






# Instagram Profiles for **Powder Highway**

Aug 01, 2018 - Aug 31, 2018

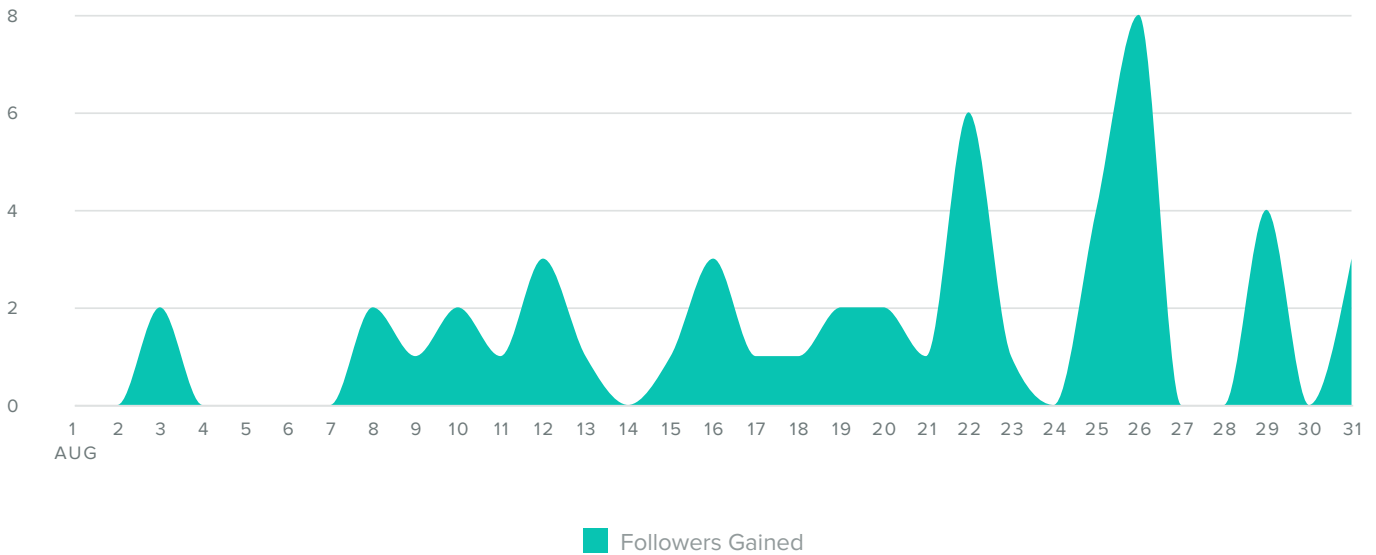
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>4,144</b> Total Followers</p>	<p> <b>1,339</b> Likes Received</p>	<p> <b>24</b> Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>4,144</b>
Followers Gained	42
People that you Followed	19

Total followers increased by

**+1%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	10
Videos	0
Other	0
<b>Total Media</b>	<b>10</b>

The number of media you sent increased by

**▲11.1%**

since previous date range

## Instagram Top Posts



@powderhighway  
215 Engagements



@powderhighway  
204 Engagements



@powderhighway  
186 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

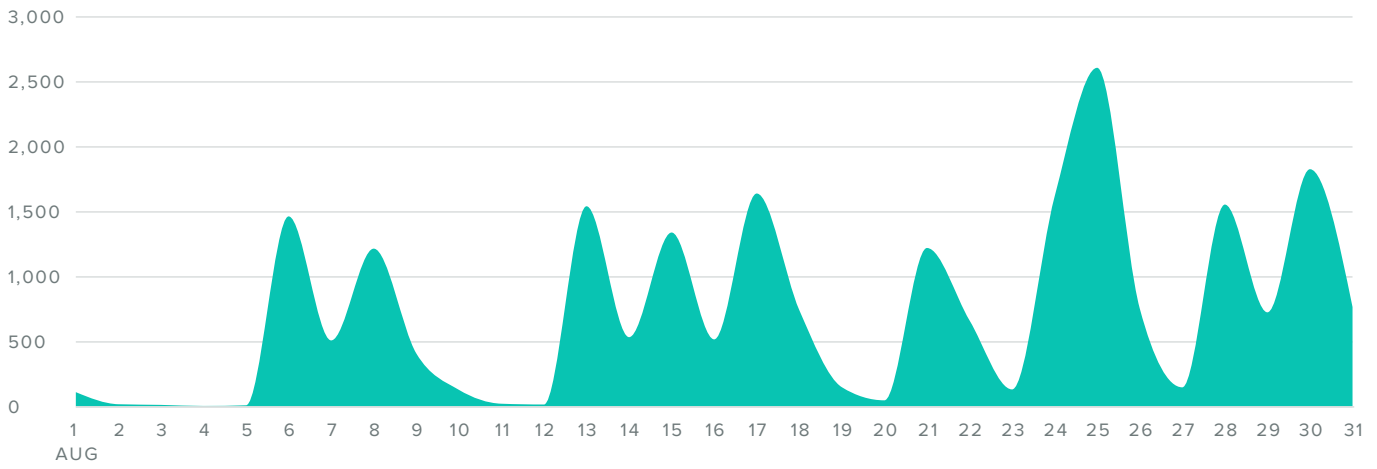
#powderhighway	10
#kootrocks	10
#explorebc	9
#findingawesome	3
#radium	2
#goldenrules	2
#therealstoke	2
#iheartwh2o	2
#agoodplacetobe	1
#bugaboos	1

## MOST ENGAGED HASHTAGS

#powderhighway	1,358
#kootrocks	1,358
#explorebc	1,190
#findingawesome	330
#goldenrules	279
#therealstoke	252
#radium	247
#iheartwh2o	217
#bugaboos	202
#skibc	168

# Instagram Impressions

## IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

**Total Impressions**

**22,316**

Average Impressions per Day

**719.87**

Average Daily Reach per Profile

**564.94**

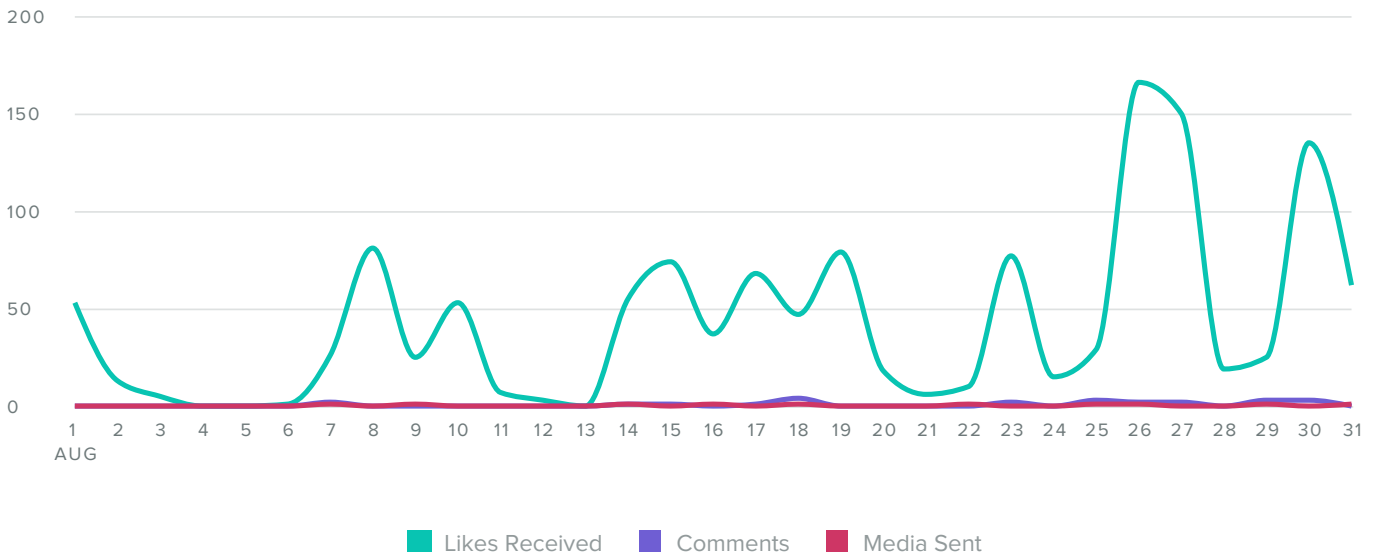
Total Impressions increased by

**▲ 30.2%**

since previous date range

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	1,339
Comments Received	24
<b>Total Engagements</b>	<b>1,363</b>

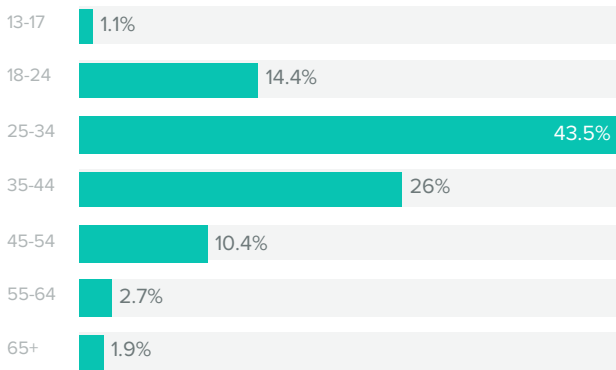
The number of engagements increased by **73.6%** since previous date range

Engagements per Follower	0.33
Engagements per Media	136.3

The number of engagements per media increased by **56.3%** since previous date range

## Instagram Audience Demographics

### BY AGE



### BY GENDER



Men between the ages of 25-34 appear to be the leading force among your fans.

### Top Countries

Canada	2,315
United States	1,018
Australia	147
United Kingdom	82
Germany	50

### Top Cities

Calgary, Alberta	330
Vancouver, British Columbia	172
Nelson, British Columbia	119
Revelstoke, British Columbia	110
Edmonton, Alberta	104

## 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
Powder Highway (Business)	4,144	1%	42	10	1	22,316	1,363	136.3	0.33