

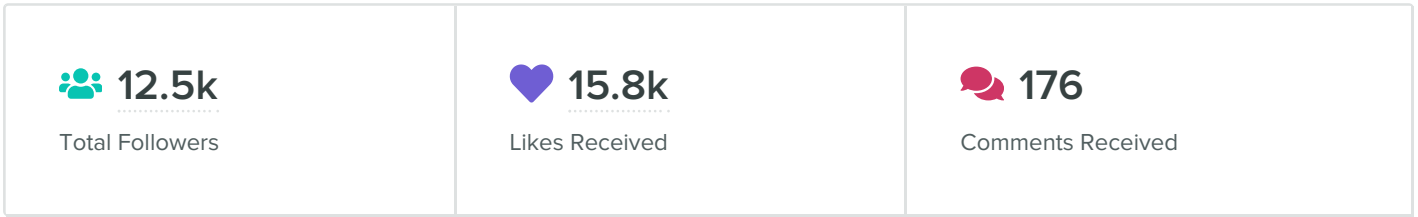


# Instagram Profiles for **Kootenay Rockies**

Jul 01, 2018 - Jul 31, 2018

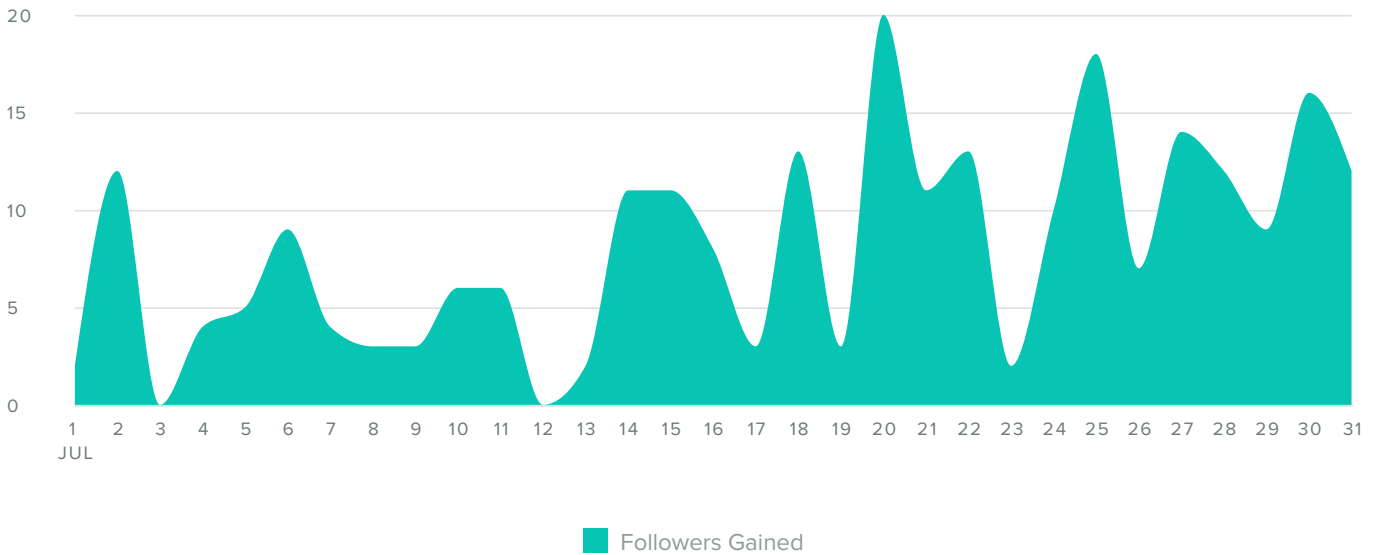
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview



## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>12,522</b>
Followers Gained	244
People that you Followed	108

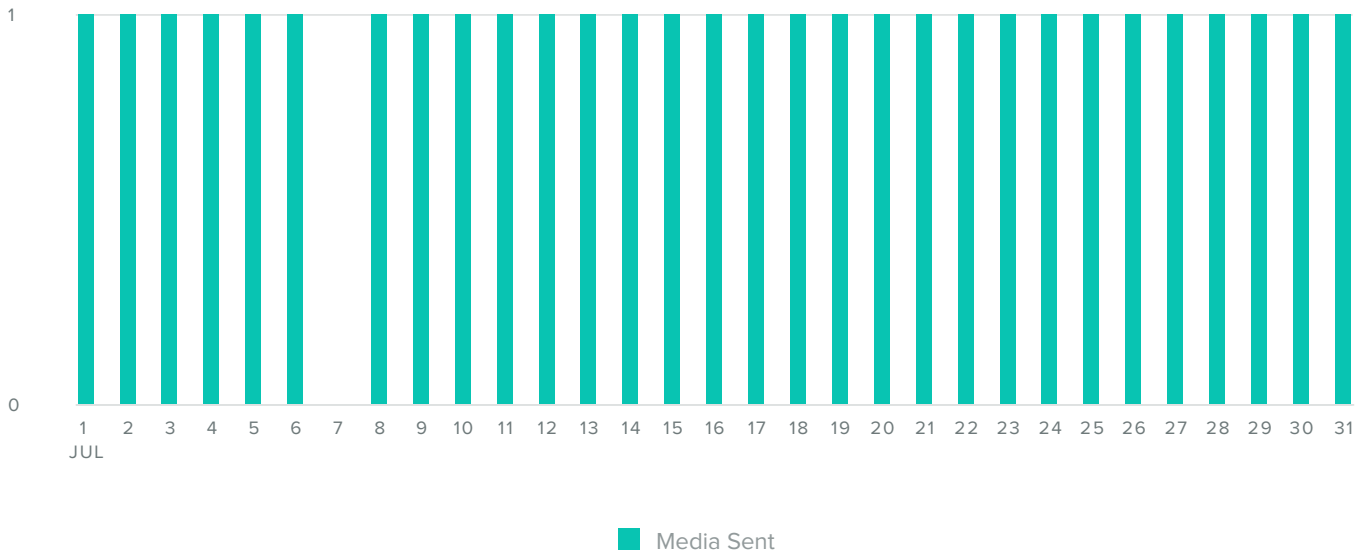
Total followers increased by

**▲ 2%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	30
Videos	0
Other	0
<b>Total Media</b>	<b>30</b>

The number of media you sent decreased by

**-3.2%**

since previous date range

## Instagram Top Posts



@kootrocks  
1530 Engagements



@kootrocks  
716 Engagements



@kootrocks  
706 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

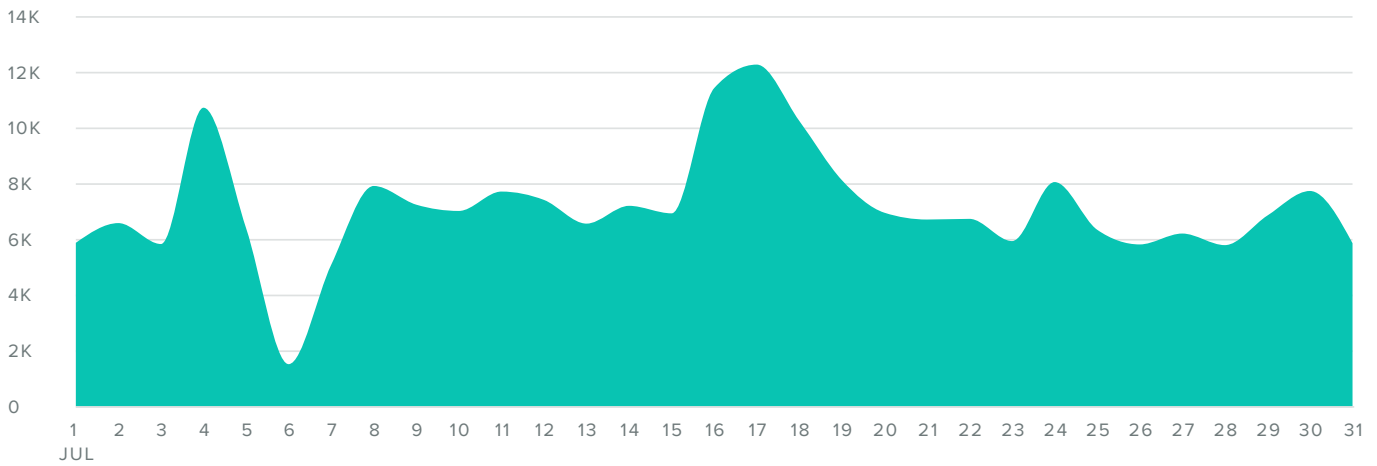
#kootrocks	30
#explorecanada	30
#explorebc	29
#findingawesome	7
#ferniestoke	4
#therealstoke	4
#kootenaynationalpark	3
#goldenrules	3
#shareinvermere	2
#explorecranbrook	2

## MOST ENGAGED HASHTAGS

#explorecanada	15,962
#kootrocks	15,959
#explorebc	15,358
#findingawesome	4,407
#kootenaynationalpark	2,665
#therealstoke	2,007
#ferniestoke	1,955
#goldenrules	1,083
#shareinvermere	963
#rossland	716

# Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

<b>Total Impressions</b>	<b>220,655</b>
Average Impressions per Day	7,117.9
Average Daily Reach per Profile	4,069.23

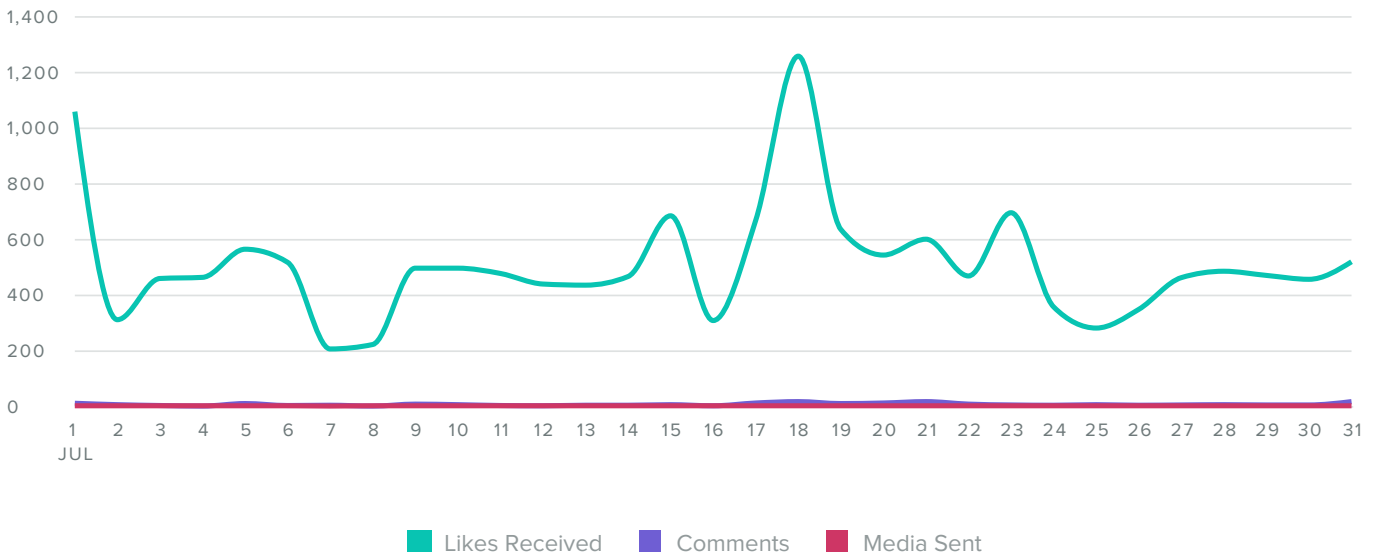
Total Impressions decreased by

**-11.8%**

since previous date range

# Instagram Engagement

## AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	15,814
Comments Received	176
<b>Total Engagements</b>	<b>15,990</b>

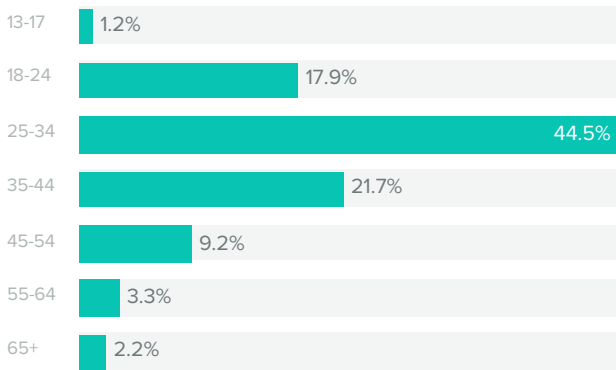
The number of engagements decreased by **-4.9%** since previous date range

Engagements per Follower	1.28
Engagements per Media	533

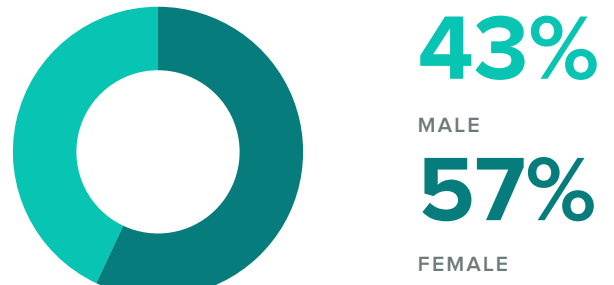
The number of engagements per media decreased by **-1.8%** since previous date range

## 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>9,416</b>
<b>United States</b>	<b>1,174</b>
<b>Australia</b>	<b>236</b>
<b>United Kingdom</b>	<b>217</b>
<b>Germany</b>	<b>111</b>

### Top Cities

<b>Calgary, Alberta</b>	<b>933</b>
Vancouver, British Columbia	772
Nelson, British Columbia	529
Cranbrook, British Columbia	411
Kelowna, British Columbia	385

## 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
<b>Kootenay Rockies (Business)</b>	12,522	2%	244	30	7	220,655	15,990	533	1.28