






# Instagram Profiles for **Powder Highway**

Sep 01, 2018 - Sep 30, 2018

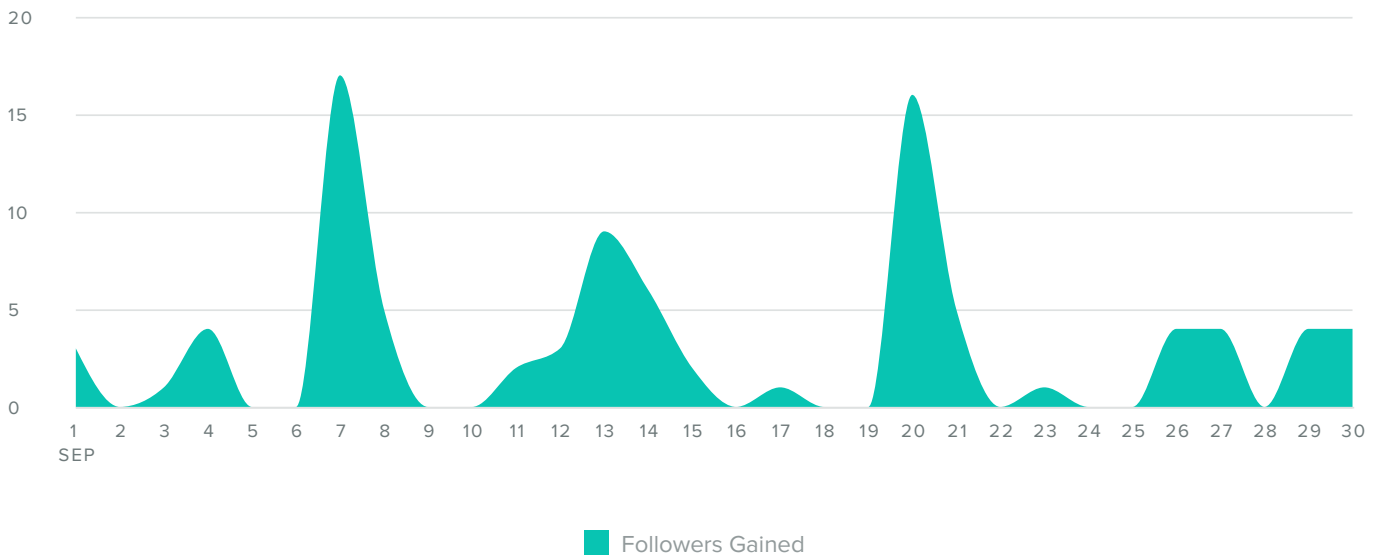
Determine the impact of Instagram content by analyzing your activity

## Instagram Activity Overview

<p> <b>4,217</b> Total Followers</p>	<p> <b>2,204</b> Likes Received</p>	<p> <b>41</b> Comments Received</p>
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## Instagram Audience Growth

AUDIENCE GROWTH, BY DAY



Follower Metrics	Totals
<b>Total Followers</b>	<b>4,217</b>
Followers Gained	73
People that you Followed	128

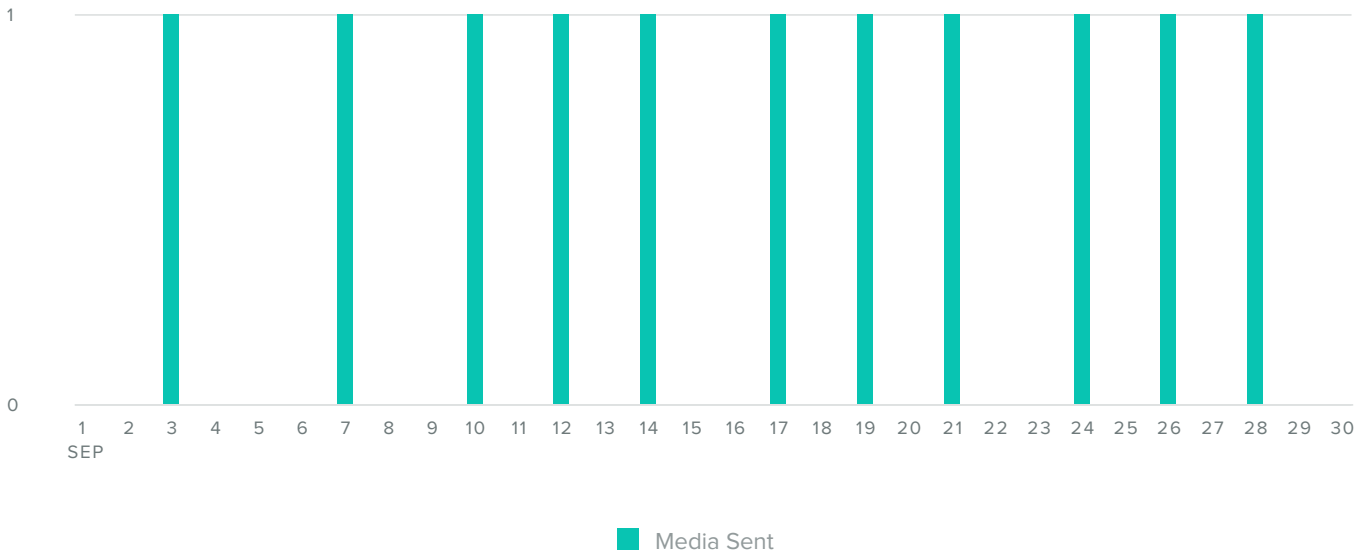
Total followers increased by

**▲1.8%**

since previous date range

## Instagram Publishing Behavior

### MEDIA PER DAY



Publishing Metrics	Totals
Photos	11
Videos	0
Other	0
<b>Total Media</b>	<b>11</b>

The number of media you sent increased by

**+10%**

since previous date range

## Instagram Top Posts



@powderhighway  
753 Engagements



@powderhighway  
297 Engagements



@powderhighway  
212 Engagements

## Instagram Outbound Hashtag Performance

## MOST USED HASHTAGS

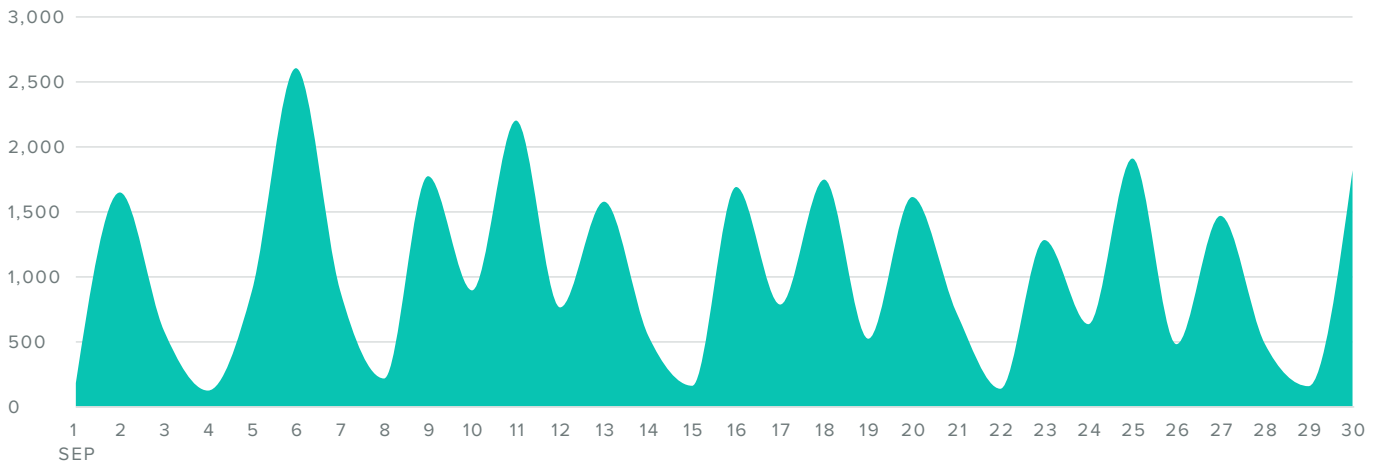
#explorebc	10
#kootrocks	10
#powderhighway	9
#therealstoke	3
#findingawesome	2
#goldenrules	2
#revelstoked	1
#explorecanada	1
#castlegar	1
#revelstoke	1

## MOST ENGAGED HASHTAGS

#kootrocks	2,053
#explorebc	2,047
#powderhighway	1,747
#findingawesome	744
#therealstoke	378
#goldenrules	347
#iheartwh2o	310
#castlegar	286
#explorecanada	202
#skifernie	166

# Instagram Impressions

IMPRESSIONS, BY DAY



■ Impressions

Impressions Metrics	Totals
<b>Total Impressions</b>	<b>30,383</b>
Average Impressions per Day	1,012.77
Average Daily Reach per Profile	792.5

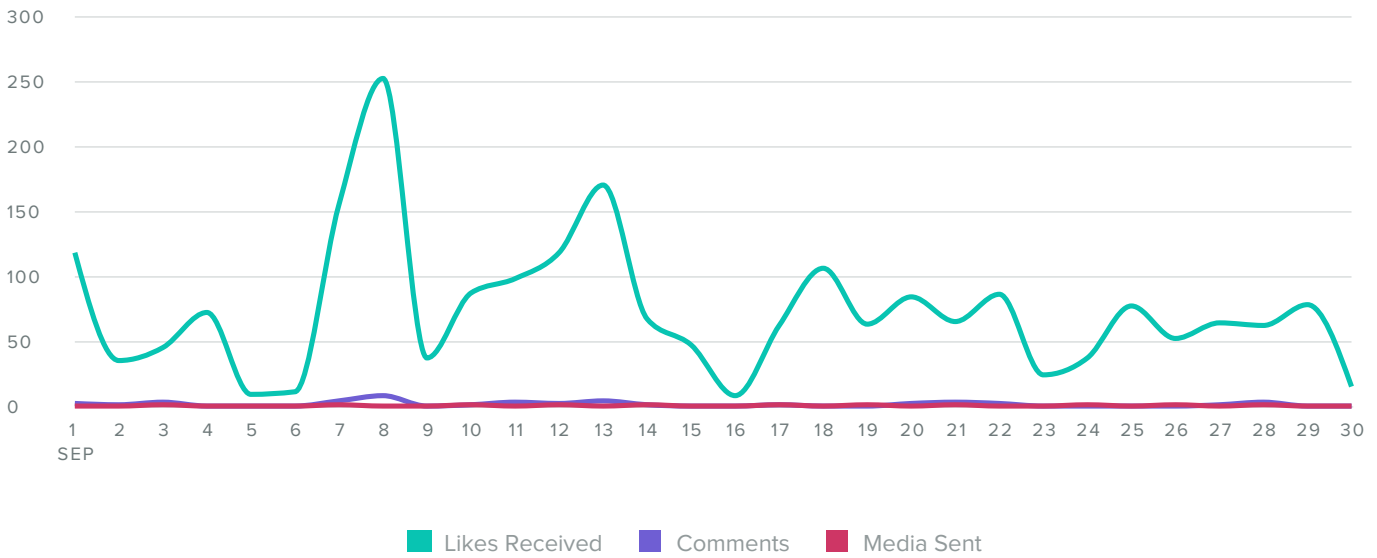
Total Impressions increased by

**▲ 36.8%**

since previous date range

# Instagram Engagement

AUDIENCE ENGAGEMENT, BY DAY



Engagement Metrics	Totals
Likes Received	2,204
Comments Received	41
<b>Total Engagements</b>	<b>2,245</b>

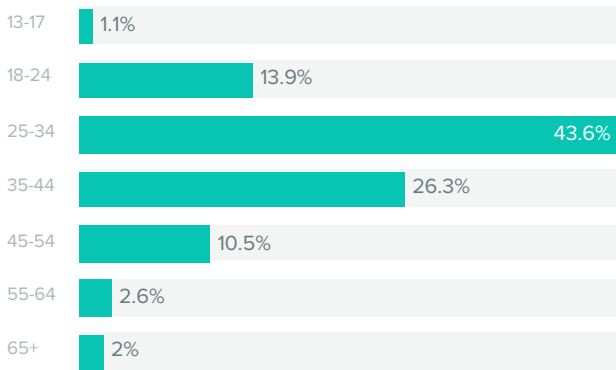
The number of engagements increased by **71.4%** since previous date range

Engagements per Follower	0.53
Engagements per Media	204.09

The number of engagements per media increased by **55.8%** 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	2,355
United States	1,036
Australia	158
United Kingdom	86
Germany	51

### Top Cities

Calgary, Alberta	330
Vancouver, British Columbia	175
Nelson, British Columbia	124
Revelstoke, British Columbia	115
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)	4,217	1.8%	73	11	3	30,383	2,245	204.1	0.53