

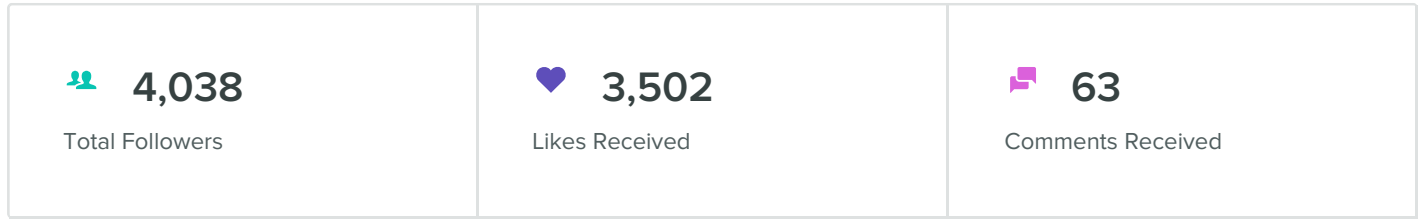


Instagram Profiles for **Powder Highway**

Apr 01, 2018 - Apr 30, 2018

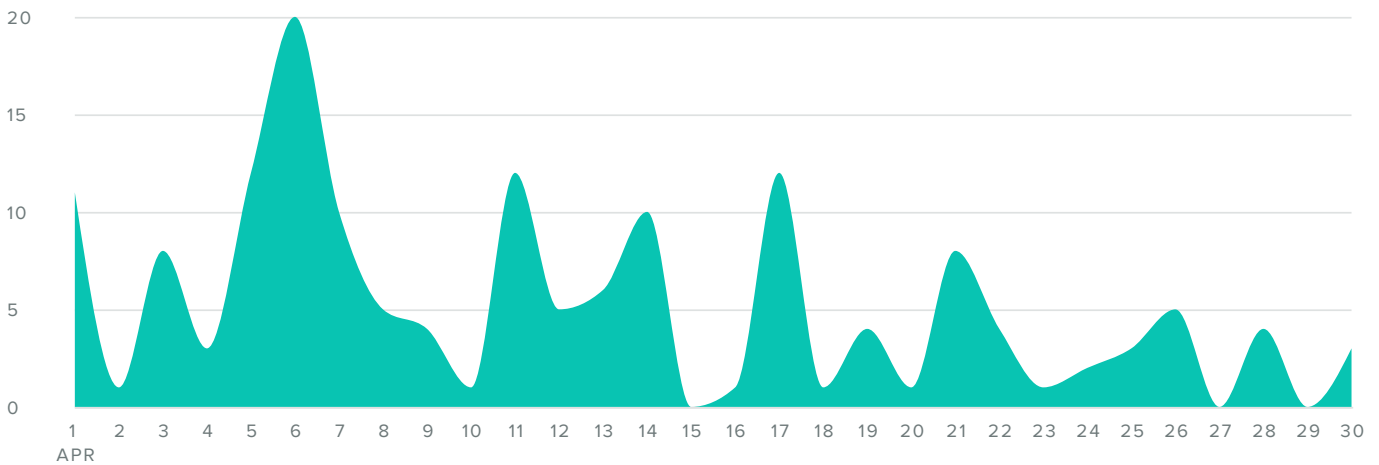
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	4,038
Followers Gained	155
People that you Followed	106

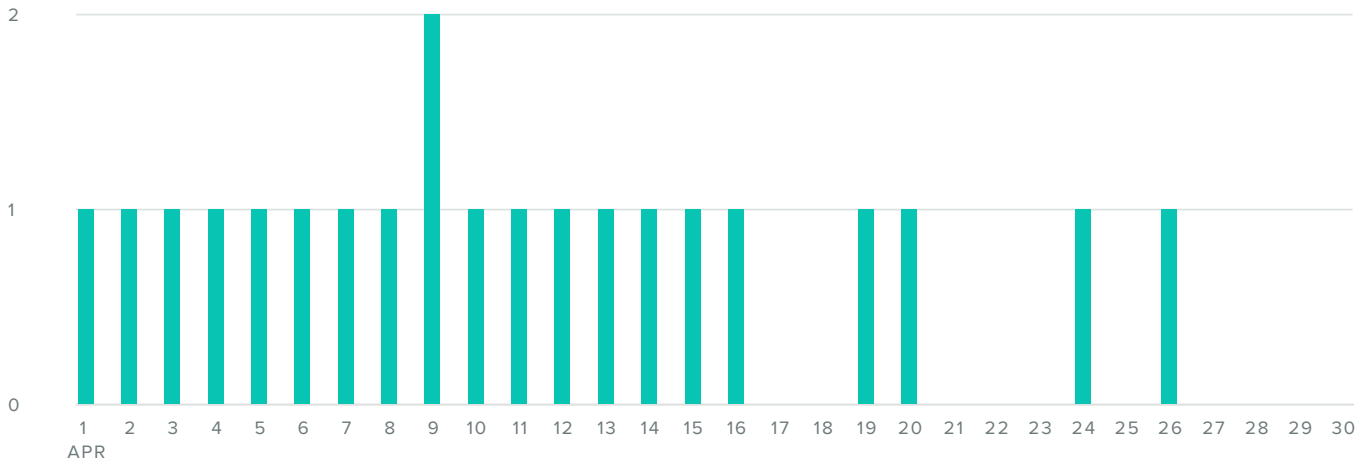
Total followers increased by

▲ 4%

since previous month

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 decreased by

▼ **30%**

since previous month

Instagram Top Posts



@powderhighway
294 Engagements



@powderhighway
263 Engagements



@powderhighway
265 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

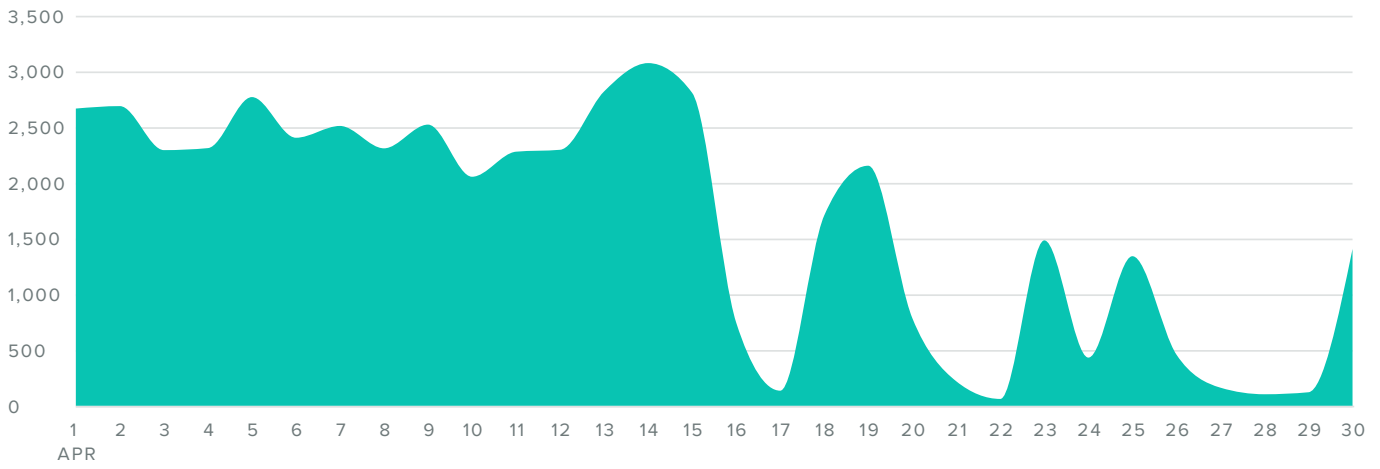
#explorebc	21
#kootrocks	21
#powderhighway	21
#therealstoke	6
#skiing	5
#ilovebc	5
#instagood	5
#kootenays	5
#beautifulbc	5
#awesomeearth	5

MOST ENGAGED HASHTAGS

#kootrocks	3,388
#explorebc	3,138
#powderhighway	2,793
#skiing	921
#awesomeearth	912
#therealstoke	895
#revelstoked	786
#mountainlife	765
#mountainculture	752
#instagood	626

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	49.1k
Average Impressions per Day	1,638
Average Daily Reach per Profile	1,097

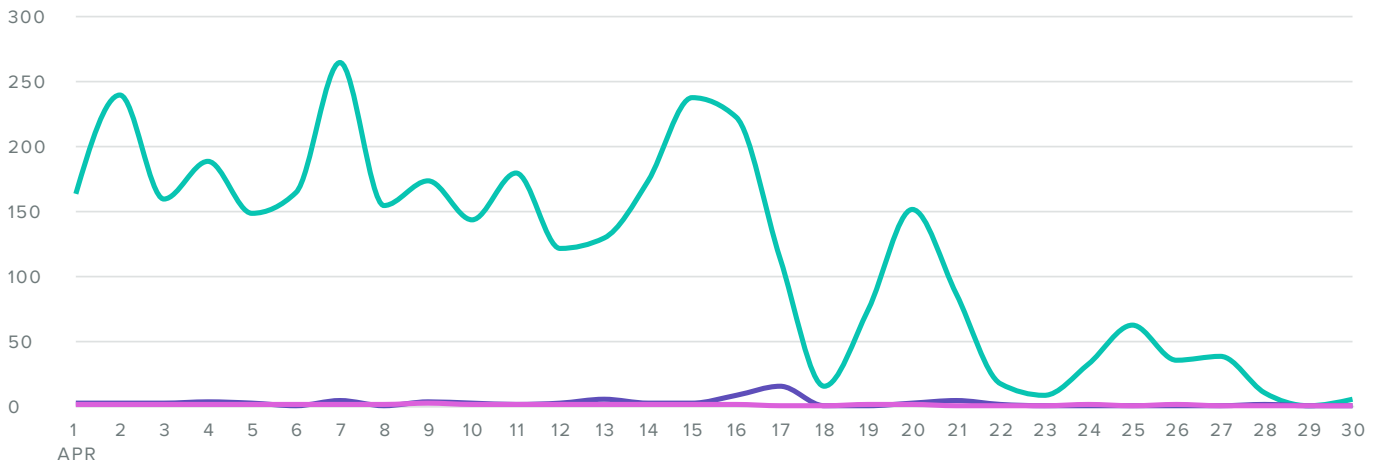
Total Impressions decreased by

-43.9%

since previous month

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	3,502
Comments Received	63
Total Engagements	3,565

The number of engagements decreased by

▼ **28%**

since previous month

Engagements per Follower	0.88
Engagements per Media	169.76

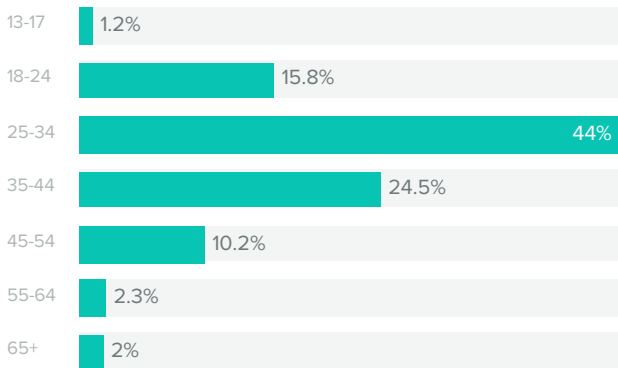
The number of engagements per media increased by

▲ **2.8%**

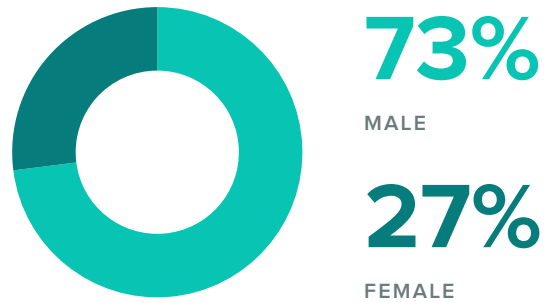
since previous month

Instagram Audience Demographics

BY AGE



BY GENDER



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

Top Countries

Canada	2,262
United States	996
Australia	131
United Kingdom	78
Germany	43

Top Cities

Calgary, Alberta	318
Vancouver, British Columbia	170
Nelson, British Columbia	118
Revelstoke, British Columbia	109
Edmonton, Alberta	106

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
Powder Highway (Business)	4,038	4%	155	21	8	49.1k	3,565	169.76	0.88