

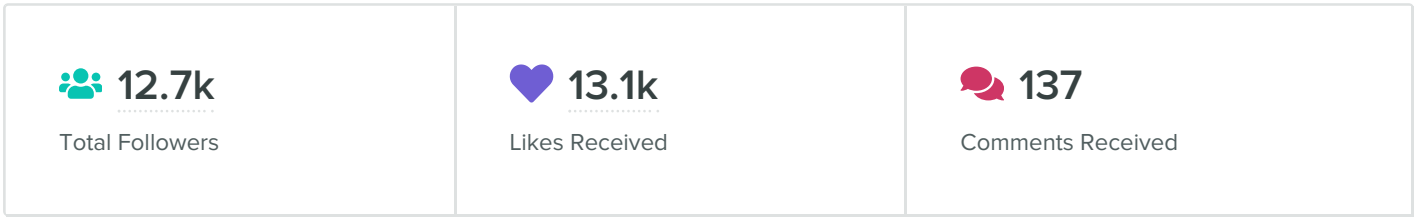


# Instagram Profiles for **Kootenay Rockies**

Aug 01, 2018 - Aug 31, 2018

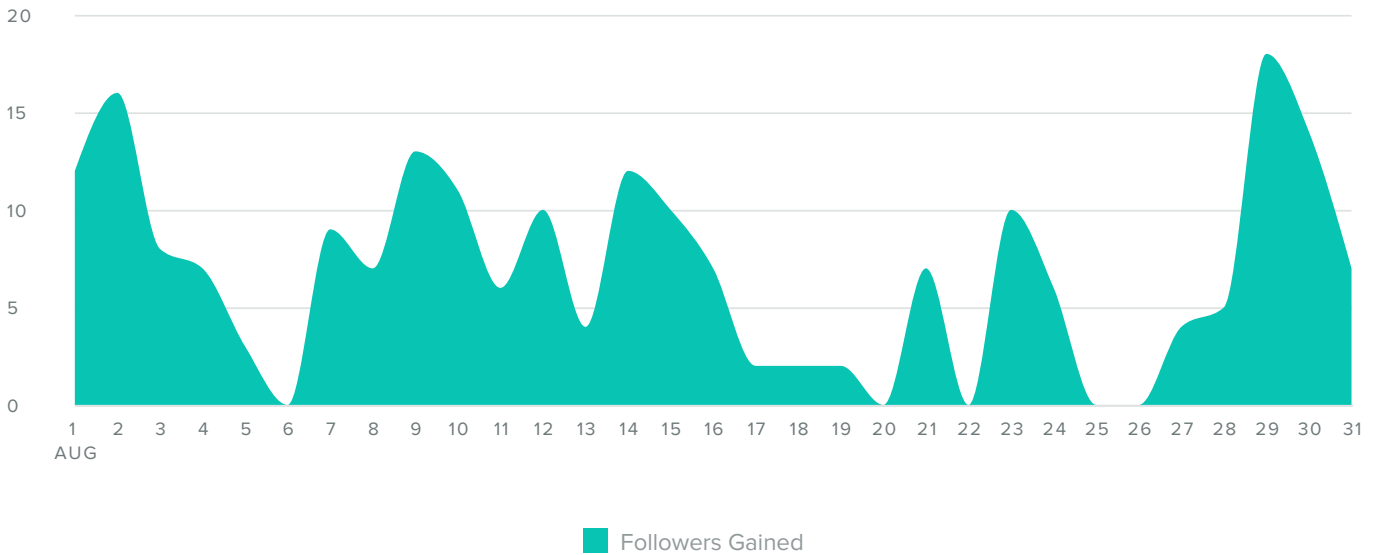
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview



## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>12,721</b>
Followers Gained	199
People that you Followed	66

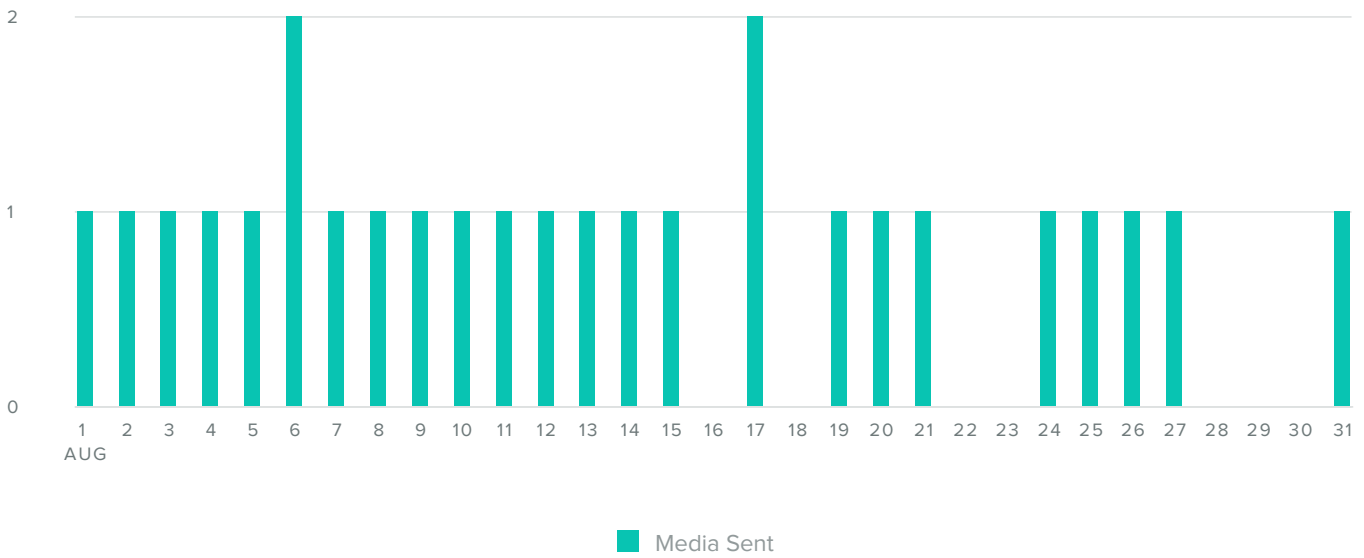
Total followers increased by

**+1.6%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	25
Videos	1
Other	0
<b>Total Media</b>	<b>26</b>

The number of media you sent decreased by

**-13.3%**

since previous date range

## Instagram Top Posts



@kootrocks  
1171 Engagements



@kootrocks  
791 Engagements



@kootrocks  
699 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

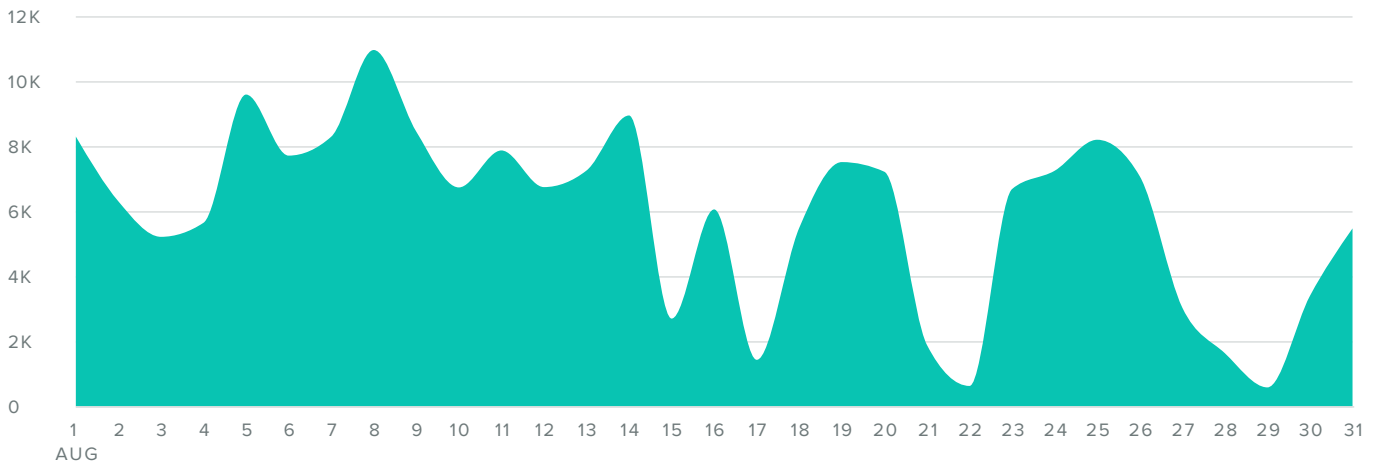
#explorebc	26
#explorecanada	26
#kootrocks	25
#findingawesome	8
#therealstoke	5
#ferniestoke	4
#realtimerevelstoke	2
#goldenrules	2
#radium	1
#kootrock	1

## MOST ENGAGED HASHTAGS

#explorecanada	13,085
#explorebc	13,084
#kootrocks	12,572
#findingawesome	3,885
#therealstoke	3,019
#ferniestoke	2,169
#realtimerevelstoke	1,287
#realtimenelson	1,165
#goldenrules	1,058
#agoodplacetobe	780

# Instagram Impressions

## IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

<b>Total Impressions</b>	<b>184,069</b>
Average Impressions per Day	5,937.71
Average Daily Reach per Profile	3,641.16

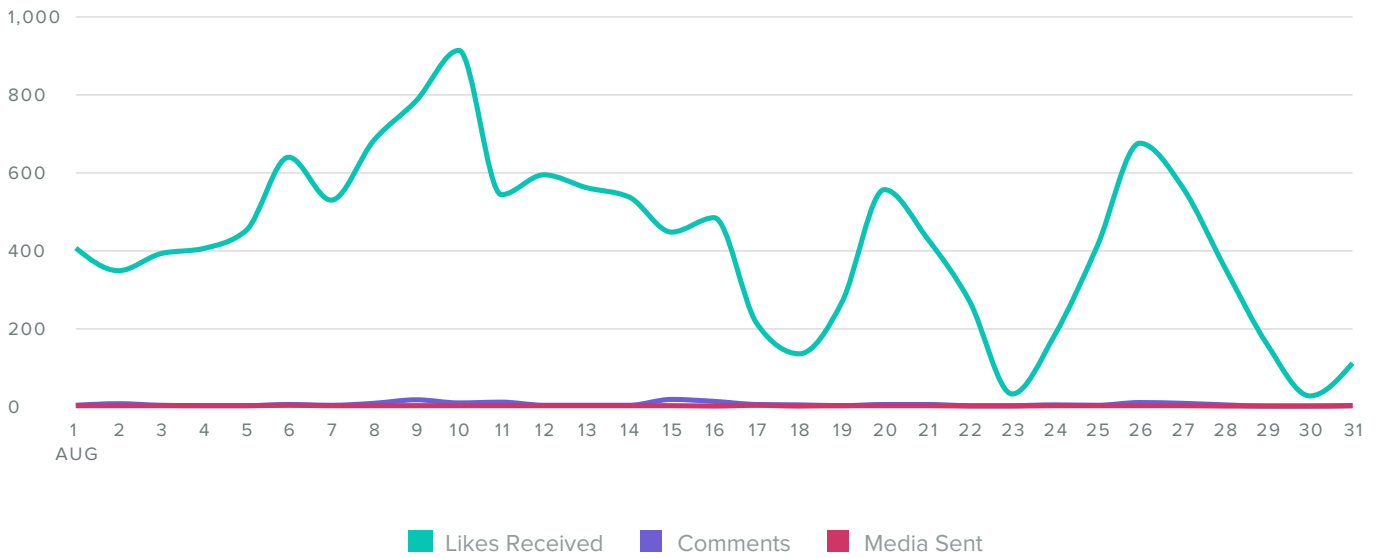
Total Impressions decreased by

**-16.6%**

since previous date range

# Instagram Engagement

## AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	13,073
Comments Received	137
<b>Total Engagements</b>	<b>13,210</b>

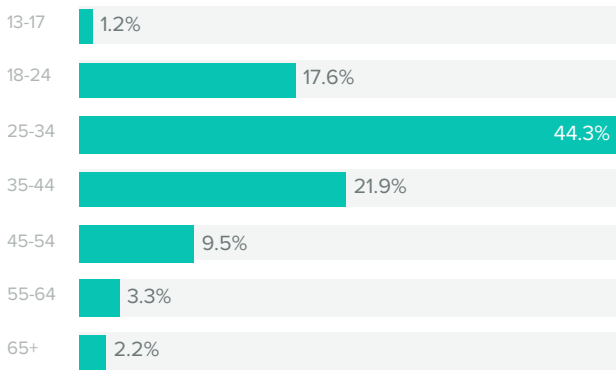
The number of engagements decreased by **-17.4%** since previous date range

Engagements per Follower	1.04
Engagements per Media	508.08

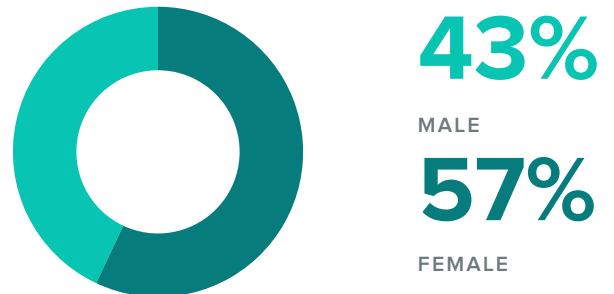
The number of engagements per media decreased by **-4.7%** since previous date range

## 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

<b>Canada</b>	<b>9,603</b>
United States	1,194
Australia	239
United Kingdom	230
Germany	120

### Top Cities

<b>Calgary, Alberta</b>	<b>955</b>
Vancouver, British Columbia	804
Nelson, British Columbia	523
Cranbrook, British Columbia	425
Kelowna, British Columbia	400

## 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)	12,721	1.6%	199	26	1	184,069	13,210	508.1	1.04