

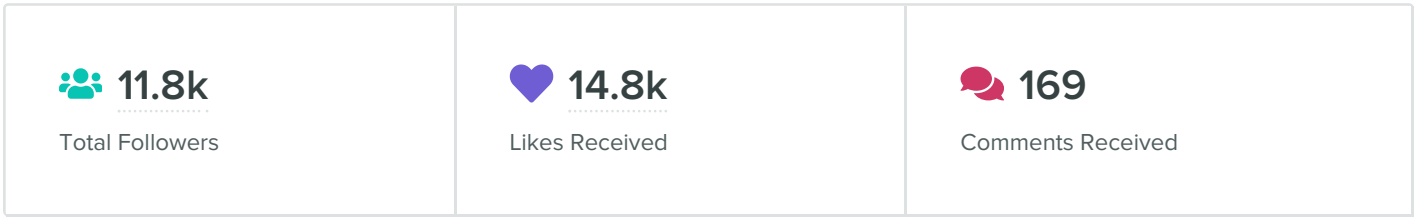


Instagram Profiles for **Kootenay Rockies**

May 01, 2018 - May 31, 2018

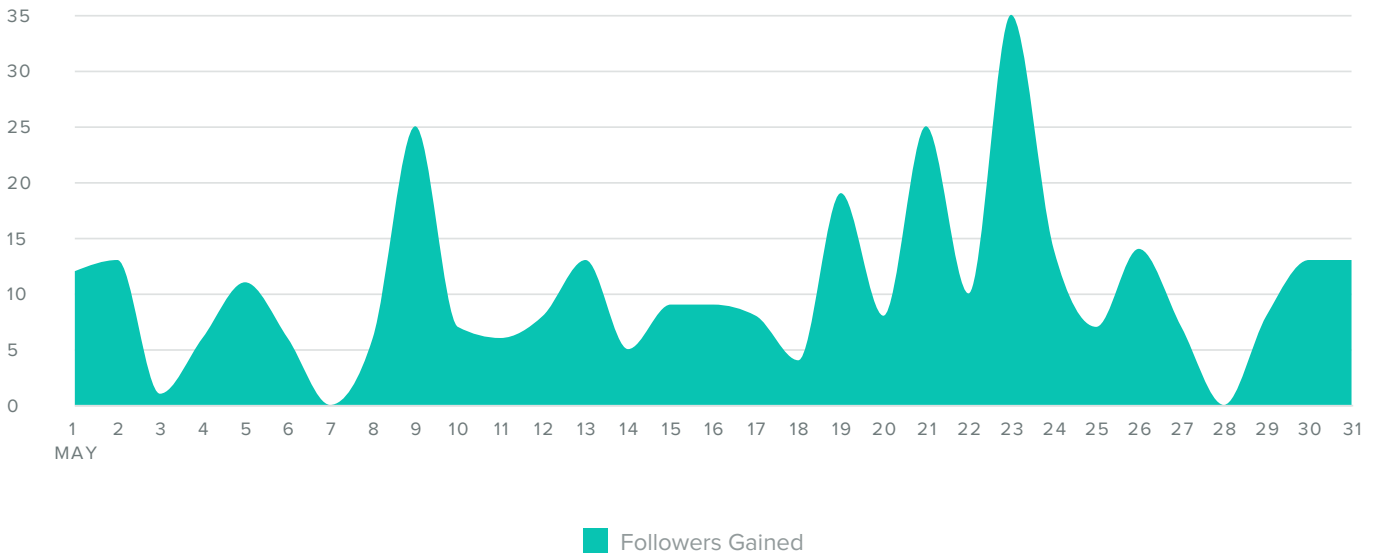
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview



Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	11,823
Followers Gained	314
People that you Followed	105

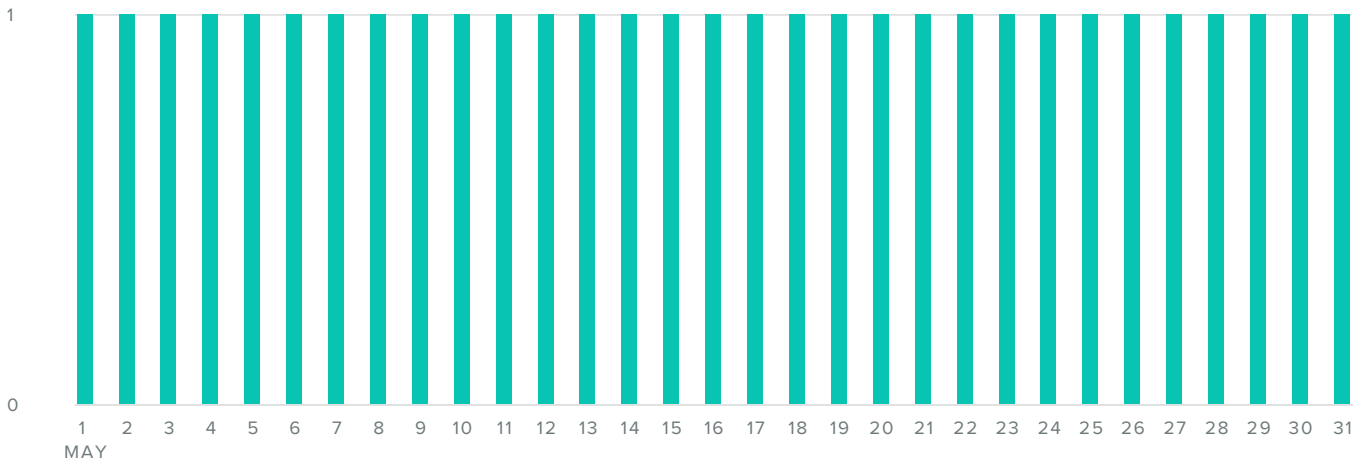
Total followers increased by

▲2.7%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Media Sent

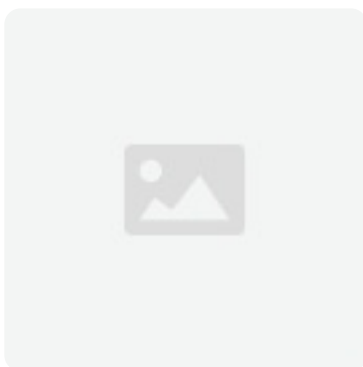
Publishing Metrics	Totals
Photos	30
Videos	1
Other	0
Total Media	31

The number of media you sent increased by

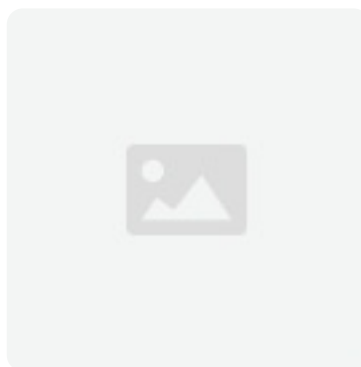
▲ 34.8%

since previous date range

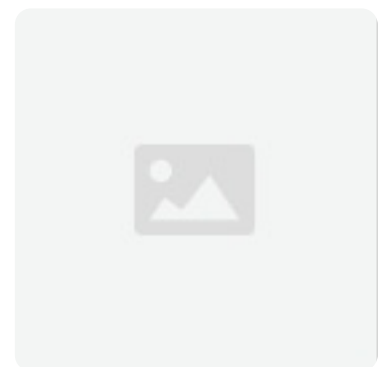
Instagram Top Posts



@kootrocks
1283 Engagements



@kootrocks
857 Engagements



@kootrocks
676 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

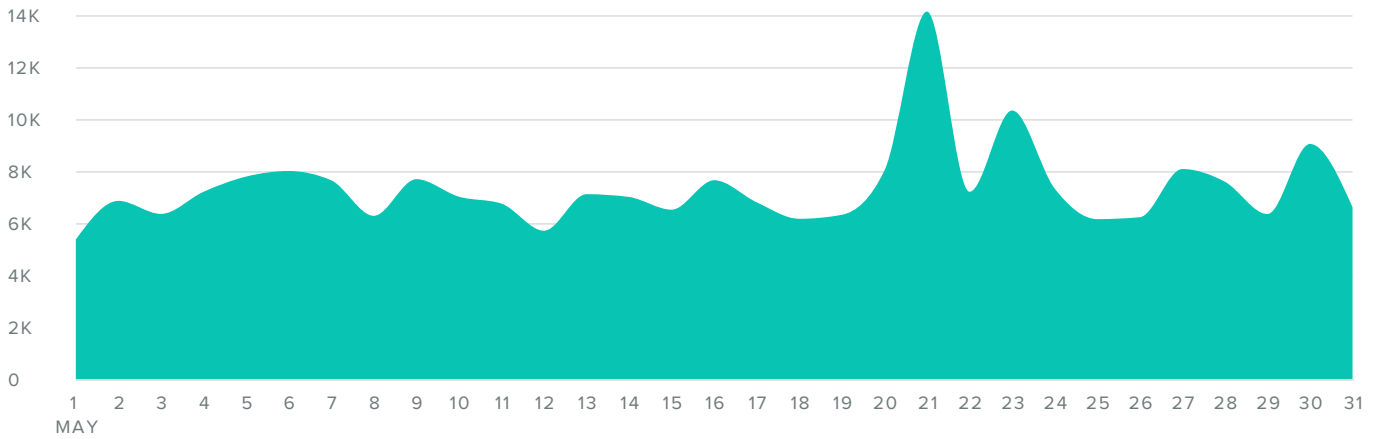
#explorebc	31
#kootrocks	31
#explorecanada	27
#bc	22
#canada	22
#ilovebc	22
#instagood	22
#kootenays	22
#mountains	22
#beautifulbc	22

MOST ENGAGED HASHTAGS

#kootrocks	13,934
#explorebc	12,575
#explorecanada	11,454
#kootenays	10,025
#mountainlife	9,332
#bc	9,125
#exploringbc	8,965
#mountainculture	8,760
#britishcolumbia	8,760
#awesomeearth	6,231

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics	Totals
Total Impressions	227,264
Average Impressions per Day	7,331.1
Average Daily Reach per Profile	4,099.87

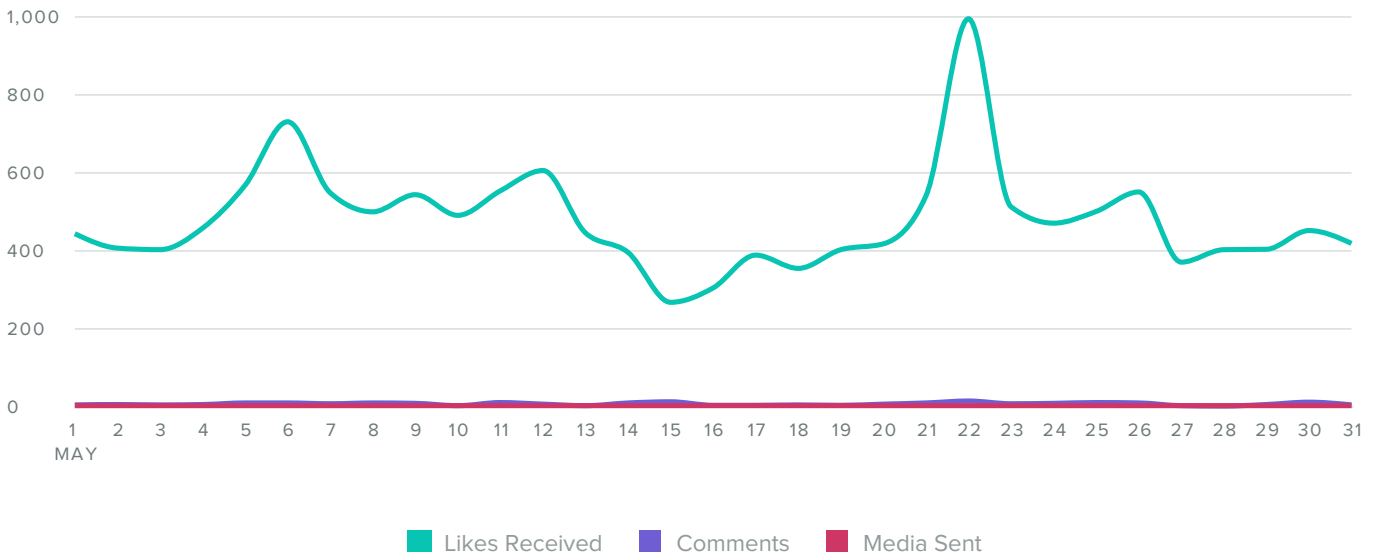
Total Impressions increased by

▲ 28.3%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	14,794
Comments Received	169
Total Engagements	14,963

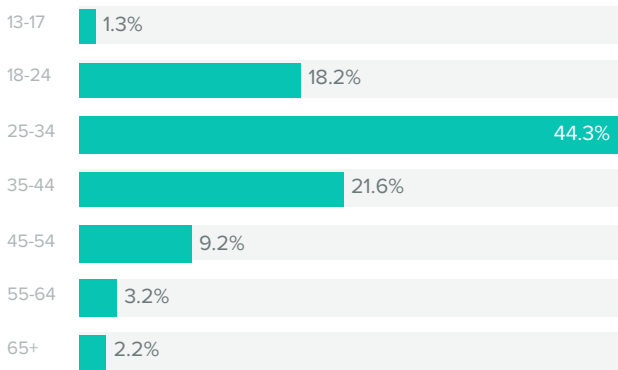
The number of engagements increased by **▲16.3%** since previous date range

Engagements per Follower	1.27
Engagements per Media	482.68

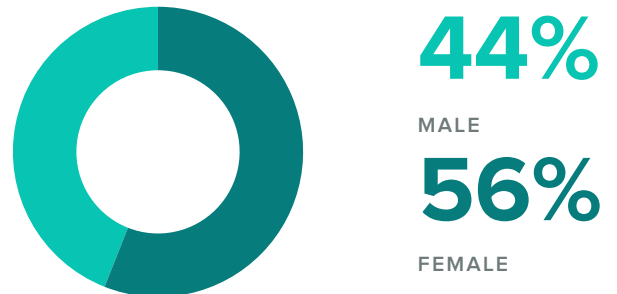
The number of engagements per media decreased by **▼13.7%** since previous date range

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

Canada	8,784
United States	1,106
Australia	231
United Kingdom	217
Germany	106

Top Cities

Calgary, Alberta	878
Vancouver, British Columbia	726
Nelson, British Columbia	509
Cranbrook, British Columbia	401
Kelowna, British Columbia	362

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)	11,823	2.7%	314	31	18	227,264	14,963	482.7	1.27