






# Instagram Profiles for **Powder Highway**

Dec 01, 2018 - Dec 31, 2018

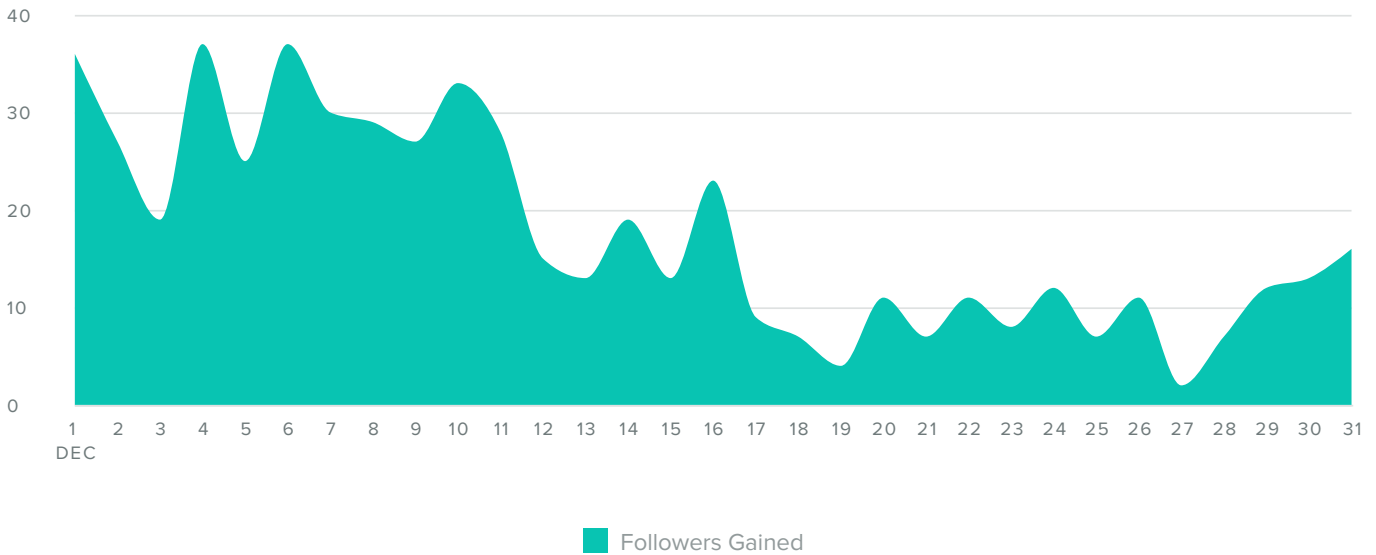
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>5,609</b> Total Followers</p>	<p> <b>8,774</b> Likes Received</p>	<p> <b>69</b> Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>5,609</b>
Followers Gained	548
People that you Followed	37

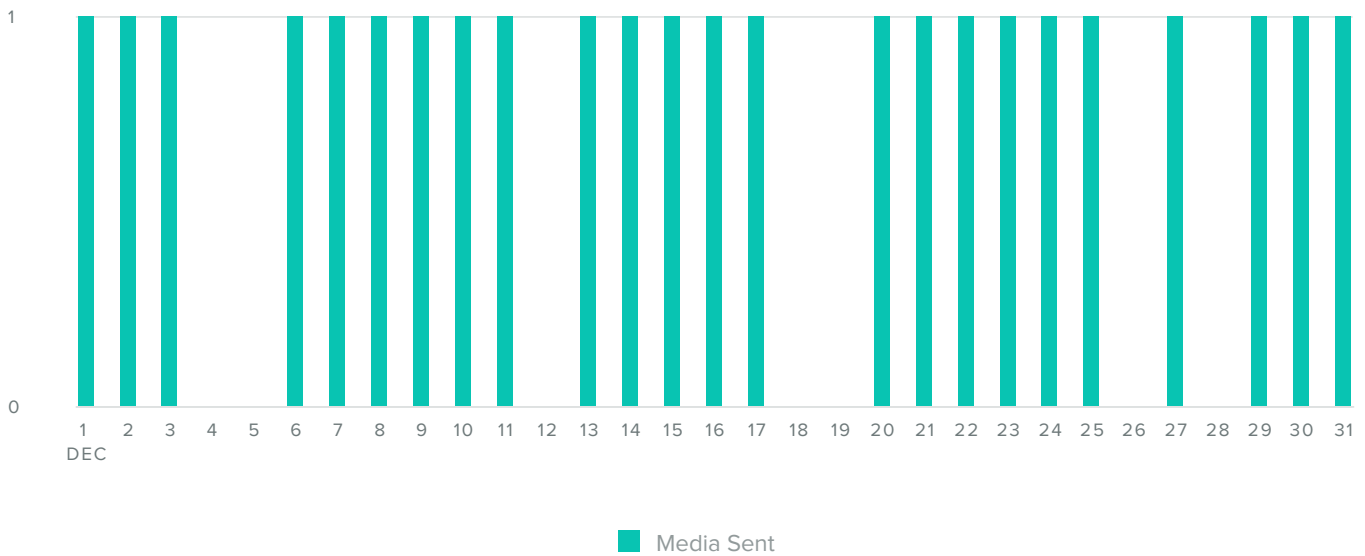
Total followers increased by

**▲10.8%**

since previous date range

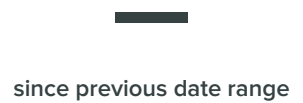
## Instagram Publishing Behavior

### MEDIA PER DAY

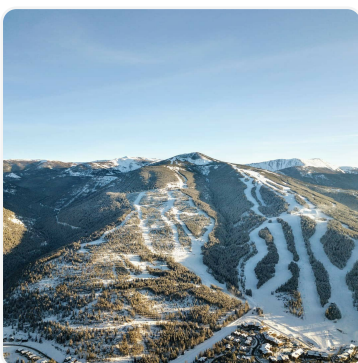


Publishing Metrics	Totals
Photos	23
Videos	1
Other	0
<b>Total Media</b>	<b>24</b>

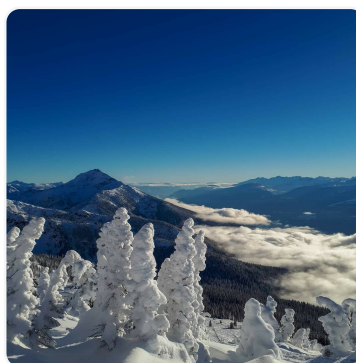
The number of media you sent increased by



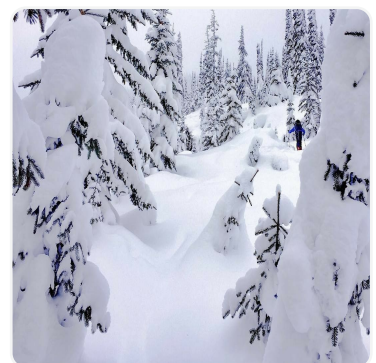
## Instagram Top Posts



@powderhighway  
706 Engagements



@powderhighway  
657 Engagements



@powderhighway  
559 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

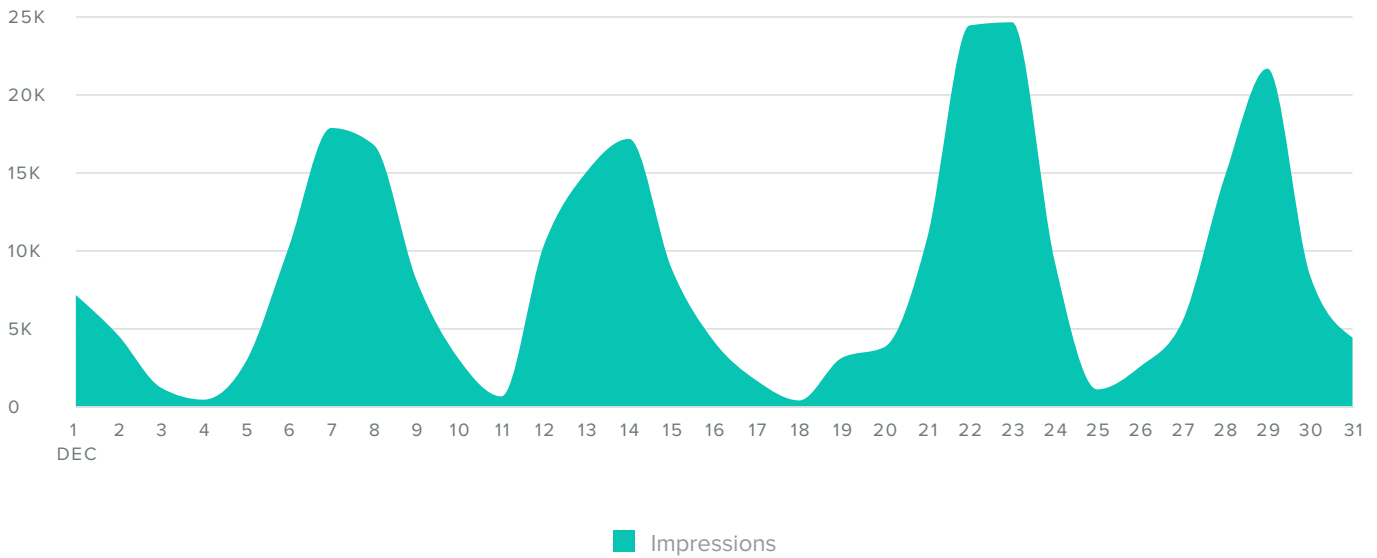
#powderhighway	23
#skibc	22
#kootrocks	22
#explorebc	21
#findingawesome	6
#goldenbc	5
#goldenrules	5
#therealstoke	4
#nelsonbc	4
#ferniestoke	3

## MOST ENGAGED HASHTAGS

#powderhighway	8,616
#explorebc	8,267
#kootrocks	8,205
#skibc	8,014
#goldenrules	2,105
#goldenbc	1,859
#findingawesome	1,552
#revelstoked	1,411
#therealstoke	1,264
#ferniestoke	985

# Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
<b>Total Impressions</b>	<b>263,966</b>
Average Impressions per Day	8,515.03
Average Daily Reach per Profile	7,029.61

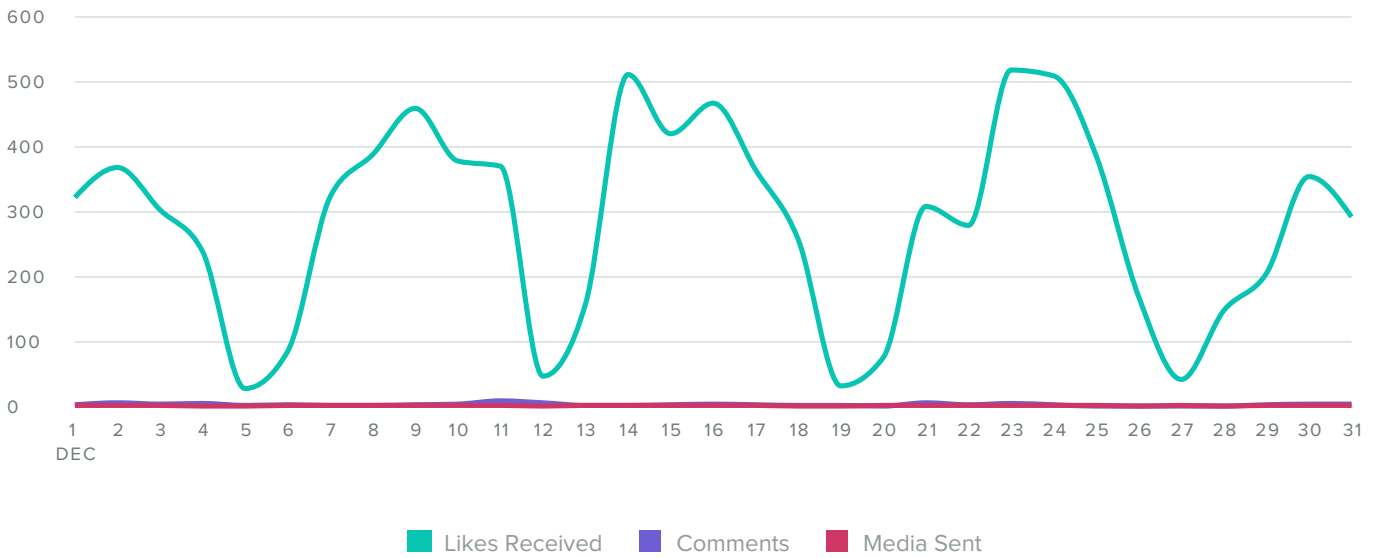
Total Impressions increased by

**▲124.1%**

since previous date range

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	8,774
Comments Received	69
<b>Total Engagements</b>	<b>8,843</b>

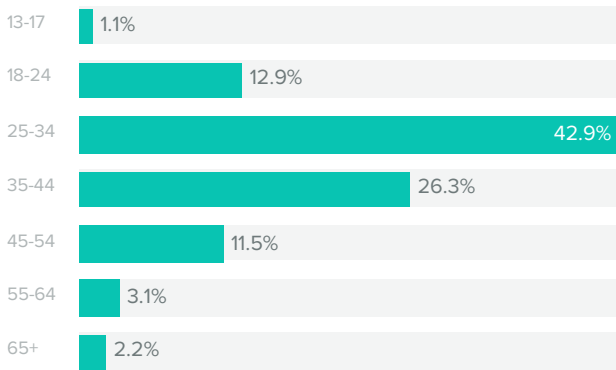
The number of engagements increased by **▲ 59.9%** since previous date range

Engagements per Follower	1.58
Engagements per Media	368.46

The number of engagements per media increased by **▲ 59.9%** 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	3,284
United States	1,285
Australia	204
United Kingdom	106
Germany	63

### Top Cities

Calgary, Alberta	455
Vancouver, British Columbia	202
Revelstoke, British Columbia	194
Nelson, British Columbia	184
Fernie, British Columbia	158

## 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)	5,609	10.8%	548	24	20	263,966	8,843	368.5	1.58