

Charly Cox

Writer, Producer and Poet



@Charlycox1

47.7k Followers

Charly Cox is a writer, producer and poet. Her writing focuses on destigmatizing mental health and the coming-of-age of a young woman surviving the modern world. In January 2017, she published her first poem on Instagram, showing her internet followers her poetry for the first time; since then she's been asked to be Virgin Radio's poet in residence, she's been published on Refinery29, hosted poetry nights to raise money and awareness for MQ Mental Health, been named by ELLE magazine as one of their 20 power players to watch out for in 2018, and been named in Forbes' prestigious '30 Under 30' list.

Charly has released two books. The first, 'She Must Be Mad' was a roaring success, placing Charly high on the list of top-selling British poets. The second, 'Validate Me', was published in October 2019, and was exquisitely written on her phone.



Insights - Instagram

♥ Engagement | 1.54%

👤 Followers | 47.7k

👤 Male | 13.7%

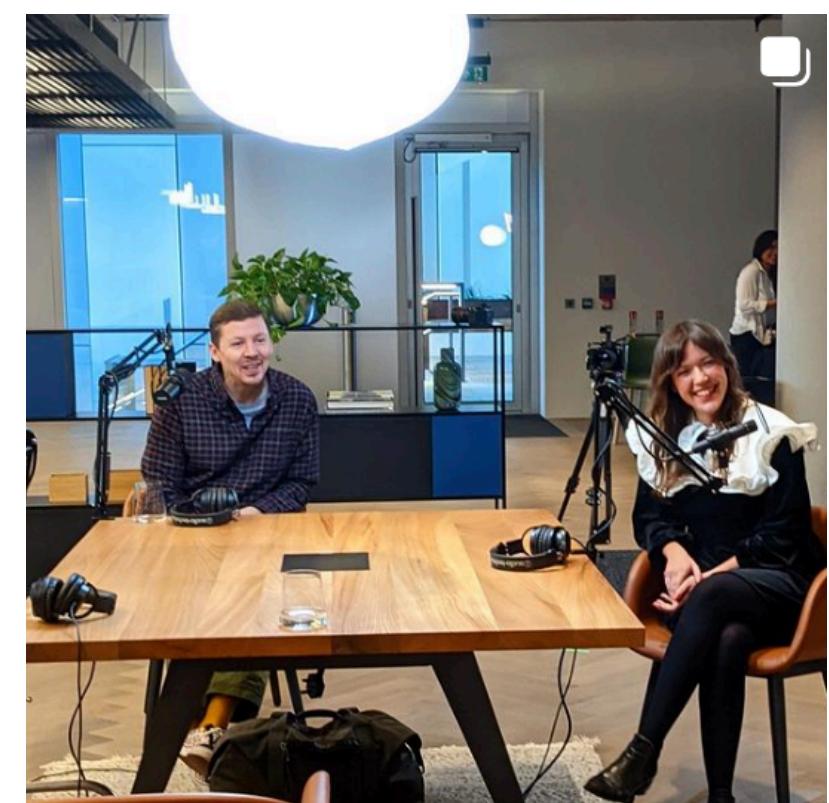
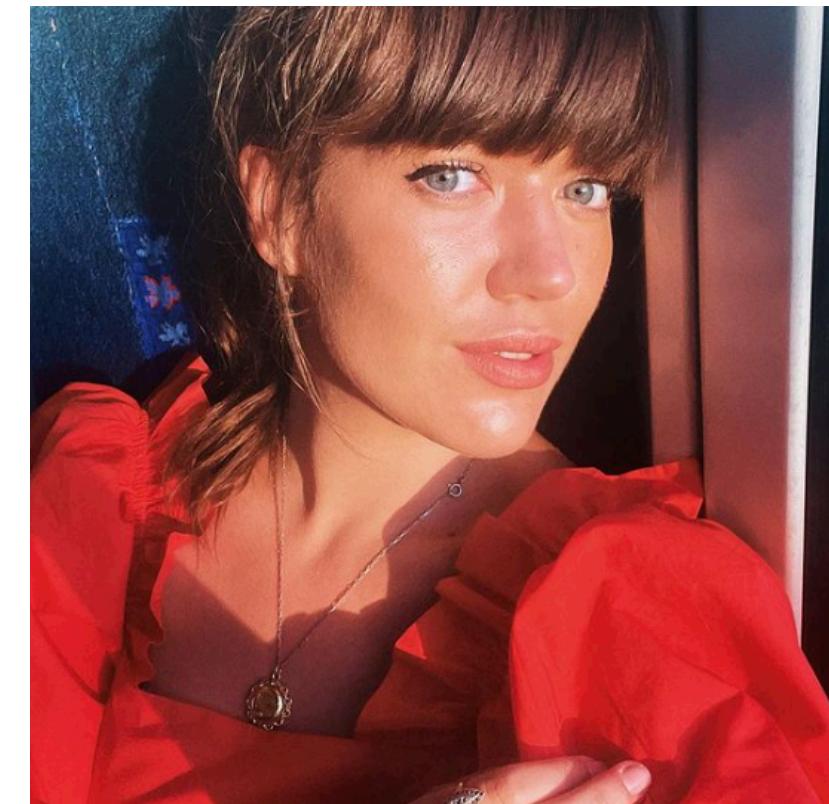
👤 Female | 86.2%

📅 Age range | 18-24 (21%)
25-34 (57.5%)
35-44 (13.9%)

📍 Top Countries | United Kingdom
United States
Australia
Canada
Ireland

⌚ Average story view | 7,850

👤 Average grid post reach | 17k



Insights - Instagram

Followers

Last 90 days ▾ 26 Oct - 23 Jan

Age range of your followers

All Men Women

Age Range	All	Men	Women	Percentage
13-17	1.7%	1.7%	1.7%	1.7%
18-24	22.2%	22.2%	22.2%	22.2%
25-34	54%	54%	54%	54%
35-44	14.5%	14.5%	14.5%	14.5%
45-54	5.1%	5.1%	5.1%	5.1%
55-64	1.6%	1.6%	1.6%	1.6%
65+	0.7%	0.7%	0.7%	0.7%

Top locations of your followers

Towns/Cities Countries

Location	Percentage
United Kingdom	55.1%
United States	10.7%
Australia	4.4%
Canada	2%
Ireland	1.7%

Age range of your followers

All Men Women

Age Range	All	Men	Women	Percentage
13-17	1.1%	1.1%	1.1%	1.1%
18-24	21%	21%	21%	21%

Followers

Last 90 days ▾ 26 Oct - 23 Jan

Posts

Any ▾ Reach ▾ Last 30 days ▾

Stories

Reach ▾ Last 30 days ▾

Your stories are shown to your audience for 24 hours. After 24 hours, stories appear here so that you can view insights. These insights are only visible to you.

Gender of your followers

Sort by newest

Gender	Percentage
Women	86.2%
Men	13.7%

Sort by newest

Press

NEWS WEBSITE OF THE YEAR
The Telegraph

Subscribe now
Free for one month

Log in

Coronavirus News Politics Sport Business Money

See all Life

Home > Lifestyle > Women > Life

Meet the influencer turning a new generation to poetry



Charly Cox hit the bestsellers list last year CREDIT: ANDREW CROWLEY

Follow ▾

By Eleanor Steafel
16 OCTOBER 2019 • 9:57AM

Charly Cox may have written her latest book of verse on her phone, but don't call her an 'instapoet', says Eleanor Steafel

The Telegraph
Eleanor Steafel
October 2019

FASHION BEAUTY CAREERS STRONG WOMEN

Validate me
A life of code-dependency
Charly Cox
Foreword by Elizabeth Day

Divine... so refreshing yet familiar! Cecilia Ahern

Validate Me author Charly Cox explains how to write poetry for beginners

POSTED BY ALICE PORTER FOR BOOKS

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SERIES
The Curiosity Academy

Add this article to your list of favourites

Charly Cox is the bestselling author of the poetry collections *She Must Be Mad* and *Validate Me*. Here, she shares her advice on how to develop your craft, find your voice and make good writing habits as an aspiring poet.

Welcome to [The Curiosity Academy](#), *Stylist's* new learning hub where you can access workshops, how-to guides, new research and learn the most up-to-date skills from the UK's most in-the-know people.

Many people assume that [poetry](#) is the most difficult form of [writing](#) to master. Rules of verse, rhyme and form often deter people from putting pen to paper, as they assume that poetry writing either comes naturally or does not come at all.

Stylist
Alice Porter
April 2021

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The Guardian

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Film Music TV & radio Books Art & design Stage Games

i

The Observer

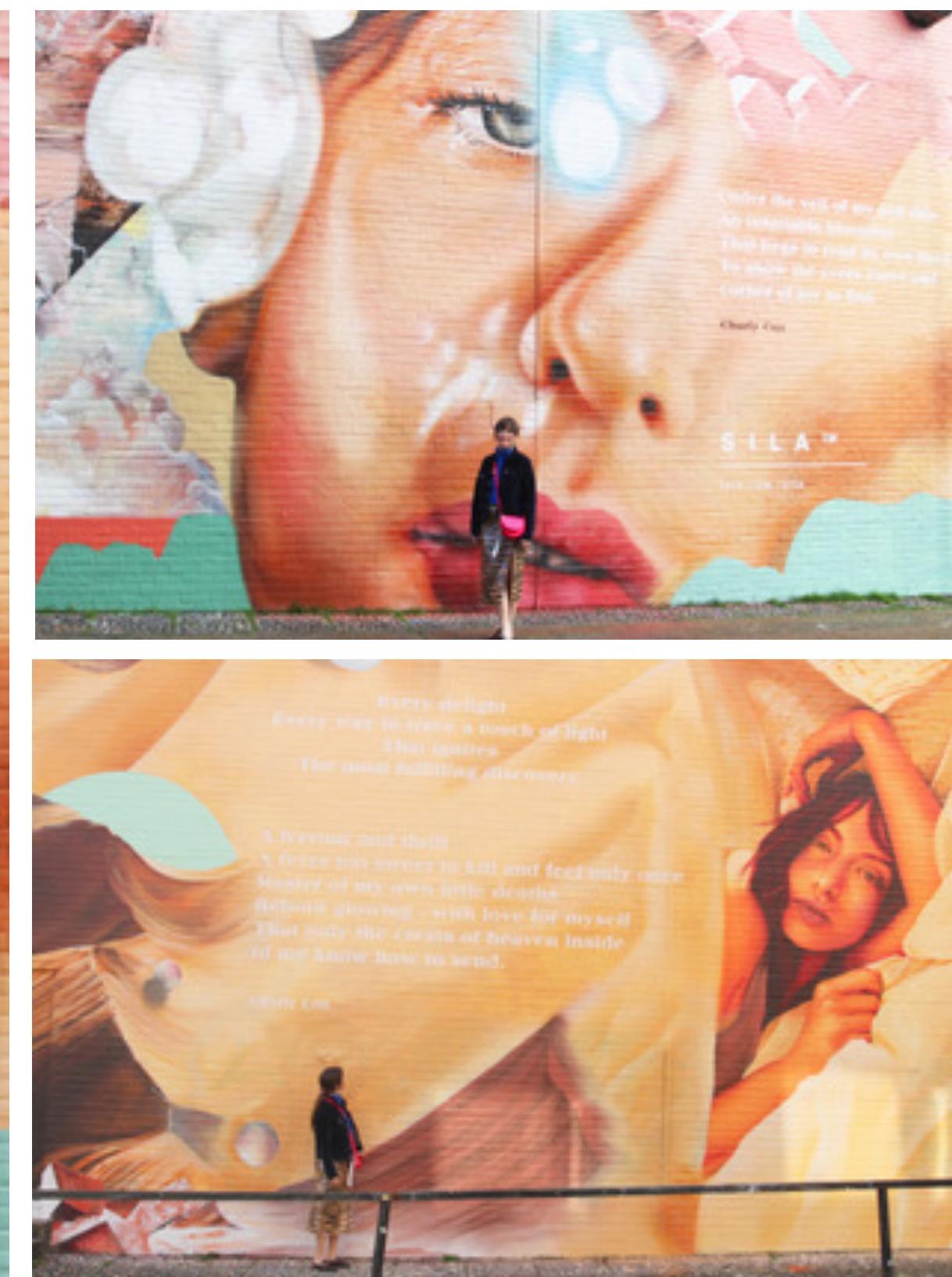
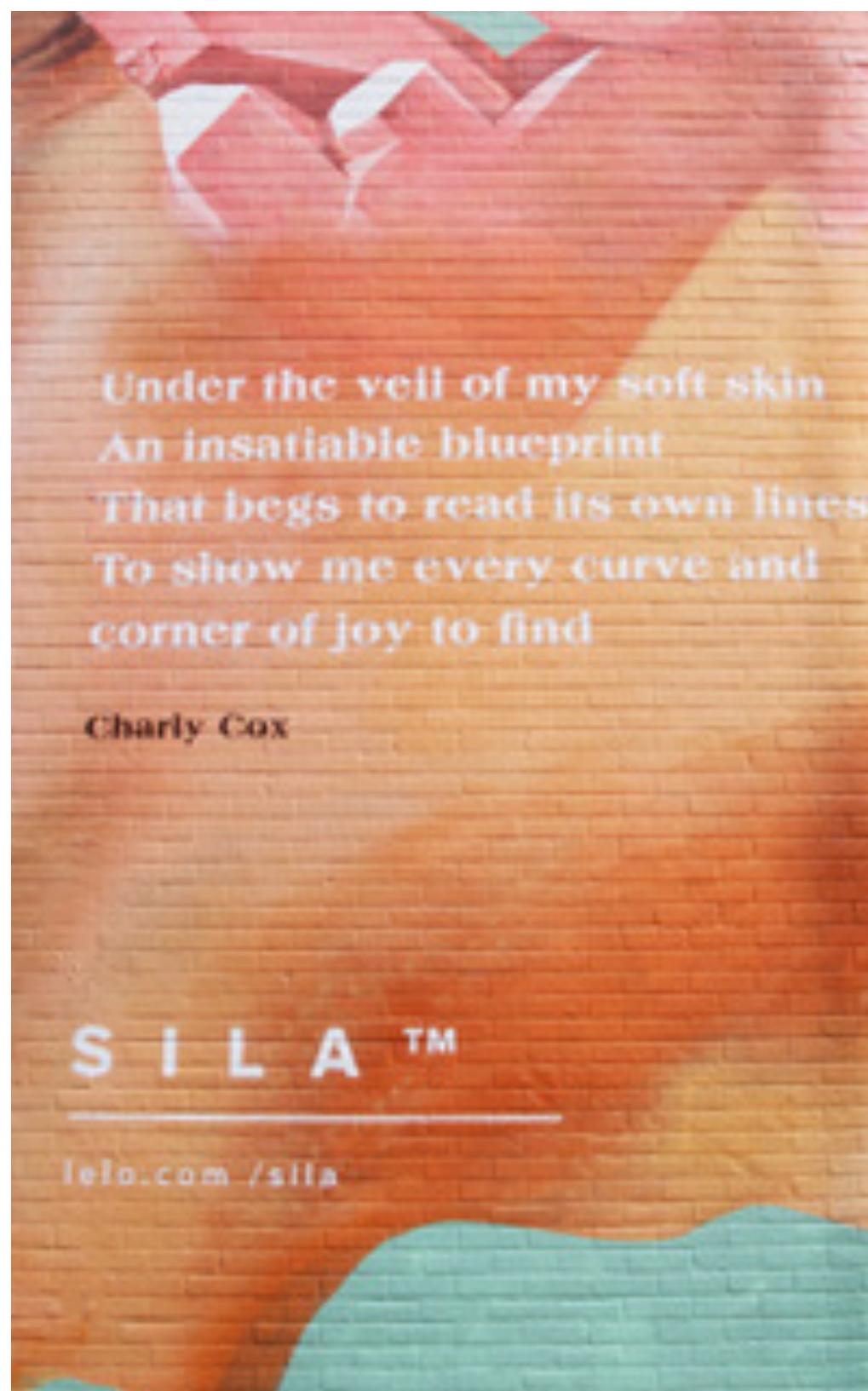
'Keats is dead...': How young women are changing the rules of poetry

A new generation of female writers has attracted millions of online followers and an increasingly diverse audience

The Guardian
Donna Ferguson
January 2019

Case Studies

LELO



Charly Cox collaborated with Lelo writing a poem for two murals that were featured on Chance & Ebor Street, Shoreditch. Charly had used the key campaign messaging focused on celebrating joy and being comfortable in your own skin to write a poem expressing her own thoughts and feelings about self-discovery.



Posted on 31/03/2021, 21:30

1434 55 -- 70

Interactions i

42

Promotion Taps

Profile Visits

23% from promotion

176

Website Taps

0% from promotion

2

Discovery i

19,837

People Reached
19% from promotion

23,716

Impressions

16% from promotion

OVERALL ENGAGEMENT RATE

42.68%

AVERAGE INTERACTIONS

42

AVERAGE IMPRESSIONS

19,634

AVERAGE FOLLOWS

0

AVERAGE PROFILE VISTS

167

AUTHENTIC ENGAGEMENT

40.4%

OVERALL PERCENTAGE: 62.88%



BENTLEY



Charly was invited by Bentley to campaign in their first-ever poetry collaboration. Giving Charly an open brief, saw her creating a poem about travel and discovery in connection with World Poetry Day. To coincide with Charly's poem 'We Could Be Anywhere', she created imagery visually storytelling around a weekend of cruising in the sunshine.

Case studies

Post Insights

Messaging-related insights are unavailable due to privacy rules in some regions. [Learn More](#)

1162

18

--

41

Interactions i

96

Actions taken from this post

Profile Visits

95

Website Taps

1

Discovery i

15,530

Accounts Reached
33% weren't following charlycox1

Impressions

17,633

From Home

11,493

From Profile

5,771

From Explore

238

From Other

56

Follows

0

OVERALL ENGAGEMENT RATE

1.83%

AVERAGE LIKE RATE

1.53%

AVERAGE COMMENT RATE

0.2%

AVERAGE ENGAGEMENT

26,543.7

AVERAGE LIKES

31,480

AVERAGE COMMENTS

96

AUTHENTIC ENGAGEMENT

38.4%

OVERALL PERCENTAGE: 10.49%

Projects - Publishing



In January 2017, Charly decided to post her poetry publicly on Instagram. She received a book deal the following year which would lead to UK bestselling poetry and prose debut collection *She must be Mad*.

She Must be Mad explores coming-of-age: the pain and beauty of love, the relief and the agony of turning from girl to woman

'Charly's poetry really encapsulates what it is to be a young woman. All the tensions and anxieties and new discoveries'

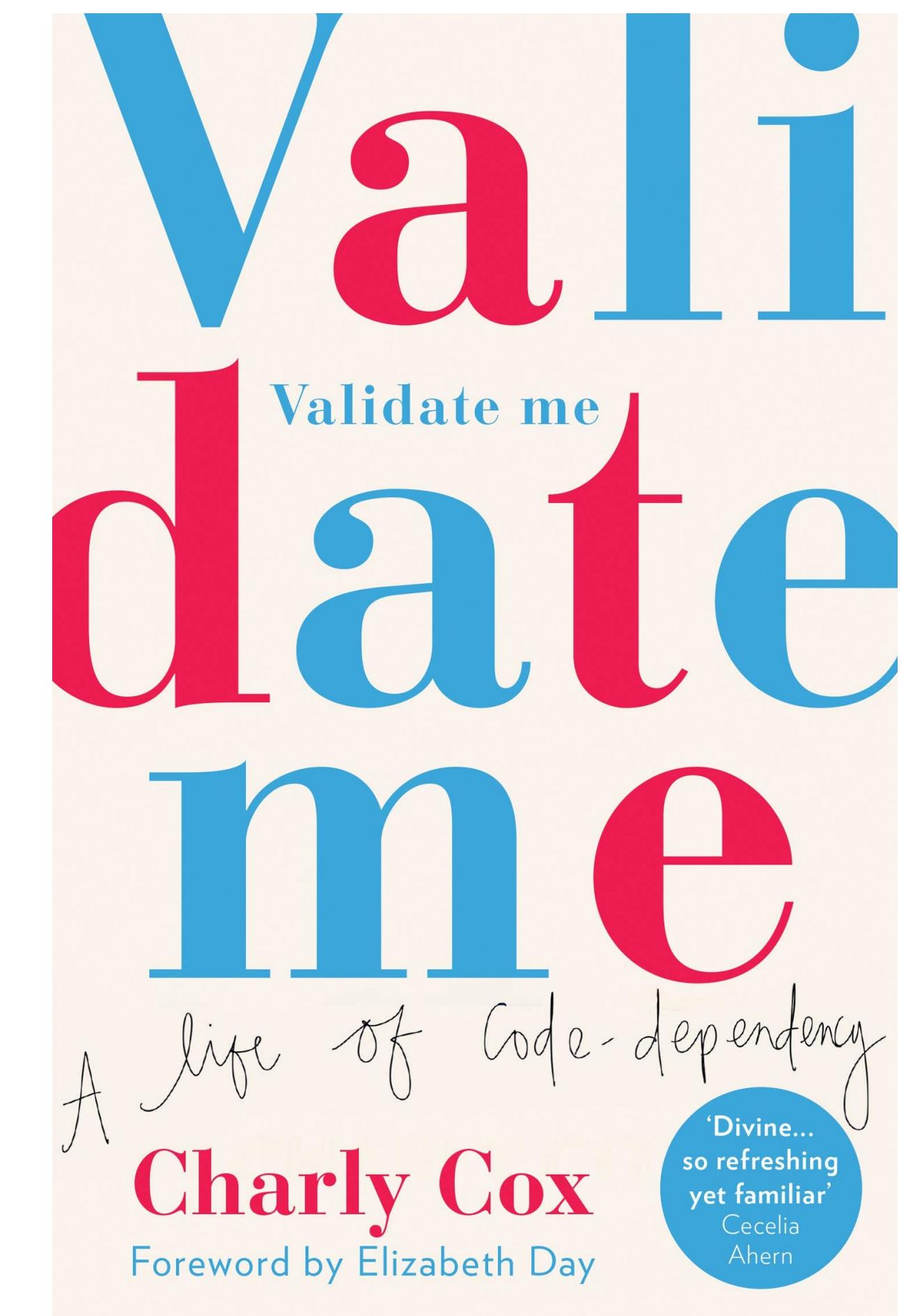
Pandora Skyes

'She's funny and heartfelt and brilliant, she always seems to know how to make you feel less alone.'

The Sunday Times

'Brave and beautiful'

Stylist Magazine



In January 2017, Charly decided to post her poetry publicly on Instagram. She received a book deal the following year which would lead to UK bestselling poetry and prose debut collection *She must be Mad*.

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Projects - Exhibition

Charly's exhibition 'Wish You Were Here' debuted in a prime location in Soho, Greek Street. This was in collaboration with Appear Here and designer Germanier who created a custom two piece dress made out of seven T-shirts from partners of Charly's past.

The exhibition was open for ten days and had a footfall of 3000 people per day with photographer Dave Bennett capturing VIPs on opening night. Charly sold bespoke merch and artwork at the event as well as her two best selling books.

'Postcards From The Past' is a celebration of hope, of lesson and how beautiful (albeit painful) the things we choose to keep tell us so much about who we are, who we were and how far we've come. I look at each object now and think 'I wish the old me was here now to look at this again, not tainted by the first time.'



Wish You Were Here postcards from the past

I think I wish the old me was n, not tainted by the first time.
slob. A hoarder with a heart, eboxes under her bed filled understands the relevance of, cceptance of the past.
rough life since she felt the window locks from her w when her parents told her surely, would buy a house in t the windows. This unlocked every first date she's ever been ard, every cork or bottle of wine ticket, every bunch of flowers...ific things that have had her his goes from quaint quirk to some way. We keep things in tries will transcend their cepts were never saved as wondering if one of them would the perfect artefact.

etry as a tool for abstract each object into its own piece - rn directly out of diaries and ject, prose unknowingly written ion existing and others a direct a clarion call for retrospective how has its moment to be ht they deserve - 'these are the live.'

~



Charly Cox wearing custom made dress by Germanier. Image by Dave Bennett

Thank you.

Integrated across booking, digital, creative, PR & events, we meet the changing needs of our clients and their consumers, to create meaningful and engaging content. We understand the metrics of success and have the relevant teams and tools to measure them.

Our in-house creative team are able to scope and produce short form content for brands and talent.

Linden Staub

