






Instagram Profiles for **Kootenay Rockies**

Sep 01, 2018 - Sep 30, 2018

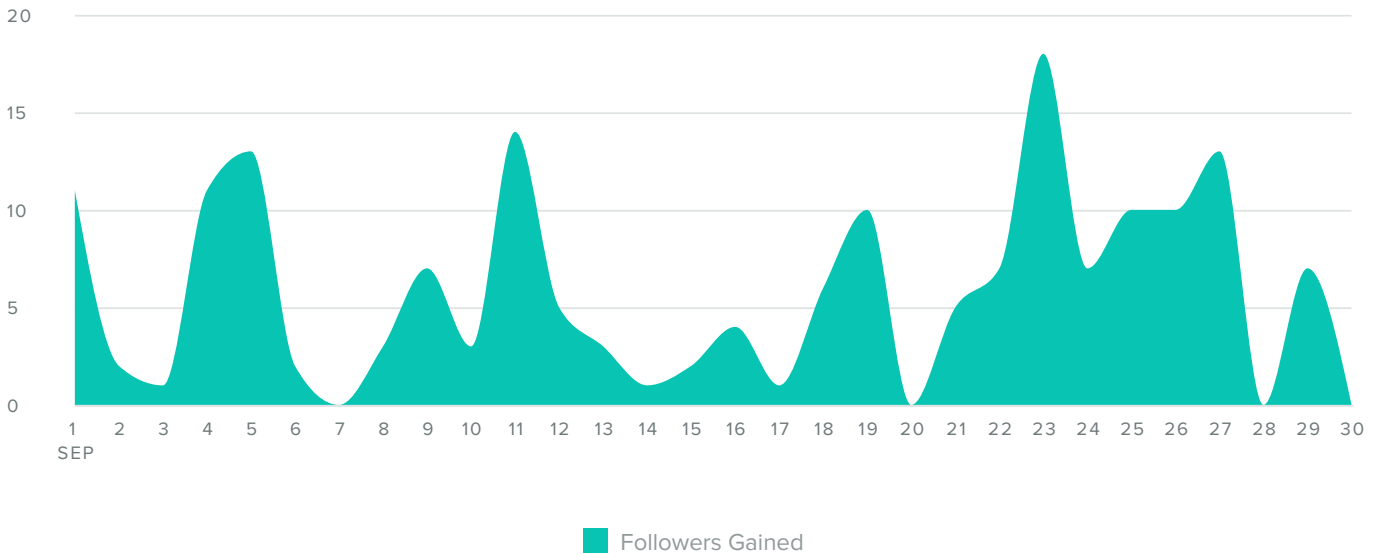
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

 12.9k Total Followers	 15.4k Likes Received	 168 Comments Received
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY

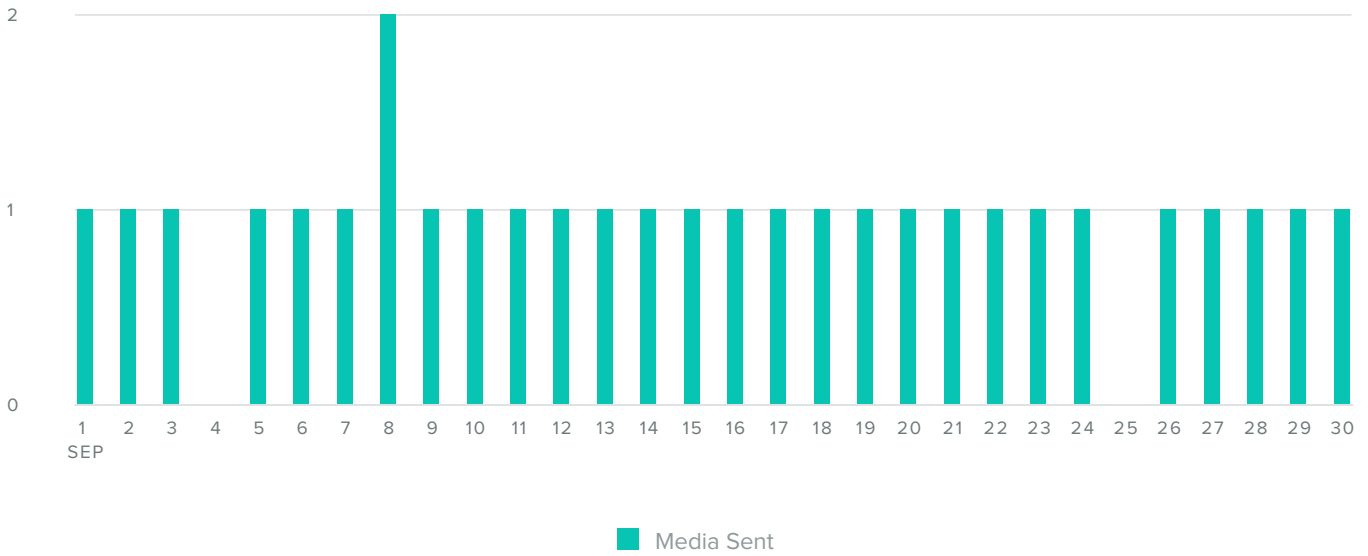


Follower Metrics	Totals
Total Followers	12,890
Followers Gained	169
People that you Followed	99

Total followers increased by
▲1.3%
since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	29
Videos	0
Other	0
Total Media	29

The number of media you sent increased by

+16%

since previous date range

Instagram Top Posts



@kootrocks
2213 Engagements



@kootrocks
828 Engagements



@kootrocks
783 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

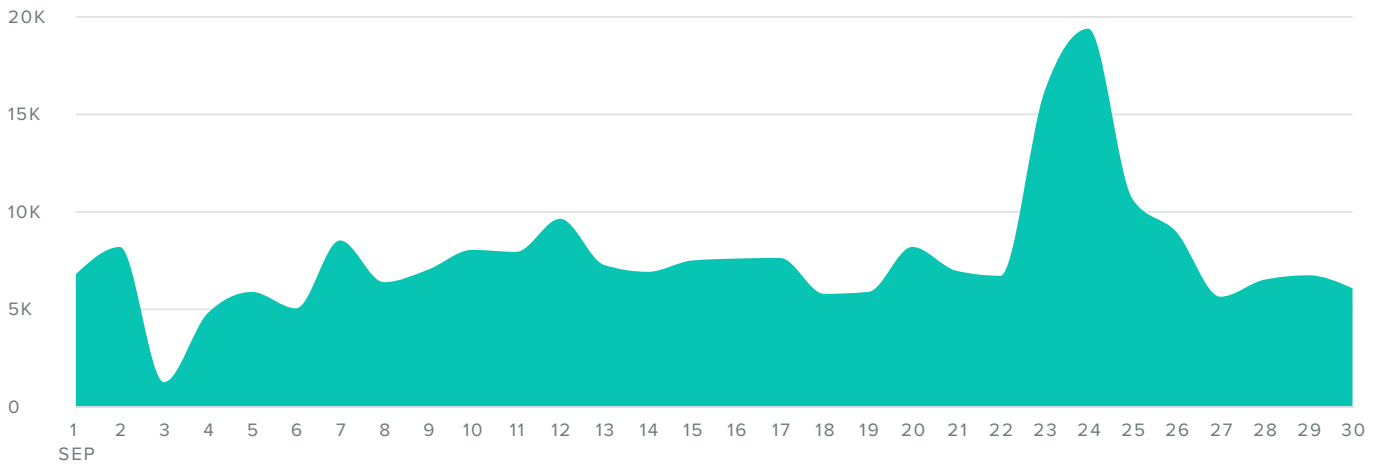
#explorebc	29
#kootrocks	29
#explorecanada	29
#findingawesome	7
#therealstoke	3
#ferniestoke	3
#goldenrules	2
#shareinvermere	2
#yohonationalpark	2
#islandlakelodge	2

MOST ENGAGED HASHTAGS

#explorebc	15,588
#kootrocks	15,588
#explorecanada	15,588
#findingawesome	3,805
#ferniestoke	3,004
#therealstoke	1,720
#nakusp	999
#goldenrules	933
#islandlakelodge	792
#shareinvermere	699

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics	Totals
Total Impressions	229,133
Average Impressions per Day	7,637.77
Average Daily Reach per Profile	4,369.23

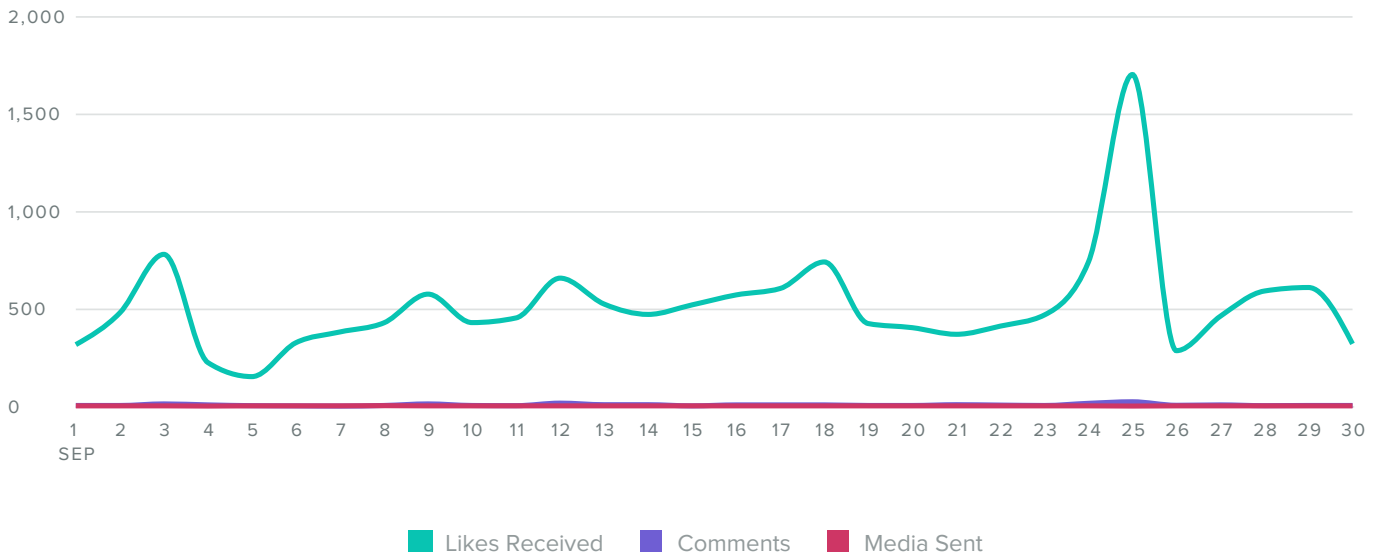
Total Impressions increased by

▲ 30.4%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	15,381
Comments Received	168
Total Engagements	15,549

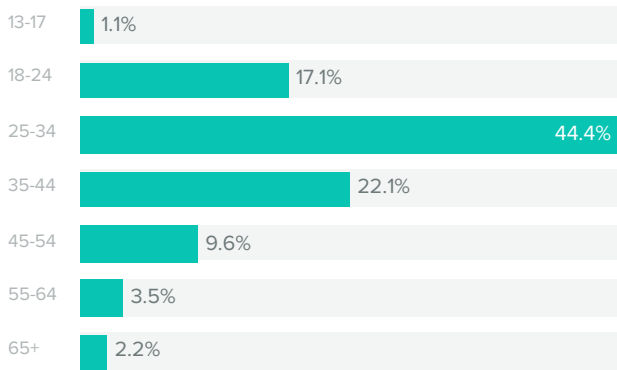
The number of engagements increased by **▲21.4%** since previous date range

Engagements per Follower	1.21
Engagements per Media	536.17

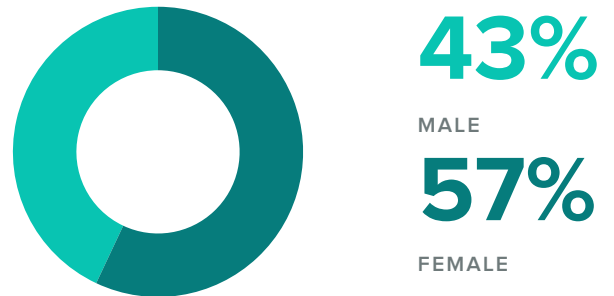
The number of engagements per media increased by **▲4.7%** since previous date range

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	9,772
United States	1,200
Australia	246
United Kingdom	232
Germany	121

Top Cities

Calgary, Alberta	949
Vancouver, British Columbia	811
Nelson, British Columbia	550
Cranbrook, British Columbia	440
Kelowna, British Columbia	405

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)	12,890	1.3%	169	29	3	229,133	15,549	536.2	1.21