

Kat Madleine

Social Media Report · June–July 2026

All platforms · 11 June – 9 July 2026 · TikTok incl. paid

Label Pitch Document

Note: TikTok figures include paid ad spend (Taormina campaigns). All other platforms: 100% organic.
New song: Taormina released 26 June 2026. New markets this period: Greece, Spain.

COMBINED OVERVIEW · ALL PLATFORMS · JUNE–JULY 2026

TIKTOK VIEWS 573K incl. paid · 28 days	TIKTOK FOLLOWERS 2,138 total · +990 this period	FACEBOOK VIEWS 57.1K organic · 28 days	YOUTUBE VIEWS 3,660 organic · 29 days
---	--	---	--

PLATFORM SUMMARY

Platform	Period	Views / Reach	Followers total	Key Metric	Paid?
TikTok	11 Jun–8 Jul	573,000 views	2,138 (+990)	203.8K unique viewers	YES
Facebook	12 Jun–9 Jul	57,100 views	n/a (+11)	98.6% non-follower reach	NO
Instagram	12 Jun–9 Jul	9,500 views	n/a (+23)	78.8% non-follower reels	NO
YouTube	11 Jun–9 Jul	3,660 views	21 (+1)	29.4% Shorts completion	NO

GROWTH VS. PREVIOUS PERIOD (MAY–JUNE → JUNE–JULY)

Platform	Metric	May–June	June–July	Change
TikTok	Beitragsaufrufe	1,100,000	573,000	▼ (paid↓)
TikTok	Netto Follower	+51	+990	▲ +939
TikTok	Viewer locations	SA 73%	GR 49% · IT 36%	New markets
Facebook	Views	1,188	57,100	▲ massiv
Facebook	Non-follower reach	71.7%	98.6%	▲ +27%
Instagram	Views	1,913	9,500	▲ +396%
Instagram	New follows	-13	+23	▲ +36
YouTube	Views	2,415	3,660	▲ +52%

Growth summary June → July:
Facebook exploded: 57K views vs 1.2K last month (+4,700%) — Taormina content resonating strongly on Meta.
Instagram +396% views, first positive follower growth (+23) — organic momentum building.
TikTok: lower raw views but 990 net new followers — quality over quantity, audience converting to fans.
YouTube steady growth +52% — algorithm continues to position in 90s rock genre space.

Kat Madleine

TikTok + Facebook · June–July 2026
11 June – 9 July 2026

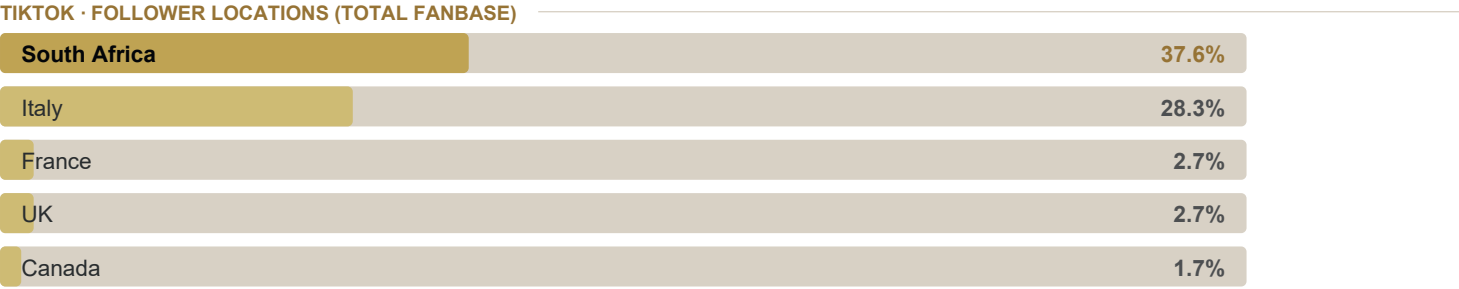
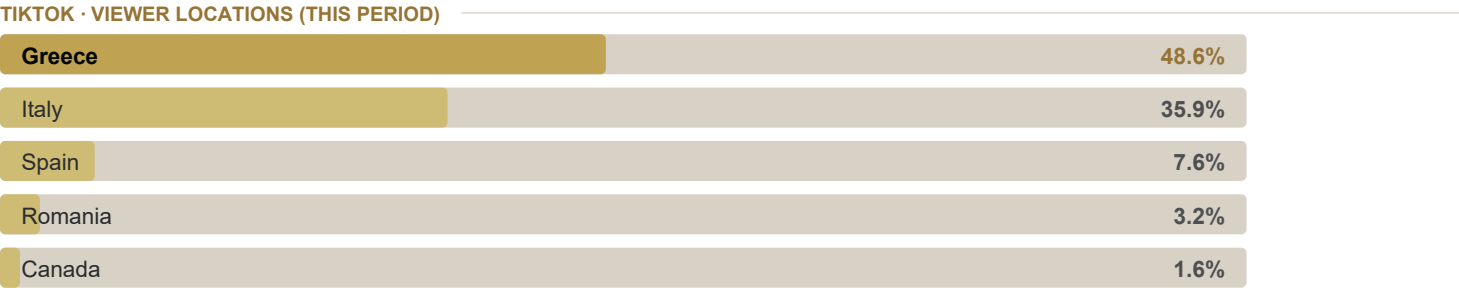
Label Pitch Document

TikTok

11 June – 8 July 2026 · incl. paid campaigns (Taormina)

* paid included

VIEWS	UNIQUE VIEWERS	NET FOLLOWERS	ENGAGEMENT
573,000	203,800	+990	2,447
Beitragsaufrufe	alle neu	this period	likes+comm+shares



Creators whose audience also watched Kat Madleine (June–July):
HBO Max España · Netflix Italy · Universal Pictures · Sam Smith · KFC Italia · Alyx · JaviHoyos
→ Premium entertainment + fashion audience. Sam Smith overlap = strong musical genre alignment.

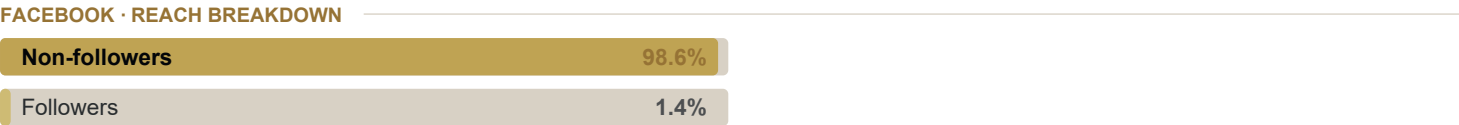
TikTok search terms:
"Bryan Adams talking about taormina" · "Katy madalina" · "musica"

Facebook

12 June – 9 July 2026 · 100% organic · Taormina period

organic only

TOTAL VIEWS	VIEWERS	INTERACTIONS	NEW FOLLOWERS
57,100	23,652	127	11
massiver Anstieg	unique	likes, comments, shares	organic



Watch time: 4h total · Facebook visits: 1.1K · Top cities: Kapstadt, Pretoria, Soweto, Johannesburg, Durban

TikTok shift + Facebook surge:
Viewer locations shifted from SA-dominant (May) to Greece-led (June–July) — Taormina targeting working.
Facebook 57K views vs 1.2K last month: organic viral effect from Taormina content — no paid support on FB.

Kat Madleine

Instagram · YouTube · Overall Summary
12 June – 9 July 2026 · all organic

Label Pitch Document

Instagram

12 June – 9 July 2026 · 100% organic

organic only

TOTAL VIEWS

9,500

5,543 insta + 3,961 FB

REACH

1,100

964 non-followers

INTERACTIONS

203

65% from followers

NEW FOLLOWS

+23

first positive month

Instagram · Content Performance



Top countries (viewers): Germany 31.6% · USA 10.5% · UK 7.3% · India 5%

YouTube

11 June – 9 July 2026 · 100% organic

organic only

TOTAL VIEWS

3,660

▲ +52% vs last period

SHORTS VIEWS

3,614

1,130 active plays

WATCH TIME

5h 54m

▲ vs 4.6h last period

NEW SUBSCRIBERS

1

total: 21

YouTube audience: Germany 61% · USA 5% · UK 2.3% · Male 86% · Female 14%

Suggested alongside: 'I love you daddy' · 'Jealous of the Angels' (Donna T.) · Maroon 5 'Memories'

29.4% Shorts completion (↓ from 34% last month) — normal variation, audience still qualifying well

Videos: 48 views · 2% impression CTR · avg 0:41 watch time — steady, quality viewers

Overall Assessment · June–July 2026

What this month shows:

Taormina effect: Facebook +4,700% views — one song drove organic viral reach across Meta without paid support.

TikTok: viewer shift SA→Greece/Italy confirms song-to-market targeting is working precisely.

Follower quality improving: +990 net TikTok followers this period vs +51 last month — fans, not just viewers.

South Africa still loyal base (37.6% of followers) — organic home market is holding despite new targeting.

Instagram first positive follower month (+23) — small but meaningful turning point organically.

Sam Smith + Universal Pictures overlap on TikTok = audience with real music purchasing power.

YouTube Germany 61% — European organic audience strengthening, no paid investment needed there yet.

Conclusion: Taormina release marks clearest organic growth signal since launch. Momentum is real.