






Instagram Profiles for **Powder Highway**

Jun 01, 2018 - Jun 30, 2018

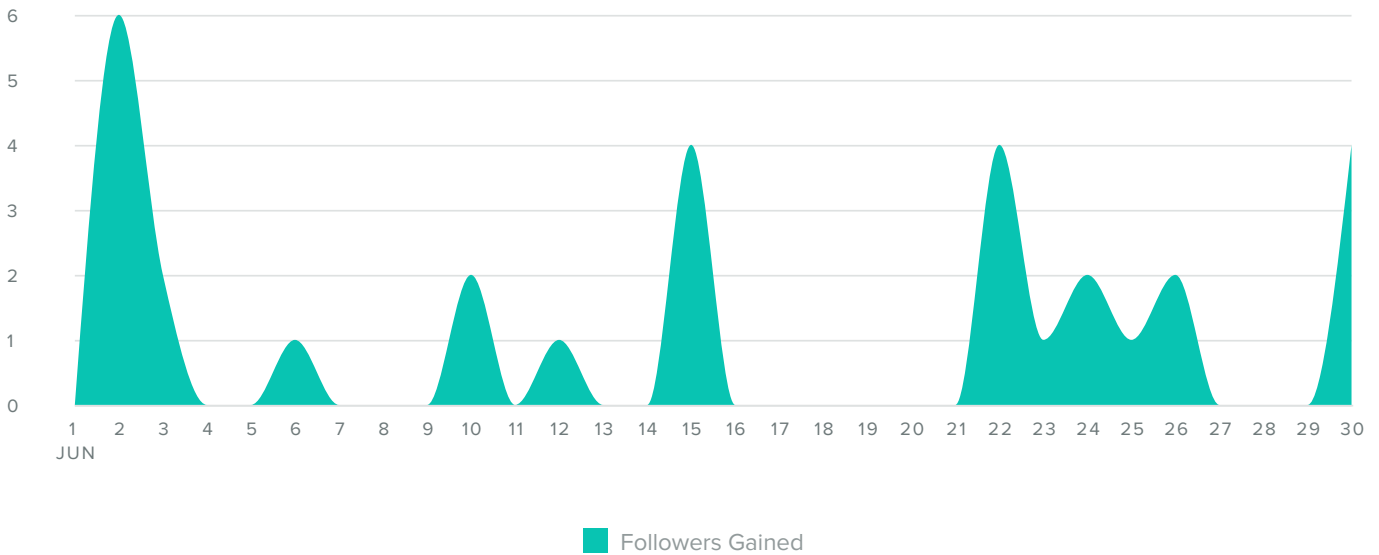
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

<p> 4,097 Total Followers</p>	<p> 923 Likes Received</p>	<p> 18 Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	4,097
Followers Gained	8
People that you Followed	6

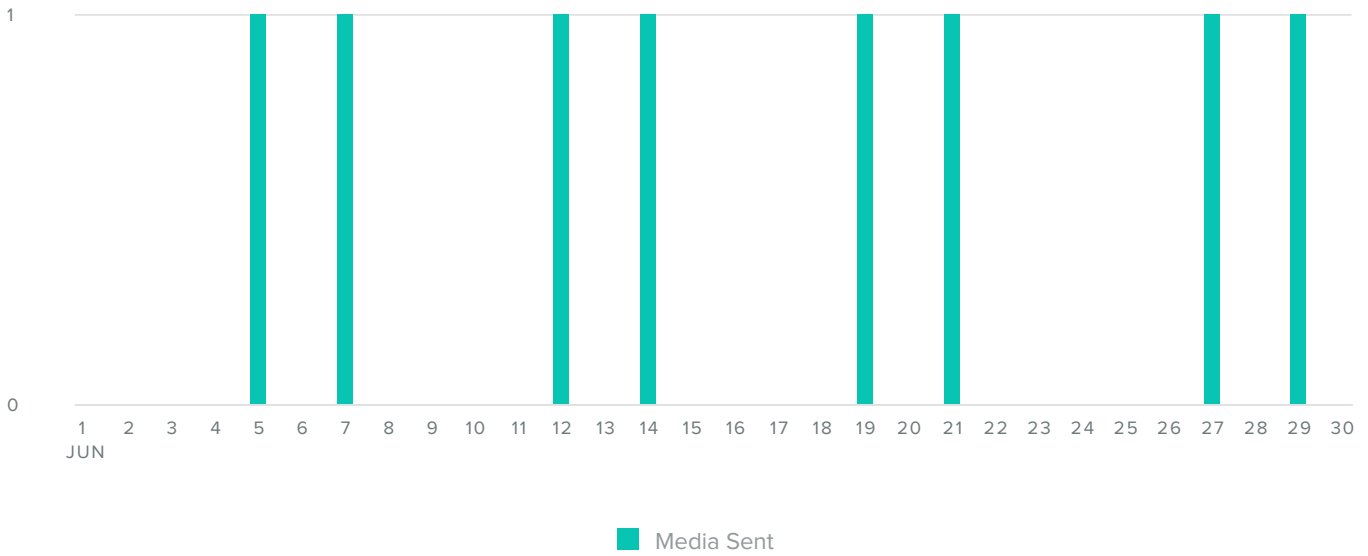
Total followers increased by

▲0.2%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	8
Videos	0
Other	0
Total Media	8

The number of media you sent decreased by

-20%

since previous date range

Instagram Top Posts



@powderhighway
176 Engagements



@powderhighway
165 Engagements



@powderhighway
133 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

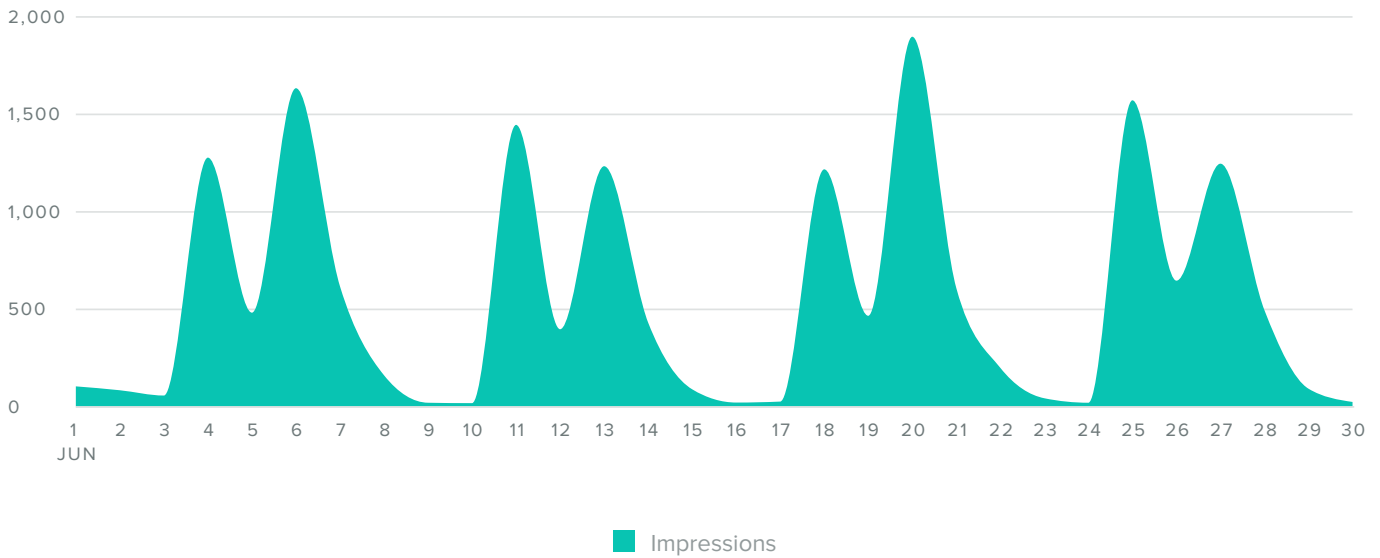
#explorebc	8
#kootrocks	8
#powderhighway	6
#yeswyr18	4
#therealstoke	2
#goldenrules	2
#1	1
#2	1
#3	1
#throwbackthursday	1

MOST ENGAGED HASHTAGS

#kootrocks	937
#explorebc	937
#powderhighway	752
#yeswyr18	395
#therealstoke	236
#goldenrules	215
#revelstoke	175
#throwbackthursday	175
#shareinvermere	160
#1	97

Instagram Impressions

IMPRESSIONS, BY DAY



Impressions Metrics	Totals
Total Impressions	16,528
Average Impressions per Day	550.93
Average Daily Reach per Profile	442.7

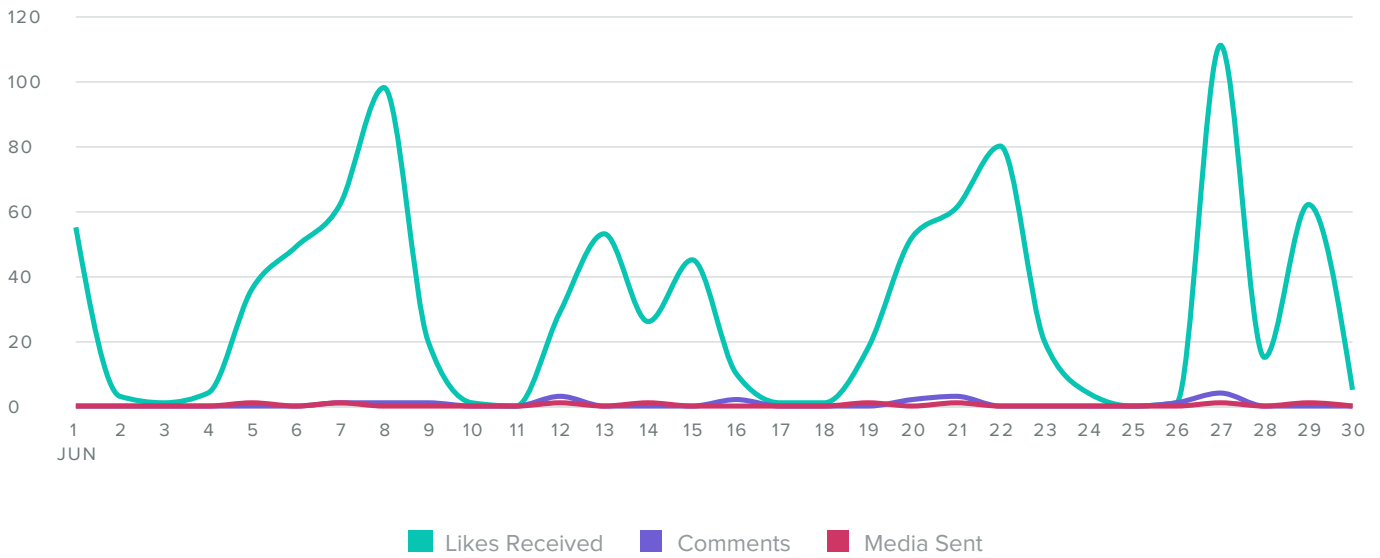
Total Impressions decreased by

-12.4%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	923
Comments Received	18
Total Engagements	941

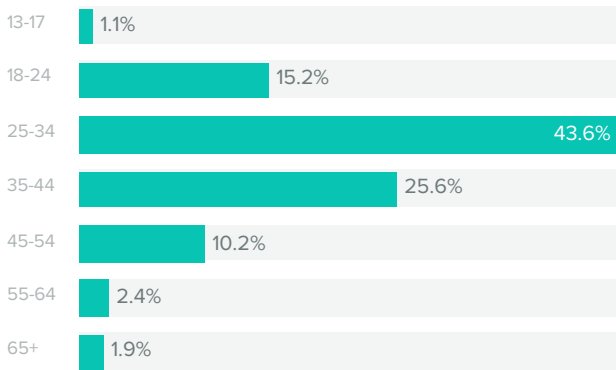
The number of engagements increased by **▲ 5.6%** since previous date range

Engagements per Follower	0.23
Engagements per Media	117.63

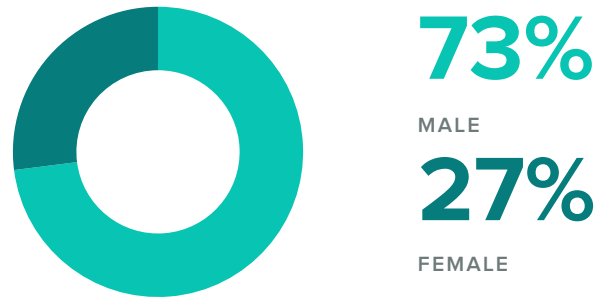
The number of engagements per media increased by **▲ 32%** since previous date range

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	2,285
United States	1,015
Australia	144
United Kingdom	77
Germany	49

Top Cities

Calgary, Alberta	325
Vancouver, British Columbia	179
Revelstoke, British Columbia	118
Nelson, British Columbia	117
Edmonton, Alberta	100

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)	4,097	0.2%	8	8	0	16,528	941	117.6	0.23