



MEDIA KIT · SEPTEMBER 2026

Heta Woodard

Heta's a Finnish creator living in the UK, and she posts *every single day*.

TIKTOK	@hetawoodard
INSTAGRAM	@hetawoodard
FACEBOOK	Heta Woodard

404K followers
across TikTok, Instagram
and Facebook (404,506).

8.8M views in 28 days
on TikTok and Instagram,
28 Aug to 24 Sep.

TIKTOK

342.6K

followers

Views, last 28 days **5.4M**

INSTAGRAM

41.9K

followers

Views, last 28 days **3.4M**

FACEBOOK

20K

followers

Views, last 28 days **1.5M**
On the 93 Reels posted in these 28 days.

HER TIKTOK VIEWERS · LAST 28 DAYS

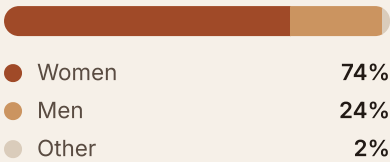
74%
Women

80%
Aged 18 to 34

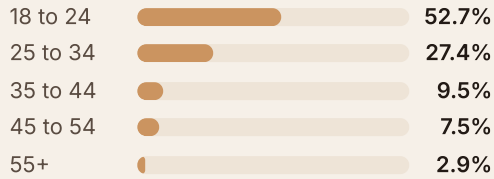
87%
 Based in the UK

Who's *watching*

GENDER

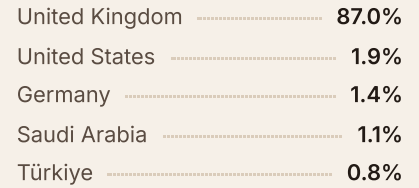


AGE



TIKTOK VIEWERS · LAST 28 DAYS

WHERE



The last *28 days*

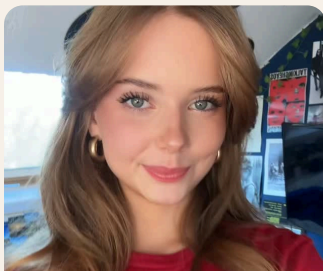
28 AUG TO 24 SEP 2026

TIKTOK	VIEWS	VIEWERS	NEW VIEWERS	PROFILE VIEWS	LIKES	SHARES
	5.4M up 35%	2M	554K up 79%	49.4K	122.5K	4.7K
INSTAGRAM	VIEWS	REACH	PROFILE VIEWS	INTERACTIONS	SAVES	SHARES
	3.4M	838K	160K	132K	33.1K	22K

84% of her TikTok views come from the For You page, so she's in front of new people every day: 554K first-time viewers in 28 days, and views up 35% on the 28 days before.

Standout *posts*

VIEWS AS OF 26 SEP 2026



INSTAGRAM REEL

229K
views · 1.7K likes



TIKTOK

1.4M
views · 5.8K likes



INSTAGRAM REEL

105.5K
views · 2.6K likes



INSTAGRAM REEL

99.1K
views · 1.2K likes

One TikTok product review alone hit **4.6M views**, with 86.6K likes and 18.9K saves.

Work with *Heta*

Stuff she already makes every day, so a sponsored post slots right in.

TikTok videos

Try-ons, first impressions and honest reviews.

TikTok Shop

Affiliate links, product drops, deals and restocks.

Instagram and Facebook Reels

Posted natively on both, or bundled in with TikTok.

GET IN TOUCH

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Happy to chat more if you're interested! Rates and full analytics on request.