



Instagram Profiles for **Kootenay Rockies**

Dec 01, 2017 - Dec 31, 2017

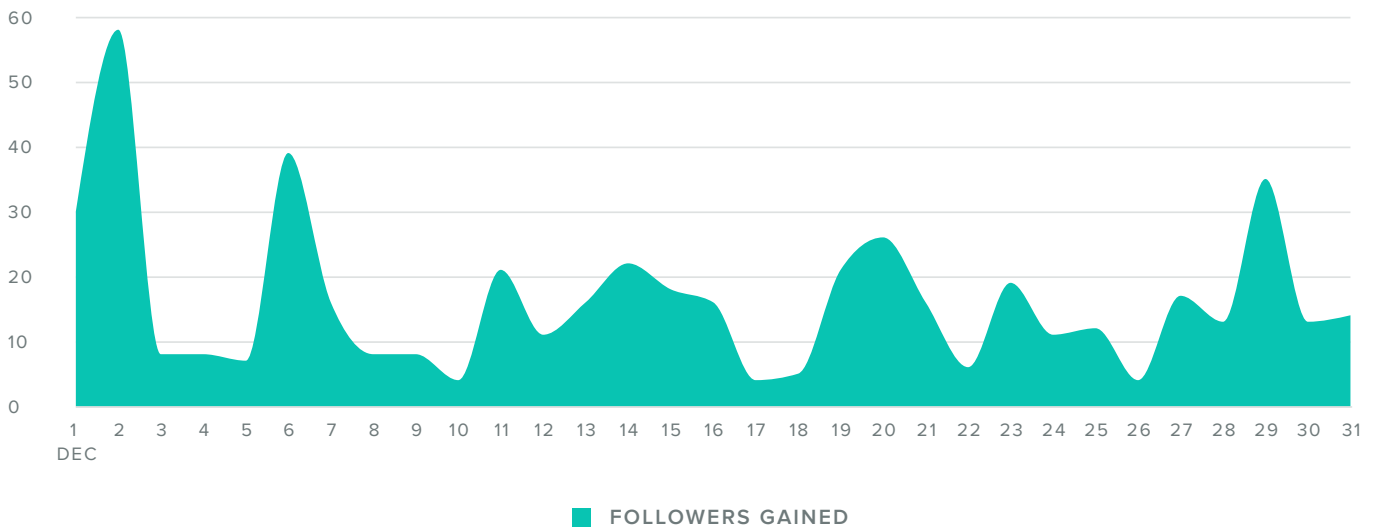
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	9,488
Followers Gained	506
People that you Followed	17

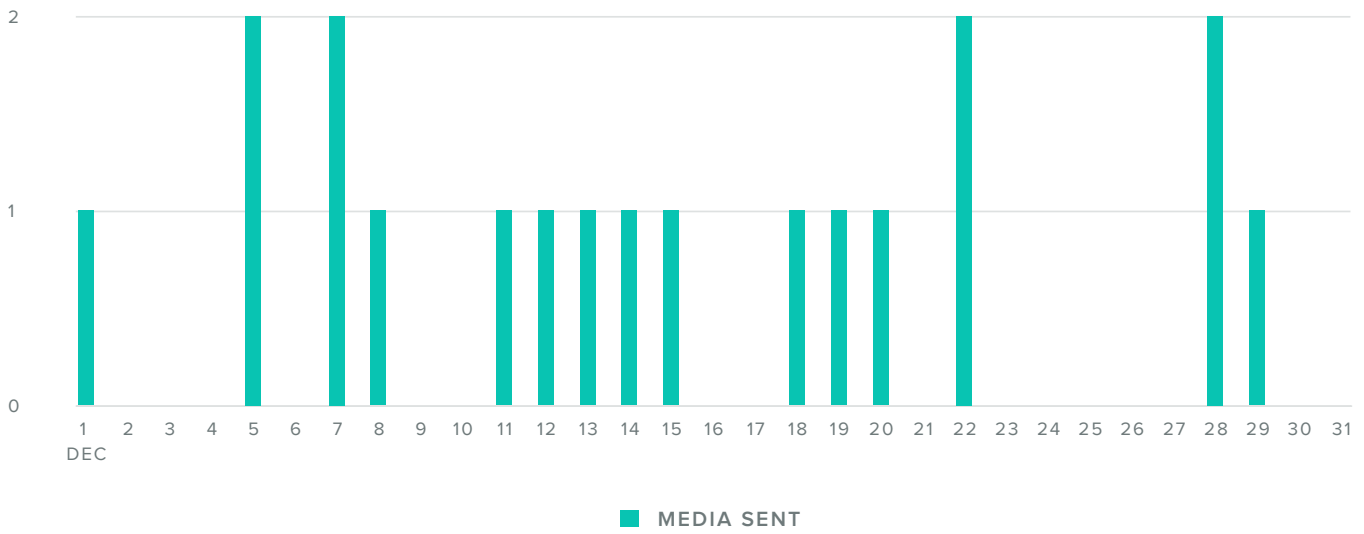
Total followers increased by

▲ 5.6%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	19
Videos	-
Other	-
Total Media	19

The number of media you sent decreased by

-17.4%

since previous date range

Instagram Top Posts



@kootrocks
1137 Engagements



@kootrocks
993 Engagements



@kootrocks
714 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

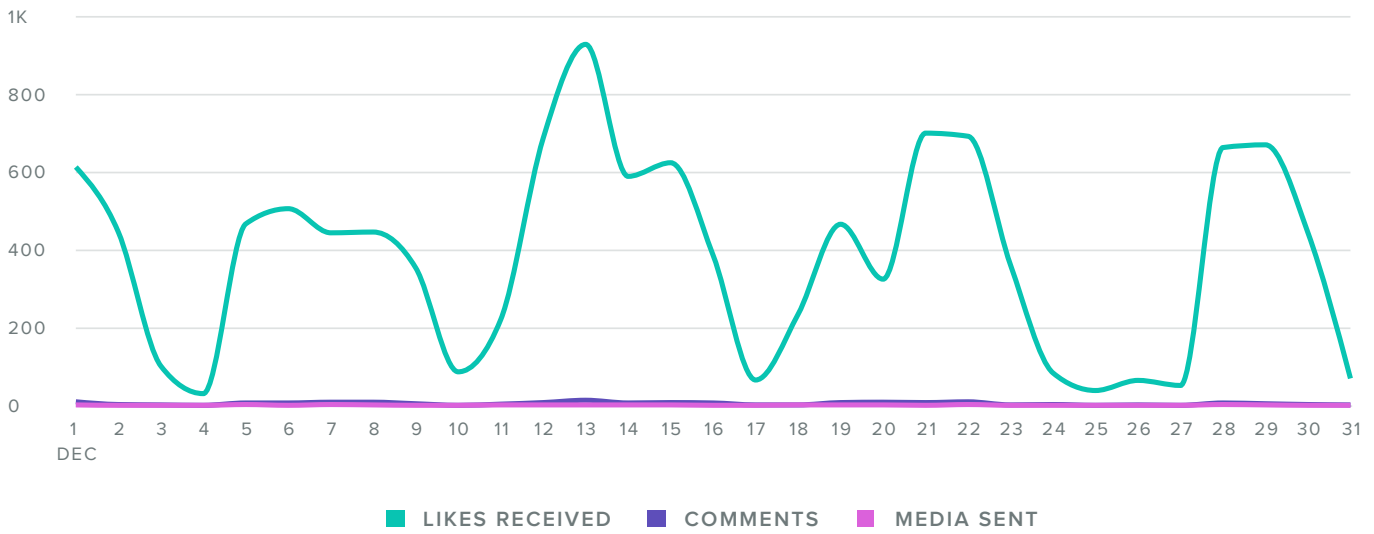
#explorebc	19
#kootrocks	19
#explorecanada	19
#kootenayculture	14
#mountainculture	14
#destinationearth	14
#bc	14
#canada	14
#ilovebc	14
#instagood	14

MOST ENGAGED HASHTAGS

#explorebc	11,466
#kootrocks	10,604
#explorecanada	10,160
#roamtheplanet	4,244
#kootenayculture	3,274
#instagood	3,204
#powderhighway	3,000
#destinationearth	2,996
#wildernessculture	2,956
#ilovebc	2,761

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY

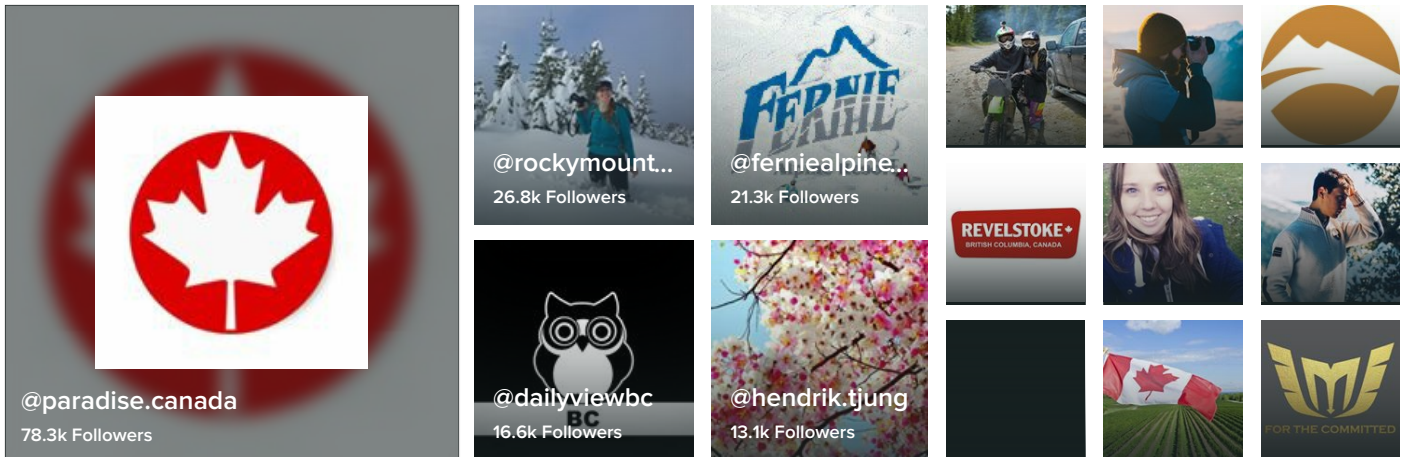


Engagement Metrics	Totals
Likes Received	11,832
Comments Received	136
Total Engagements	11,968
Engagements per Follower	1.26
Engagements per Media	629.89

The number of engagements decreased by **-10.9%** since previous date range

The number of engagements per media increased by **+7.9%** 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	9,488	5.6%	506	19	19	11,968	629.9	1.26

