Lil’ Jacob Walker

ENTERTAINER & CREATOR

A flat cap, a taste for old school candy, and a 1920s fella who always picks up the tab.



“Hey Johnnie! It’s on me, Johnnie!”

Jacob’s signature greeting

591K

Combined followers

433K Facebook / 158K Instagram

5.4M

Facebook views in 30 days

October 21 to November 19, 2026

Jacob brings the same curiosity to a candy counter, a ballpark dugout and the streets of New York. He is available for sponsored videos, character comedy and personal appearances.

Audience & performance

FACEBOOK / OCTOBER 21 TO NOVEMBER 19, 2026

5.4M
Views

1.8M
Viewers

319K
Engagements

5.9%

Engagement rate by views

319K engagements divided by 5.4M views

Video viewing

2.1M three-second views and 716K one-minute views.
Reels accounted for nearly all net follows during the period.

Who follows Jacob

66% women and 34% men. Adults ages 35 to 64 account for 63.2%.
Ages 35–44 and 45–54 each represent 21.4%. Ages 55–64 represent 20.4%.

United States 82.9% / United Kingdom 4.5% / Canada 4.0%
Leading cities in Facebook analytics: New York, Houston and Chicago.

Source: Facebook professional dashboard. Metrics are rounded. Follower counts as of November 19. Combined followers include people who follow Jacob on both platforms.

Work with Jacob



Times Square



NAB Show New York

Selected appearances

Jacob joined the Savannah Bananas in the dugout during a two-game visit to Nationals Park. His other appearances include the Baltimore Orioles, NitroCross and the U.S. Olympic & Paralympic Museum.

Partnership formats

Food & snacks	A first taste on camera, from vintage candy to a new flavor.
Character comedy	An original "Hey Johnnie!" skit built around a product.
Travel & live events	A destination visit, an on-site video or a guest appearance.

Bookings & brand partnerships

info@liljacobwalker.com