PRESS KIT · 2026

Hello, I'm

KRISSY CLEMONS

Digital news anchor. Culture reporter.
The voice behind the stories shaking the internet.

JOURNALIST · DIGITAL MEDIA · CULTURE

Dayton, Ohio



Shaping today's culture, one story at a time.

Krissy Clemons is a digital journalist and media personality whose sharp takes on breaking news, entertainment, politics and culture reach millions every month.

As the creator of "The Girls Are Shaking," Krissy has built a fast-growing media brand recognized for its fearless reporting, viral storytelling and undeniable cultural pulse — the kind of coverage that gets celebrities themselves to slide into the comments.



A combined audience of

1.2M+ followers

driving 70M+ monthly impressions across platforms.

TIKTOK

506K+

Followers · 52M+ Views

FACEBOOK

644K+

Followers · 70M+ Views

INSTAGRAM

103K+

Followers · 6.1M Views (90d)

YOUTUBE

10K+

Subscribers · 1.6M Views

90-day platform analytics

Verified from native platform dashboards · Jan 28 – Apr 27, 2026

24M

Facebook views (90 days)

↑ 22% from previous 90 days · 2.2M total engagements

434K total followers · ↑ 6% net growth · +25,662 net new followers

6.1M

Instagram Views

90 days · ↑ 57.2%

3.4M

Facebook Personal

Additional reach (90d)

2.7M

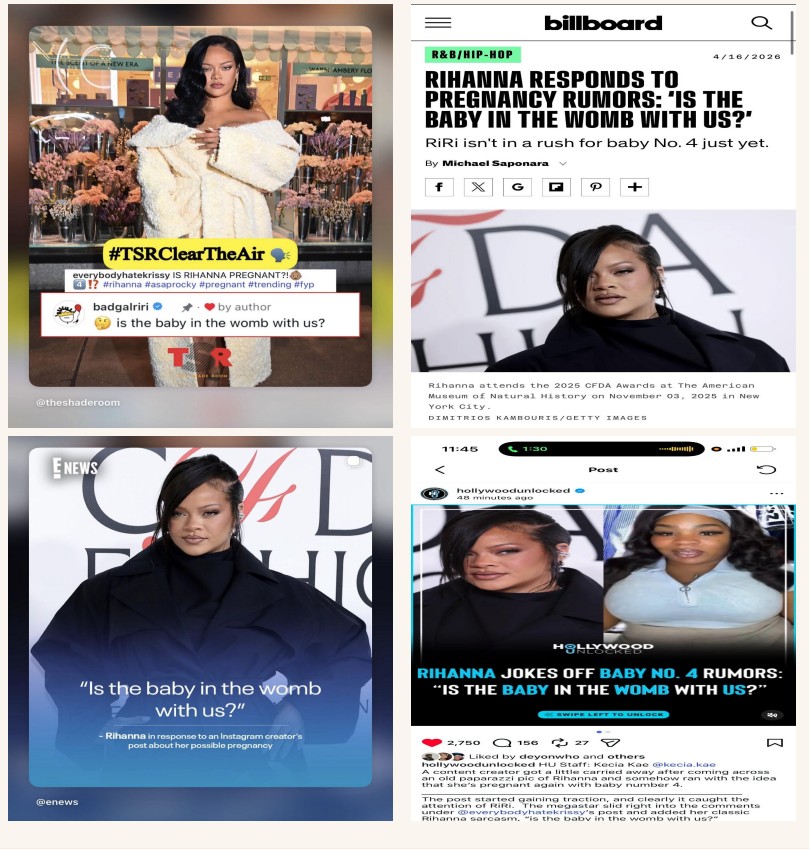
Instagram Views

Last 30 days · ↑ 92.6%

Source: Native analytics — Meta Business Suite, Instagram Insights, YouTube Studio.

The Rihanna response heard around the internet.

> *Is the baby in the womb with us?*
>
> — Rihanna, in the comments under @everybodyhatekrissy



HOW IT HAPPENED

Krissy posted speculation about Rihanna's fourth pregnancy. The reel took off — then Rihanna herself dropped into the comments with her now-iconic clapback. Within 24 hours, Krissy's name and handle were in headlines from Billboard, E! News, Complex, The Shade Room and Hollywood Unlocked.

AS SEEN IN

Featured by the platforms shaping pop culture.

BILLBOARD	COMPLEX
E! NEWS	THE SHADE ROOM
HOLLYWOOD UNLOCKED	PEOPLE

Plus partnerships and features with: Walmart · Dossier · Discovery Channel · Investigation Discovery · Hot 107.9 Atlanta · Rolling Out

Get your brand in front of an audience that Billboard, People and E! News are already chasing.

When Krissy talks, the culture listens — and so does the press. Partner with her to ride the same wave that turned a single comment into national headlines.

01

Cultural Relevance

Your brand sits inside the conversations that are already trending — not next to them.

02

Earned Media Multiplier

Krissy's audience travels. A single feature can spark coverage across Billboard, Complex, E! News and beyond.

03

Authentic Authority

Sponsored content delivered with the same sharp, journalistic voice her followers trust day-to-day.

Ways to work together.

Sponsored Content

Native posts, reels and shorts crafted in Krissy's editorial voice.

Brand Integrations

Seamless brand placement inside breaking-news and culture coverage.

Product Promotion

Hands-on reviews, unboxings and storytelling that converts.

Multi-Platform Campaigns

Cross-platform rollouts across TikTok, IG, Facebook and YouTube.

Event Coverage

Live red-carpet, press-day and brand activation reporting.

AUDIENCE INSIGHT

Who's listening.

AGE

12 – 65

GENDER

All

INTERESTS

News, culture, entertainment, lifestyle, politics

AUDIENCE

59% Followers · 41% Non-followers (FB)



LET'S WORK

Ready to get shaking?

Let's put your brand in front of millions — and turn the press kit into a press cycle.

CONTACT

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Brand: *The Girls Are Shaking*