






# Instagram Profiles for **Powder Highway**

Jan 01, 2019 - Jan 31, 2019

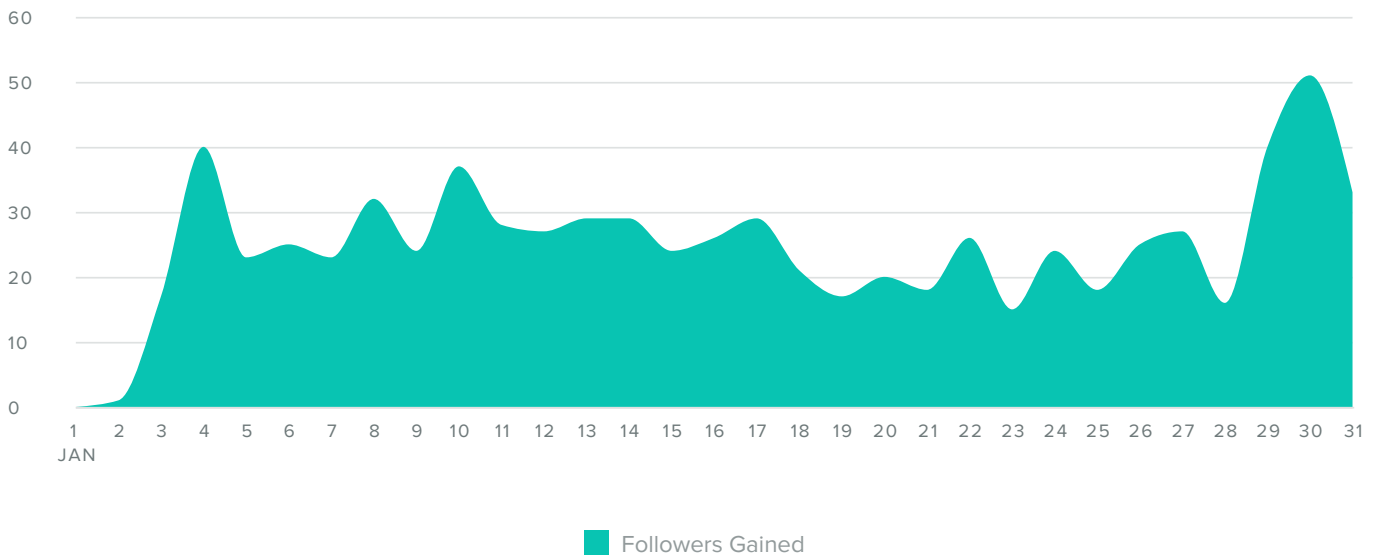
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>6,373</b> Total Followers</p>	<p> <b>8,476</b> Likes Received</p>	<p> <b>57</b> Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>6,373</b>
Followers Gained	764
People that you Followed	60

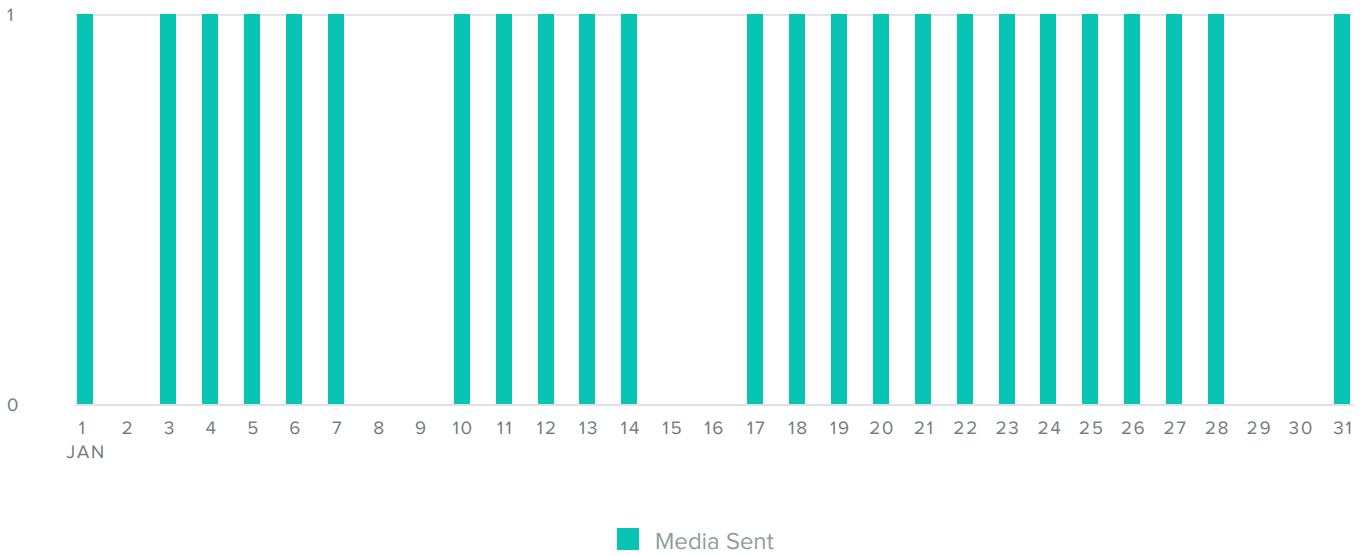
Total followers increased by

**▲13.6%**

since previous month

## 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

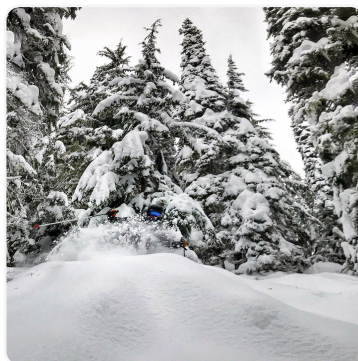


since previous month

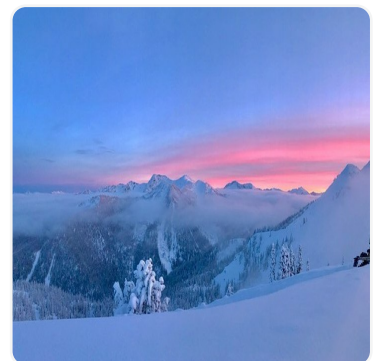
## Instagram Top Posts



@powderhighway  
721 Engagements



@powderhighway  
621 Engagements



@powderhighway  
560 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

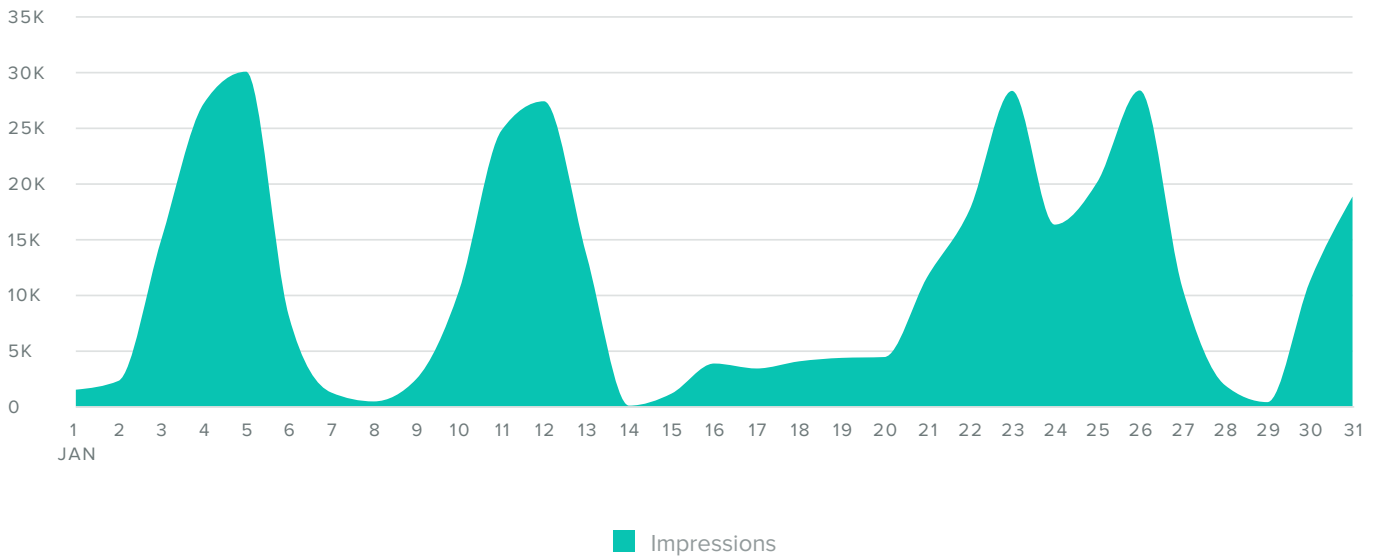
#kootrocks	24
#powderhighway	24
#explorebc	24
#skibc	22
#therealstoke	7
#revelstoked	6
#findingawesome	5
#ferniestoke	5
#ferniebc	4
#goldenbc	4

## MOST ENGAGED HASHTAGS

#kootrocks	8,516
#powderhighway	8,516
#explorebc	8,506
#skibc	8,184
#therealstoke	3,166
#revelstoked	2,480
#findingawesome	2,078
#ferniestoke	985
#iheartwh2o	979
#goldenrules	730

# Instagram Impressions

## IMPRESSIONS, BY DAY



Impressions Metrics	Totals
<b>Total Impressions</b>	<b>349,948</b>
Average Impressions per Day	11,288.65
Average Daily Reach per Profile	9,530.87

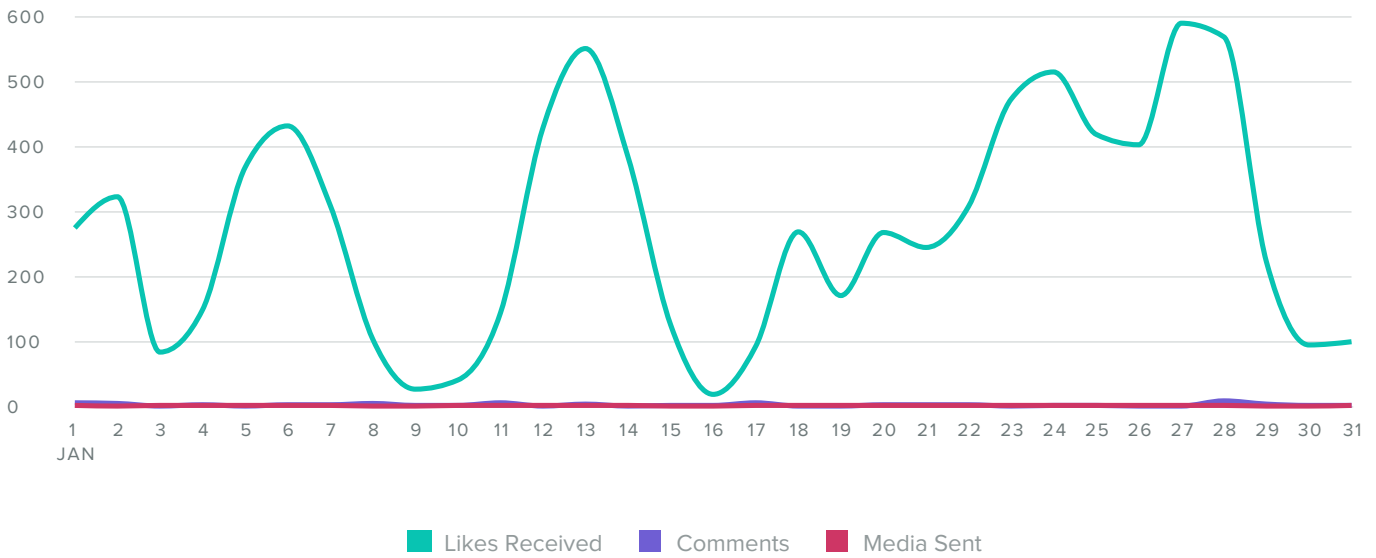
Total Impressions increased by

**▲ 32.6%**

since previous month

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	8,476
Comments Received	57
<b>Total Engagements</b>	<b>8,533</b>

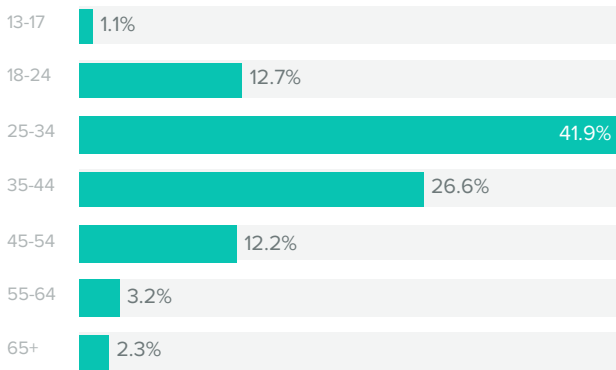
The number of engagements decreased by **-3.5%** since previous month

Engagements per Follower	1.34
Engagements per Media	355.54

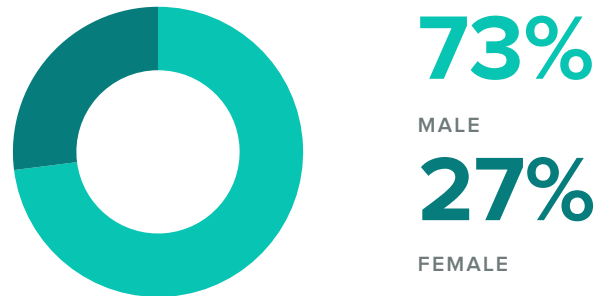
The number of engagements per media decreased by **-3.5%** since previous month

## 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	3,750
United States	1,435
Australia	219
United Kingdom	115
Germany	64

### Top Cities

Calgary, Alberta	507
Vancouver, British Columbia	230
Nelson, British Columbia	217
Revelstoke, British Columbia	215
Fernie, British Columbia	169

## 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)	6,373	13.6%	764	24	28	349,948	8,533	355.5	1.34