

SYD'S INSPIRATION

SYDNEY ADDIS
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HEALTH AND WELLNESS BLOG

ABOUT THE BLOG

Hi! I'm Sydney, a 21 year old college student at Tulane. I grew up in Chicago and live there on breaks, so my audience is pretty split between New Orleans and Chicago. All of my posts relate to health and wellness but the majority are food related and recipe creation. I post at least five times a week on my feed and daily on my stories.

FOLLOWER DEMOGRAPHICS

77% WOMEN
23% MEN

ages
38% 18-24
36% 25-34
15% 35-44

4,200+

SOCIAL MEDIA
FOLLOWERS

1,700+

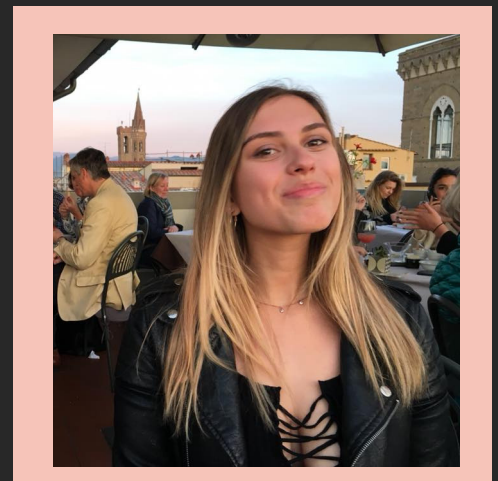
PROFILE
VISITS/WEEK

3,400+

REACH/WEEK

37,000+

IMPRESSIONS/
WEEK



INSTAGRAM @SYDSINSPIRATION

WEBSITE SYDSINSPIRATION.COM