

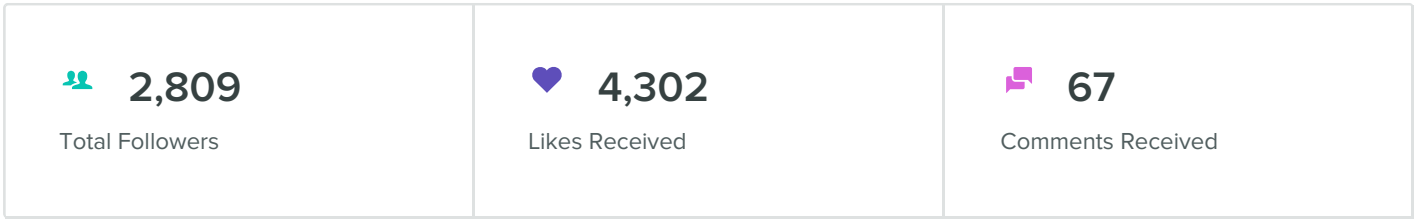


Instagram Profiles for **Powder Highway**

Jan 01, 2018 - Jan 31, 2018

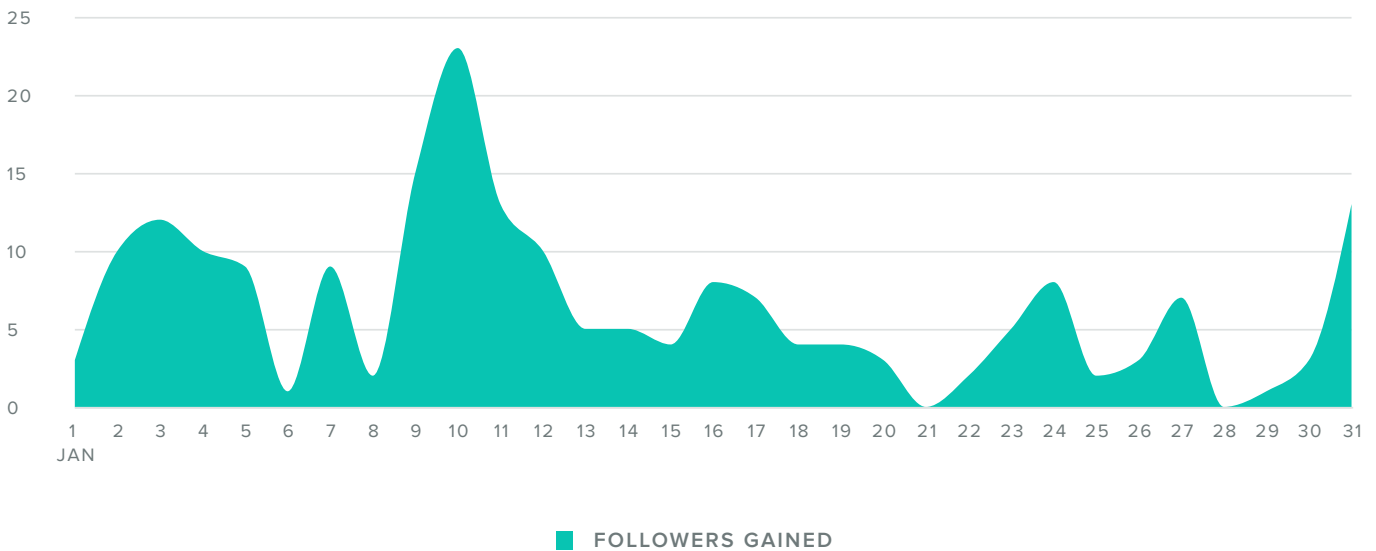
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	2,809
Followers Gained	199
People that you Followed	11

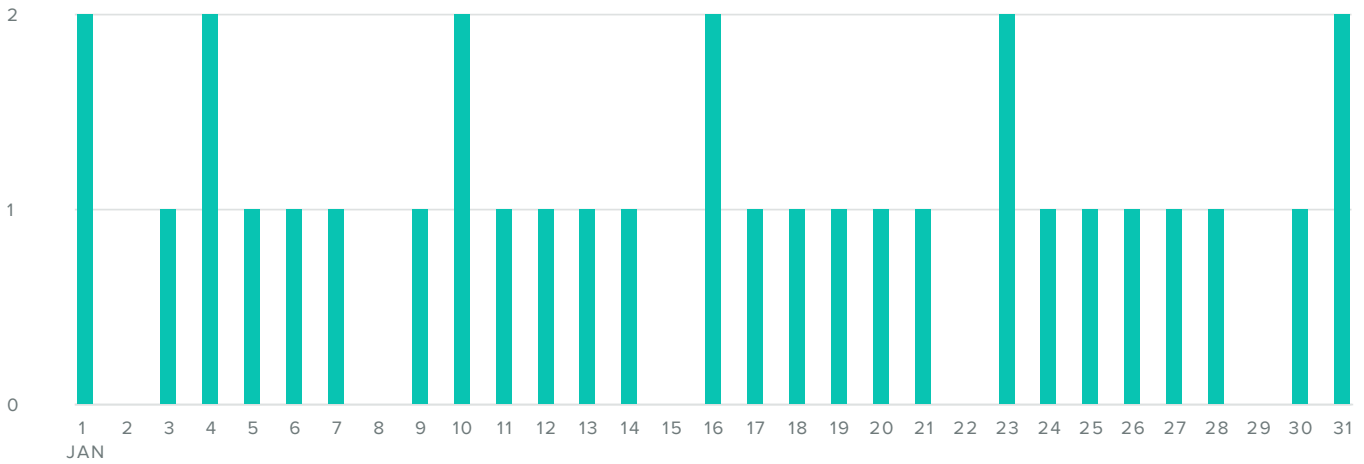
Total followers increased by

▲ 7.6%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

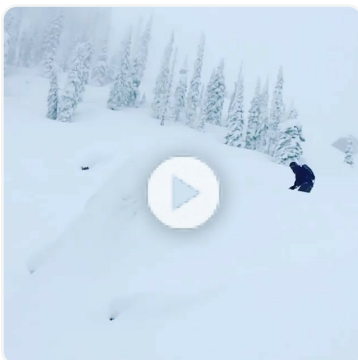
Publishing Metrics	Totals
Photos	28
Videos	4
Other	0
Total Media	32

The number of media you sent increased by

▲ **100%**

since previous date range

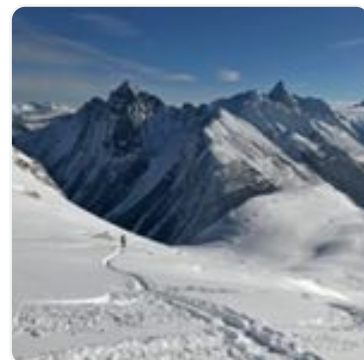
Instagram Top Posts



@powderhighway
231 Engagements



@powderhighway
220 Engagements



@powderhighway
205 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

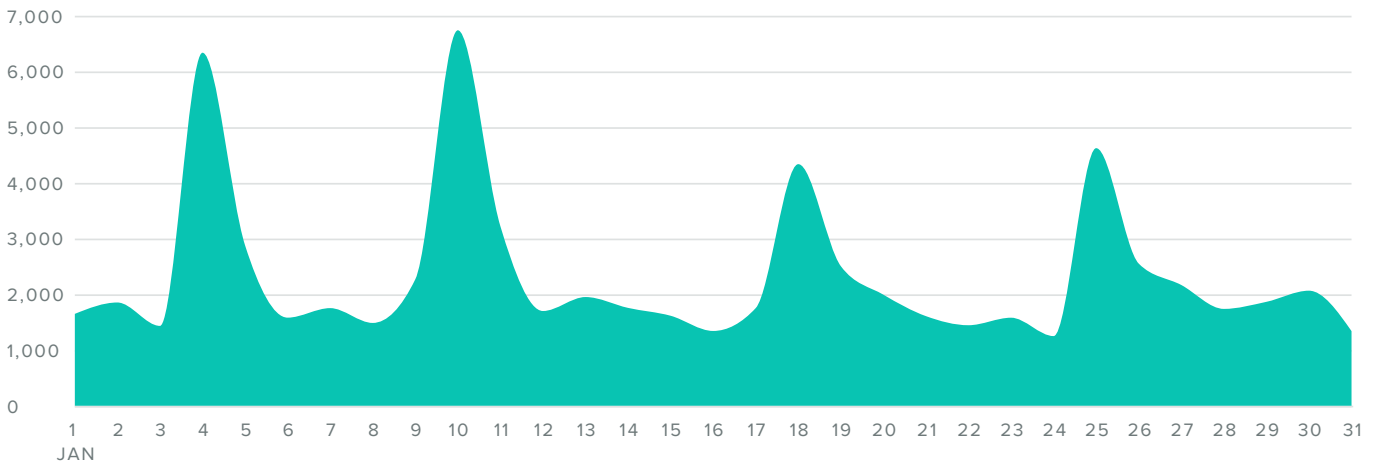
#explorebc	32
#roamtheplanet	30
#britishcolumbia	30
#kootenayculture	30
#mountainculture	30
#destinationearth	30
#wildernessculture	30
#neverstopexploring	30
#bc	30
#canada	30

MOST ENGAGED HASHTAGS

#wildernessculture	3,207
#explorebc	2,766
#kootrocks	2,607
#roamtheplanet	2,440
#britishcolumbia	2,412
#destinationearth	2,366
#kootenayculture	2,164
#bc	2,121
#canada	2,081
#instagood	1,960

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics

Totals

Total Impressions

72.4k

Average Impressions per Day

2,335

Average Daily Reach per Profile

1,140

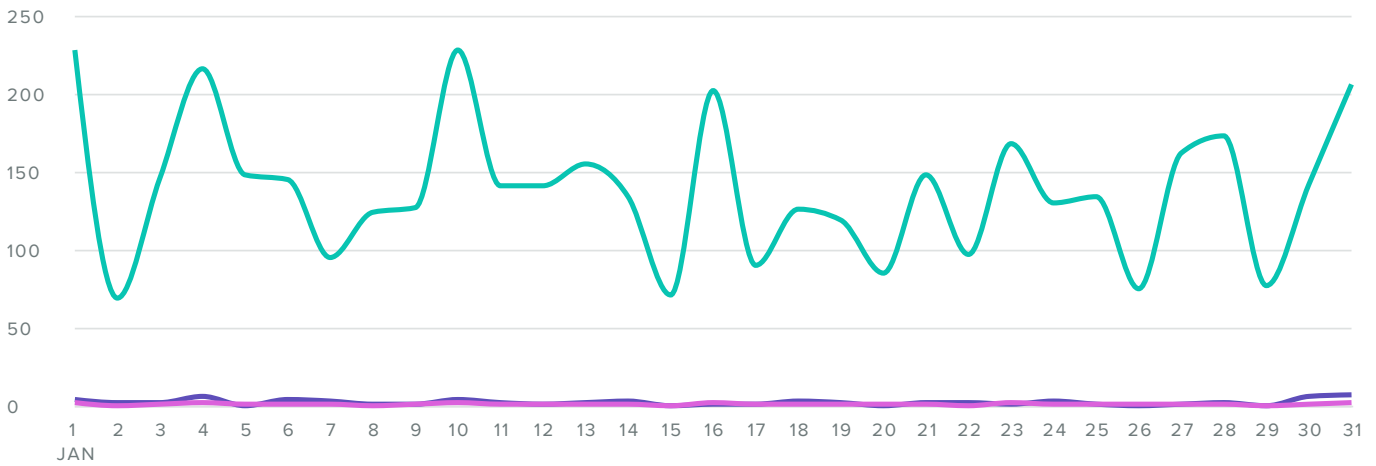
Total Impressions increased by

▲ 142.4%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	4,302
Comments Received	67
Total Engagements	4,369

The number of engagements increased by

▲ 104.7%

since previous date range

Engagements per Follower	1.56
Engagements per Media	136.53

The number of engagements per media increased by

▲ 2.4%

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)	2,809	7.6%	199	32	35	72.4k	4,369	136.53	1.56