much of it is detrimental to us or our wellbeing. I also think it's important to be someone spreading the love & positivity. The internet is a fantastic tool for so many amazing things, let's drown out the bad stuff by spreading more of the good. Encourage, support & have more empathy for others in this space, who may be going through a tough time & need it more than you'll ever know.</p>

Facebook Posts (sample)

Saturday
19th May
2018

Direct link:	https://www.facebook.com/583315312053525/posts/586770075041382/
Story:	
Message:	

Sunday
13th May
2018

Direct link:	https://www.facebook.com/583315312053525/posts/583738665344523/
Story:	MoreZoella updated their profile picture.
Message:	

Sunday
13th May
2018

Direct link:	https://www.facebook.com/583315312053525/posts/583722918679431/
Story:	MoreZoella is feeling loved.
Message:	A fresh hair cut & a bit of smokey liner can turn a grey, rainy day into a fabulous one! I love when @samantha.cusick cuts my hair because not only does she always know what will look best, but I fully trust her to leave me FEELING my absolute best & most confident! I can fully appreciate that going to the hairdressers can often be pretty daunting & intimidating, especially if you know exactly what you want and you aren't sure it's going to be delivered that & you could leave feeling disappointed! If you can find that one hair god/goddess that just GETS IT, you've basically won the hair lottery, especially when you become friends and your hair sessions turn into catch ups, tea, snacks and plenty of girl chat! Thanks for being the reason I love my hair Sam

Saturday
12th May
2018

Direct link:	https://www.facebook.com/583315312053525/posts/583318015386588/
Story:	MoreZoella updated their cover photo.
Message:	

Saturday
12th May
2018

Direct link:	https://www.facebook.com/583315312053525/posts/583317565386633/
Story:	MoreZoella updated their profile picture.
Message:	