Instagram Profiles Report

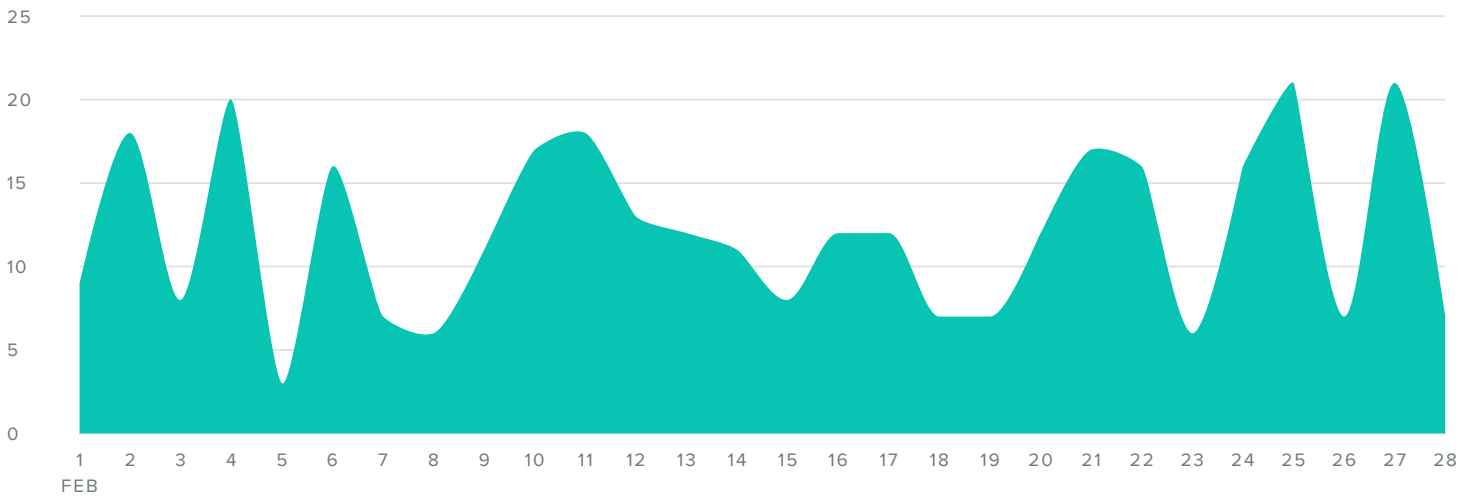## for **kootrocks**

Feb 01, 2017 - Feb 28, 2017

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.

Instagram Activity Overview

5,819 Total Followers	**9,516** Likes Received	**129** Comments Received

Audience Growth

AUDIENCE GROWTH, BY DAY

■ **FOLLOWERS GAINED**

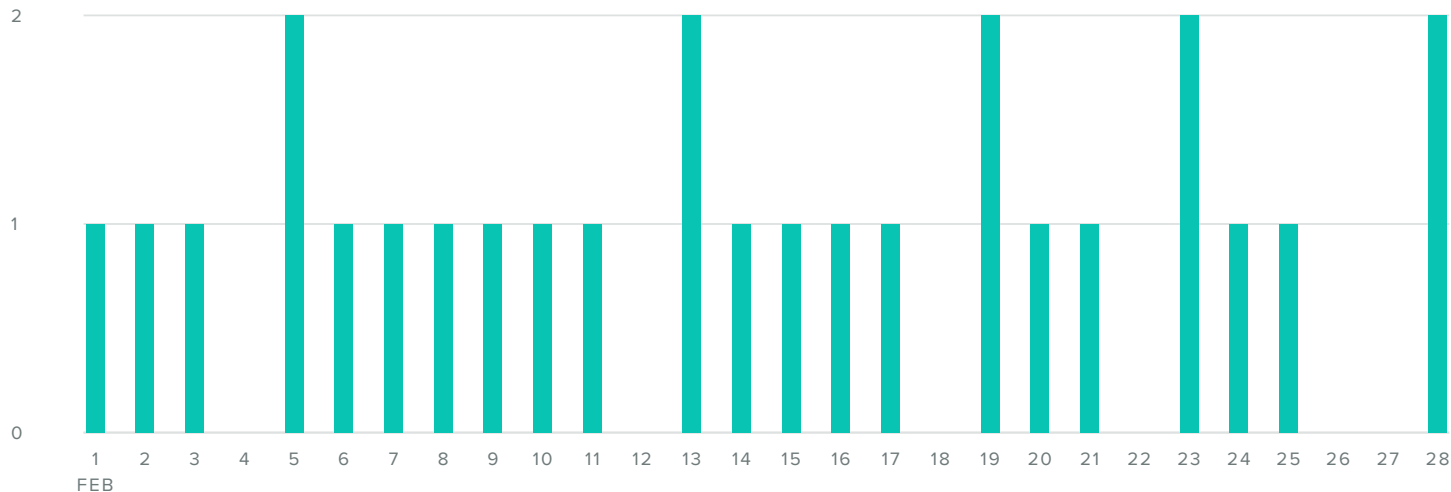| FOLLOWER METRICS	TOTALS
Total Followers	5,819
Followers Gained	338
People that you Followed	308

Total followers increased by

▲ **6.2%**

since previous month

Publishing Behavior

MEDIA PER DAY

MEDIA SENT

PUBLISHING METRICS	TOTALS
Photos	27
Videos	–
Total Media	27

The number of media you sent decreased by

▼ **3.6%**

since previous month

Top Instagram Posts

@kootrocks
676 Engagements

@kootrocks
591 Engagements

@kootrocks
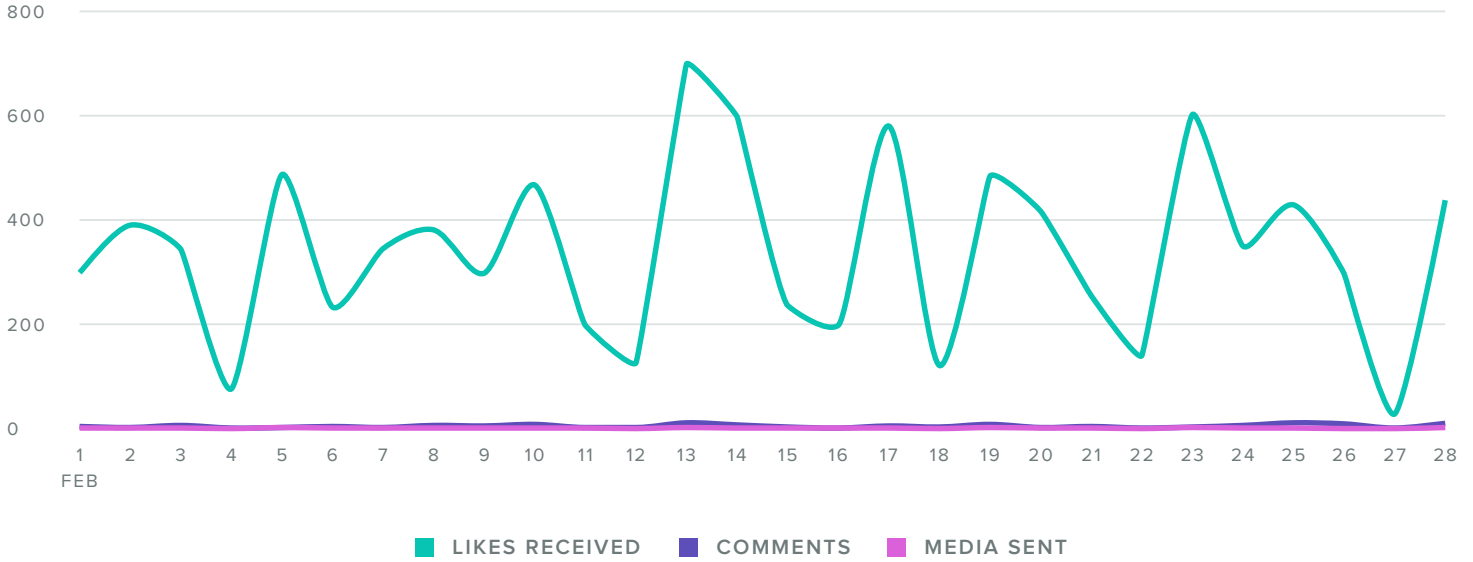480 Engagements

Outbound Hashtag Performance

MOST USED HASHTAGS	
#explorecanada	27
#kootenayculture	27
#mountainculture	27
#destinationearth	27
#wildernessculture	27
#mountainplayground	27
#neverstopexploring	27
#awesomeearth	27
#explorebc	27
#kootenays	27

MOST ENGAGED HASHTAGS	
#explorebc	5,489
#neverstopexploring	5,220
#mountainculture	5,200
#mykootenays	4,740
#awesomeearth	4,709
#wildernessculture	4,575
#destinationearth	4,569
#kootrocks	4,457
#mountainplayground	4,210
#kootenays	4,197

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY

■ LIKES RECEIVED   ■ COMMENTS   ■ MEDIA SENT

ENGAGEMENT METRICS	TOTALS
Likes Received	9,516
Comments Received	129
Total Engagements	**9,645**

The number of engagements decreased by

▼ **3.9%**

since previous month

Engagements per Follower	1.7
Engagements per Media	357.2

The number of engagements per media decreased by

▼ **0.3%**

since previous month

Top Influencers Engaged

@funlifecrisis
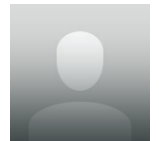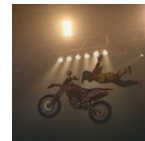79.2k Followers

@getoutsidenh
30.0k Followers

@whitehorse...
18.3k Followers

@yeg_blog
18.1k Followers

@darrenmillar
17.3k 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	kootrocks	5,819	6.2%	338	27	29	9,645	357.2	1.66