Instagram Profiles

for **Powder Highway**

Oct 01, 2018 - Oct 31, 2018

Determine the impact of Instagram content by analyzing your activity

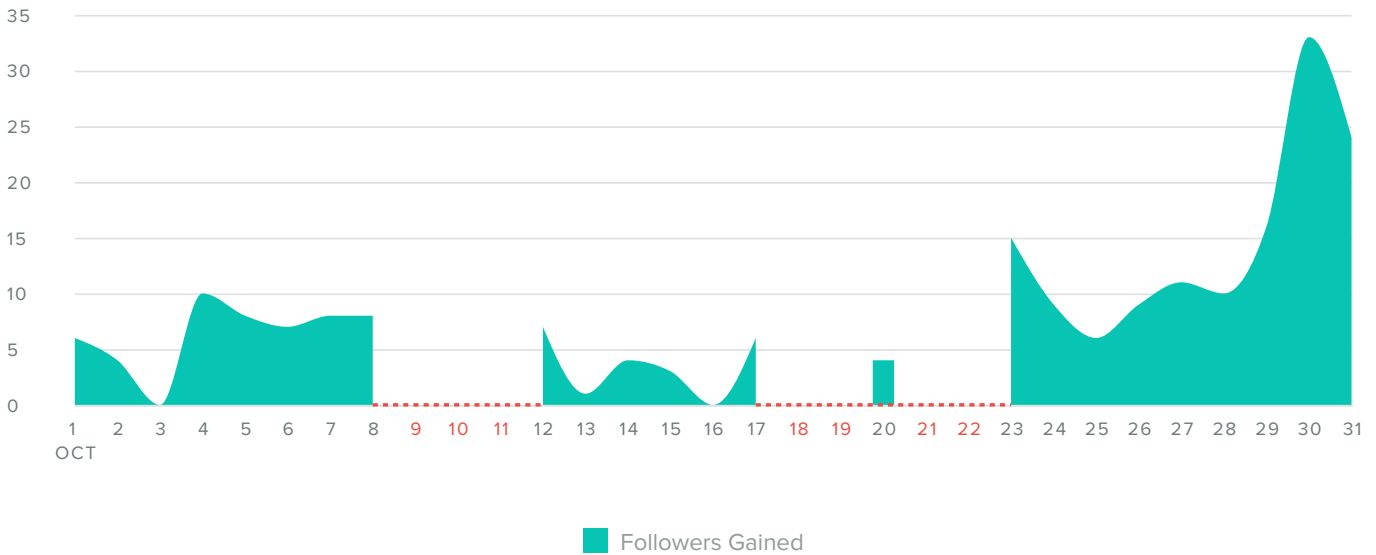# Instagram Activity Overview

👥 **4,451**

Total Followers

💜 **2,080**

Likes Received

💬 **47**

Comments Received

Instagram Audience Growth

AUDIENCE GROWTH, BY DAY

⚠️ We are unable to retrieve all of your data at this time.

■ Followers Gained

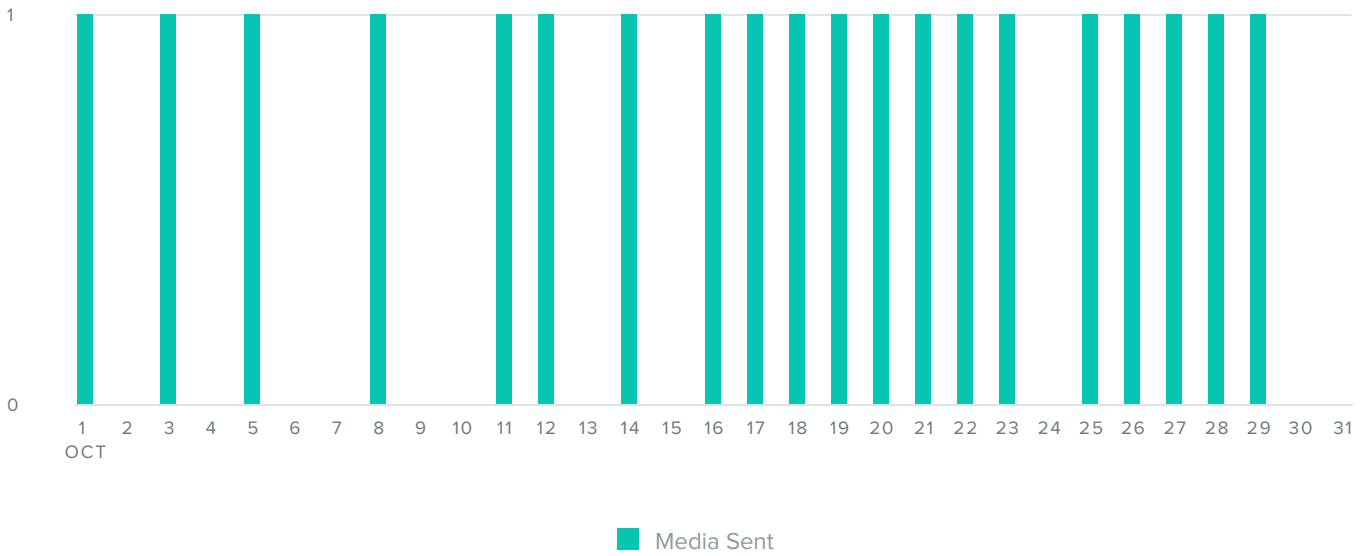| Follower Metrics	Totals
Total Followers	**4,451**
Followers Gained	234
People that you Followed	26

Total followers increased by

▲**5.5%**

since previous date range

Instagram Publishing Behavior

MEDIA PER DAY

■ Media Sent

Publishing Metrics	Totals
Photos	18
Videos	2
Other	0
Total Media	**20**

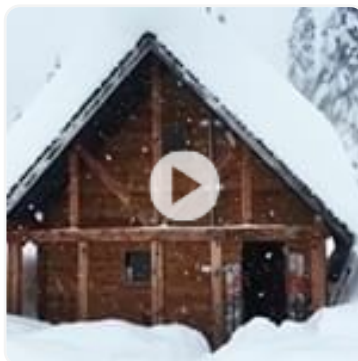The number of media you sent increased by

▲**66.7%**

since previous date range

Instagram Top Posts

@powderhighway
238 Engagements

@powderhighway
234 Engagements

@powderhighway
228 Engagements

Instagram Outbound Hashtag Performance

MOST USED HASHTAGS

#kootrocks	18
#explorebc	18
#powderhighway	17
#ferniestoke	3
#iheartwh2o	3
#findingawesome	3
#shareinvermere	3
#redresort	2
#skifernie	2
#therealstoke	2

MOST ENGAGED HASHTAGS

#explorebc	2,094
#kootrocks	2,008
#powderhighway	1,925
#findingawesome	408
#cmhheli	331
#iheartwh2o	318
#therealstoke	315
#redresort	258
#shareinvermere	241
#ferniestoke	226

Instagram Impressions

IMPRESSIONS, BY DAY
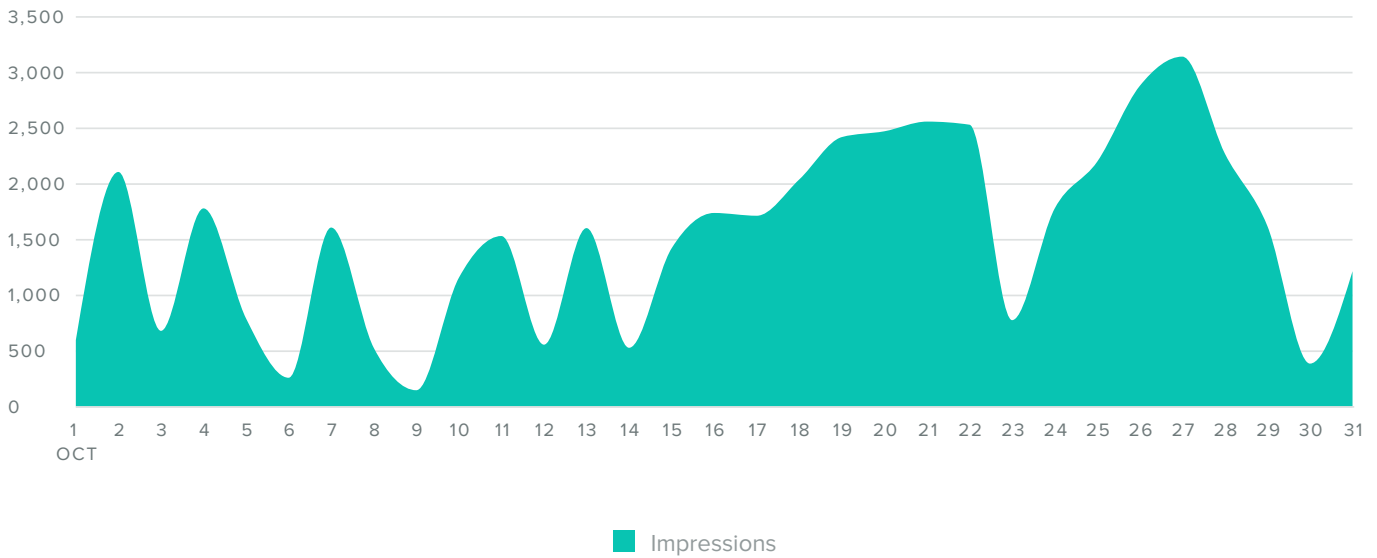
■ Impressions

Impressions Metrics	Totals
Total Impressions	**46,863**
Average Impressions per Day	1,511.71
Average Daily Reach per Profile	1,031.61

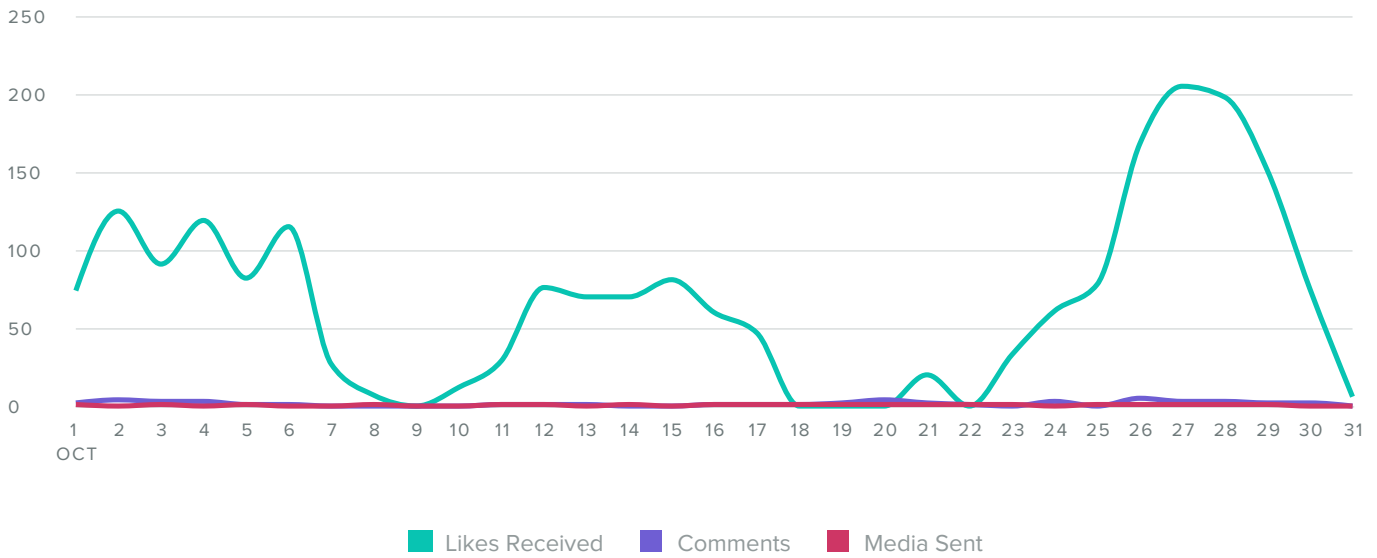Total Impressions increased by

▲50.5%

since previous date range

Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY

Likes Received ■ Comments ■ Media Sent

Engagement Metrics	Totals
Likes Received	2,080
Comments Received	47
Total Engagements	**2,127**

Engagements per Follower	0.48
Engagements per Media	106.35

The number of engagements decreased by

▾7.8%

since previous date range

The number of engagements per media decreased by

▾44.7%

since previous date range

Instagram Audience Demographics

BY AGE

13-17	1.1%
18-24	13.8%
25-34	43.4%
35-44	26%
45-54	10.8%
55-64	2.7%
65+	2.2%

BY GENDER

73%
MALE

27%
FEMALE
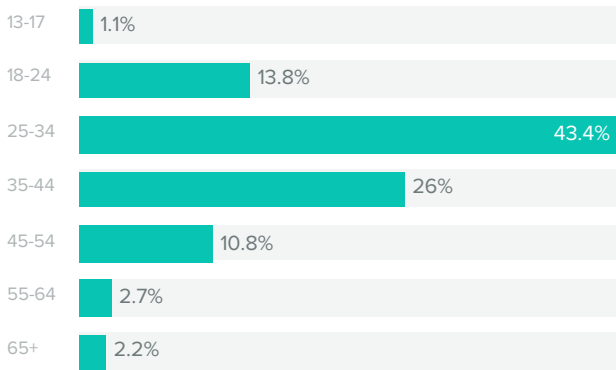
Men between the ages of 25-34 appear to be the leading force among your fans.

Top Countries

🇨🇦	Canada	2,497
🇺🇸	United States	1,064
🇦🇺	Australia	167
🇬🇧	United Kingdom	88
🇩🇪	Germany	53

Top Cities

Calgary, Alberta	358
Vancouver, British Columbia	172
Revelstoke, British Columbia	133
Nelson, British Columbia	130
Edmonton, Alberta	117

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)	4,451	5.5%	234	20	1	46,863	2,127	106.4	0.48