






# Instagram Profiles for **Powder Highway**

Jul 01, 2018 - Jul 31, 2018

Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>4,102</b> Total Followers</p>	<p> <b>776</b> Likes Received</p>	<p> <b>9</b> Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>4,102</b>
Followers Gained	5
People that you Followed	3

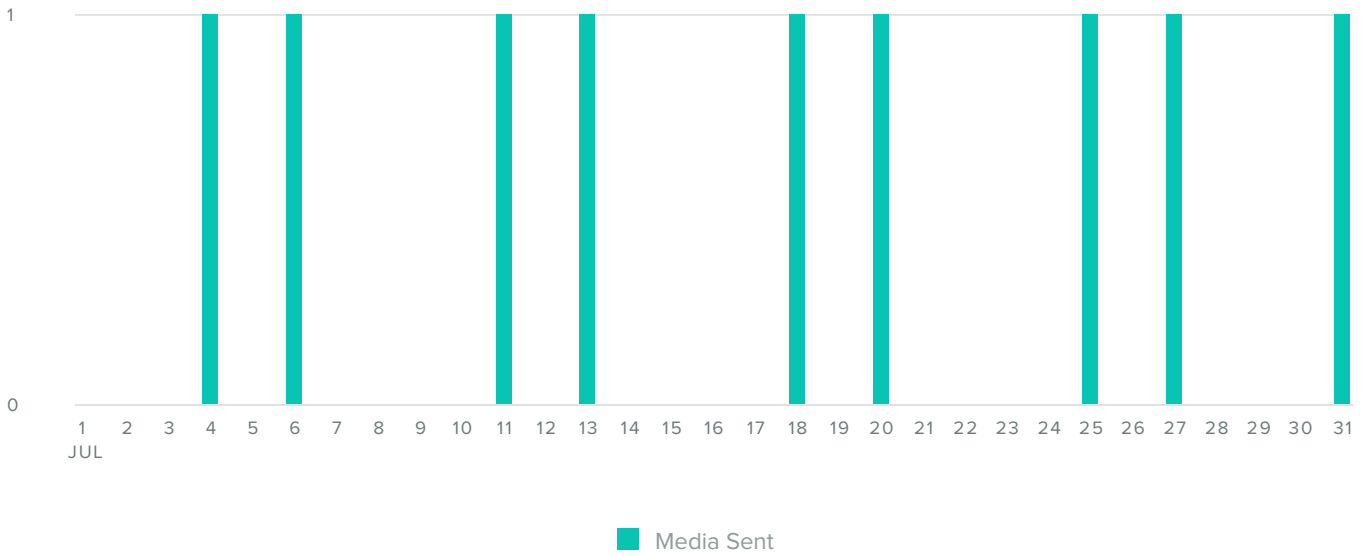
Total followers increased by

**▲ 0.1%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	9
Videos	0
Other	0
<b>Total Media</b>	<b>9</b>

The number of media you sent decreased by

**-10%**

since previous date range

## Instagram Top Posts



@powderhighway  
134 Engagements



@powderhighway  
132 Engagements



@powderhighway  
104 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

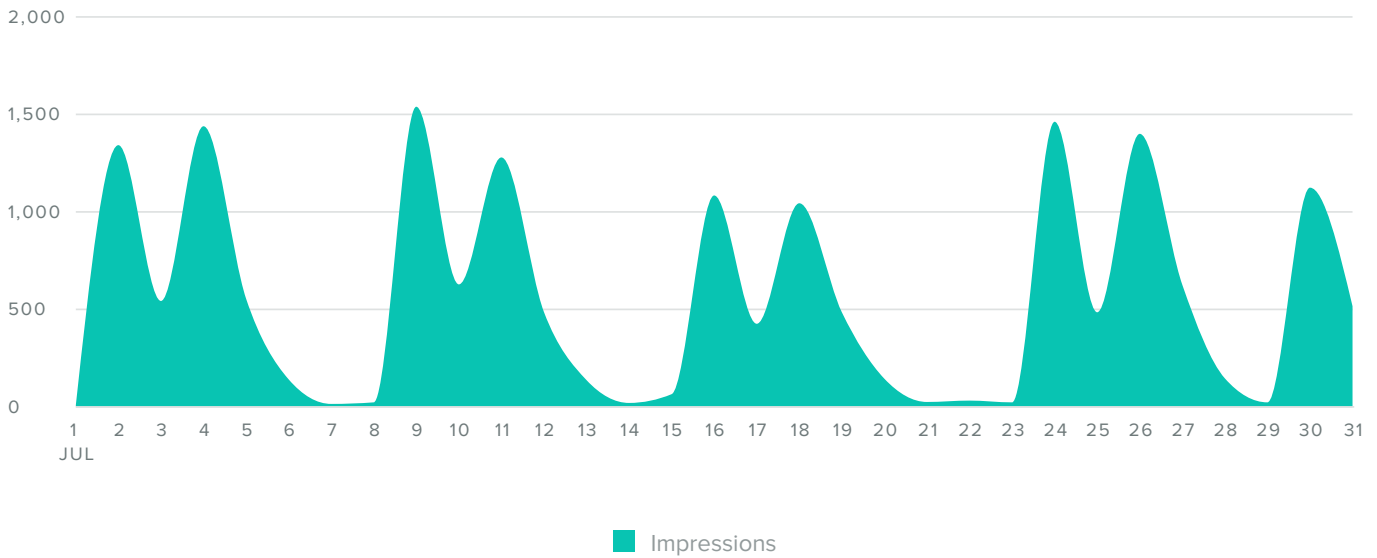
#explorebc	9
#kootrocks	9
#powderhighway	9
#ferniestoke	2
#yeswyr18	1
#rossland	1
#goldenrules	1
#therealstoke	1
#findingawesome	1
#bugaboos	1

## MOST ENGAGED HASHTAGS

#kootrocks	787
#powderhighway	787
#explorebc	787
#ferniestoke	203
#yeswyr18	105
#findingawesome	93
#rossland	91
#therealstoke	87
#goldenrules	74
#bugaboos	13

# Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
<b>Total Impressions</b>	<b>17,142</b>
Average Impressions per Day	552.97
Average Daily Reach per Profile	441.97

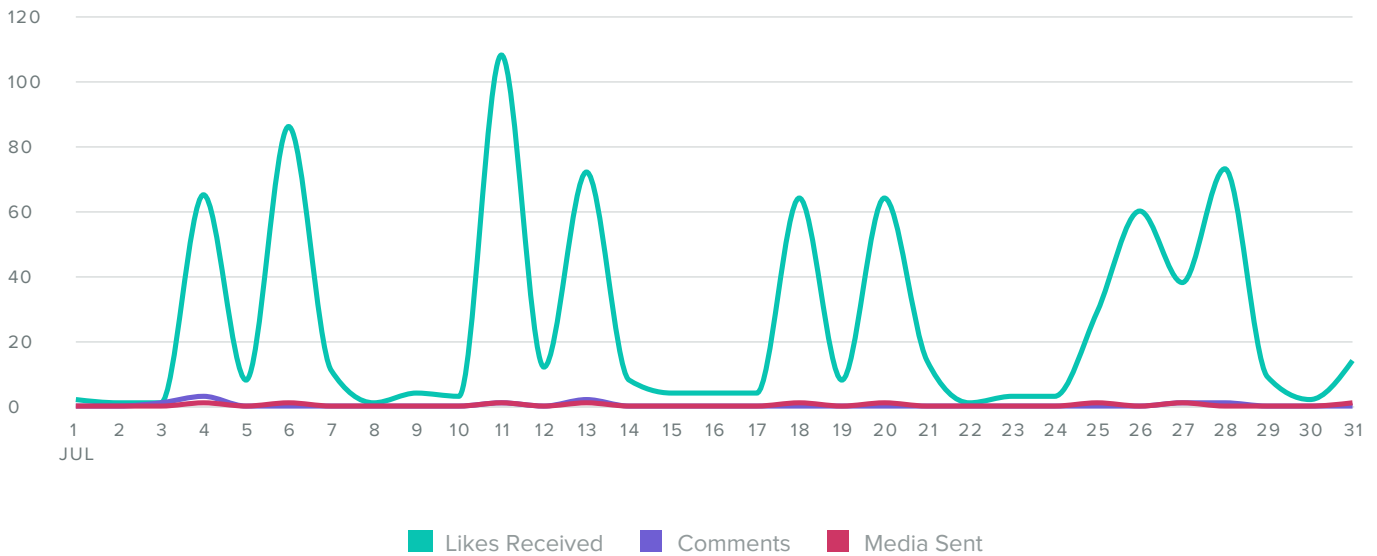
Total Impressions increased by

**▲1%**

since previous date range

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	776
Comments Received	9
<b>Total Engagements</b>	<b>785</b>

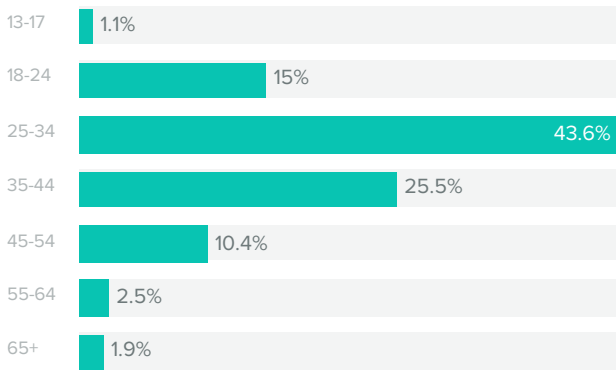
The number of engagements decreased by **-20.4%** since previous date range

Engagements per Follower	0.19
Engagements per Media	87.22

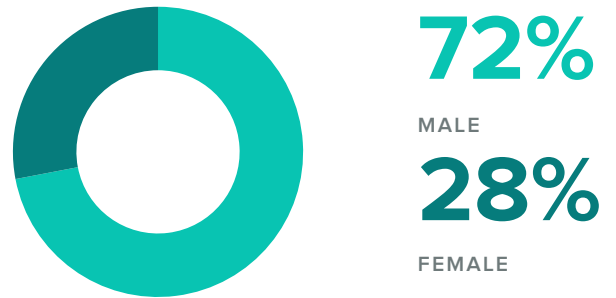
The number of engagements per media decreased by **-11.5%** since previous date range

## 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	2,279
United States	1,011
Australia	143
United Kingdom	84
Germany	51

### Top Cities

Calgary, Alberta	318
Vancouver, British Columbia	170
Nelson, British Columbia	118
Revelstoke, British Columbia	116
Edmonton, Alberta	105

## 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)	4,102	0.1%	5	9	0	17,142	785	87.2	0.19