LOS ANGELES / MOTHERHOOD + LIFESTYLE

Erika Partida

Creator + Founder of The Mommy Compass



I'm Erika, a Los Angeles mom of two, lifestyle creator and founder of The Mommy Compass. I share motherhood, autism parenting, useful finds and family experiences through real life.

@uhhmerika TheMommyCompass.com

2.7M

Instagram Reel views

Oct 6-Nov 5, 2026

1.9M

Instagram viewers

Oct 6-Nov 5, 2026

607K

Facebook content views

28 days / Nov 6 snapshot

Instagram: @uhhmerika. Facebook: The Mommy Compass. Separate accounts and reporting windows; rounded views are not combined unique reach.

Who you will reach

ERIKA / INSTAGRAM

5,730 followers

74% women / 64.2% ages 25-44

42.5% Los Angeles / 83% US

THE MOMMY COMPASS / FACEBOOK

3,963 followers

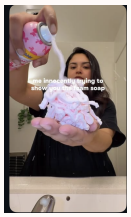
94% women / 81.4% ages 25-44

75.7% Los Angeles / 99% US

Follower demographics supplied Nov 6, 2026. Facebook follower count: Nov 5. Analytics are dated snapshots, not live reporting.

Content worth sharing.

Selected organic examples. Not paid campaign results or performance guarantees.



Foam soap demo

1.85M+ crossposted views

Snapshot: Oct 24, 2026 View Instagram profile



Manual carpet cleaner

200.1K views

Snapshot: Oct 1, 2026 Watch the Reel



Oct 2-4 weekend guide

159,545 Facebook post views

Snapshot: Oct 24, 2026 View Facebook page

Ways to work together

Creator content

From $350

One Instagram Reel, caption and brand tag.

Local discovery

From $250

Facebook + Instagram graphic and caption, plus a dedicated blog feature.

Experience + discovery

From $650

One Reel + three Story frames and one Compass social guide.

USD starting offers. UGC from $250. Usage, paid ads, exclusivity, travel and additional articles scoped separately. Final terms agreed in writing.

View full rate card

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