



Instagram Profiles Report

for **kootrocks**

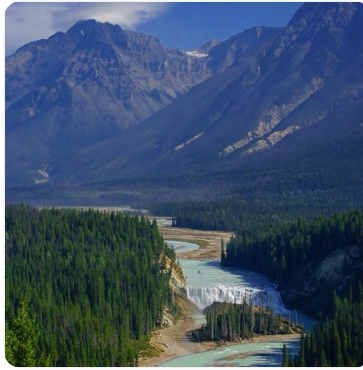
May 01, 2016 - May 31, 2016

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
223 Engagements



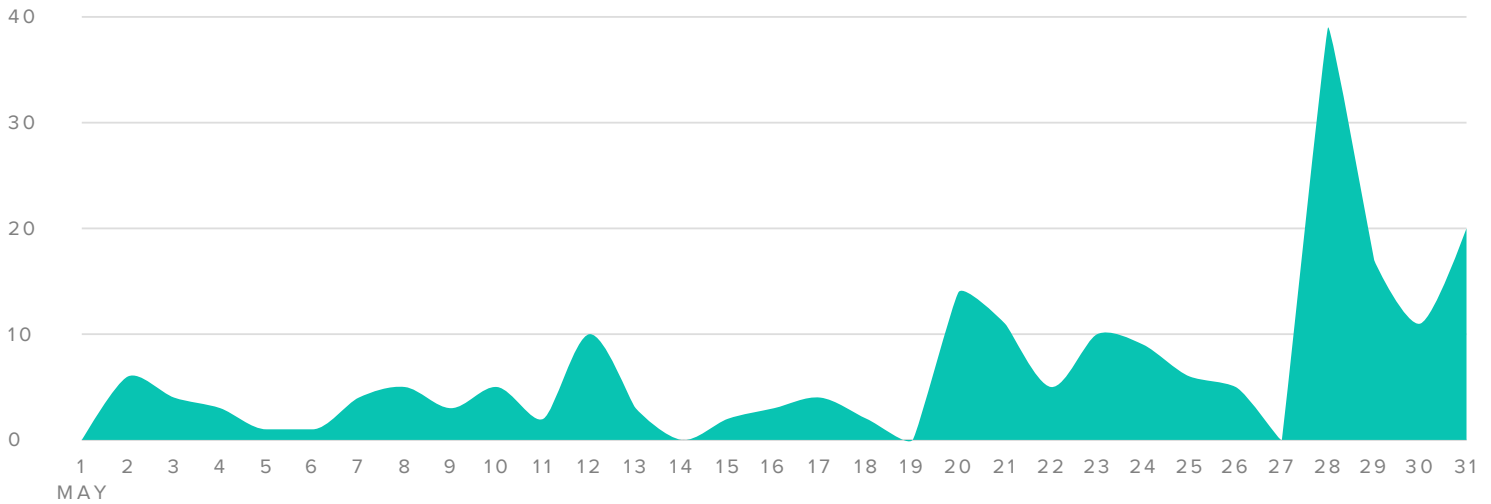
@kootenayrockies
138 Engagements



@kootenayrockies
118 Engagements

Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

FOLLOWER METRICS

TOTALS

Total Followers

1,474

Followers Gained

204

People that you Followed

58

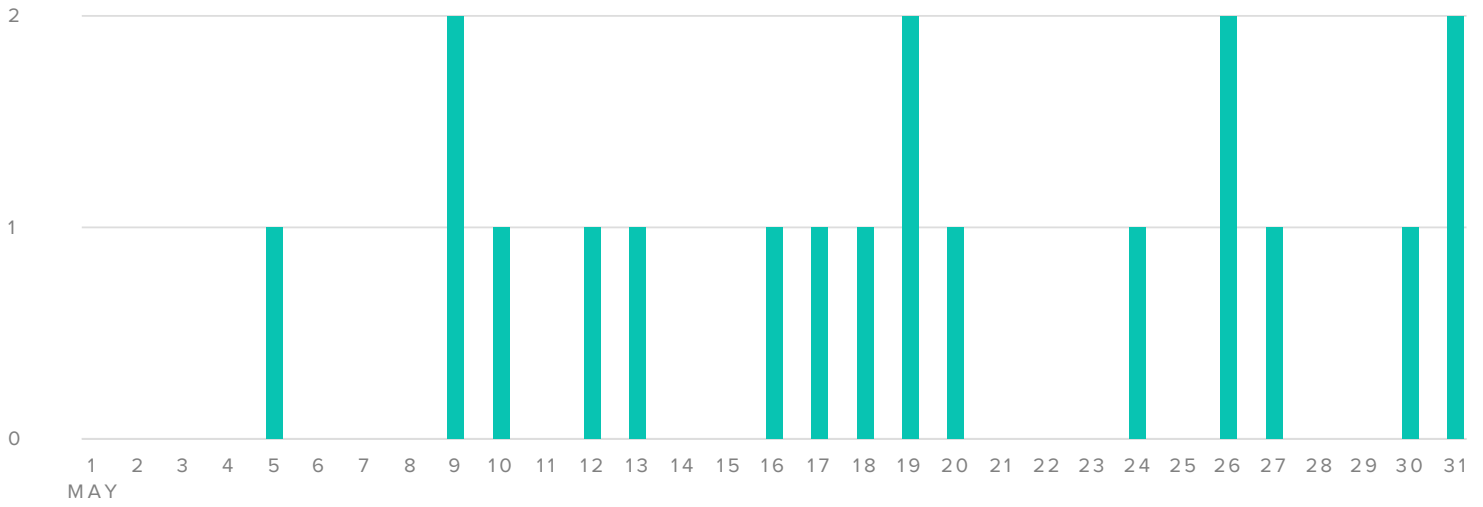
Total followers increased by

▲ 16.1%

since previous date range

Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

PUBLISHING METRICS

TOTALS

Photos	19
Videos	–
Total Media	19

The number of media you sent increased by



since previous date range

Outbound Hashtag Performance

MOST USED HASHTAGS

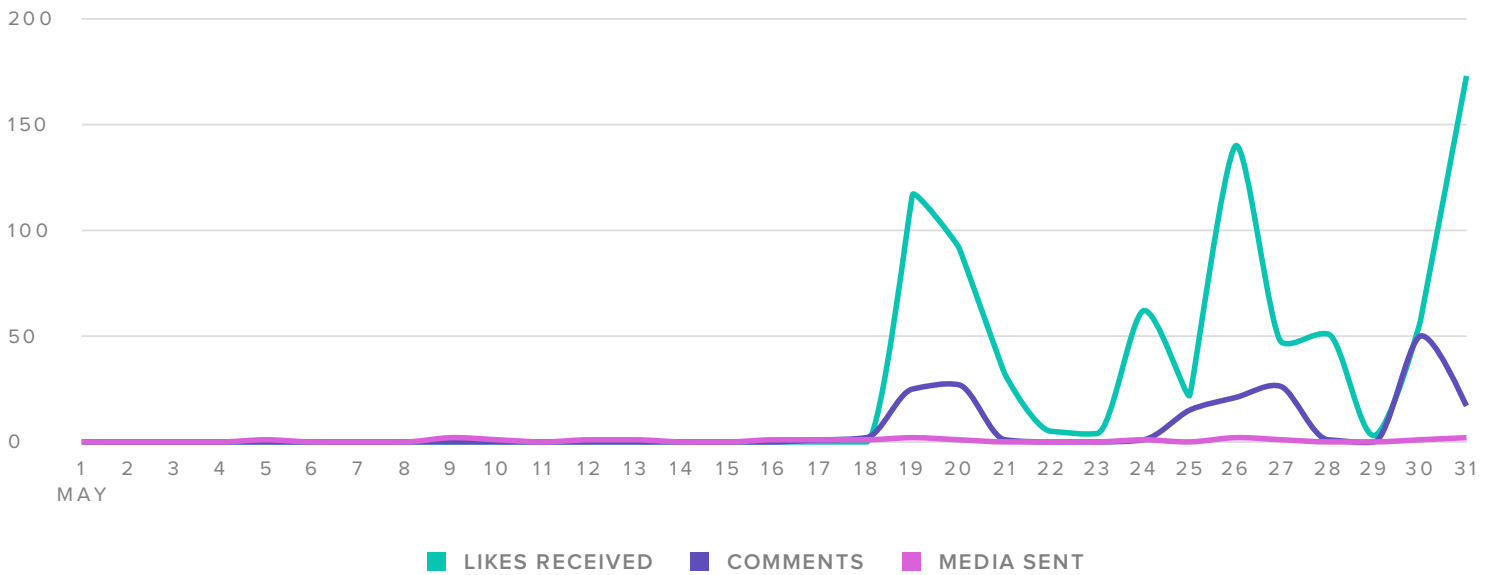
#explorebc	19
#mykootenays	17
#kootenay	15
#kootenays	15
#explorekr	15
#kootenayrockies	11
#hiking	4
#parkscanada	3
#therealstoke	3
#revelstokebc	3

MOST ENGAGED HASHTAGS

#explorebc	459
#mykootenays	400
#explorekr	382
#kootenays	342
#kootenay	298
#kootenayrockies	260
#hikebc	231
#hiking	211
#wildflowers	85
#bugaboo	78

Audience Engagement

AUDIENCE ENGAGEMENT, BY DAY



ENGAGEMENT METRICS	TOTALS
Likes Received	805
Comments Received	187
Total Engagements	992
Engagements per Follower	0.7
Engagements per Media	52.2

The number of engagements increased by



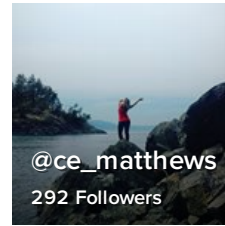
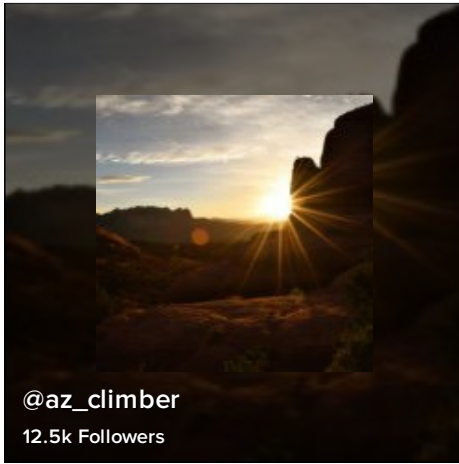
since previous date range

The number of engagements per media increased by




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	1,474	16.1%	204	19	175	992	52.2	0.67