

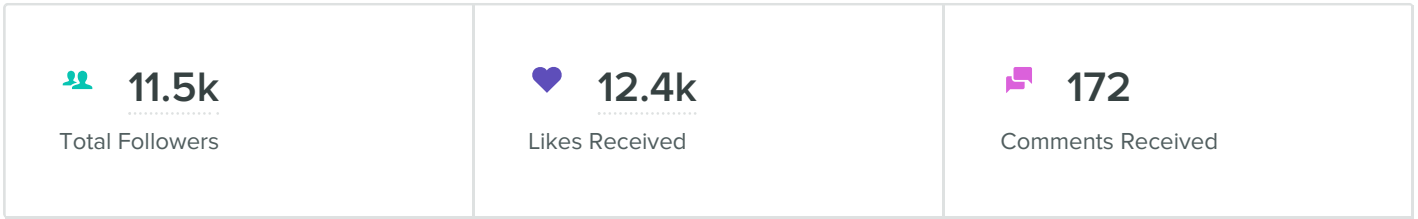


# Instagram Profiles for **Kootenay Rockies**

Apr 01, 2018 - Apr 30, 2018

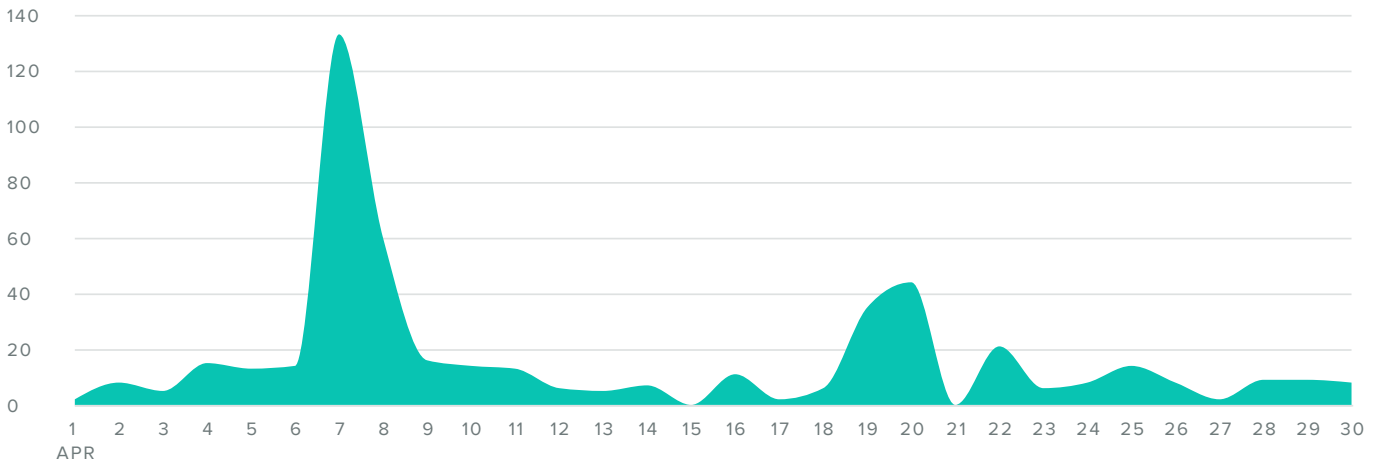
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview



## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
<b>Total Followers</b>	<b>11.5k</b>
Followers Gained	490
People that you Followed	25

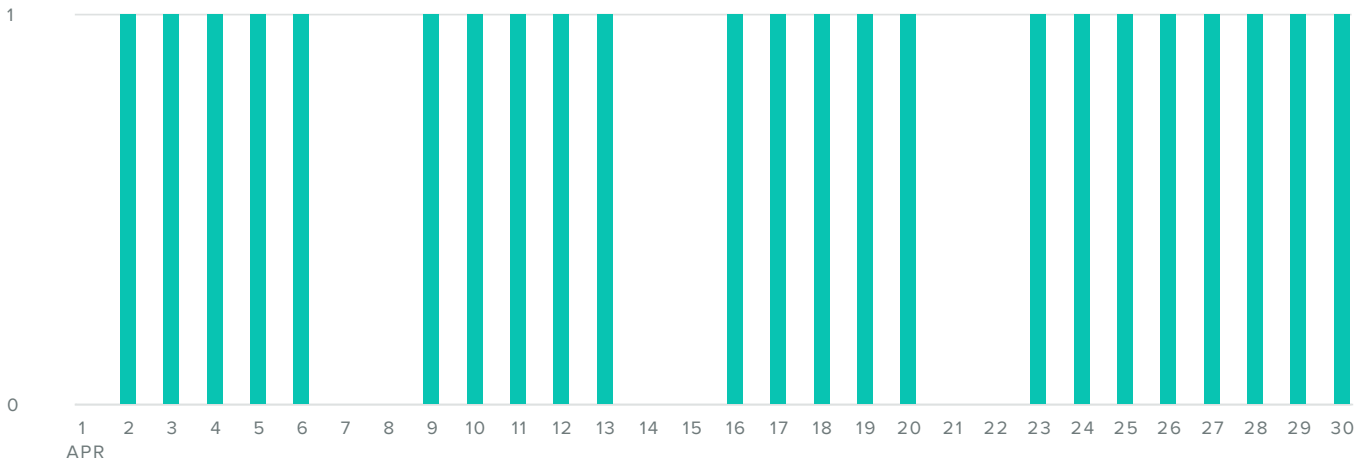
Total followers increased by

**▲ 4.4%**

since previous month

## Instagram Publishing Behavior

### MEDIA PER DAY



■ MEDIA SENT

Publishing Metrics	Totals
Photos	23
Videos	0
Other	0
<b>Total Media</b>	<b>23</b>

The number of media you sent increased by

**9.5%**

since previous month

## Instagram Top Posts



@kootrocks  
1005 Engagements



@kootrocks  
885 Engagements



@kootrocks  
844 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

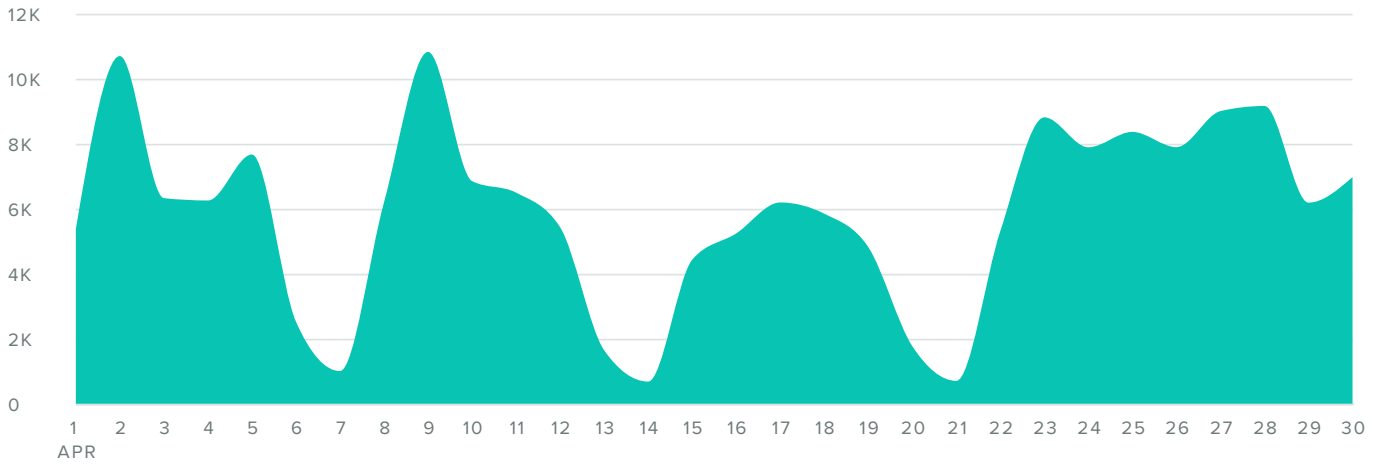
#kootrocks	23
#explorecanada	23
#neverstopexploring	22
#bc	22
#canada	22
#ilovebc	22
#explorebc	22
#instagood	22
#kootenays	22
#mountains	22

## MOST ENGAGED HASHTAGS

#explorecanada	11,582
#kootrocks	11,129
#explorebc	8,837
#roamtheplanet	7,320
#kootenayculture	6,829
#destinationearth	6,829
#instagood	6,561
#wildernessculture	6,561
#ilovebc	6,324
#mountainlife	6,110

# Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics

Totals

**Total Impressions**

**176.6k**

Average Impressions per Day

**5,886**

Average Daily Reach per Profile

**3,637**

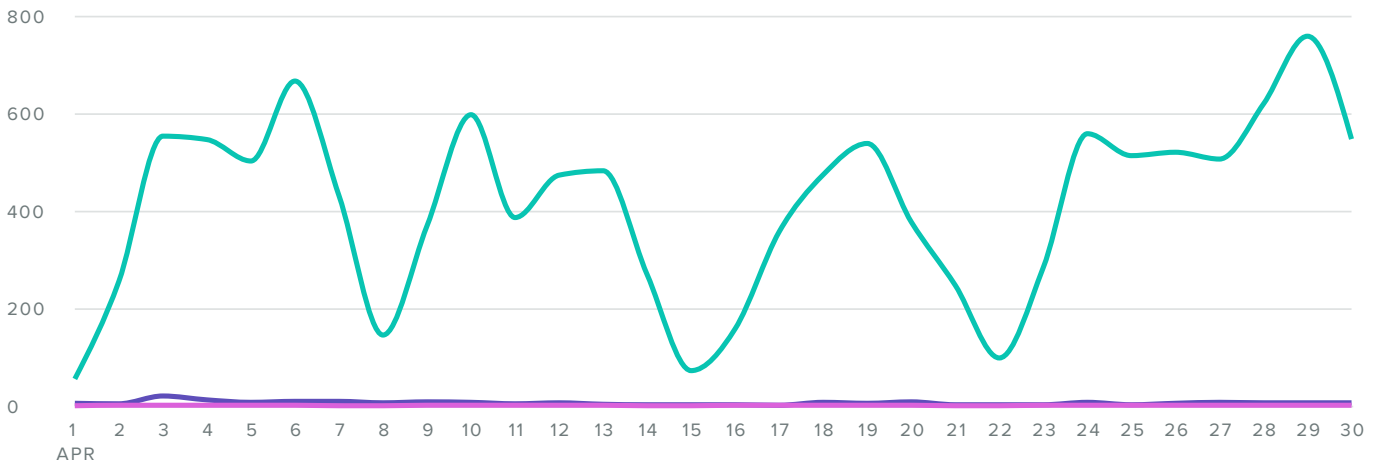
Total Impressions increased by

**▲ 15.3%**

since previous month

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	12.4k
Comments Received	172
<b>Total Engagements</b>	<b>12.5k</b>

The number of engagements decreased by

**-2.8%**

since previous month

Engagements per Follower	1.09
Engagements per Media	544.65

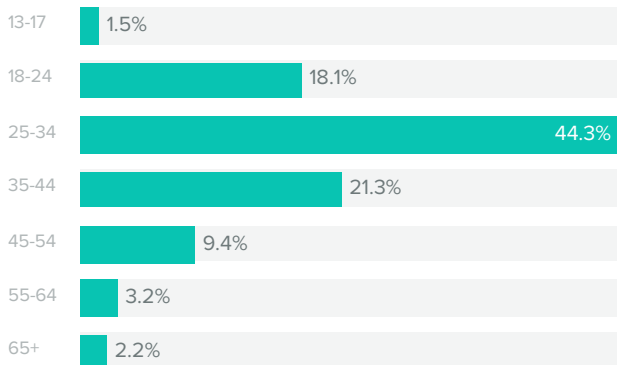
The number of engagements per media decreased by

**-11.2%**

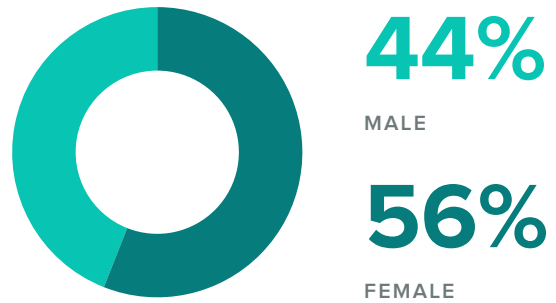
since previous month

## 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	8,528
United States	1,102
Australia	229
United Kingdom	210
Germany	108

### Top Cities

Calgary, Alberta	852
Vancouver, British Columbia	692
Nelson, British Columbia	510
Cranbrook, British Columbia	382
Kelowna, British Columbia	346

## 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)	11.5k	4.4%	490	23	29	176.6k	12.5k	544.65	1.09