






Instagram Profiles for **Kootenay Rockies**

Dec 01, 2018 - Dec 31, 2018

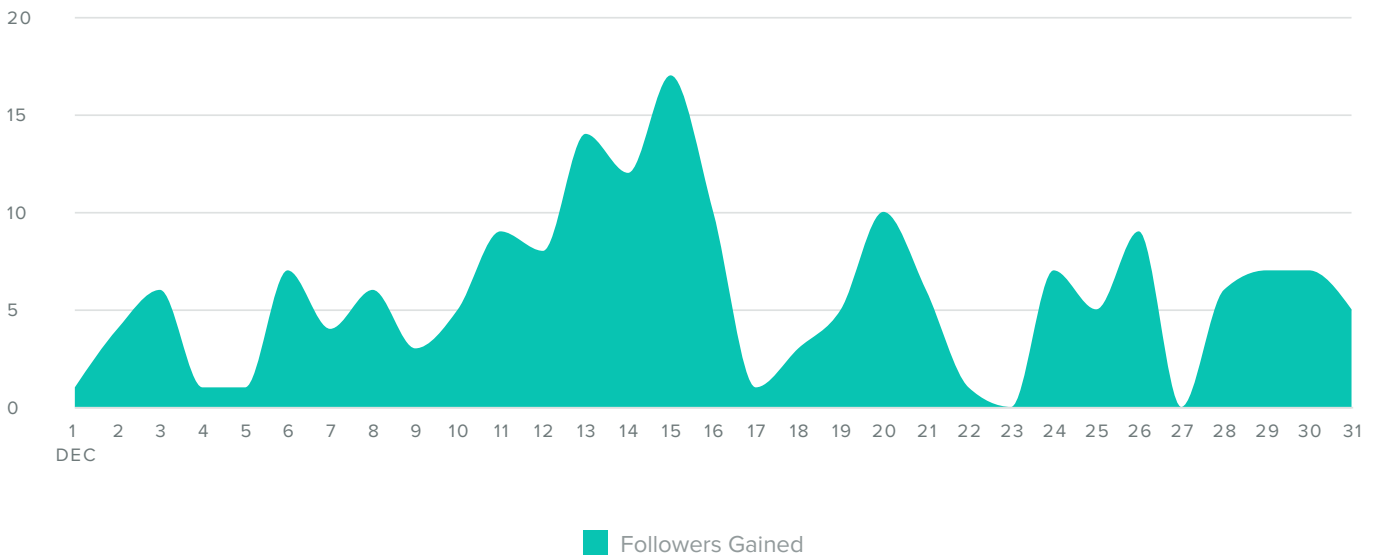
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

 <p>13.6k</p> <p>Total Followers</p>	 <p>13.9k</p> <p>Likes Received</p>	 <p>133</p> <p>Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	13,558
Followers Gained	178
People that you Followed	13

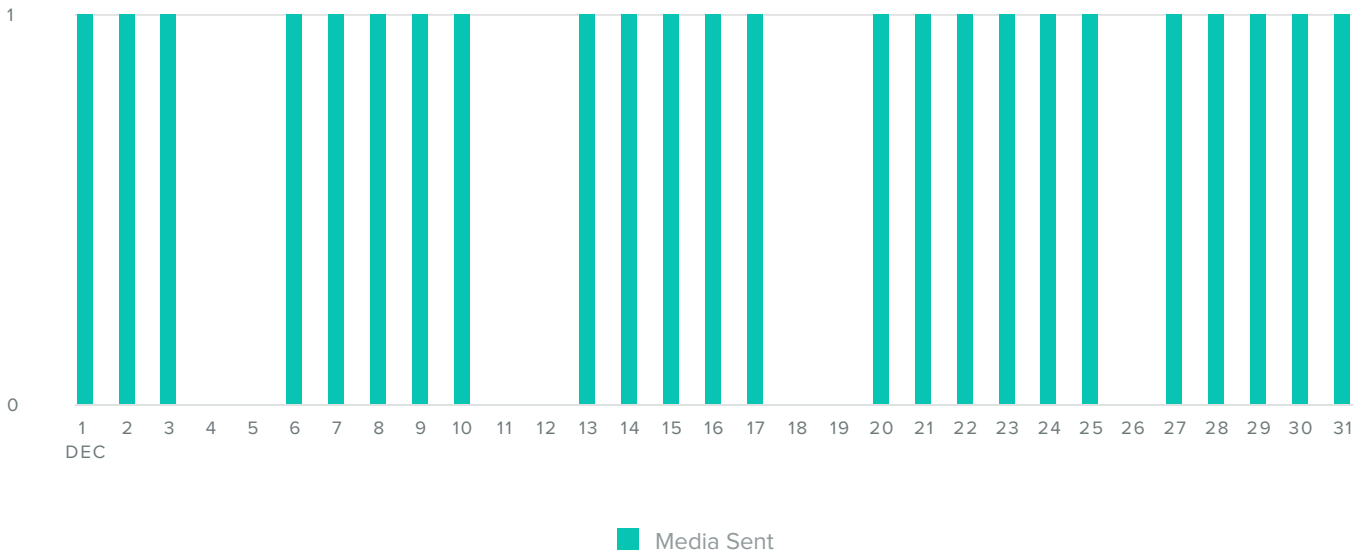
Total followers increased by

▲1.3%

since previous date range

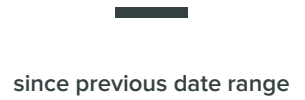
Instagram Publishing Behavior

MEDIA PER DAY

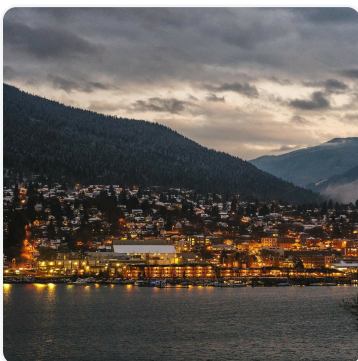


Publishing Metrics	Totals
Photos	24
Videos	0
Other	0
Total Media	24

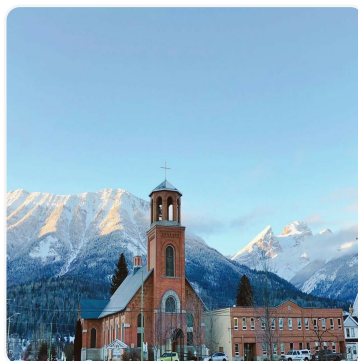
The number of media you sent increased by



Instagram Top Posts



@kootrocks
1174 Engagements



@kootrocks
963 Engagements



@kootrocks
925 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

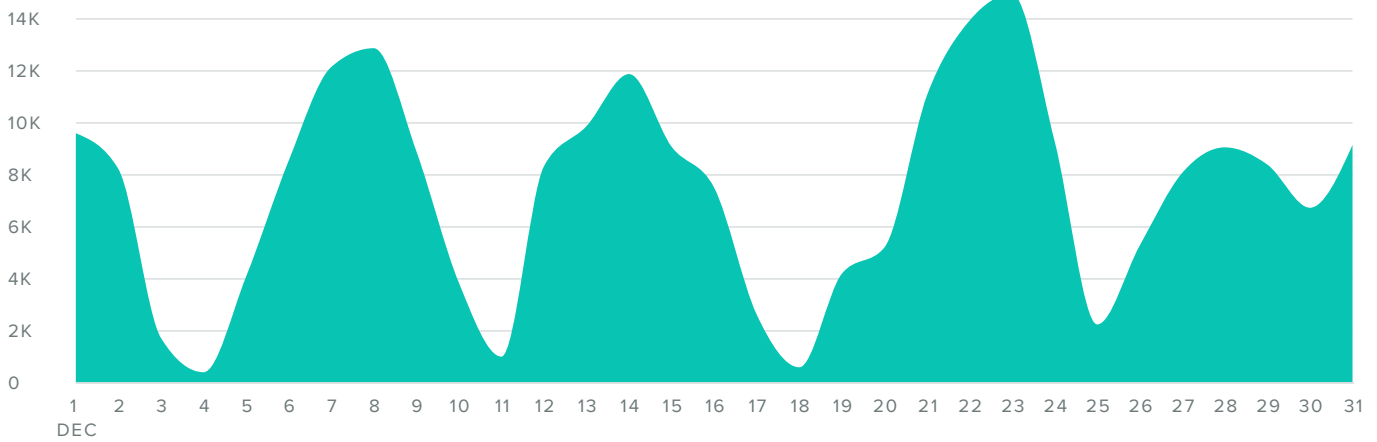
#kootrocks	24
#explorecanada	24
#explorebc	24
#powderhighway	6
#agoodplacetobe	4
#findingawesome	4
#kimberleybc	3
#ferniestoke	3
#therealstoke	3
#rossland	2

MOST ENGAGED HASHTAGS

#explorecanada	14,014
#explorebc	14,014
#kootrocks	13,973
#findingawesome	2,947
#powderhighway	2,711
#ferniestoke	2,023
#agoodplacetobe	1,856
#iheartwh20	1,210
#rossland	1,141
#shareinvermere	1,033

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

Total Impressions

227,903

Average Impressions per Day

7,351.71

Average Daily Reach per Profile

5,189.23

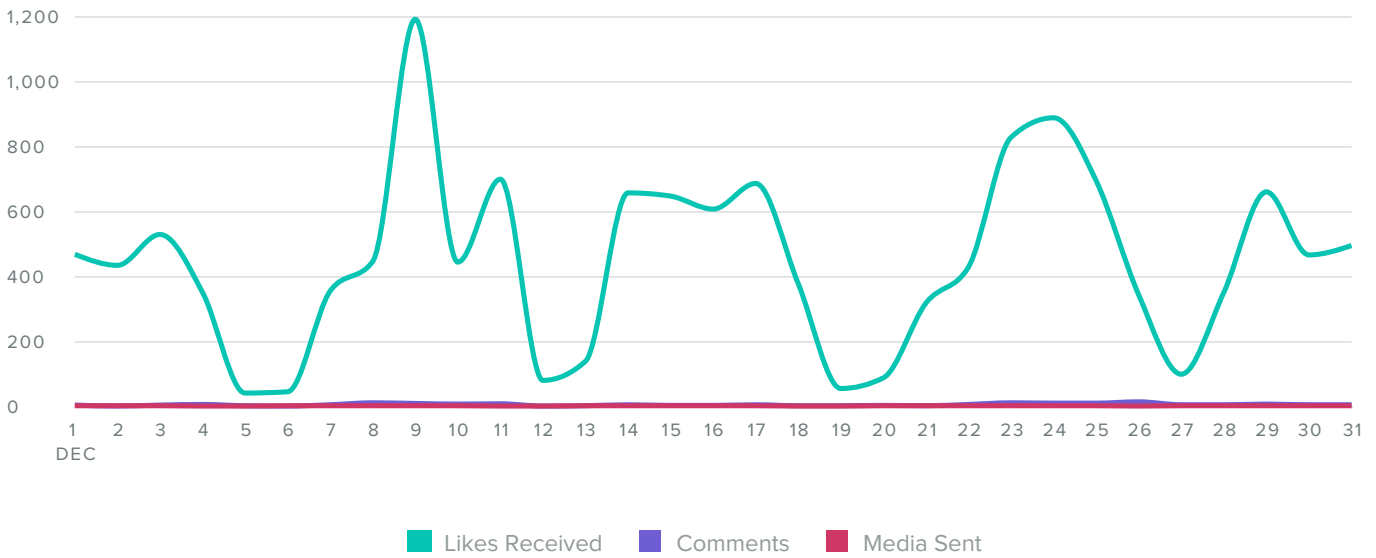
Total Impressions increased by

▲18.6%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	13,879
Comments Received	133
Total Engagements	14,012

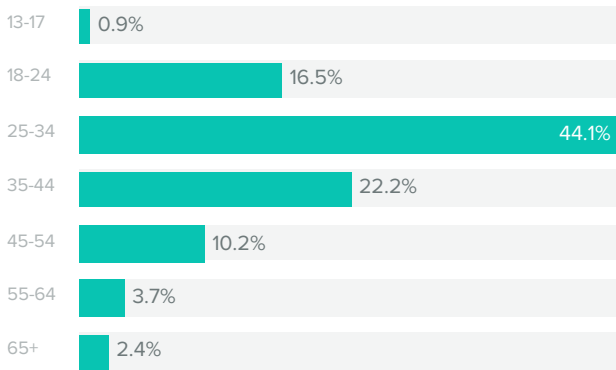
The number of engagements increased by **▲21.2%** since previous date range

Engagements per Follower	1.03
Engagements per Media	583.83

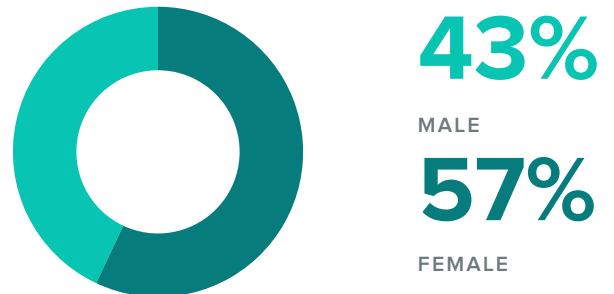
The number of engagements per media increased by **▲21.2%** since previous date range

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

Canada	10,258
United States	1,229
Australia	292
United Kingdom	246
Germany	128

Top Cities

Calgary, Alberta	993
Vancouver, British Columbia	760
Nelson, British Columbia	584
Cranbrook, British Columbia	471
Kelowna, British Columbia	403

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)	13,558	1.3%	178	24	22	227,903	14,012	583.8	1.03