

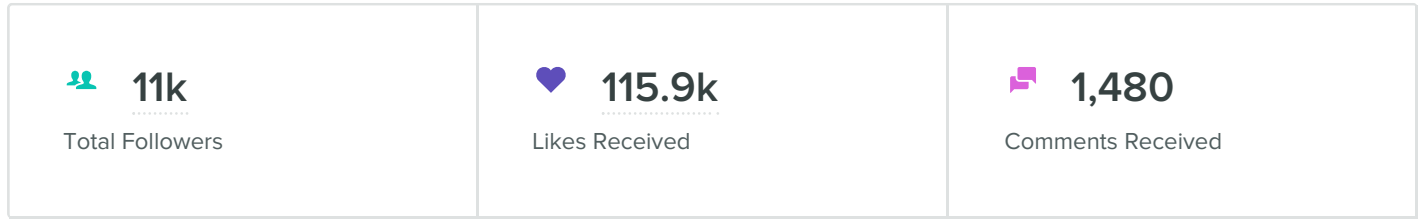


Instagram Profiles for **Kootenay Rockies**

Apr 01, 2017 - Mar 31, 2018

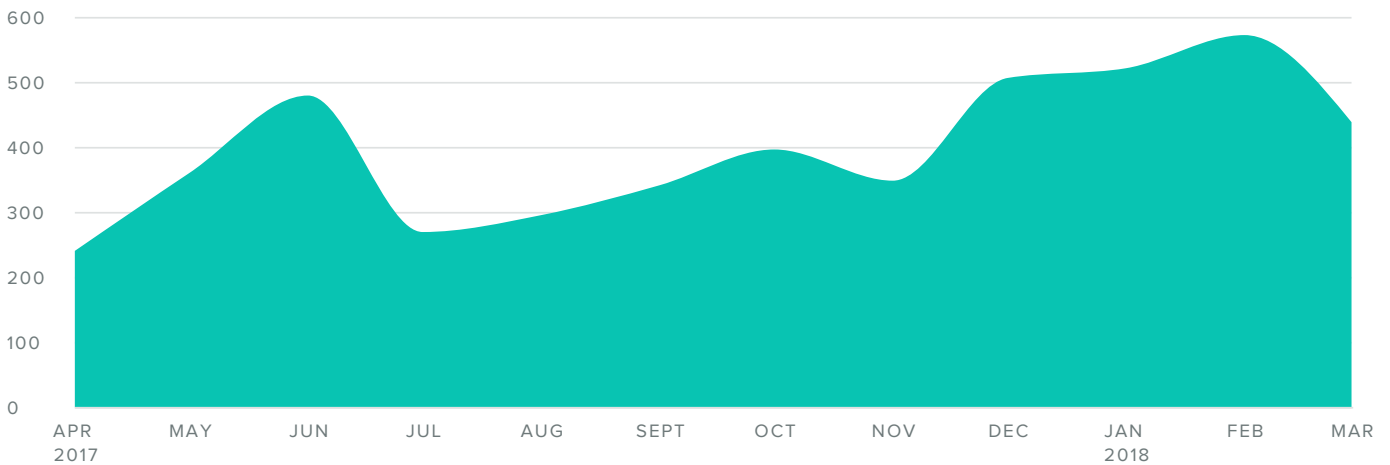
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY MONTH



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	11k
Followers Gained	4,815
People that you Followed	1,288

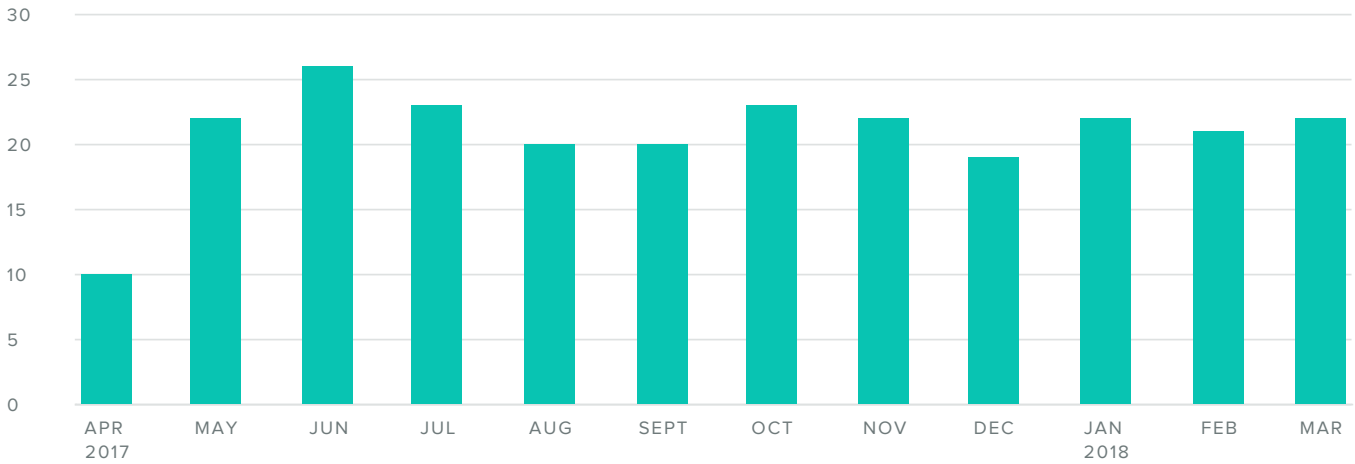
Total followers increased by

77.6%

since previous date range

Instagram Publishing Behavior

MEDIA PER MONTH



■ MEDIA SENT

Publishing Metrics	Totals
Photos	246
Videos	4
Other	0
Total Media	250

The number of media you sent decreased by

-25.4%

since previous date range

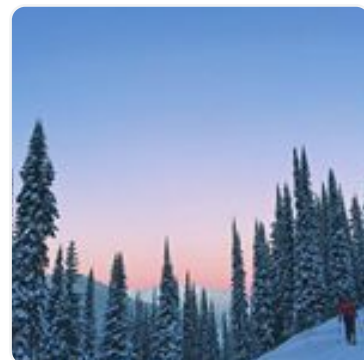
Instagram Top Posts



@kootrocks
1109 Engagements



@kootrocks
1113 Engagements



@kootrocks
1143 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

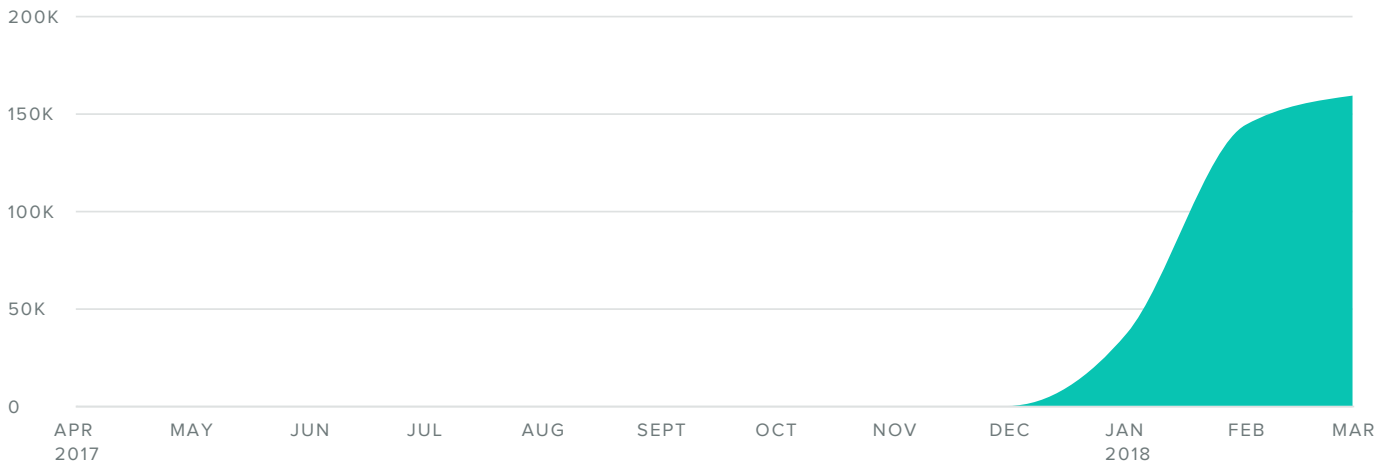
#explorebc	245
#kootrocks	243
#explorecanada	236
#roamtheplanet	232
#ilovebc	231
#kootenays	231
#exploringbc	231
#mountainlife	230
#mountainculture	230
#destinationearth	230

MOST ENGAGED HASHTAGS

#explorebc	72,595
#kootrocks	59,816
#kootenayculture	51,964
#ilovebc	51,716
#explorecanada	49,522
#roamtheplanet	48,816
#destinationearth	48,193
#instagood	42,685
#exploringbc	41,522
#wildernessculture	38,997

Instagram Impressions

IMPRESSIONS, BY MONTH



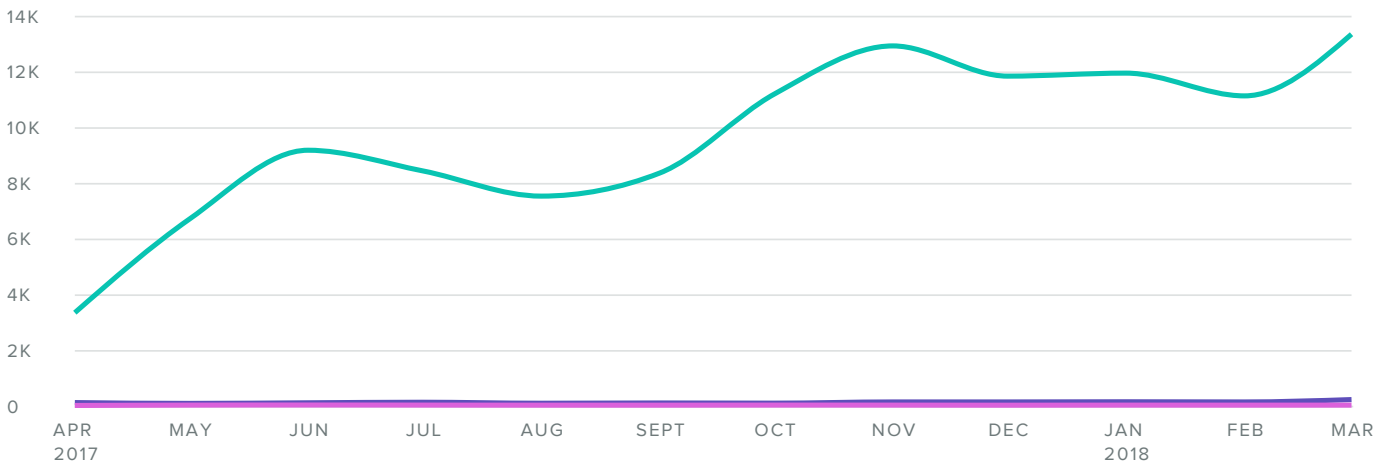
■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	340.3k
Average Impressions per Day	932.33
Average Daily Reach per Profile	547.47

Total Impressions increased by
34,029,900%
 since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY MONTH



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	115.9k
Comments Received	1,480
Total Engagements	117.3k

The number of engagements increased by

▲ **28.3%**

since previous date range

Engagements per Follower	10.65
Engagements per Media	469.36

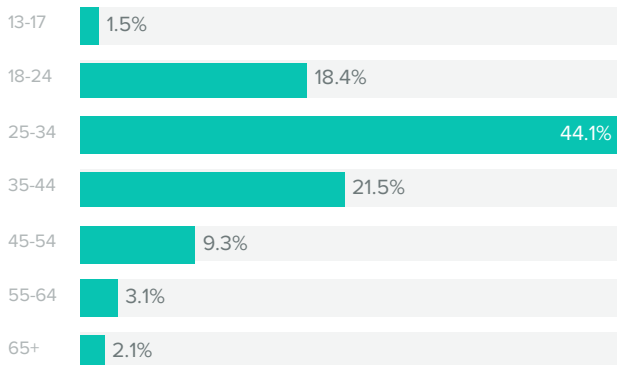
The number of engagements per media increased by

▲ **71.9%**

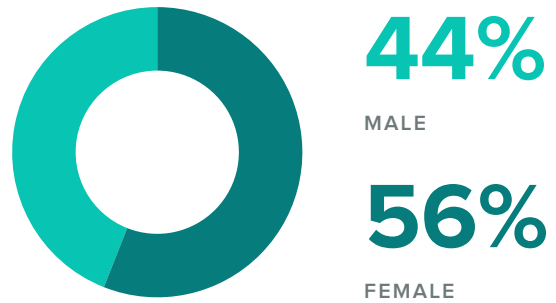
since previous date range

Instagram Audience Demographics

BY AGE



BY GENDER



Women between the ages of **25-34** appear to be the leading force among your fans.

Top Countries

Canada	8,181
United States	1,064
Australia	217
United Kingdom	202
Germany	108

Top Cities

Calgary, Alberta	812
Vancouver, British Columbia	650
Nelson, British Columbia	488
Cranbrook, British Columbia	373
Kelowna, British Columbia	330

Instagram Stats by Profile

Instagram Profile	Total Followers	Follower Increase	Followers Gained	Media Sent	Comments Sent	Impressions	Total Engagements	Engagements per Media	Engagements per Follower
Kootenay Rockies (Business)	11k	77.6%	4,815	250	346	340.3k	117.3k	469.36	10.65