






Instagram Profiles for **Kootenay Rockies**

Oct 01, 2018 - Oct 31, 2018

Determine the impact of Instagram content by analyzing your activity

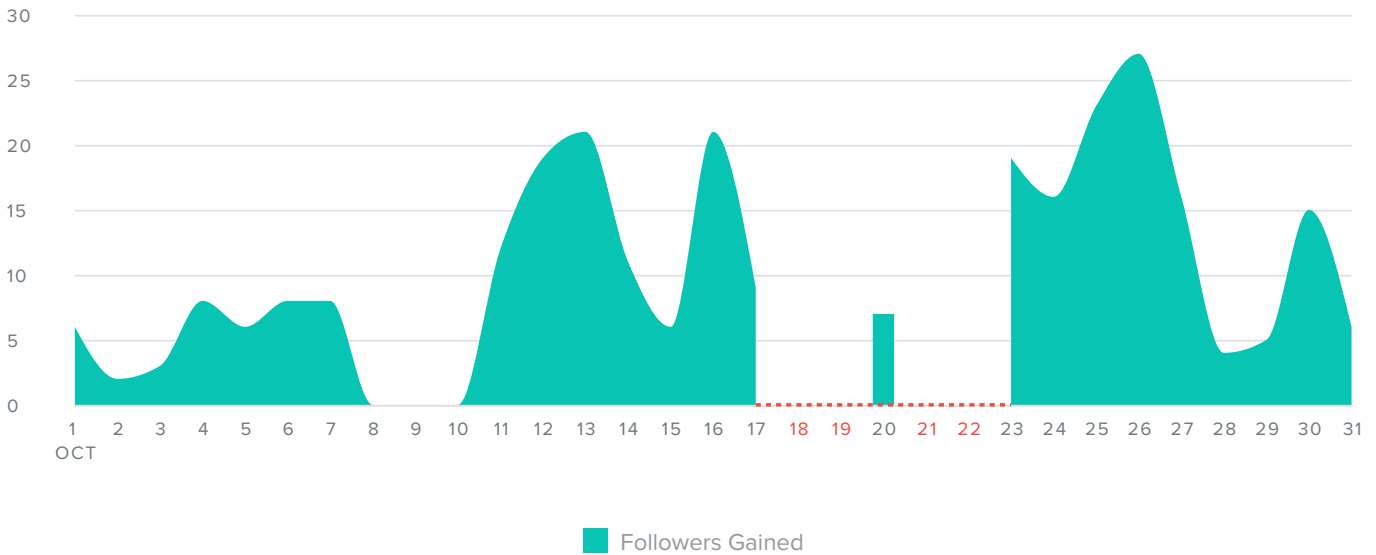
Instagram Activity Overview

 <p>13.2k</p> <p>Total Followers</p>	 <p>12.6k</p> <p>Likes Received</p>	 <p>199</p> <p>Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY

 We are unable to retrieve all of your data at this time.



Follower Metrics	Totals
Total Followers	13,198
Followers Gained	308
People that you Followed	25

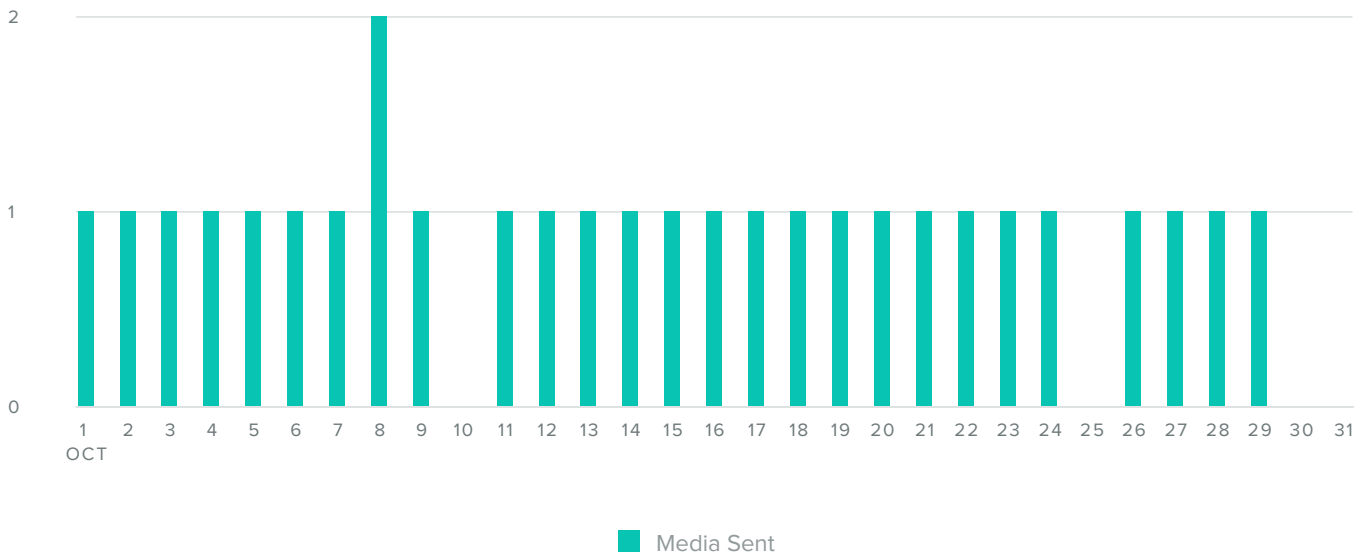
Total followers increased by

-2.4%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	26
Videos	2
Other	0
Total Media	28

The number of media you sent decreased by

-6.7%

since previous date range

Instagram Top Posts



@kootrocks
1132 Engagements



@kootrocks
1038 Engagements



@kootrocks
861 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

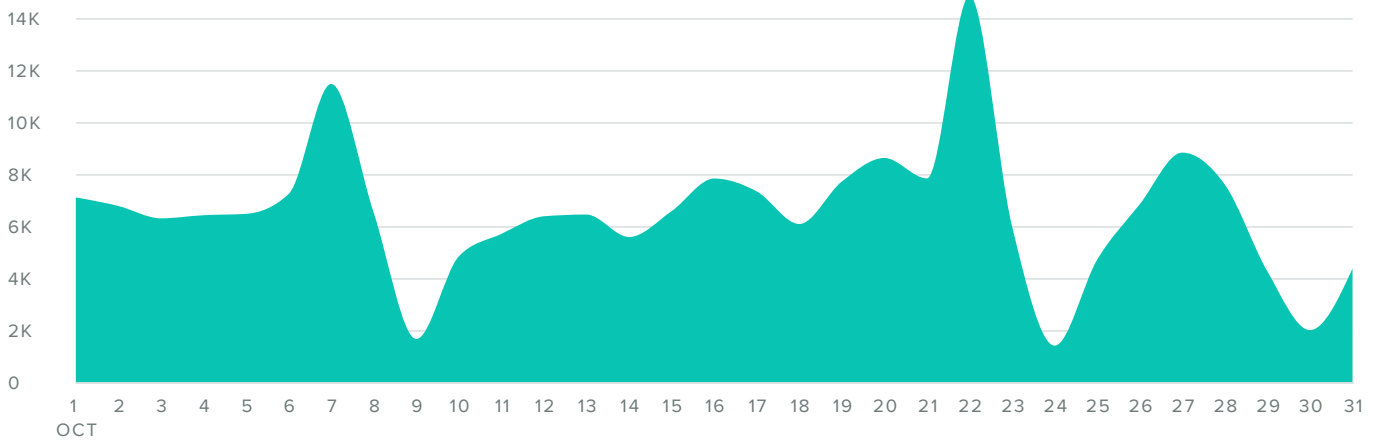
#explorebc	27
#kootrocks	27
#explorecanada	24
#therealstoke	3
#yeswyr18	2
#parkscanada	2
#findingawesome	2
#goldenrules	2
#ferniestoke	2
#shareinvermere	2

MOST ENGAGED HASHTAGS

#kootrocks	12,056
#explorebc	11,958
#explorecanada	10,599
#therealstoke	1,908
#parkscanada	1,745
#findingawesome	1,064
#goldenrules	1,052
#yohonationalpark	877
#yeswyr18	852
#kootenaynationalpark	850

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

Total Impressions	201,658
Average Impressions per Day	6,505.1
Average Daily Reach per Profile	3,888.71

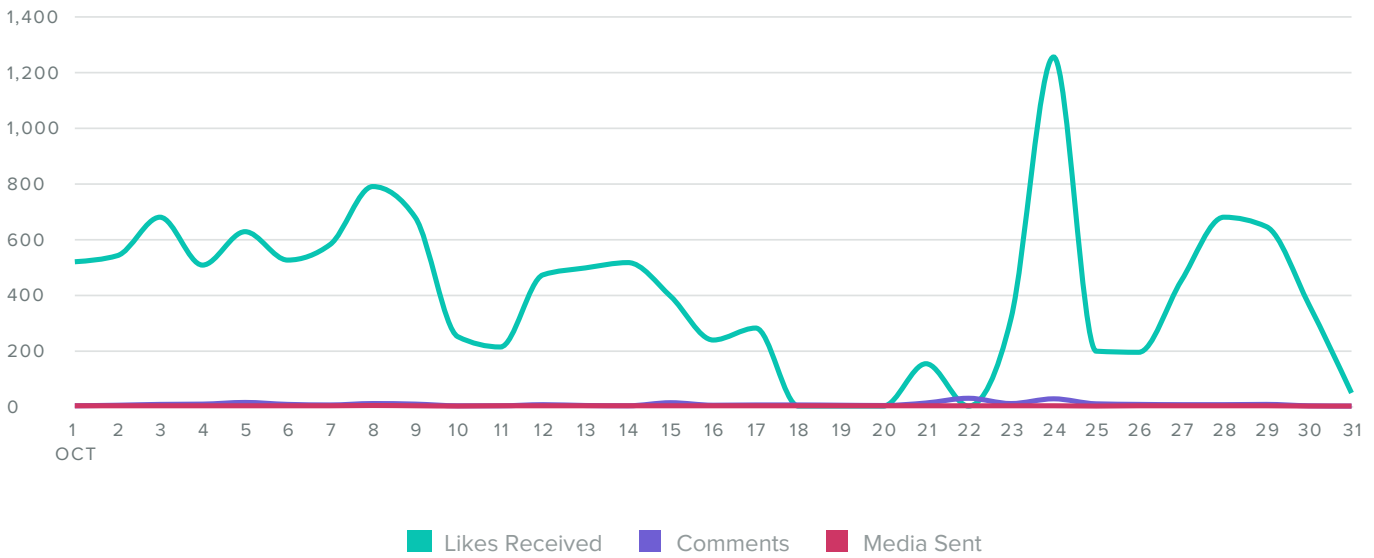
Total Impressions decreased by

-14%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	12,584
Comments Received	199
Total Engagements	12,783

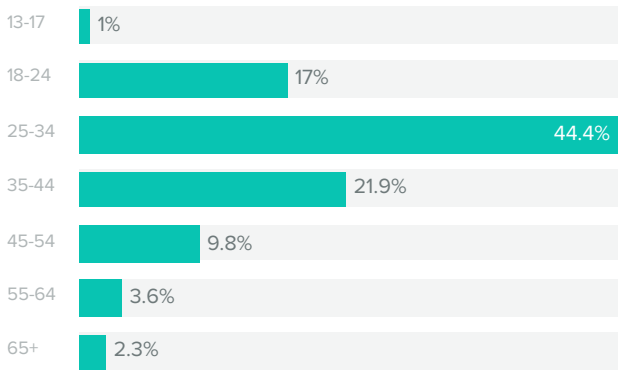
The number of engagements decreased by **-18.4%** since previous date range

Engagements per Follower	0.97
Engagements per Media	456.54

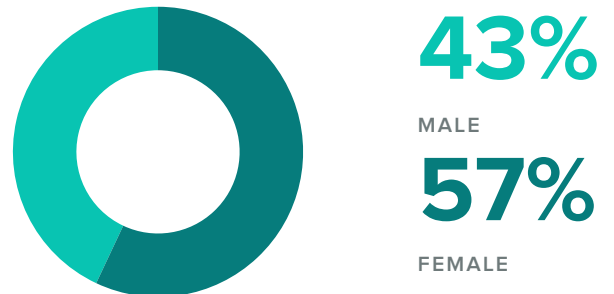
The number of engagements per media decreased by **-12.5%** since previous date range

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	10,020
United States	1,202
Australia	268
United Kingdom	241
Germany	126

Top Cities

Calgary, Alberta	975
Vancouver, British Columbia	843
Nelson, British Columbia	553
Cranbrook, British Columbia	453
Kelowna, British Columbia	411

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)	13,198	2.4%	308	28	4	201,658	12,783	456.5	0.97