

@EDMHUMOR

[instagram.com/edmHumor](https://www.instagram.com/edmHumor)

ABOUT @EDMHUMOR

edmHumor is a social influencer across [Facebook](#), [Twitter](#) and most of all: [Instagram](#). The concept of edmHumor birthed when founder and creator, Kaitlyn Bracken, was finishing a bachelor's degree in public relations, advertising and journalism. Intrigued and entertained by similar pop culture pages on Instagram with close to 10,000 or 20,000 followers, her mind was boggled that such a new platform of social media was also being used as a form of modern-day media – similar to what you see on entertainment/news websites and social networks YouTube. As a student enrolled in many Internet marketing classes, Kaitlyn was learning “how to spark engagement with authentically targeted markets.”

She was bold, to say the least, in questioning the accuracy of her professors and the textbooks she was reading. Kaitlyn decided to conduct her own social media research, and started her experiment by testing generic hashtags on her personal Instagram account, using hashtags like “#love, #Instagood, and #likeforlike” (the hashtags everyone now knows not to use). While conducting this research on her personal Instagram, she also wanted to try another very different approach on a new account, but Kaitlyn knew it could only be done effectively if it was regarding a topic she knows thoroughly – one she is extremely passionate about: electronic dance music.

Kaitlyn launched edmHumor's Instagram in November 2012, simply reposting humorously relatable content like memes and e-cards, while also encouraging her small following to share their photos and relevant posts. Originally, she planned to delete edmHumor once it reached a few thousand followers, as it was an experiment for research. But Kaitlyn fell in love with her audience, the online community and process of creating content (mainly memes and videos). With more than 205,000 followers across the globe, edmHumor is thriving now more than ever.

HIGHLIGHTS

- Growth of more than 85,000 followers on Instagram in less than a year
- Ranked a top influencer on [Iconosquare](#) (one of the only EDM accounts listed)
- Audience of more than 27,000 on Facebook in less than 1 year (without any spend/advertising)
- Total Organic Reach on Facebook: 16.4 million (peak)
- [Created viral content on Facebook with millions of views and shares, for example:](#)
 - Reach: 34 million
 - Engagement: 4.2 million
 - Views: 17 million
- Featured on some of the most popular industry news outlets including [Insomniac.com](#), [EDMManiac.com](#), [EDM.com](#), [EDMSauce.com](#) and [EverFest.com](#):
 - [“The Night I Fell in Love with Dance Music: Kaitlyn B.” – Insomniac.com](#)
 - [“Top 6 Accounts to be Following on Instagram” – EDMManiac.com](#)
 - [“The Best Instagram Accounts for 2015”](#)
 - [“The Face Behind the Memes: Kaitlyn B. aka edmHumor” – ElectricLaundry.com](#)
 - [“The Most Popular EDM Hashtags on Instagram”](#)
 - [“Flying Solo: How to Attend a Festival Alone”](#)
 - [“On the Line Ep. 1: the Story of edmHumor” – GrooveFox.com](#)

Kaitlyn was interviewed for the launch of GrooveFox's online talk show, On the Line, which interviews the biggest names in electronic dance music

Event/Festival Promotions: Promotes events including festivals and national concerts like: Electric Daisy Carnival, Nocturnal Wonderland, Beyond Wonderland, We R NRG (SF and LA), the first Middlelands festival (Insomniac Events & C3 Events/Lollapalooza), Boo! SF, White Wonderland, Escape Halloween, Countdown, TomorrowWorld, Sunset Music Festival, Spring Awakening, Groove Cruise Miami, Groove Cruise LA, Mysteryland USA, Moonrise Music Festival, Life in Color and countless more

Brand Promotions: Electric Family, Spirit Hoods, iHeartRaves, Vibration, Electric Laundry, Into the AM, various DJs/artist management, individual designers, etc.

Audience: edmHumor has the support and following of the electronic music industry's biggest influencers, including names like: Pasquale Rotella, Tiesto, Paris Hilton, DJ Chuckie, CID, Jax Jones, Insomniac.com and many more

“I consider social media an art – from the aesthetic components of content creation, to the branding behind the voice communicating. It's an outlet of expression, and the power of this art is truly phenomenal. Furthermore, it develops a community of likeminded individuals, engaging and connecting with one another. edmHumor has connected me with people across the globe who I otherwise would have never known.

It's given me the ability to develop a professional network across various industries, as well as a personal network of irreplaceable friends. I've been fortunate enough to travel the globe, collaborate with countless creative individuals, and experience festivals and events worldwide. I never imagined my little college research experiment would evolve into what it is today, and I am forever grateful. I will continue to be curious and constantly try new approaches. I'm constantly adapting and innovating to maintain the community I've created.”

– Kaitlyn Bracken

THE INSPIRATION

Instagram: @edmHumor

Followers: 207.2k

Updated: July 3, 2017



4,764

Total Posts



6.5m

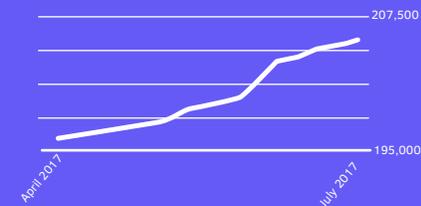
Total Likes



205.7k

Total Followers

ACCOUNT GROWTH



9.0k
FOLLOWERS
GAINED IN
THE LAST
3 MONTHS

51.79%
OF FOLLOWERS ARE
FROM UNITED STATES

4.16% BRAZIL
3.84% INDIA
3.55% CANADA
2.86% MEXICO
2.25% RUSSIA
2.12% ITALY
1.70% INDONESIA
1.53% GERMANY
1.42% UNITED KINGDOM

