Instagram Profiles Report

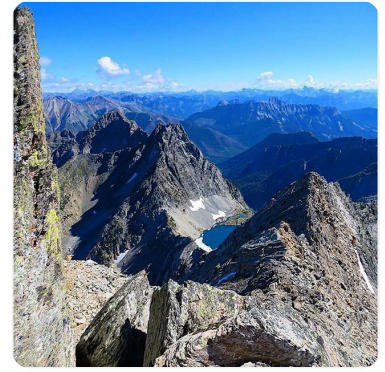## for **kootrocks**

Aug 01, 2016 - Aug 31, 2016

Top Instagram Posts
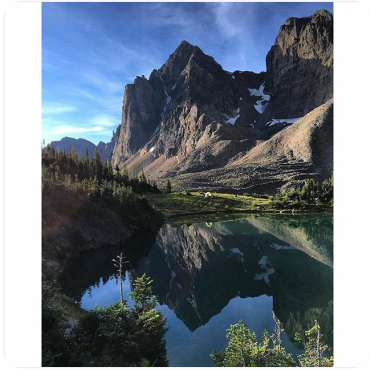
@kootenayrockies
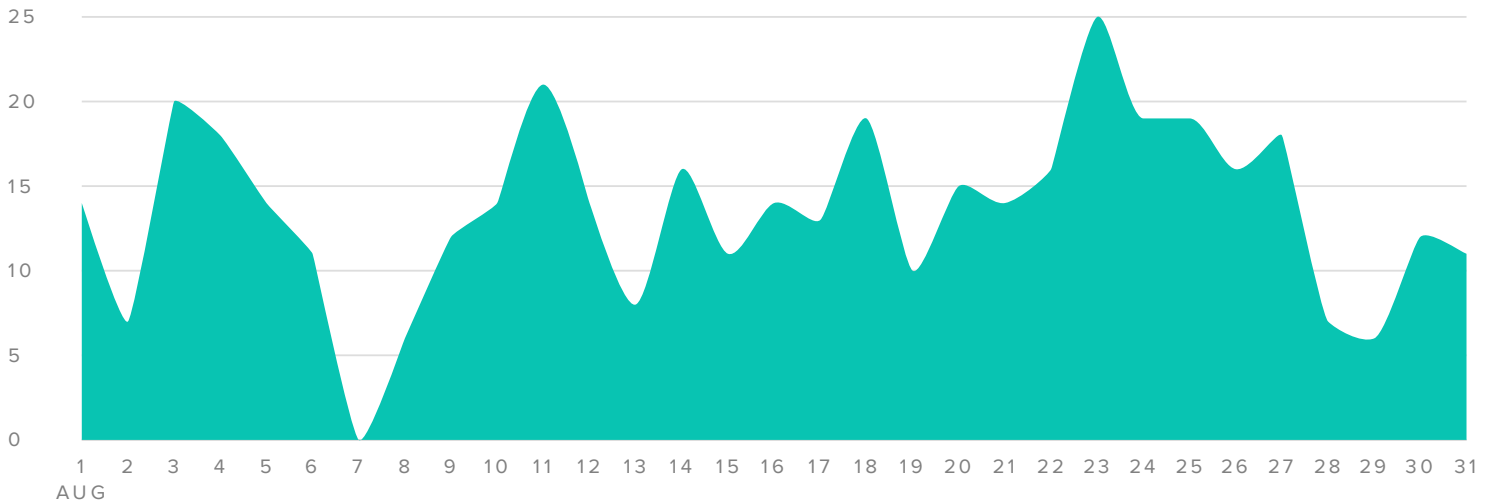351 Engagements

@kootenayrockies
346 Engagements

@kootenayrockies
344 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY

■ **FOLLOWERS GAINED**

FOLLOWER METRICS	TOTALS
Total Followers	3,490
Followers Gained	420
People that you Followed	79

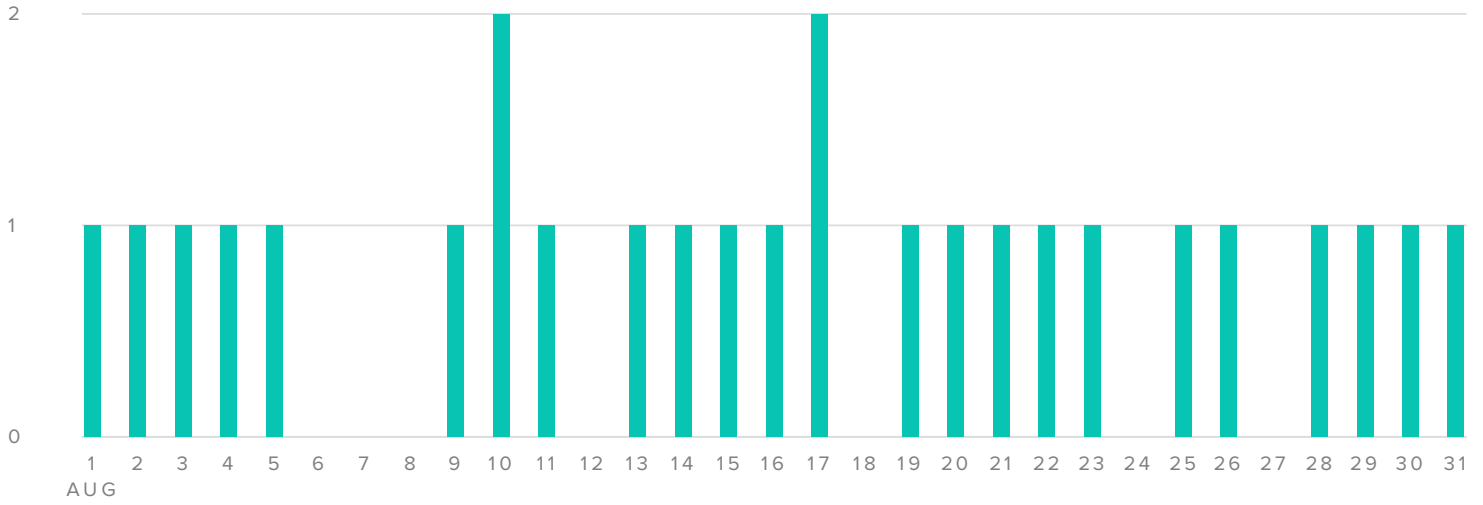Total followers increased by

▲**13.7%**

since previous date range

Publishing Behavior

MEDIA PER DAY

MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	26
Videos	–
Total Media	26

The number of media you sent decreased by

▼ **7.1%**

since previous date range

Outbound Hashtag Performance

MOST USED HASHTAGS

#kootrocks	23
#explorebc	22
#kootenayculture	12
#mountainculture	12
#mountainplayground	12
#kootenays	11
#mykootenays	10
#mountainlife	10
#beautifulbc	9
#neverstopexploring	5

MOST ENGAGED HASHTAGS

#mountainculture	3,375
#explorebc	3,020
#beautifulbc	2,996
#kootenayculture	2,802
#kootrocks	2,742
#kootenays	2,582
#mykootenays	2,573
#mountainplayground	2,457
#mountainlife	2,342
#neverstopexploring	2,050

Audience Engagement

■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT
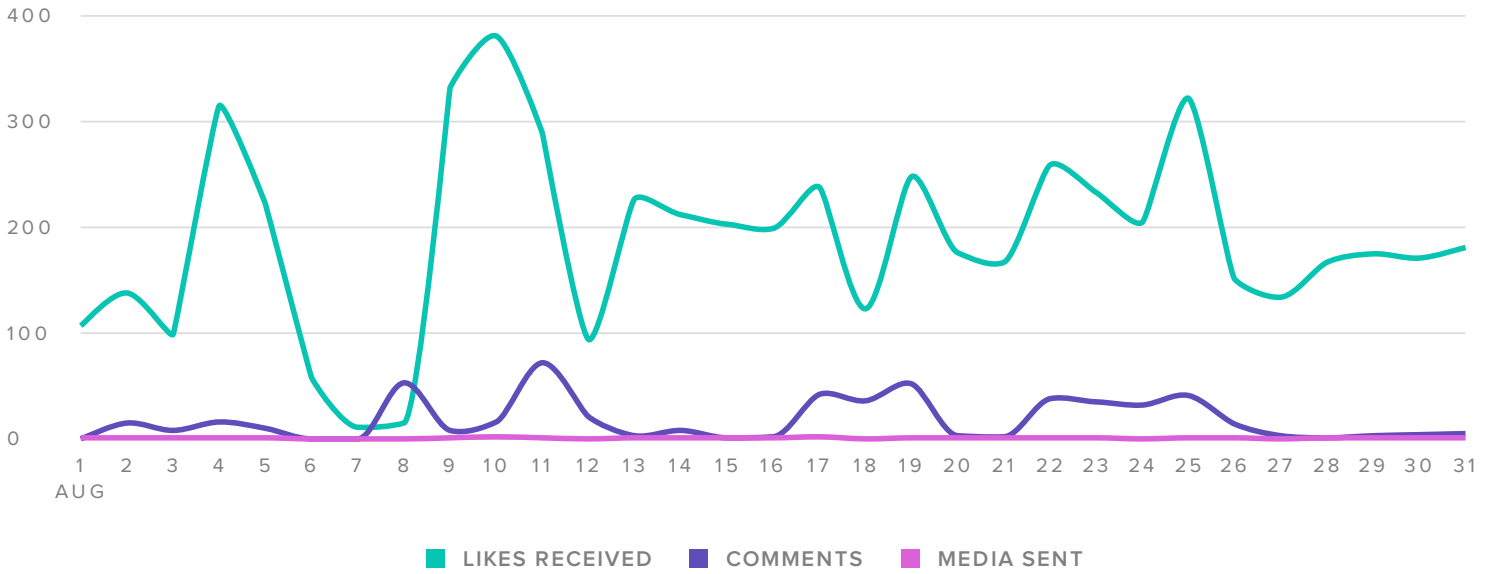
ENGAGEMENT METRICS	TOTALS
Likes Received	5,852
Comments Received	544
Total Engagements	**6,396**

Engagements per Follower	1.8
Engagements per Media	246.0

The number of engagements decreased by

▼ **2.1%**

since previous date range

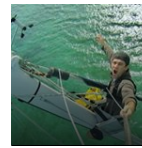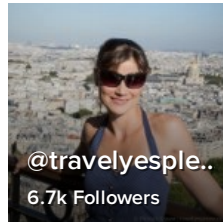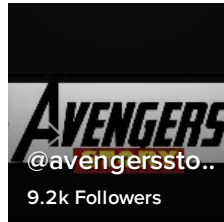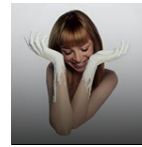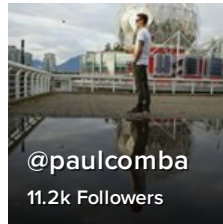The number of engagements per media increased by

▲ **5.5%**

since previous date range

Top Influencers Engaged

@modernwanderers
21.0k Followers

@cmh_heli
20.3k Followers

@paulcomba
11.2k Followers

@avengerssto..
9.2k Followers

@travelyesple..
6.7k Followers
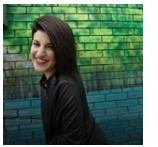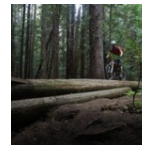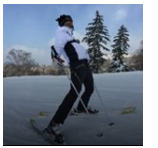
Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Total Engagements	Engagements per Media	Engagements per Follower
kootrocks	3,490	13.7%	420	26	434	6,396	246.0	1.83