

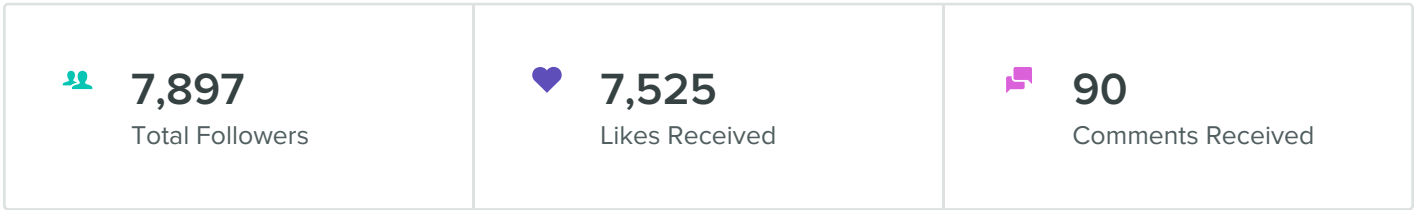


Instagram Profiles for **Kootenay Rockies**

Aug 01, 2017 - Aug 31, 2017

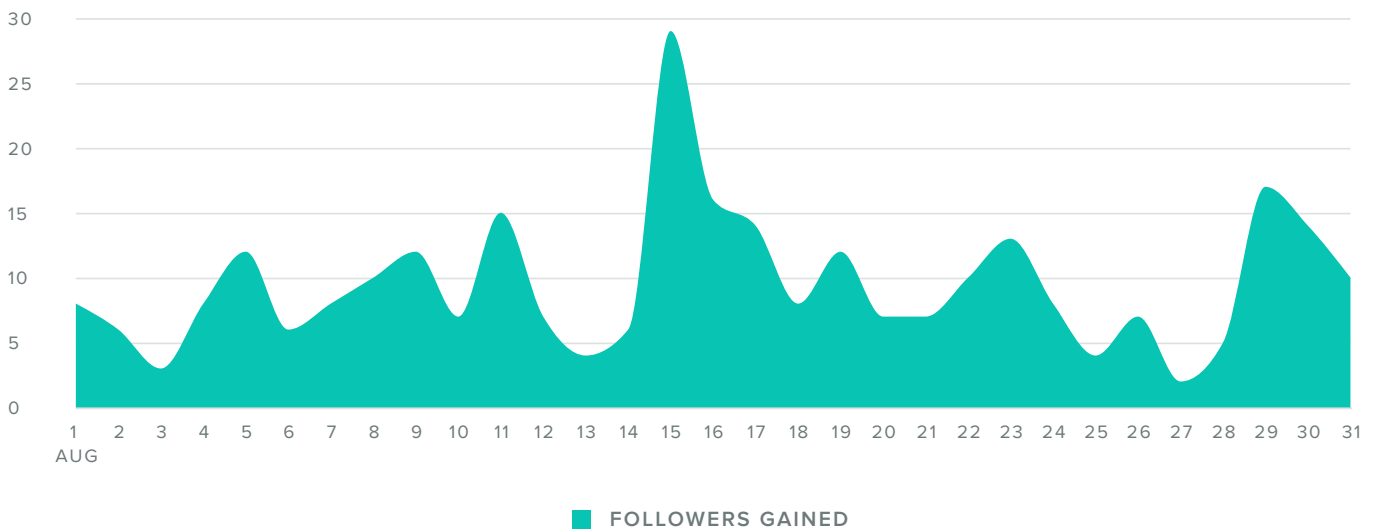
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	7,897
Followers Gained	295
People that you Followed	376

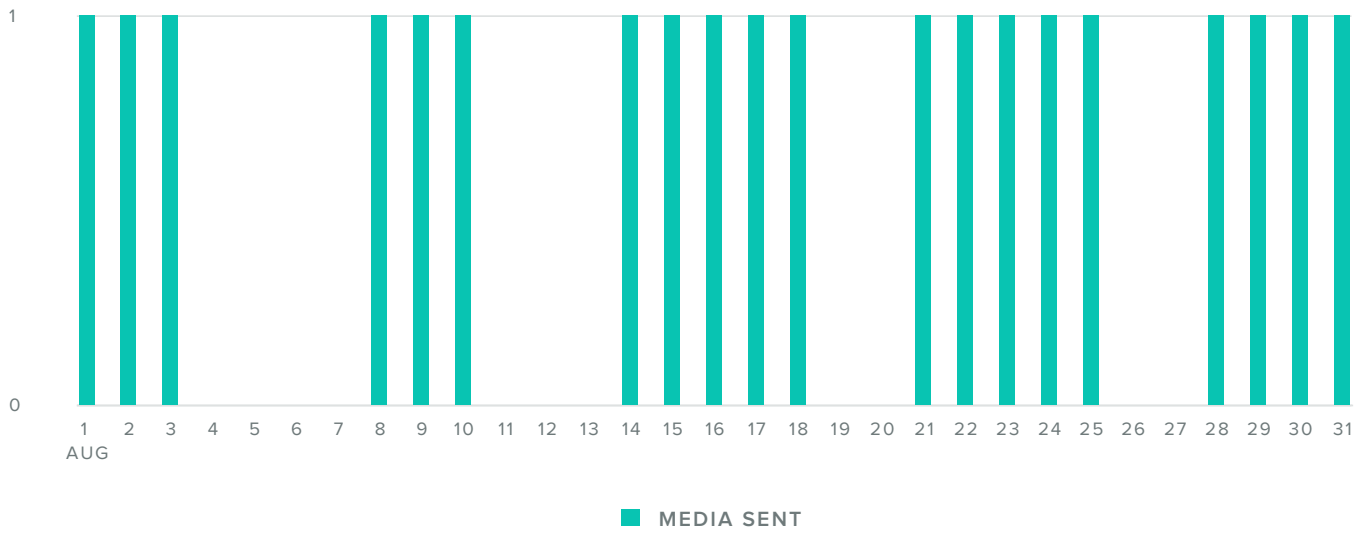
Total followers increased by

▲ 3.9%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	19
Videos	1
Other	—
Total Media	20

The number of media you sent decreased by

-13.0%

since previous date range

Instagram Top Posts



@kootrocks
638 Engagements



@kootrocks
637 Engagements



@kootrocks
632 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

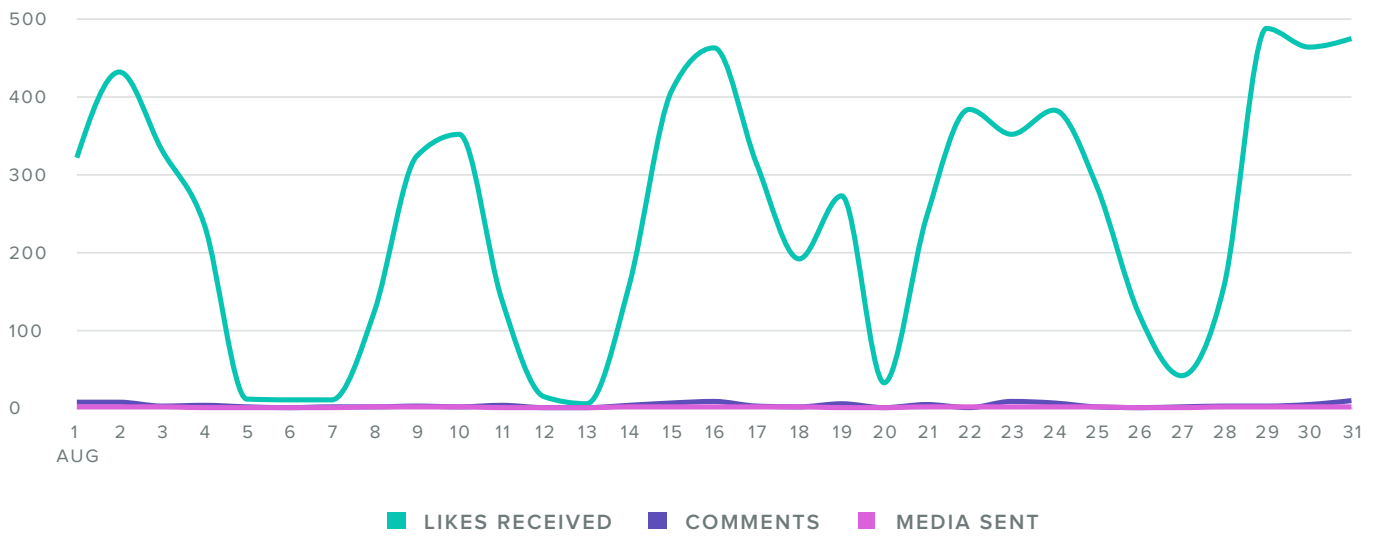
#kootrocks	20
#explorebc	20
#mountainplayground	19
#wildernessculture	19
#destinationearth	19
#mountainculture	19
#roamtheplanet	19
#explorecanada	19
#awesomeearth	19
#exploringbc	19

MOST ENGAGED HASHTAGS

#explorebc	5,013
#wildernessculture	4,701
#roamtheplanet	4,556
#mountainplayground	4,415
#kootrocks	4,110
#destinationearth	3,951
#mountainculture	3,557
#awesomeearth	2,661
#kootenayculture	2,637
#kootenays	2,611

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	7,525
Comments Received	90
Total Engagements	7,615
Engagements per Follower	0.96
Engagements per Media	380.75

The number of engagements decreased by

-11.0%

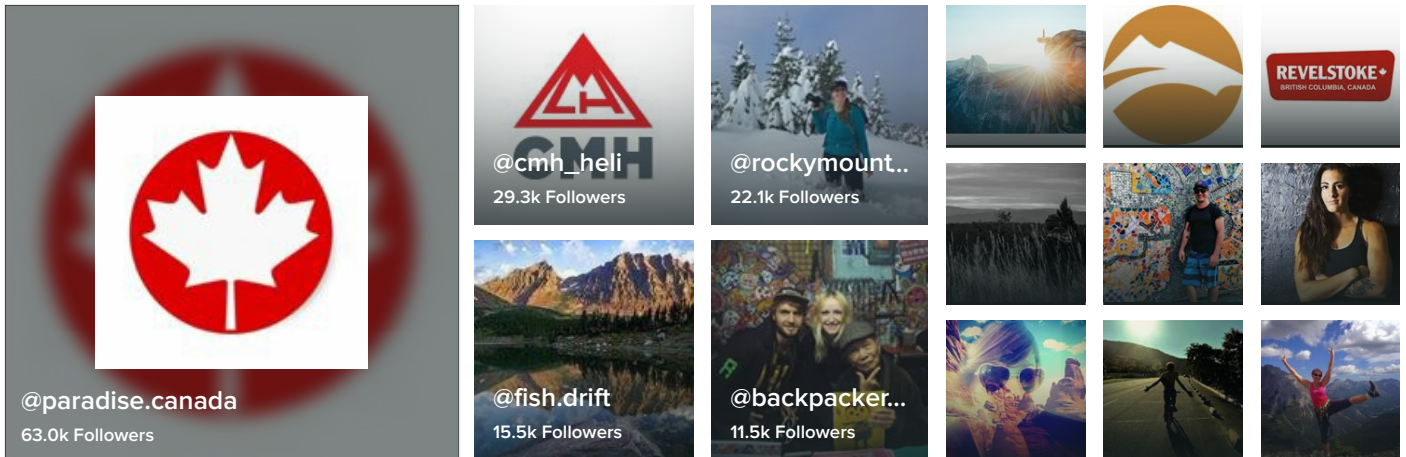
since previous date range

The number of engagements per media increased by


+2.4%

since previous date range

Instagram 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
 Kootenay Rockies	7,897	3.9%	295	20	19	7,615	380.8	0.96