

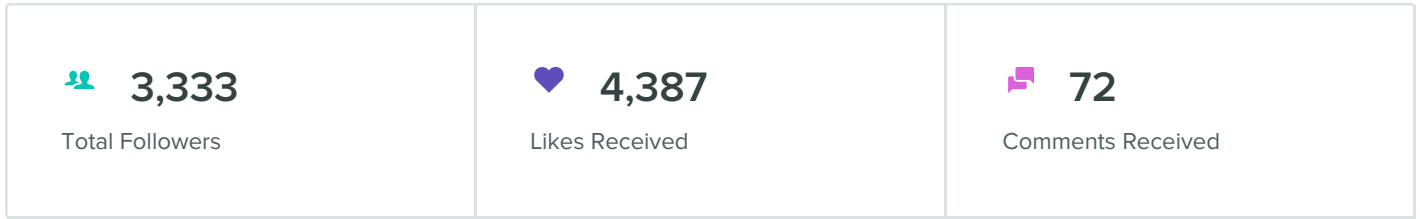


Instagram Profiles for **Powder Highway**

Feb 01, 2018 - Feb 28, 2018

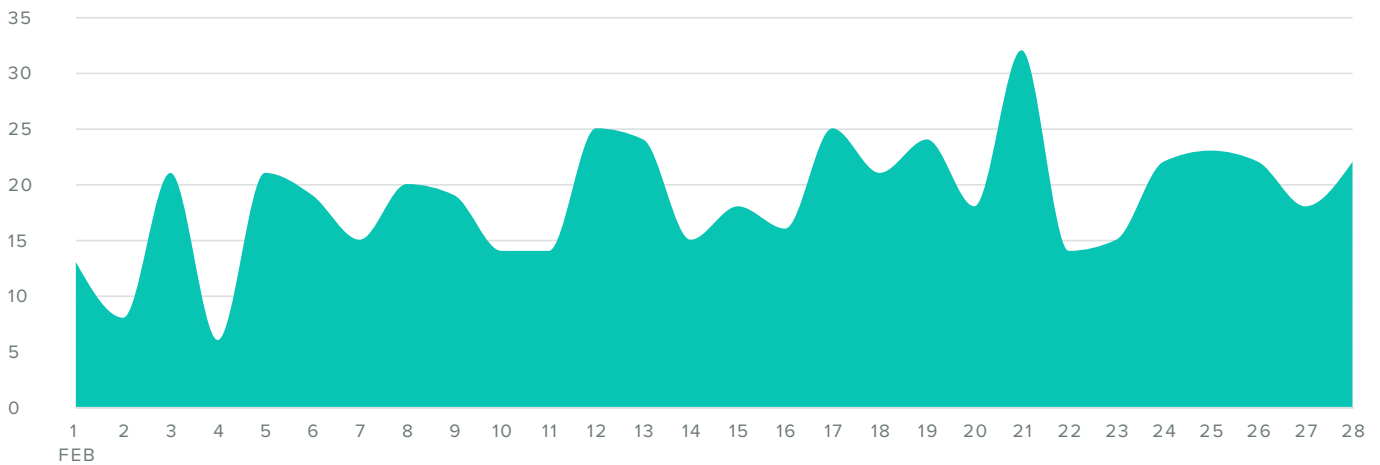
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	3,333
Followers Gained	524
People that you Followed	7

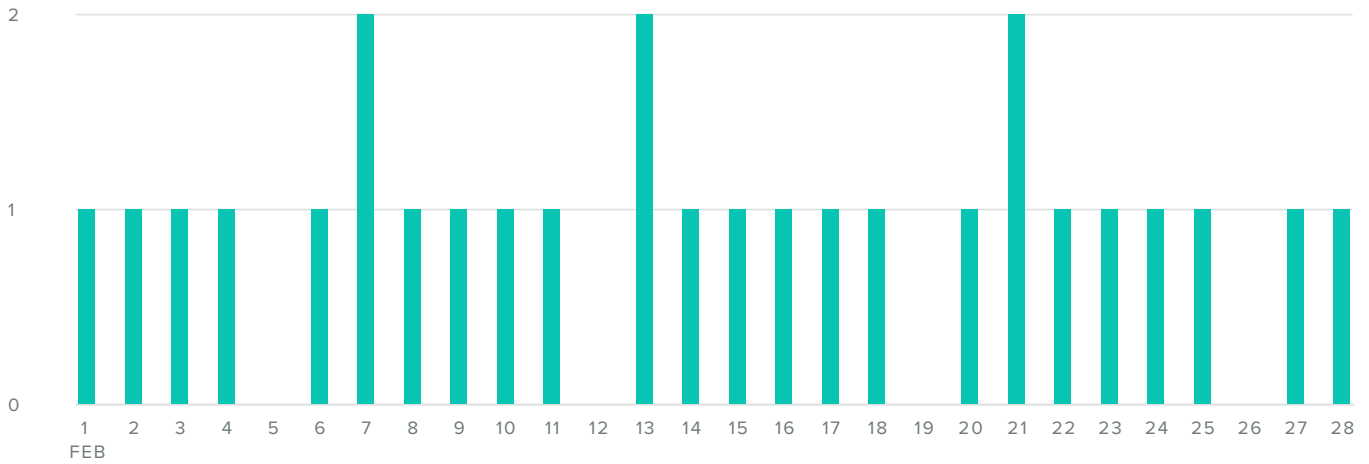
Total followers increased by

▲ 18.7%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

Publishing Metrics	Totals
Photos	22
Videos	5
Other	0
Total Media	27

The number of media you sent decreased by

-6.9%

since previous date range

Instagram Top Posts



@powderhighway
249 Engagements



@powderhighway
238 Engagements



@powderhighway
236 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

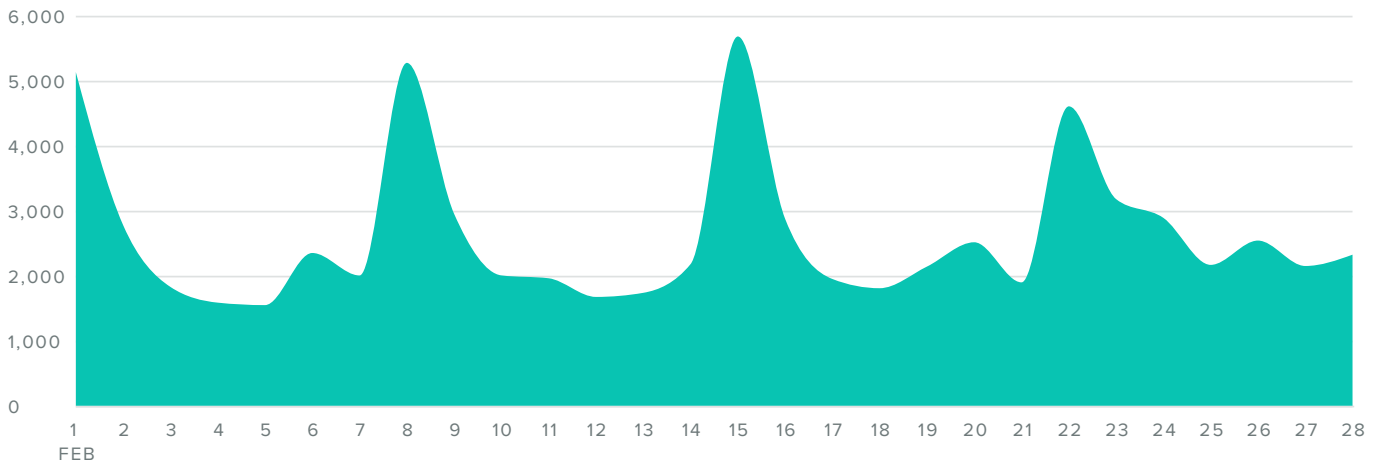
#explorebc	27
#kootrocks	27
#beautifulbc	25
#bc	25
#ilovebc	25
#instagood	25
#kootenays	25
#mountains	25
#exploringbc	25
#mountainlife	25

MOST ENGAGED HASHTAGS

#explorebc	3,090
#kootenayculture	2,671
#britishcolumbia	2,586
#instagood	2,582
#exploringbc	2,481
#wildernessculture	2,476
#beautifulbc	2,441
#bc	2,426
#neverstopexploring	2,297
#ilovebc	2,253

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	73.7k
Average Impressions per Day	2,633
Average Daily Reach per Profile	1,308

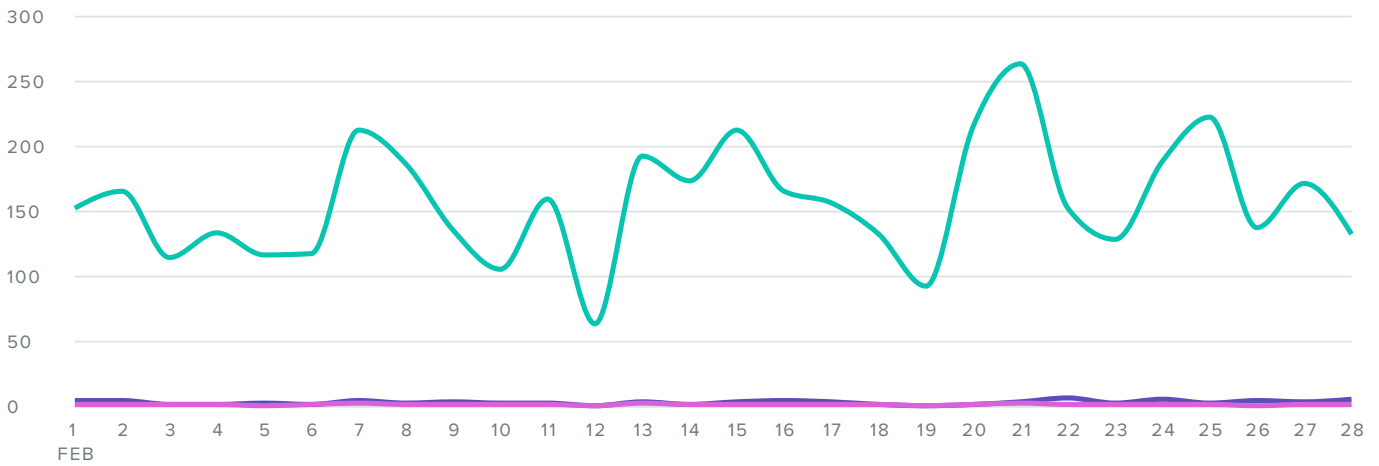
Total Impressions increased by

▲ 9.3%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	4,387
Comments Received	72
Total Engagements	4,459

The number of engagements increased by

▲ **13.8%**

since previous date range

Engagements per Follower	1.34
Engagements per Media	165.15

The number of engagements per media increased by

▲ **22.2%**

since previous date range

Instagram Audience Demographics




DATA UNAVAILABLE

We are unable to retrieve all of your data at this time.

[Learn More](#)

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)	3,333	18.7%	524	27	34	73.7k	4,459	165.15	1.34