






Instagram Profiles for **Kootenay Rockies**

Nov 01, 2018 - Nov 30, 2018

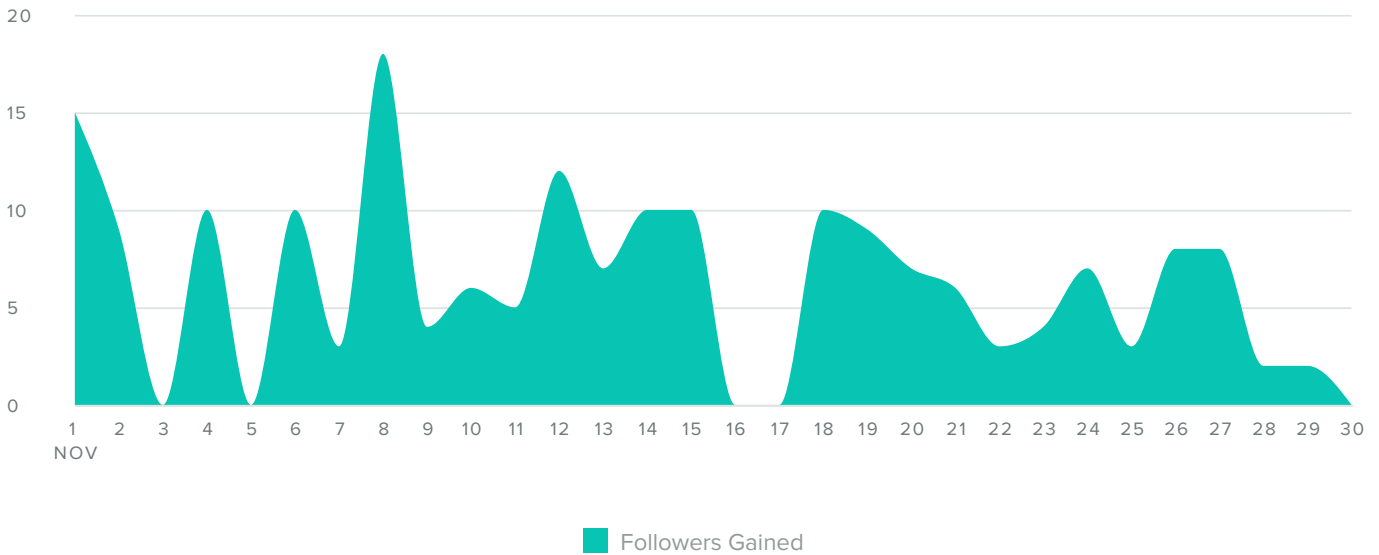
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

 <p>13.4k Total Followers</p>	 <p>11.4k Likes Received</p>	 <p>80 Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	13,380
Followers Gained	182
People that you Followed	62

Total followers increased by

▲1.4%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Media Sent

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

The number of media you sent decreased by

-11.1%

since previous date range

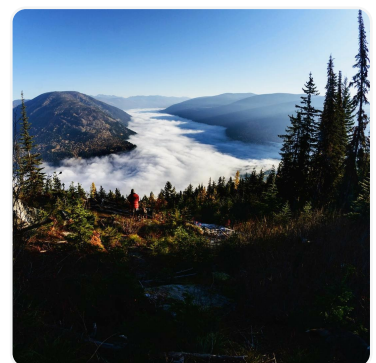
Instagram Top Posts



@kootrocks
821 Engagements



@kootrocks
755 Engagements



@kootrocks
737 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

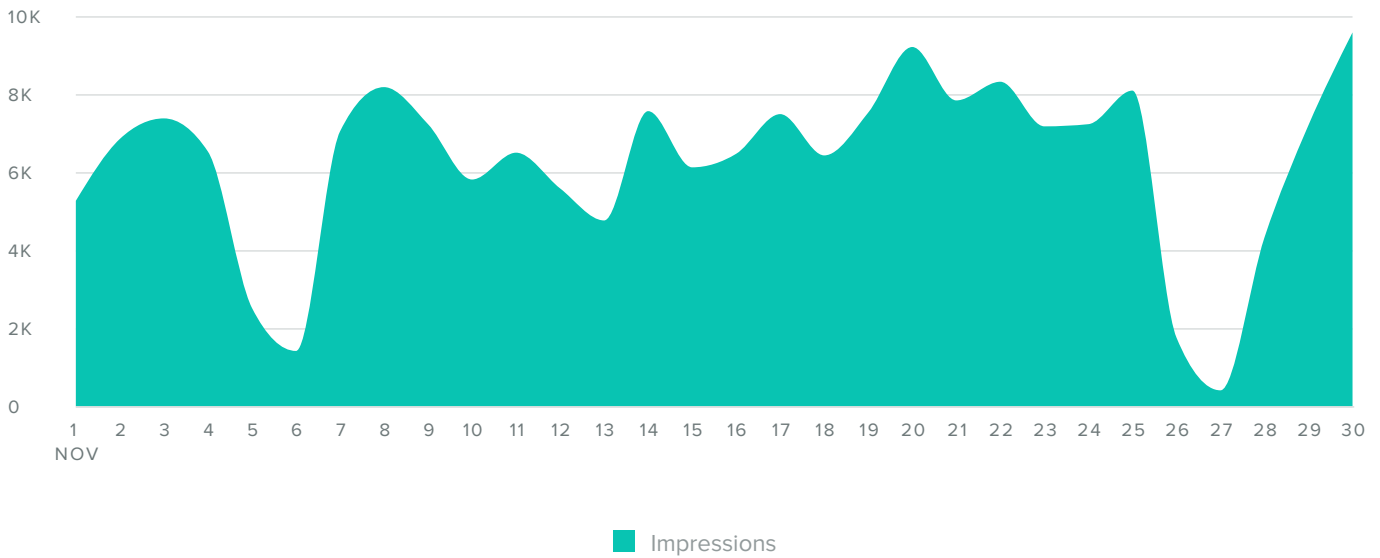
#explorebc	24
#kootrocks	23
#explorecanada	23
#findingawesome	9
#revelstoked	3
#agoodplacetobe	2
#ferniestoke	2
#therealstoke	1
#goldenrules	1
#rossland	1

MOST ENGAGED HASHTAGS

#explorebc	11,235
#explorecanada	10,872
#kootrocks	10,830
#findingawesome	3,914
#ferniestoke	1,297
#revelstoked	1,119
#rossland	813
#agoodplacetobe	797
#goldenrules	602
#parkscanada	570

Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Total Impressions	187,750
Average Impressions per Day	6,258.33
Average Daily Reach per Profile	4,249.37

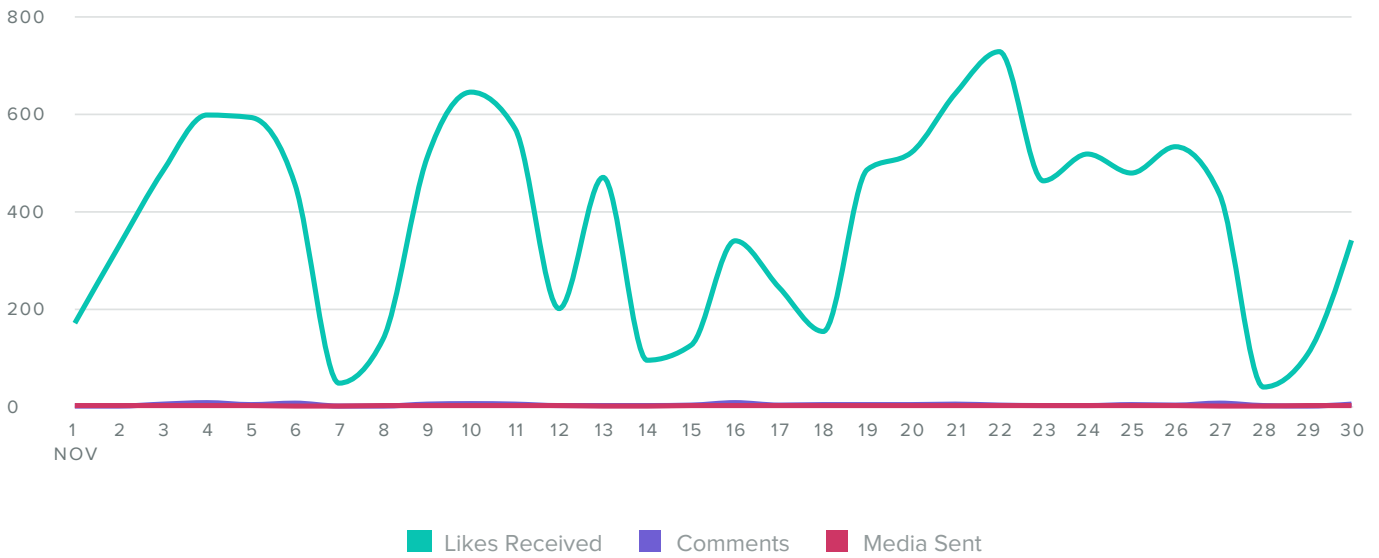
Total Impressions decreased by

▼3.5%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	11,435
Comments Received	80
Total Engagements	11,515

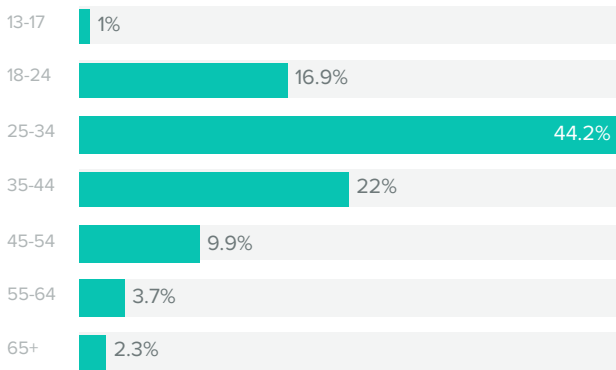
The number of engagements decreased by **-6.1%** since previous date range

Engagements per Follower	0.86
Engagements per Media	479.79

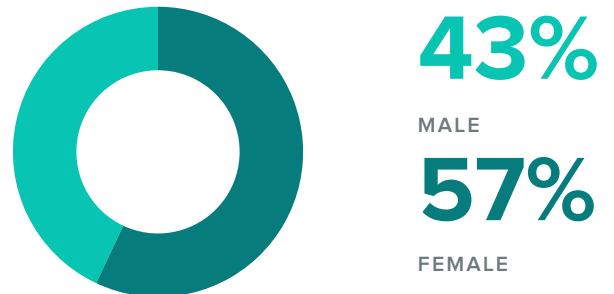
The number of engagements per media increased by **+5.6%** since previous date range

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	10,127
United States	1,231
Australia	284
United Kingdom	239
Germany	132

Top Cities

Calgary, Alberta	992
Vancouver, British Columbia	783
Nelson, British Columbia	560
Cranbrook, British Columbia	469
Kelowna, British Columbia	408

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)	13,380	1.4%	182	24	10	187,750	11,515	479.8	0.86