






# Instagram Profiles for **Kootenay Rockies**

Jun 01, 2018 - Jun 30, 2018

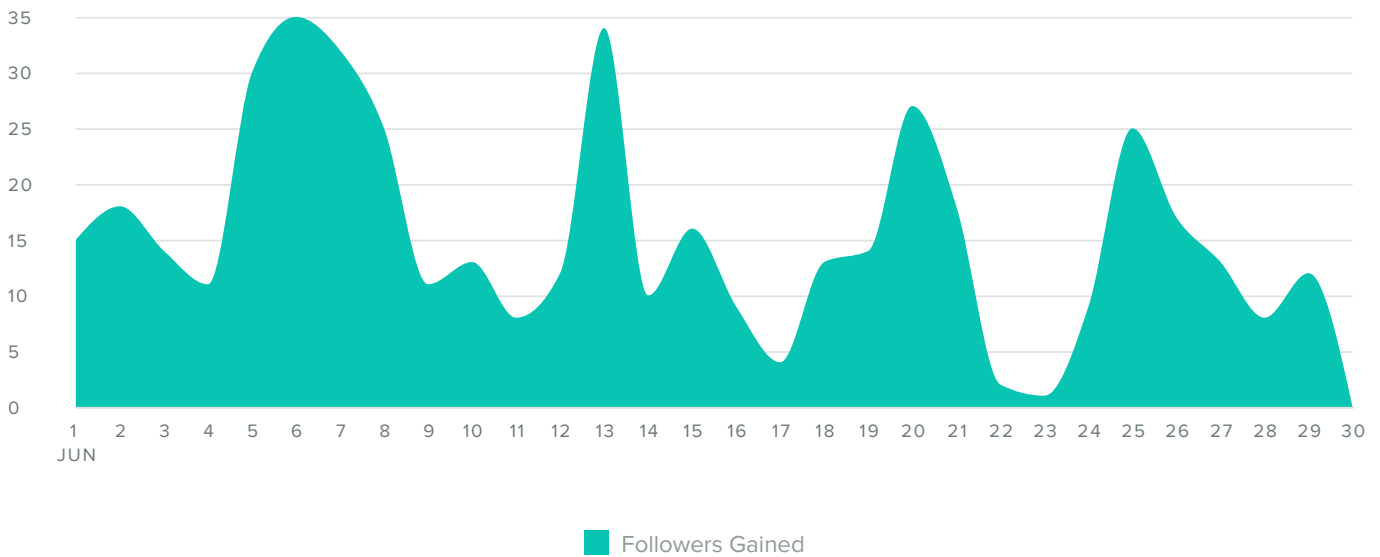
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>12.3k</b></p> <p>Total Followers</p>	<p> <b>16.2k</b></p> <p>Likes Received</p>	<p> <b>247</b></p> <p>Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>12,278</b>
Followers Gained	455
People that you Followed	90

Total followers increased by

**▲ 3.8%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Media Sent

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

The number of media you sent increased by



since previous date range

## Instagram Top Posts



@kootrocks  
2265 Engagements



@kootrocks  
1254 Engagements



@kootrocks  
849 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

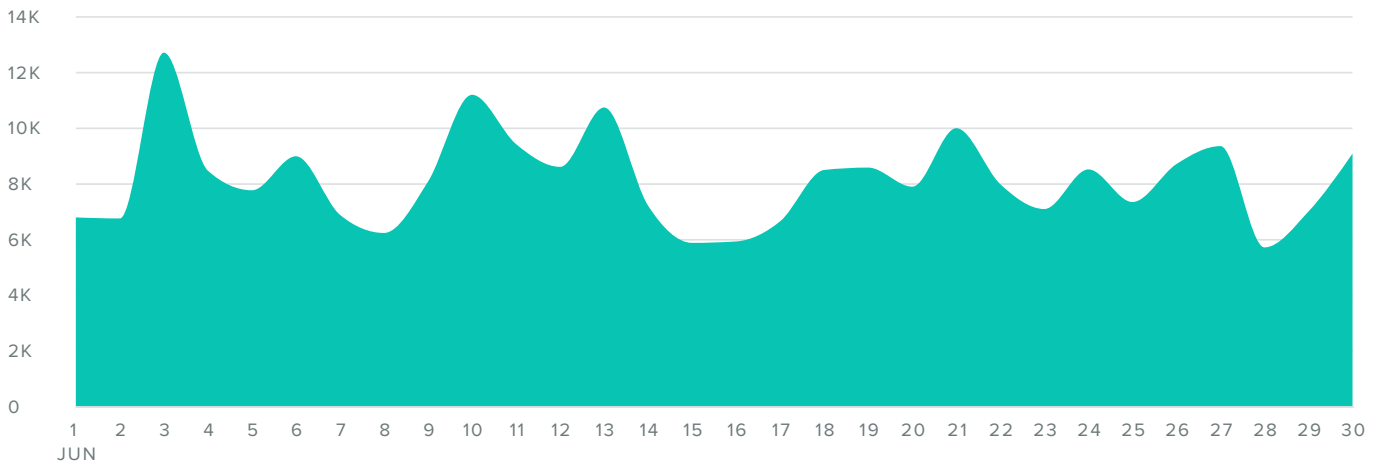
#explorebc	30
#kootrocks	29
#explorecanada	29
#therealstoke	3
#findingawesome	3
#ferniestoke	3
#bikethegar	2
#agoodplacetobe	2
#goldenrules	2
#kootenaynationalpark	2

## MOST ENGAGED HASHTAGS

#explorebc	16,403
#kootrocks	15,875
#explorecanada	15,695
#kootenaynationalpark	1,617
#ferniestoke	1,494
#therealstoke	1,477
#findingawesome	1,311
#bikethegar	1,230
#goldenrules	1,019
#shareinvermere	879

# Instagram Impressions

## IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

**Total Impressions**

**243,476**

Average Impressions per Day

**8,115.87**

Average Daily Reach per Profile

**4,590.97**

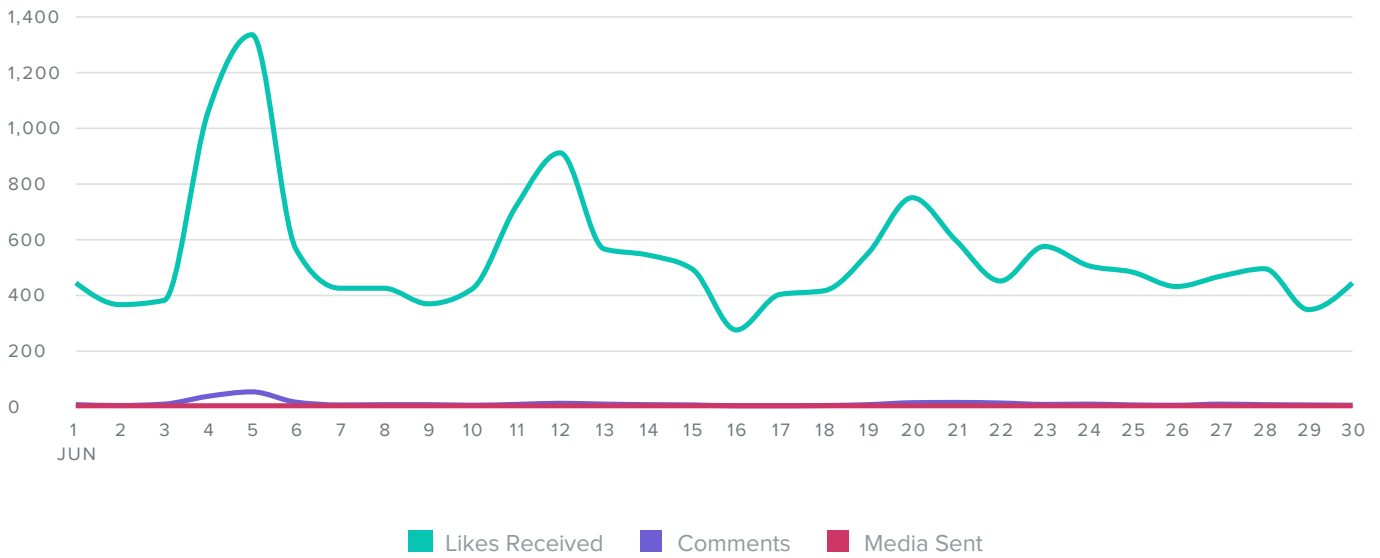
Total Impressions increased by

**+9.7%**

since previous date range

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	16,153
Comments Received	247
<b>Total Engagements</b>	<b>16,400</b>

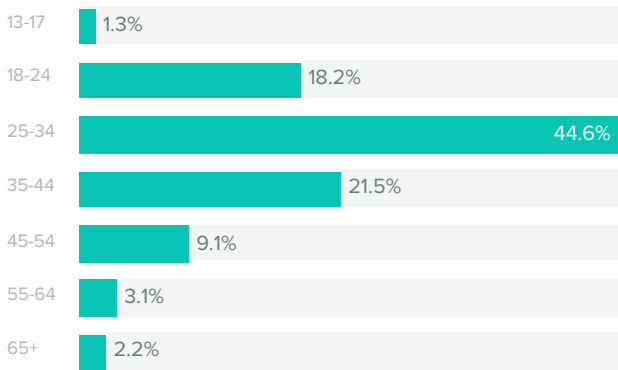
The number of engagements increased by **▲13%** since previous date range

Engagements per Follower	1.34
Engagements per Media	546.67

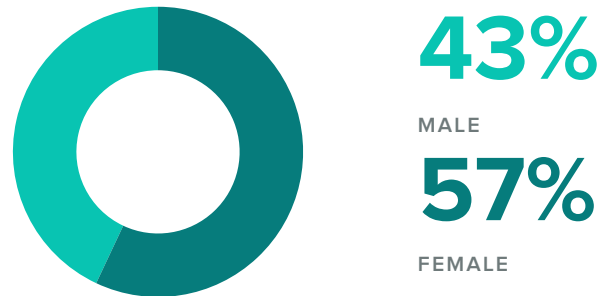
The number of engagements per media increased by **▲13%** since previous date range

## 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>9,215</b>
<b>United States</b>	<b>1,143</b>
<b>Australia</b>	<b>230</b>
<b>United Kingdom</b>	<b>220</b>
<b>Germany</b>	<b>113</b>

### Top Cities

<b>Calgary, Alberta</b>	<b>920</b>
Vancouver, British Columbia	776
Nelson, British Columbia	523
Cranbrook, British Columbia	406
Kelowna, British Columbia	377

## 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>	12,278	3.8%	455	30	4	243,476	16,400	546.7	1.34