

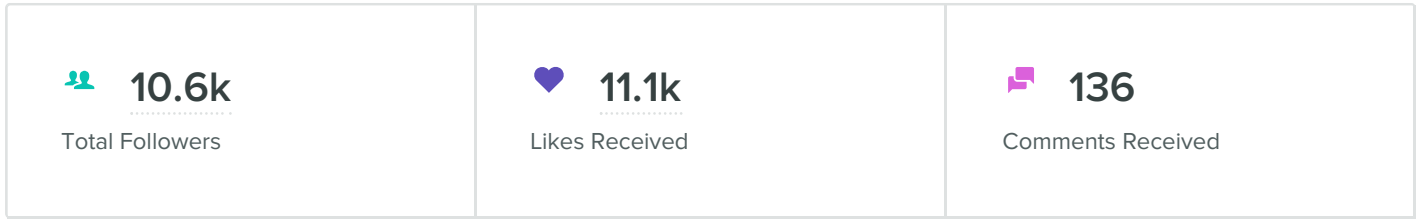


Instagram Profiles for **Kootenay Rockies**

Feb 01, 2018 - Feb 28, 2018

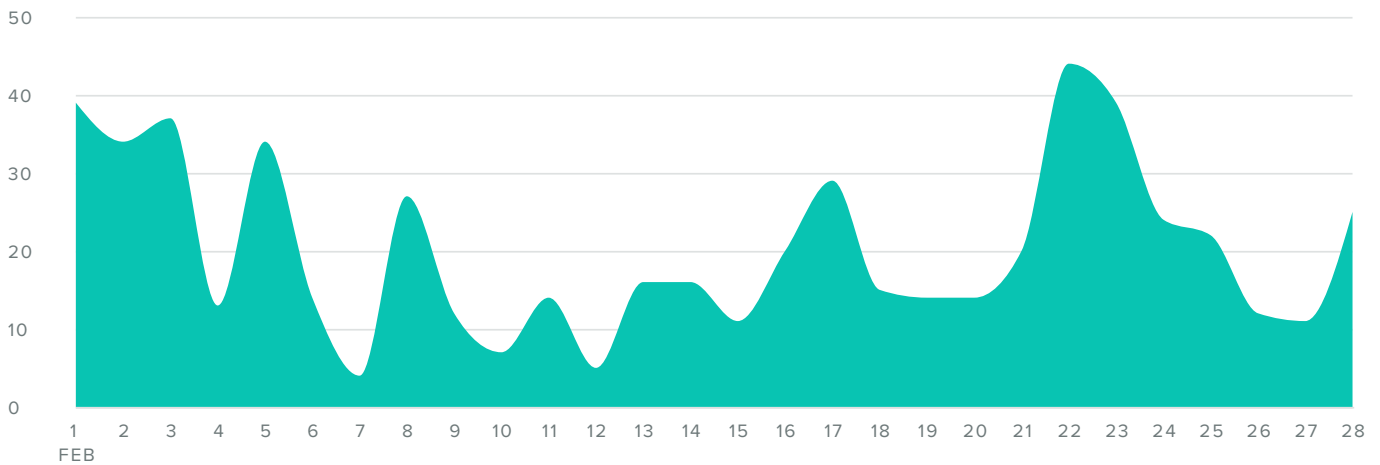
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	10.6k
Followers Gained	572
People that you Followed	87

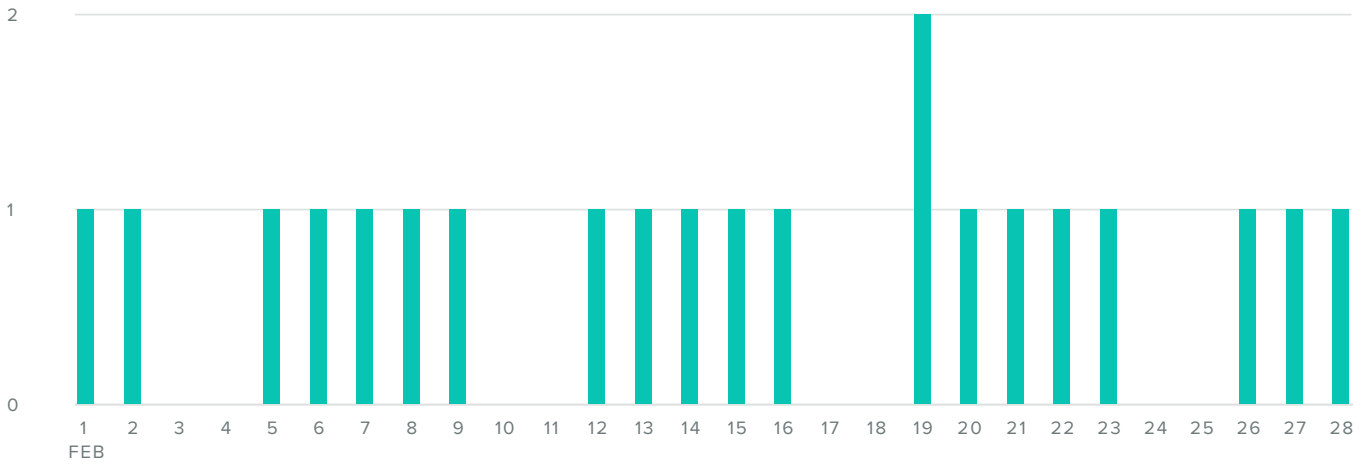
Total followers increased by

▲ 5.7%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

Publishing Metrics	Totals
Photos	20
Videos	1
Other	0
Total Media	21

The number of media you sent increased by

▲ **5%**

since previous date range

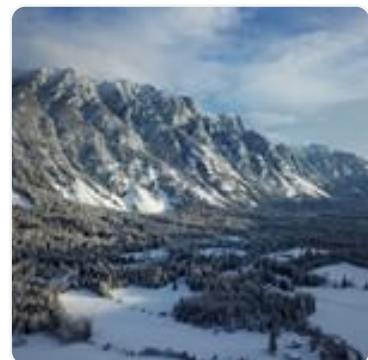
Instagram Top Posts



@kootrocks
1094 Engagements



@kootrocks
884 Engagements



@kootrocks
815 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

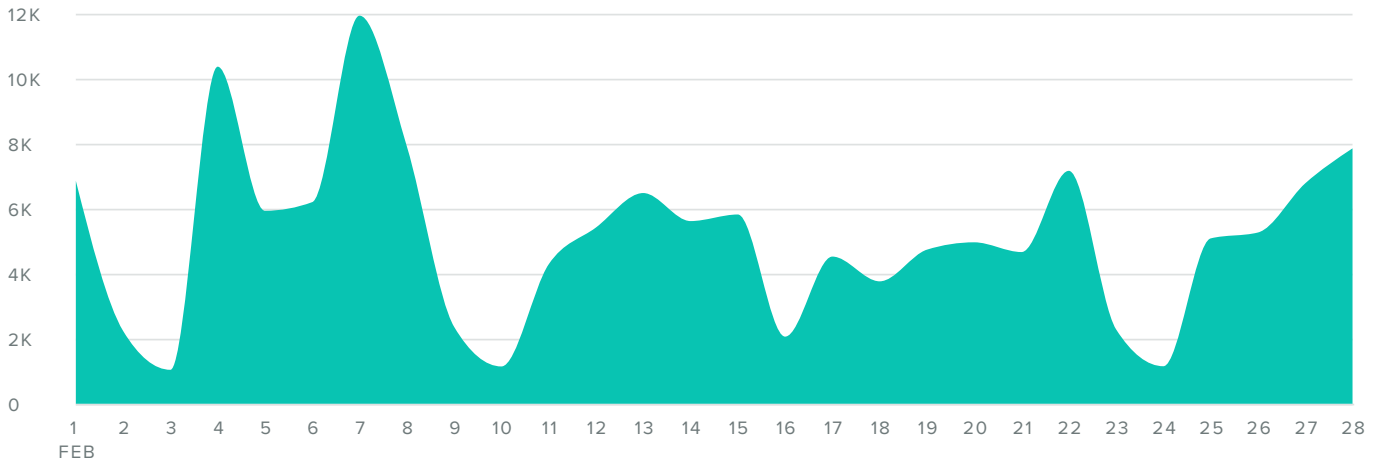
#explorebc	21
#kootrocks	20
#explorecanada	20
#neverstopexploring	18
#bc	18
#canada	18
#ilovebc	18
#instagood	18
#kootenays	18
#mountains	18

MOST ENGAGED HASHTAGS

#explorebc	8,888
#explorecanada	7,411
#kootrocks	7,409
#roamtheplanet	6,554
#destinationearth	6,060
#kootenayculture	6,060
#instagood	5,890
#ilovebc	5,592
#wildernessculture	5,374
#kootenays	5,111

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	144k
Average Impressions per Day	5,143
Average Daily Reach per Profile	2,971

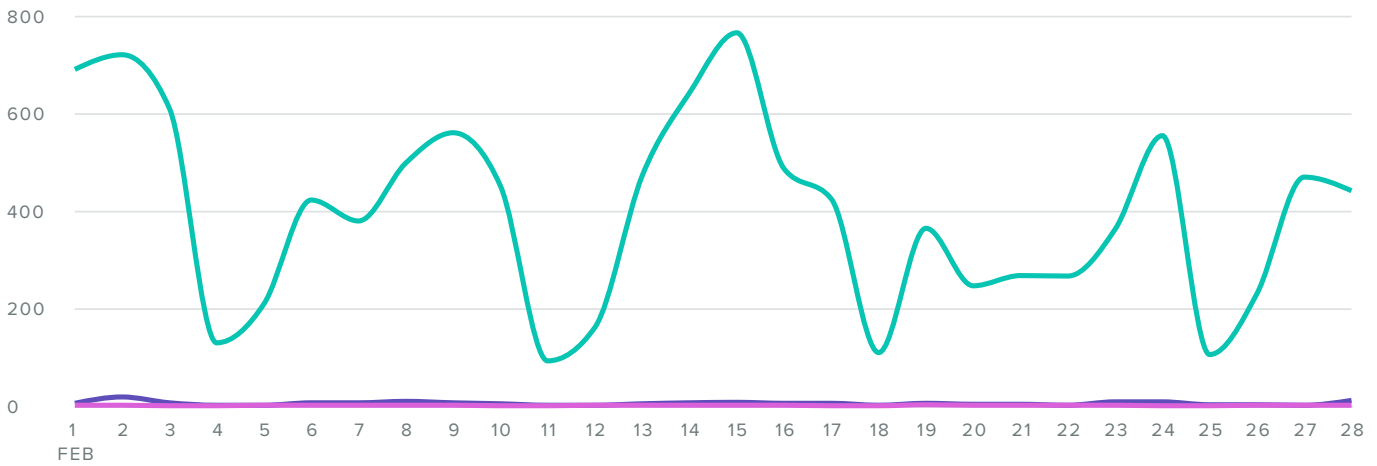
Total Impressions increased by

▲ **286.6%**

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED
 ■ COMMENTS
 ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	11.1k
Comments Received	136
Total Engagements	11.3k

The number of engagements decreased by

▼ **1.8%**

since previous date range

Engagements per Follower	1.06
Engagements per Media	536.14

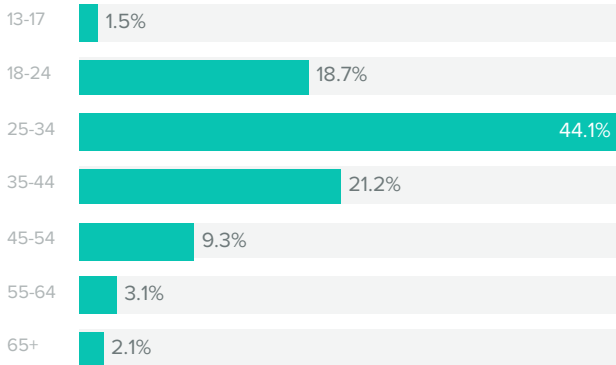
The number of engagements per media decreased by

▼ **6.5%**

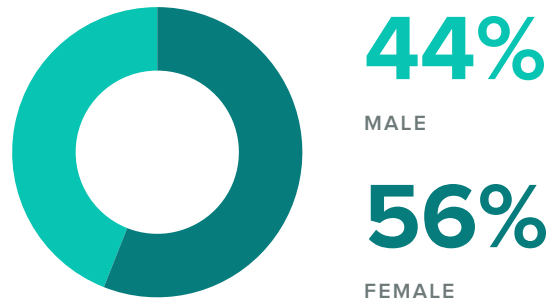
since previous date range

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	7,831
United States	1,009
Australia	210
United Kingdom	187
Germany	99

Top Cities

Calgary, Alberta	783
Vancouver, British Columbia	613
Nelson, British Columbia	481
Cranbrook, British Columbia	370
Kelowna, British Columbia	309

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)	10.6k	5.7%	572	21	24	144k	11.3k	536.14	1.06