

4 YEARS OLD · YOUTH BASEBALL CREATOR

11× THE REELS VIEWS IN ONE MONTH.

Michael is four and plays baseball every chance he gets. Dugout Kid is his family-run channel for drills, gear tests and game-day moments. Managed by Mom.



+230%

Net follower growth
393 new in September

+158%

Instagram views
18.3K in September

+1,034%

Reels views
13.4K in September

+881%

Story views
4.4K in September

2,416 followers

35.9K views, last 30 days

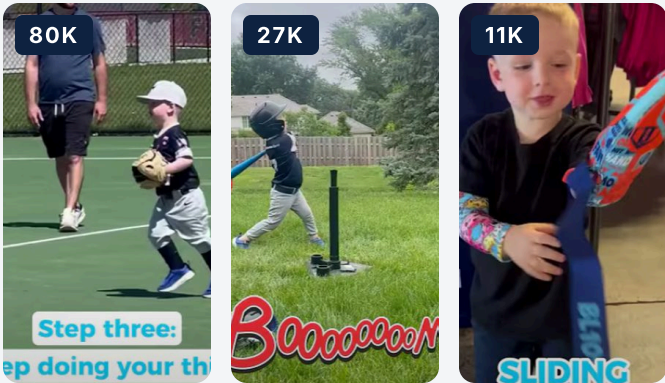
59 posts in September

190K+ YouTube Shorts views

TOP INSTAGRAM POSTS, SEPTEMBER

POST	VIEWS	ENGAGED
"It's more than a game." Meeting a player	1,519	101
Birthday shout-out to friends	1,578	70
"POV: Confidence is not the problem"	5,340	60
"I love my @axebat"	432	50
"My mom says everyone has a bad day"	1,837	48

YOUTUBE SHORTS, TOP PERFORMERS



415

followers gained, 22
lost

688

engagements,
+105%

3.8%

engagement rate
per view

601

likes, +100%

55

comments, +139%

49

Stories, +444%

WHAT HE MAKES

Drills like "Try this drill" and "Flick it." **Rate my swing.** **Gear tests** with bats and bags. **Lifestyle** moments off the field. **Game day** practices and meetups.

WORK WITH DUGOUT KID

Sports and lifestyle brands from bats to drinks to snacks. **Clothing lines** worn for real. **Teams and venues** for kid's-eye game days. UGC clips, sponsored Reels and Shorts, season partnerships. Quotes built per brief.

LET'S PLAY BALL

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Instagram figures: Sprout Social report, Sept 1–29, 2026, with percent change vs the prior period. Profile figures as of Oct 29, 2026. YouTube total adds the view counts of 24 Shorts shown.