

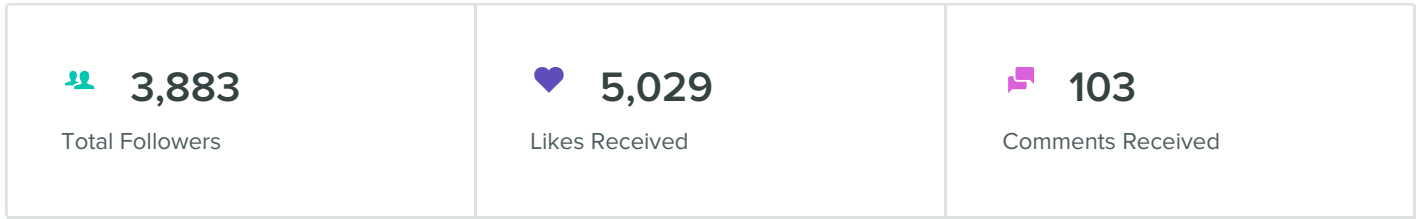


Instagram Profiles for **Powder Highway**

Mar 01, 2018 - Mar 31, 2018

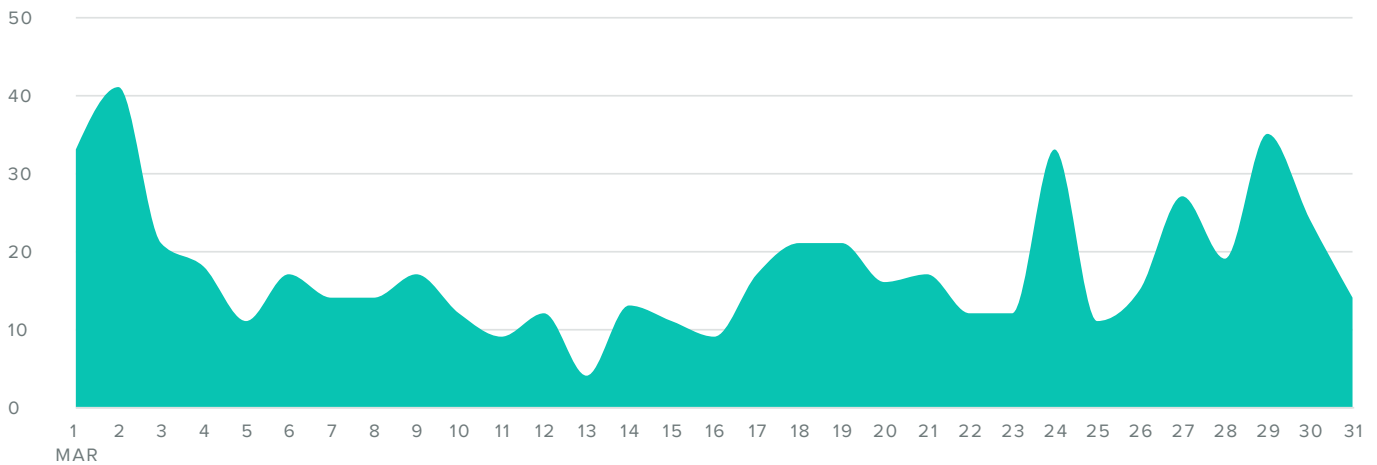
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



■ FOLLOWERS GAINED

Follower Metrics	Totals
Total Followers	3,883
Followers Gained	550
People that you Followed	23

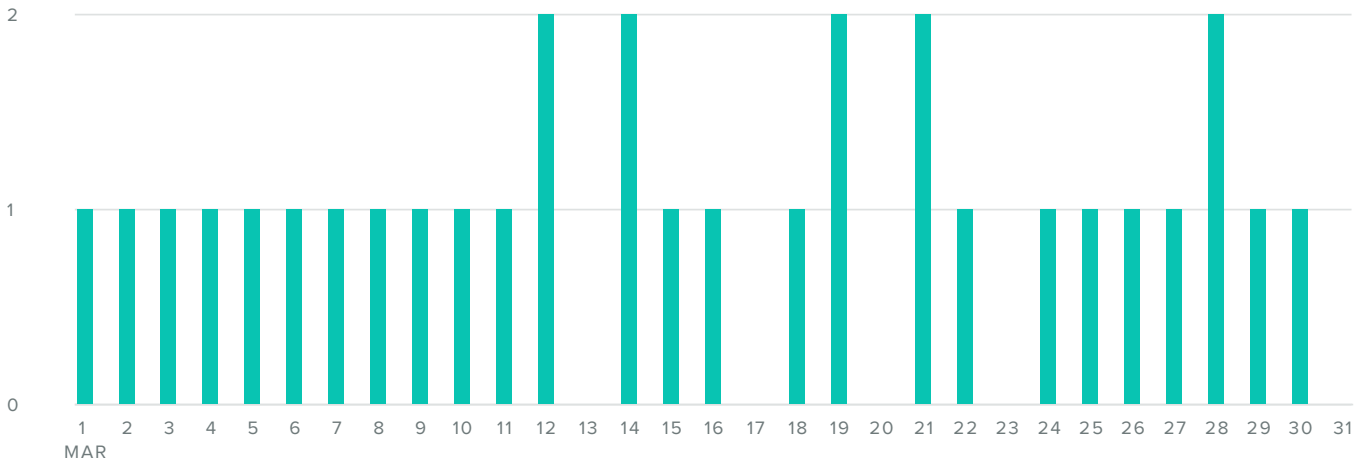
Total followers increased by

▲ 16.5%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



■ MEDIA SENT

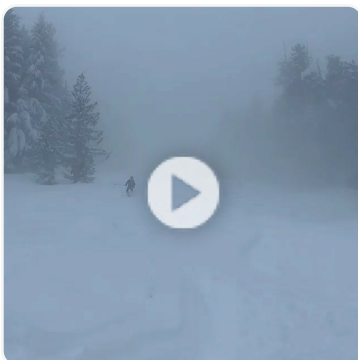
Publishing Metrics	Totals
Photos	25
Videos	6
Other	0
Total Media	31

The number of media you sent increased by

▲ 3.3%

since previous date range

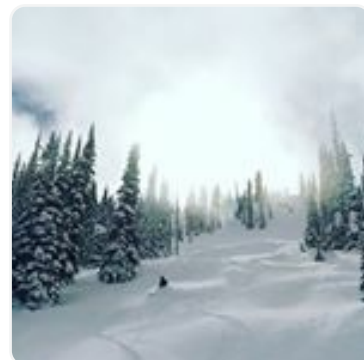
Instagram Top Posts



@powderhighway
261 Engagements



@powderhighway
254 Engagements



@powderhighway
252 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

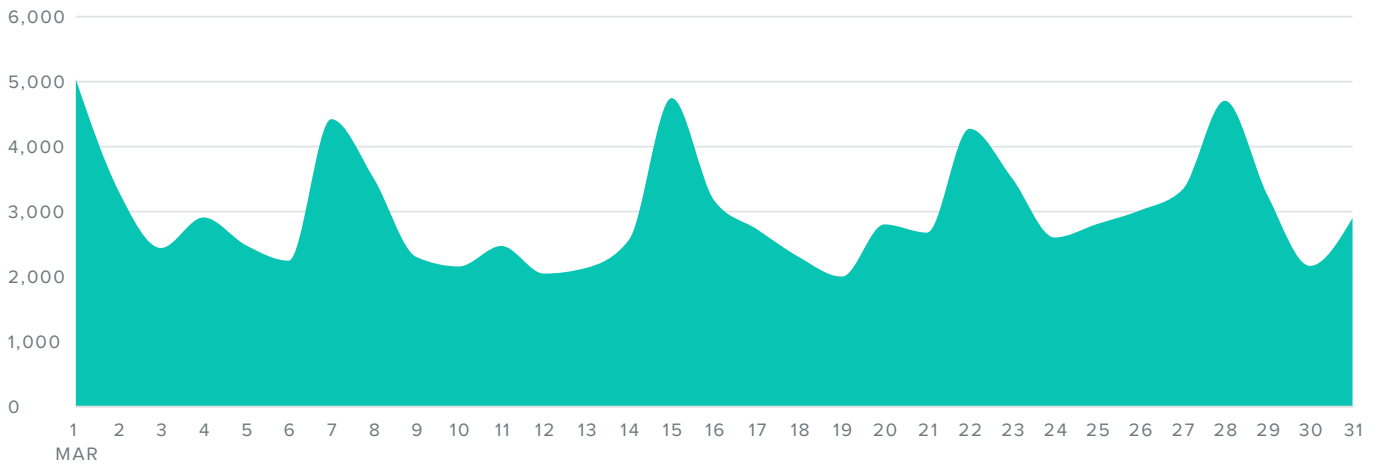
#kootrocks	31
#explorebc	30
#destinationearth	27
#bc	27
#skibc	27
#canada	27
#ilovebc	27
#instagood	27
#kootenays	27
#mountains	27

MOST ENGAGED HASHTAGS

#explorebc	4,321
#kootrocks	4,137
#kootenays	2,847
#britishcolumbia	2,773
#mountainculture	2,371
#exploringbc	2,344
#instagood	2,318
#powderhighway	2,316
#bc	2,307
#ilovebc	2,179

Instagram Impressions

IMPRESSIONS, BY DAY



■ IMPRESSIONS

Impressions Metrics	Totals
Total Impressions	92.6k
Average Impressions per Day	2,988
Average Daily Reach per Profile	1,574

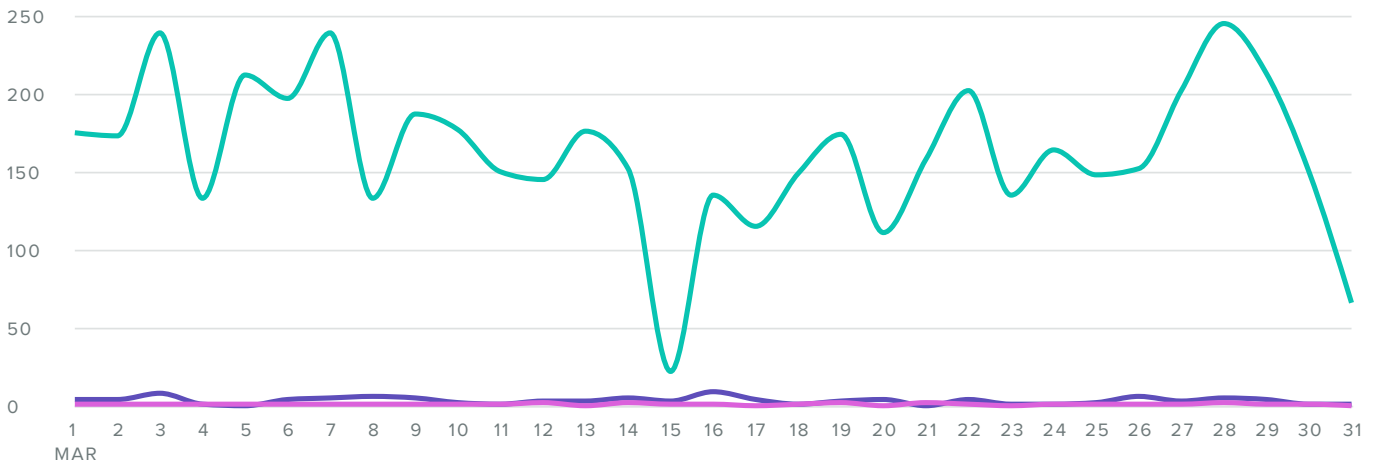
Total Impressions increased by

▲ 17.3%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



■ LIKES RECEIVED ■ COMMENTS ■ MEDIA SENT

Engagement Metrics	Totals
Likes Received	5,029
Comments Received	103
Total Engagements	5,132
Engagements per Follower	1.32
Engagements per Media	165.55

The number of engagements increased by

▲ 4.8%

since previous date range

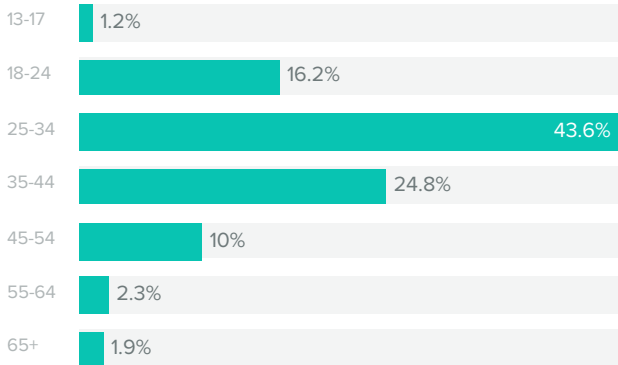
The number of engagements per media increased by

▲ 1.4%

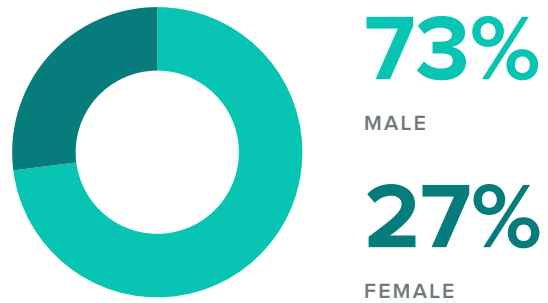
since previous date range

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	2,190
United States	968
Australia	121
United Kingdom	74
Germany	43

Top Cities

Calgary, Alberta	310
Vancouver, British Columbia	155
Revelstoke, British Columbia	114
Nelson, British Columbia	107
Edmonton, Alberta	105

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)	3,883	16.5%	550	31	36	92.6k	5,132	165.55	1.32