






Instagram Profiles for **Powder Highway**

May 01, 2018 - May 31, 2018

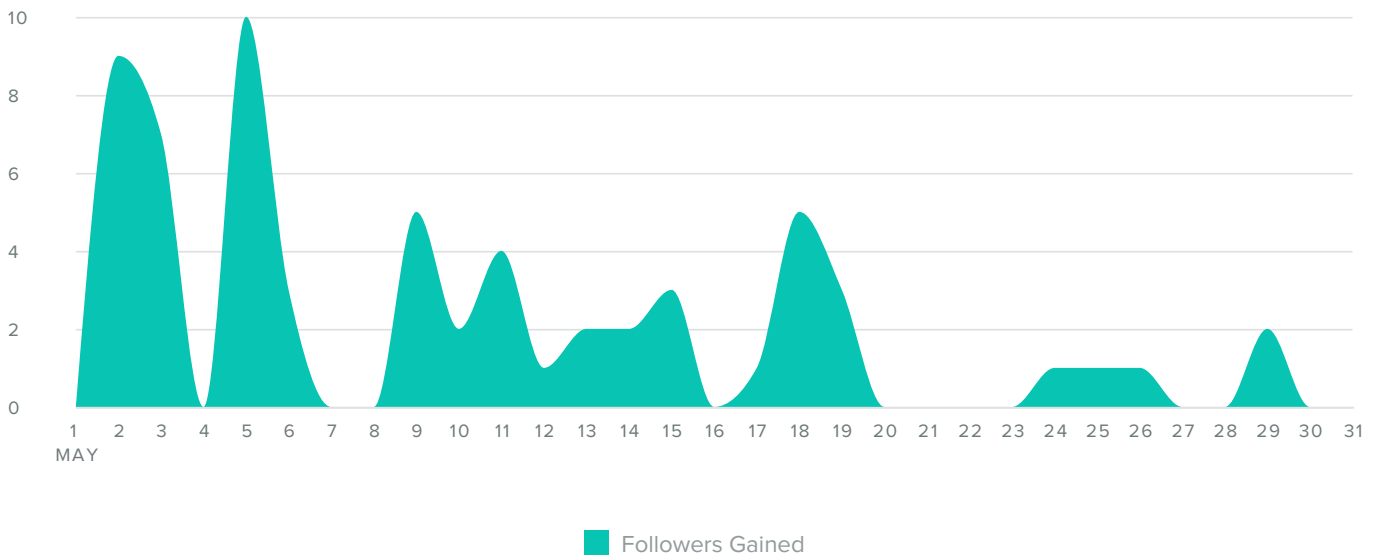
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

<p> 4,089 Total Followers</p>	<p> 910 Likes Received</p>	<p> 17 Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	4,089
Followers Gained	51
People that you Followed	53

Total followers increased by

▲1.3%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



Publishing Metrics	Totals
Photos	11
Videos	0
Other	0
Total Media	11

The number of media you sent decreased by

-47.6%

since previous date range

Instagram Top Posts



@powderhighway
200 Engagements



@powderhighway
115 Engagements



@powderhighway
98 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

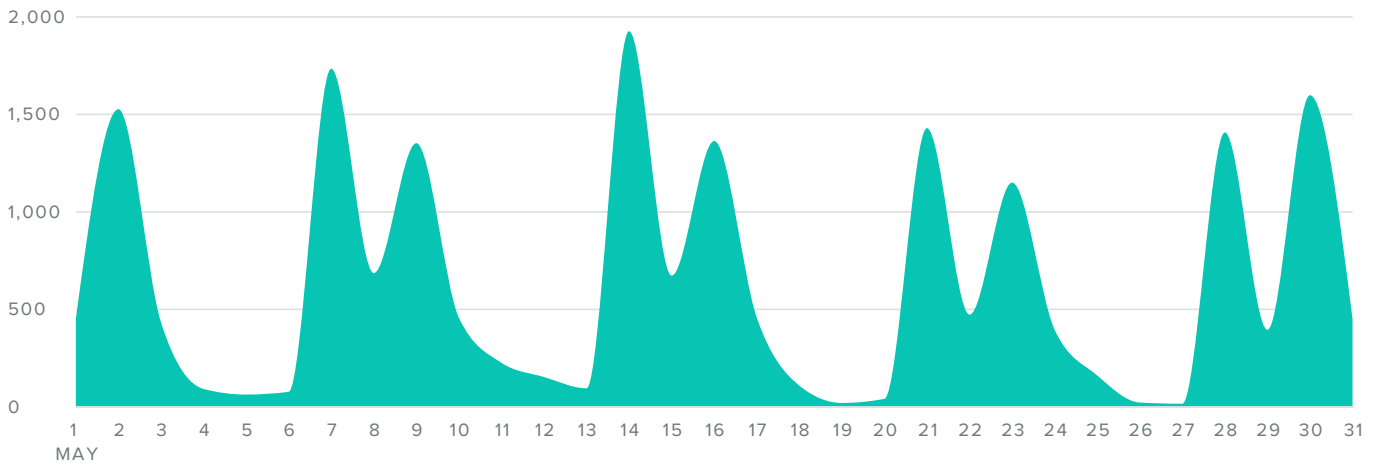
#explorebc	11
#kootrocks	11
#powderhighway	8
#1	3
#2	3
#3	3
#yeswyr18	3
#therealstoke	2
#radium	1
#goldenrules	1

MOST ENGAGED HASHTAGS

#kootrocks	904
#explorebc	904
#powderhighway	680
#therealstoke	301
#1	224
#2	224
#3	224
#yeswyr18	224
#goldenrules	99
#radium	97

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics

Totals

Total Impressions	19,309
Average Impressions per Day	622.87
Average Daily Reach per Profile	477.29

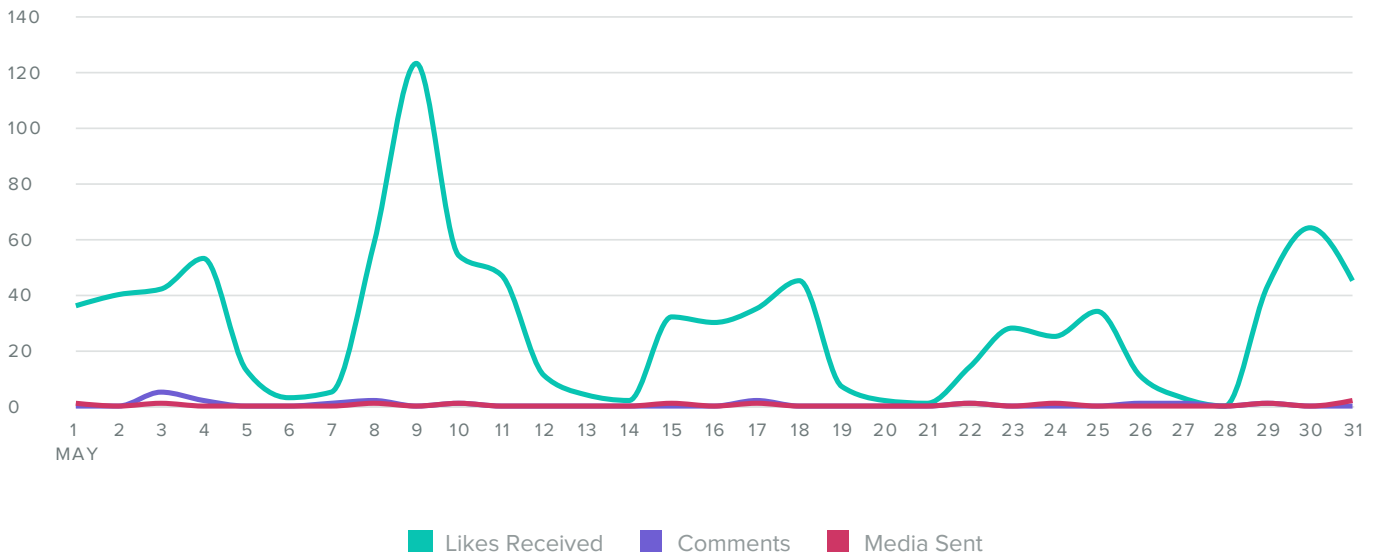
Total Impressions decreased by

-62.9%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	910
Comments Received	17
Total Engagements	927

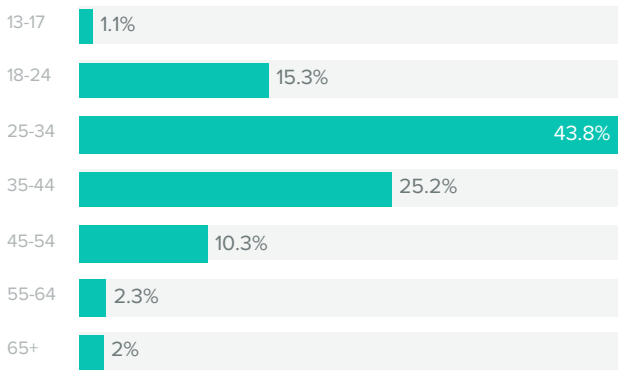
The number of engagements decreased by **-74.5%** since previous date range

Engagements per Follower	0.23
Engagements per Media	84.27

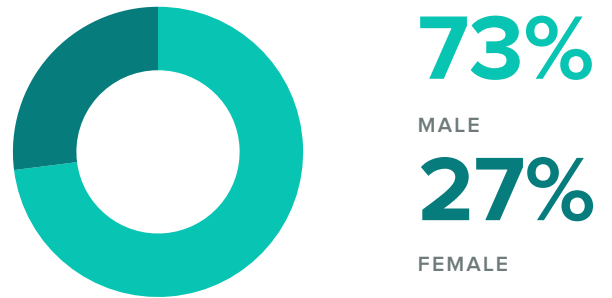
The number of engagements per media decreased by **-51.3%** since previous date range

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	2,285
United States	1,003
Australia	146
United Kingdom	77
Germany	49

Top Cities

Calgary, Alberta	329
Vancouver, British Columbia	169
Nelson, British Columbia	118
Revelstoke, British Columbia	112
Edmonton, Alberta	109

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)	4,089	1.3%	51	11	0	19,309	927	84.3	0.23