



Instagram Profiles Report

for **kootrocks**

Jul 01, 2016 - Jul 31, 2016

The Instagram Profiles Report gives you insight on all social activity across your Instagram accounts using a blend of Instagram metrics and proprietary metrics of our own.

Top Instagram Posts



@kootenayrockies
307 Engagements



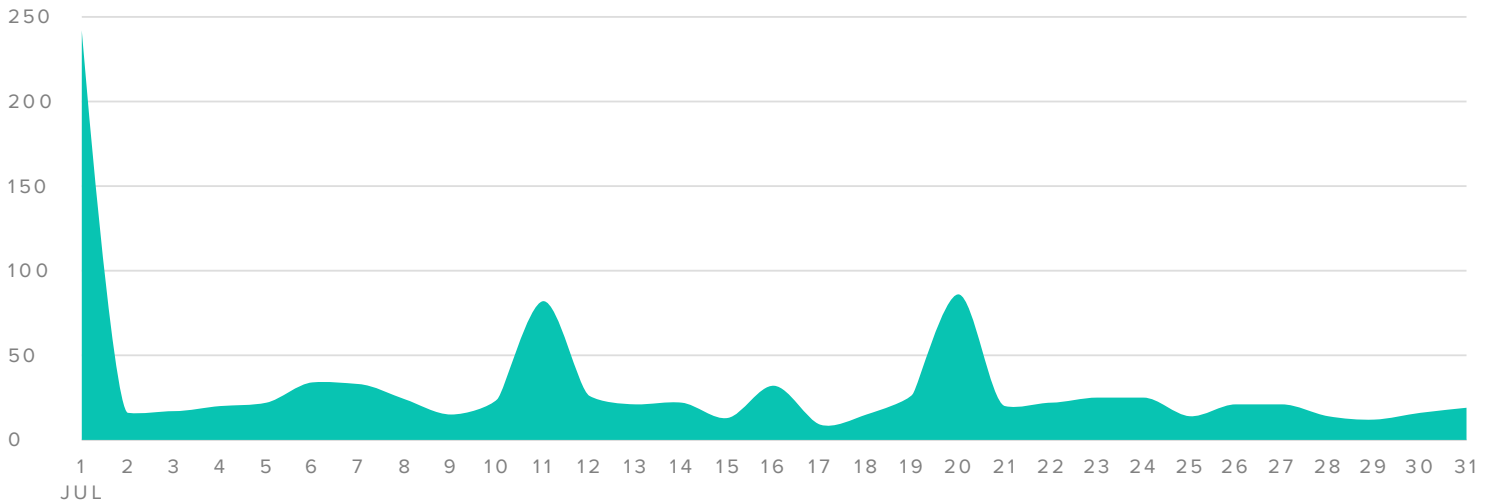
@kootenayrockies
293 Engagements



@kootenayrockies
270 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers	3,070
Followers Gained	989
People that you Followed	86

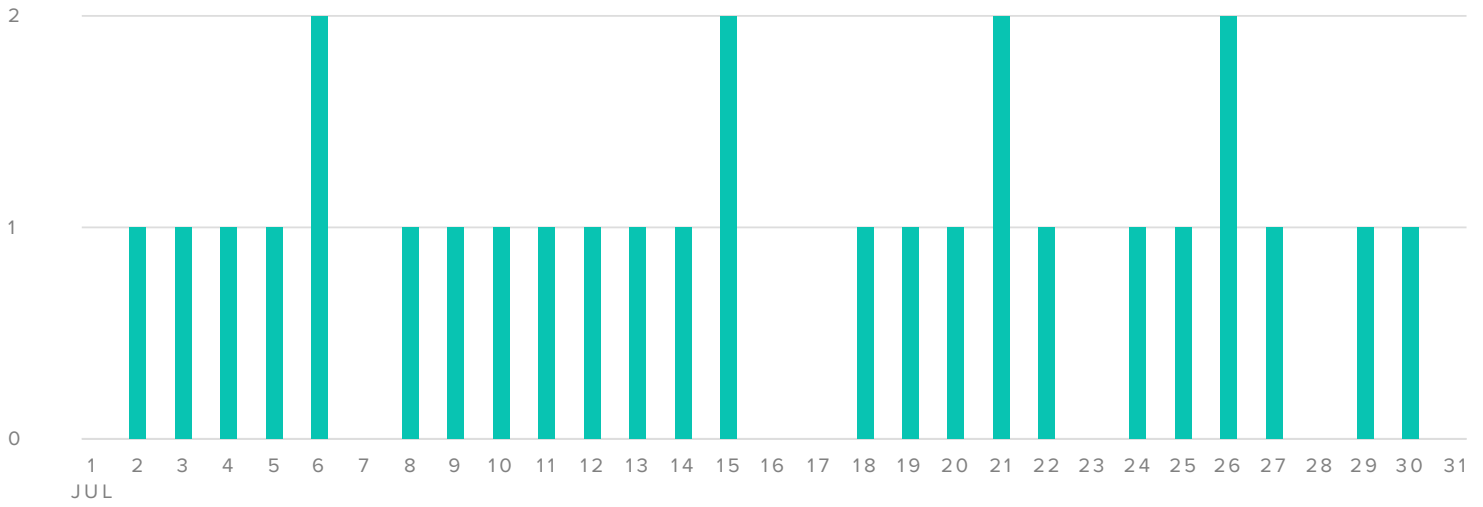
Total followers increased by

▲ 47.5%

since previous date range

Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	28
Videos	–
Total Media	28

The number of media you sent increased by

▲ **3.7%**

since previous date range

Outbound Hashtag Performance

MOST USED HASHTAGS

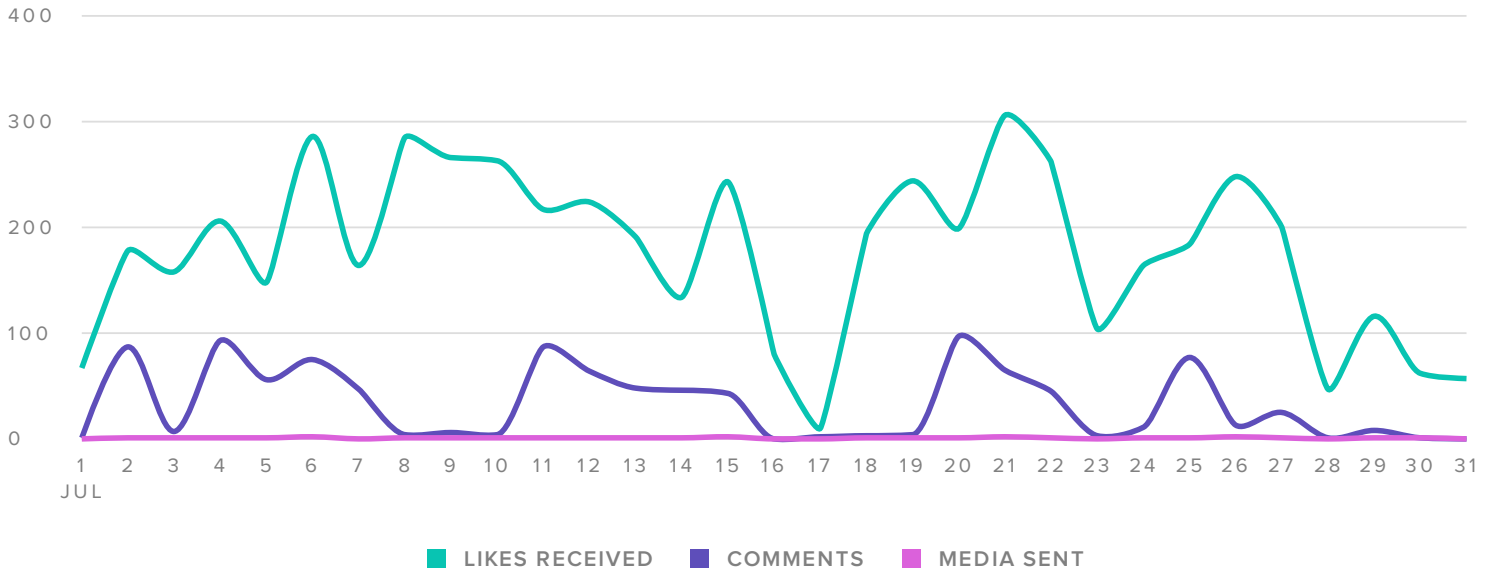
#kootrocks	25
#explorebc	20
#kootenays	20
#mountainculture	20
#mykootenays	19
#kootenayculture	19
#mountainplayground	19
#beautifulbc	18
#mountainlife	18
#hiking	4

MOST ENGAGED HASHTAGS

#kootrocks	4,367
#explorebc	3,763
#beautifulbc	3,480
#kootenays	2,994
#mountainlife	2,987
#mountainplayground	2,983
#mykootenays	2,979
#mountainculture	2,963
#kootenayculture	2,834
#hiking	530

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	5,507
Comments Received	1,023
Total Engagements	6,530
Engagements per Follower	2.1
Engagements per Media	233.2

The number of engagements increased by

▲ 41.9%

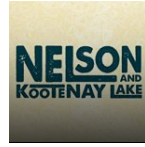
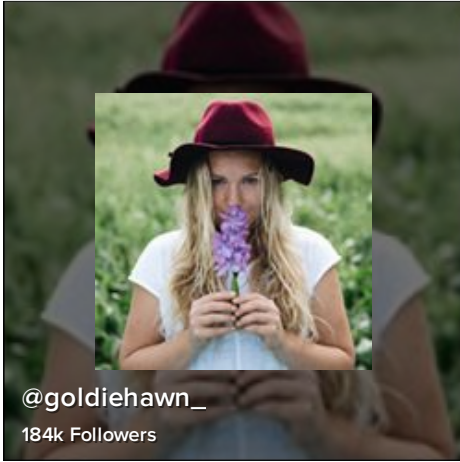
since previous date range

The number of engagements per media increased by


▲ 36.8%

since previous date range

Top Influencers Engaged



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	3,070	47.5%	989	28	902	6,530	233.2	2.13