

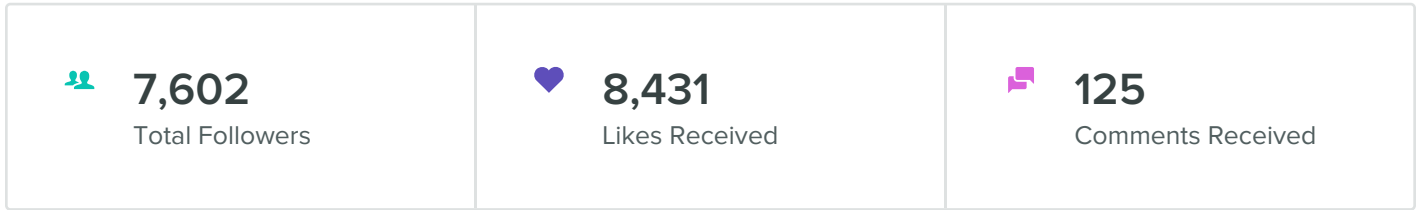


Instagram Profiles for **Kootenay Rockies**

Jul 01, 2017 - Jul 31, 2017

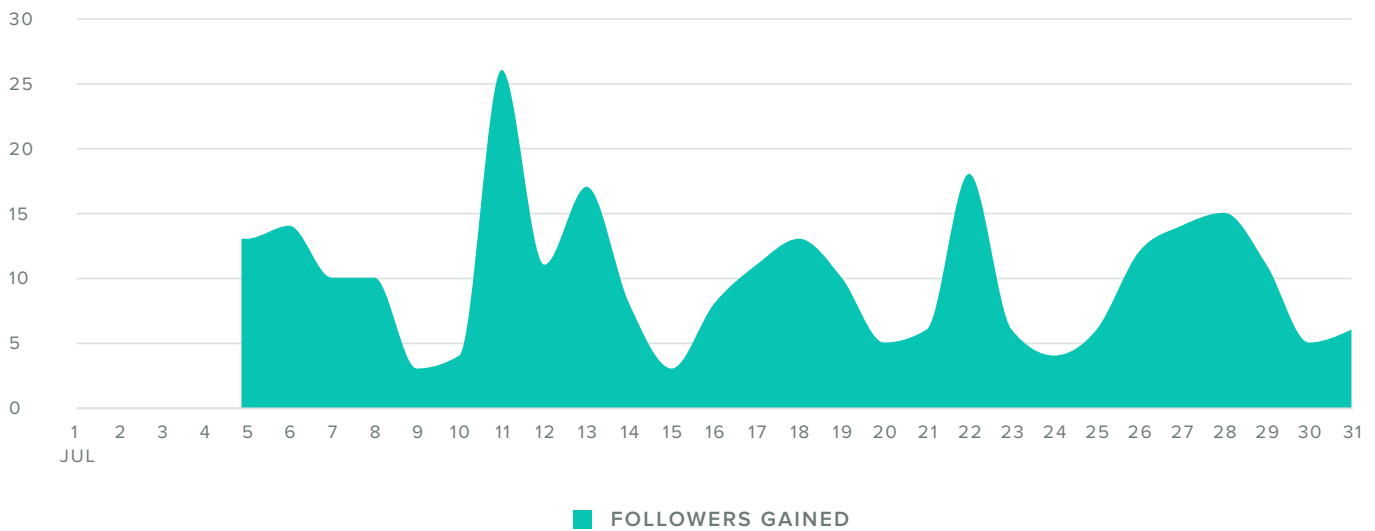
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	7,602
Followers Gained	269
People that you Followed	389

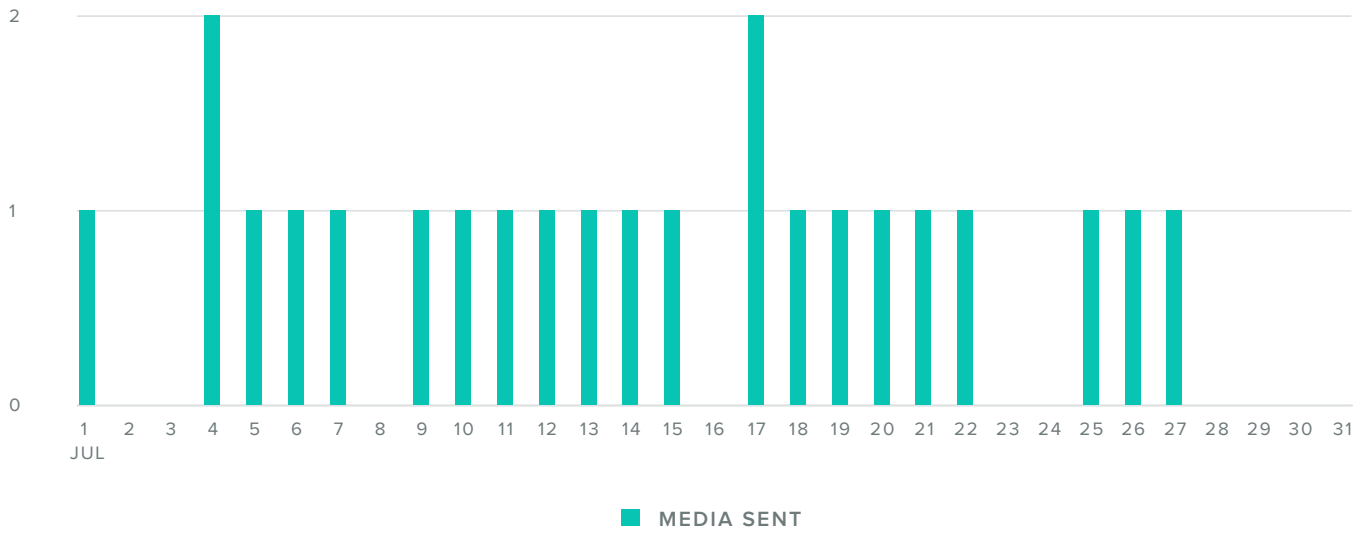
Total followers increased by

▲ 100.0%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics

Publishing Metrics	Totals
Photos	22
Videos	1
Other	—
Total Media	23

The number of media you sent decreased by

-11.5%

since previous date range

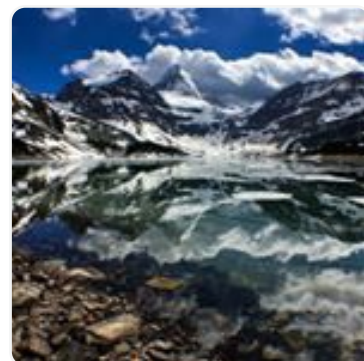
Instagram Top Posts



@kootrocks
651 Engagements



@kootrocks
601 Engagements



@kootrocks
553 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

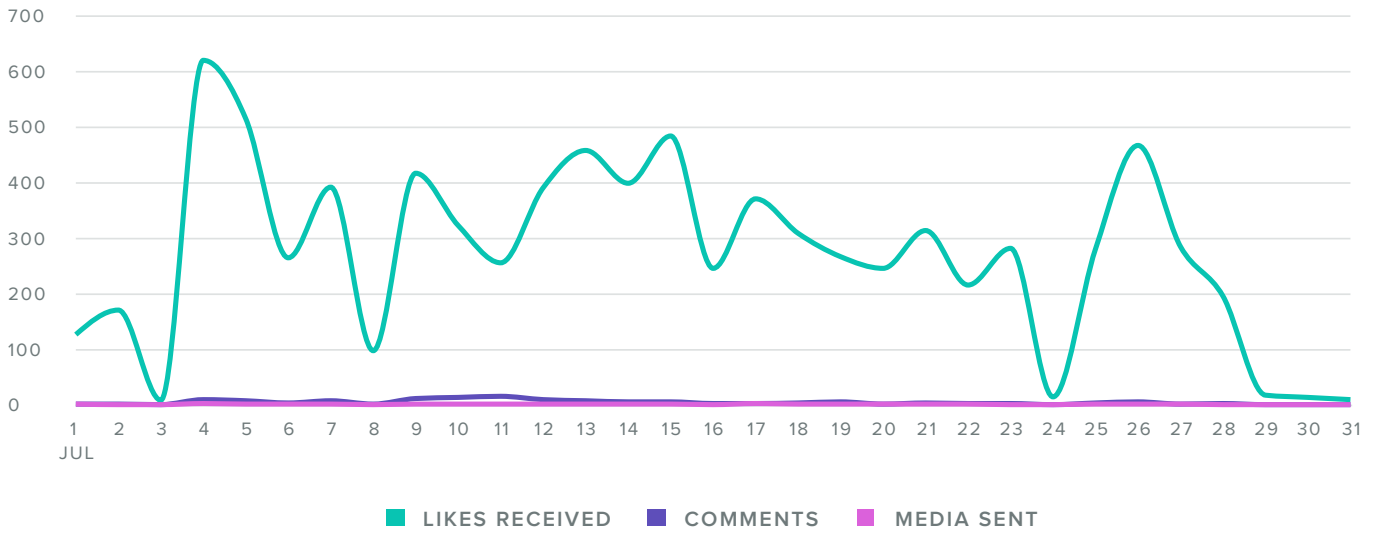
#kootrocks	23
#explorebc	21
#mountainplayground	20
#destinationearth	20
#roamtheplanet	20
#mountainlife	20
#ilovebc	20
#neverstopexploring	19
#exploringbc	19
#mountains	19

MOST ENGAGED HASHTAGS

#kootrocks	6,089
#explorebc	4,473
#kootenayculture	3,556
#exploringbc	3,538
#ilovebc	2,962
#roamtheplanet	2,922
#mountainlife	2,619
#mountainplayground	2,429
#destinationearth	2,305
#neverstopexploring	2,126

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	8,431
Comments Received	125
Total Engagements	8,556
Engagements per Follower	1.13
Engagements per Media	372.00

The number of engagements decreased by

-7.8%

since previous date range


The number of engagements per media increased by

+4.2%

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	7,602	100.0%	269	23	25	8,556	372.0	1.13