

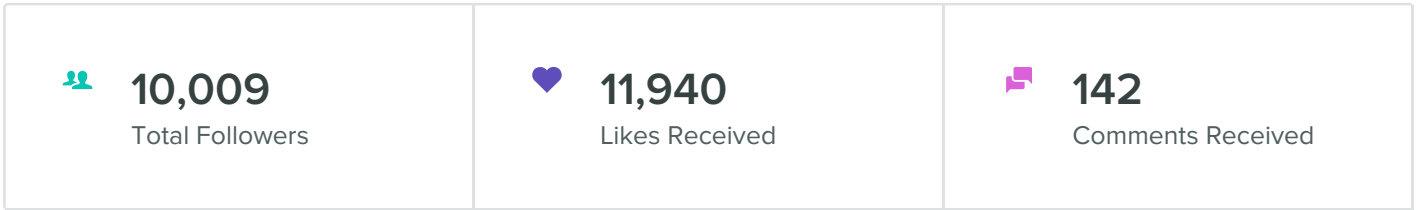


Instagram Profiles for **Kootenay Rockies**

Jan 01, 2018 - Jan 31, 2018

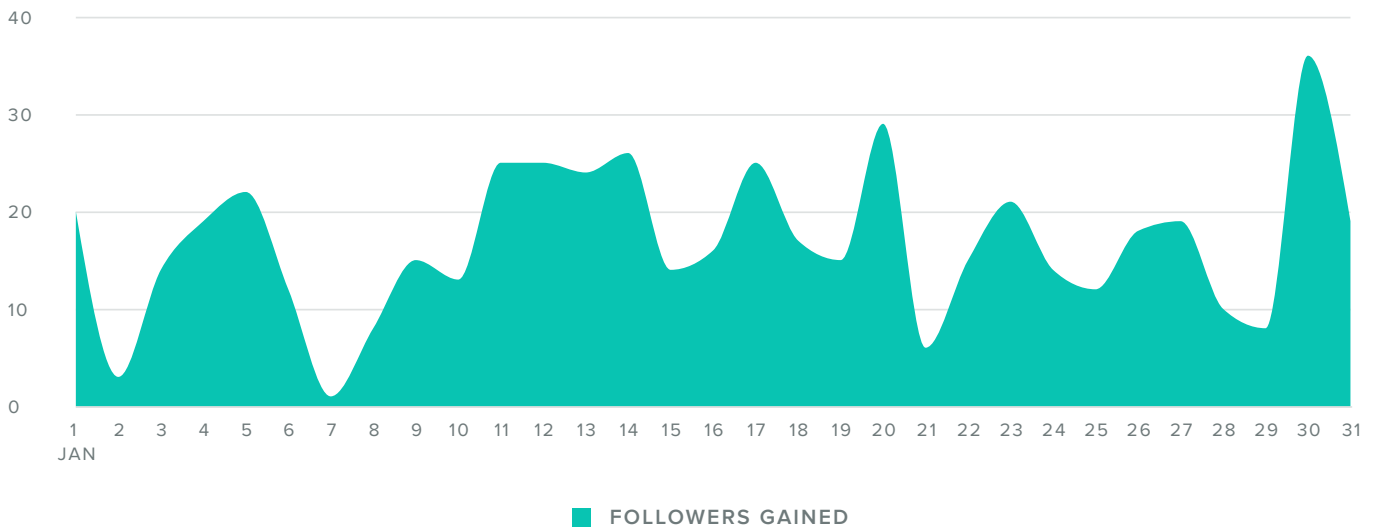
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	10,009
Followers Gained	521
People that you Followed	31

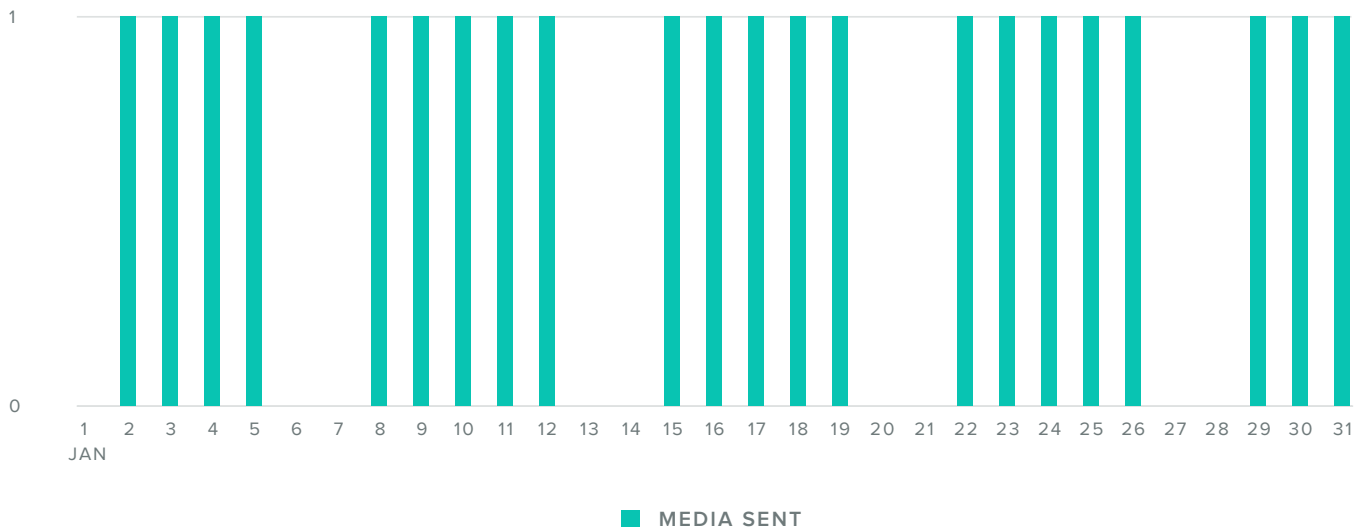
Total followers increased by

▲ 5.5%

since previous month

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	22
Videos	-
Other	-
Total Media	22

The number of media you sent increased by

▲ 15.8%

since previous month

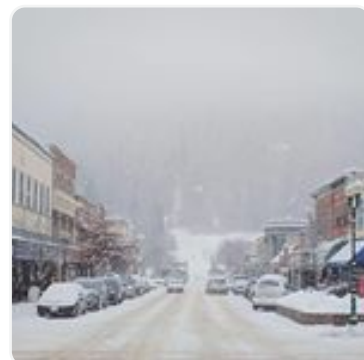
Instagram Top Posts



@kootrocks
998 Engagements



@kootrocks
1008 Engagements



@kootrocks
970 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

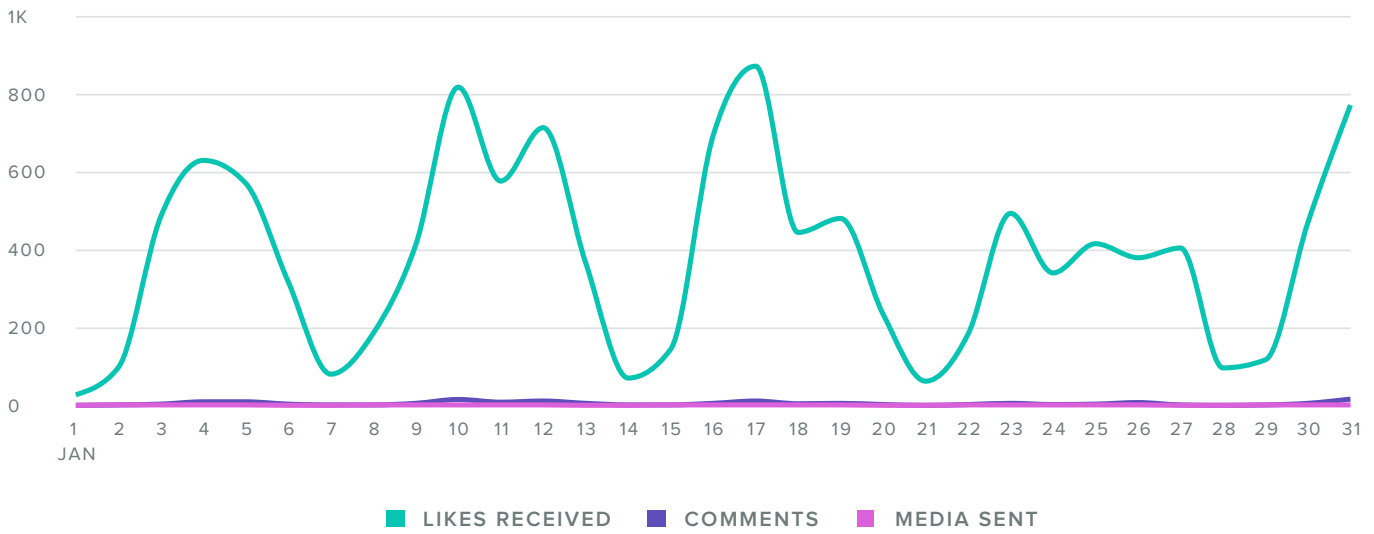
#kootenays	22
#bc	22
#canada	22
#ilovebc	22
#instagood	22
#mountains	22
#beautifulbc	22
#exploringbc	22
#awesomearth	22
#mountainlife	22

MOST ENGAGED HASHTAGS

#roamtheplanet	8,201
#mountains	7,765
#ilovebc	7,723
#canada	7,471
#instagood	7,247
#destinationearth	7,236
#kootenayculture	6,802
#explorebc	6,784
#powderhighway	6,492
#beautifulbc	6,360

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



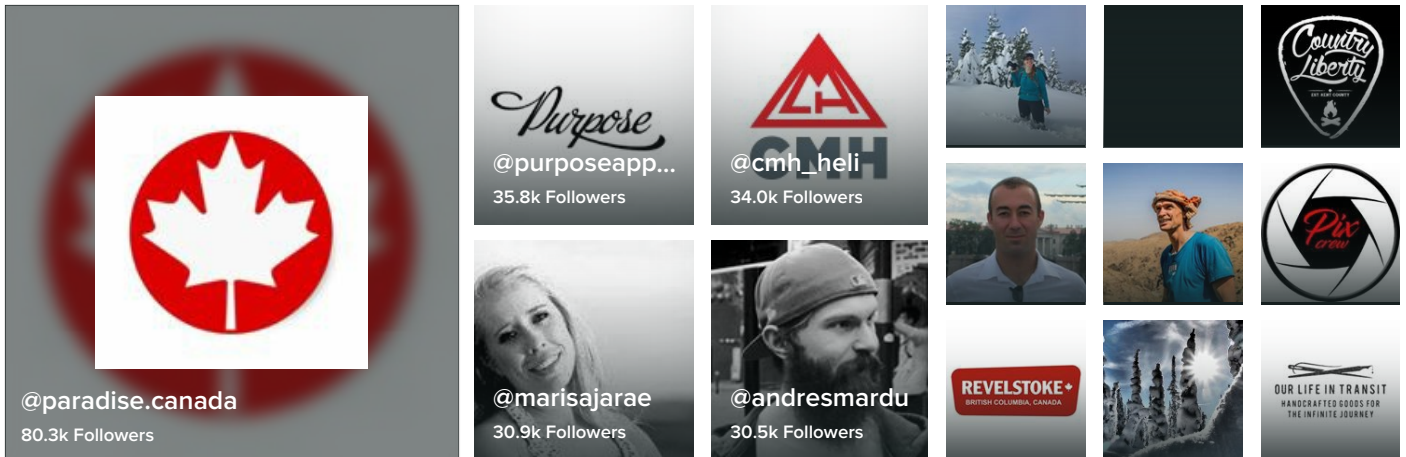
Engagement Metrics	Totals
Likes Received	11,940
Comments Received	142
Total Engagements	12,082

The number of engagements increased by **1.0%** since previous month


Engagements per Follower	1.21
Engagements per Media	549.18

The number of engagements per media decreased by **12.8%** since previous month

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	10,009	5.5%	521	22	24	12,082	549.2	1.21

