



Instagram Profiles for **Powder Highway**

Nov 01, 2018 - Nov 30, 2018

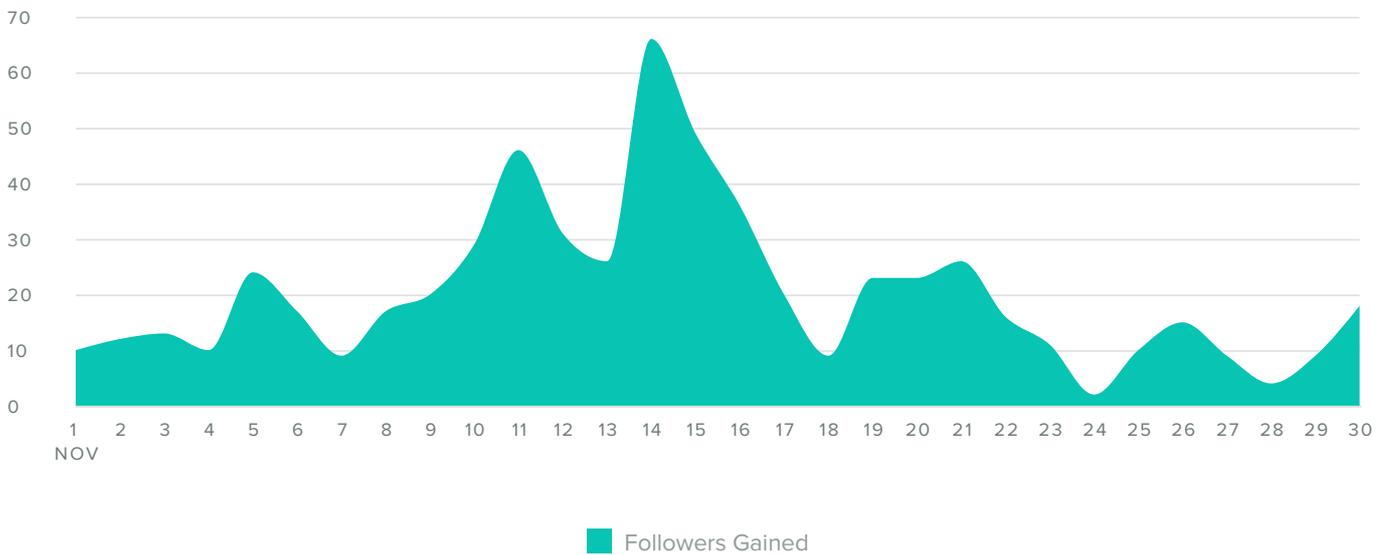
Determine the impact of Instagram content by analyzing your activity

Instagram Activity Overview

<p> 5,061 Total Followers</p>	<p> 5,448 Likes Received</p>	<p> 78 Comments Received</p>
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Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
Total Followers	5,061
Followers Gained	610
People that you Followed	151

Total followers increased by

+13.7%

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY



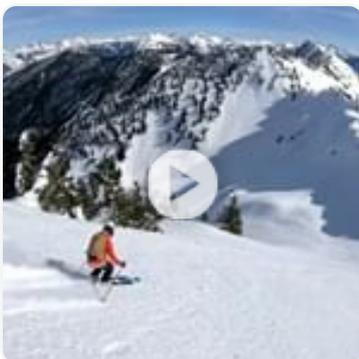
Publishing Metrics	Totals
Photos	20
Videos	4
Other	0
Total Media	24

The number of media you sent increased by

26.3%

since previous date range

Instagram Top Posts



@powderhighway
493 Engagements



@powderhighway
459 Engagements



@powderhighway
415 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

#explorebc	23
#powderhighway	20
#kootrocks	19
#findingawesome	6
#iheartwh2o	5
#skibc	4
#beyondthepowderhwy	3
#forecastski	3
#skiing	3
#goldenrules	3

MOST ENGAGED HASHTAGS

#explorebc	4,685
#powderhighway	4,393
#kootrocks	4,143
#findingawesome	1,430
#ferniestoke	674
#goldenrules	661
#iheartwh2o	654
#rossland	510
#revelstoked	439
#islandlakelodge	409

Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics	Totals
Total Impressions	116,561
Average Impressions per Day	3,885.37
Average Daily Reach per Profile	2,693.3

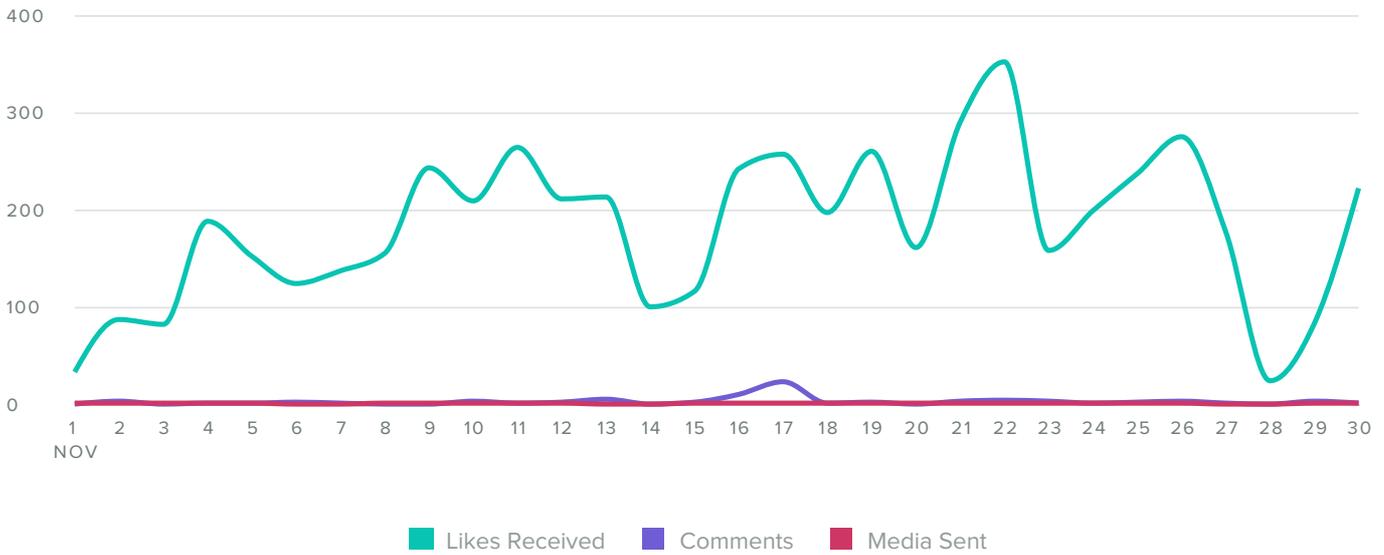
Total Impressions increased by

▲151.9%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	5,448
Comments Received	78
Total Engagements	5,526

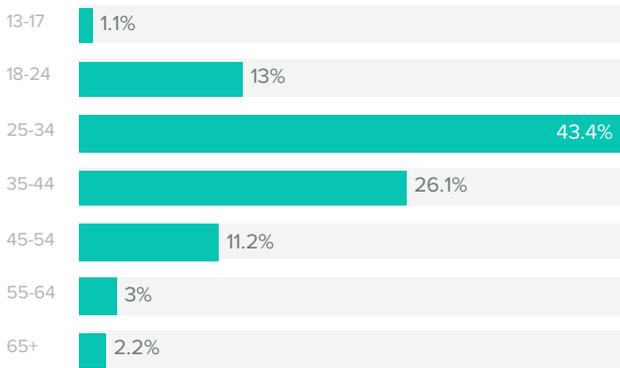
The number of engagements increased by **▲169.4%** since previous date range

Engagements per Follower	1.09
Engagements per Media	230.25

The number of engagements per media increased by **▲113.3%** 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	2,925
United States	1,201
Australia	182
United Kingdom	100
Germany	60

Top Cities

Calgary, Alberta	421
Vancouver, British Columbia	188
Revelstoke, British Columbia	159
Nelson, British Columbia	153
Edmonton, Alberta	136

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)	5,061	13.7%	610	24	10	116,561	5,526	230.3	1.09