Instagram Business Profiles
for **thermalbeltrailtrail**

Determine the impact of Instagram content by analyzing your activity.

Performance Summary

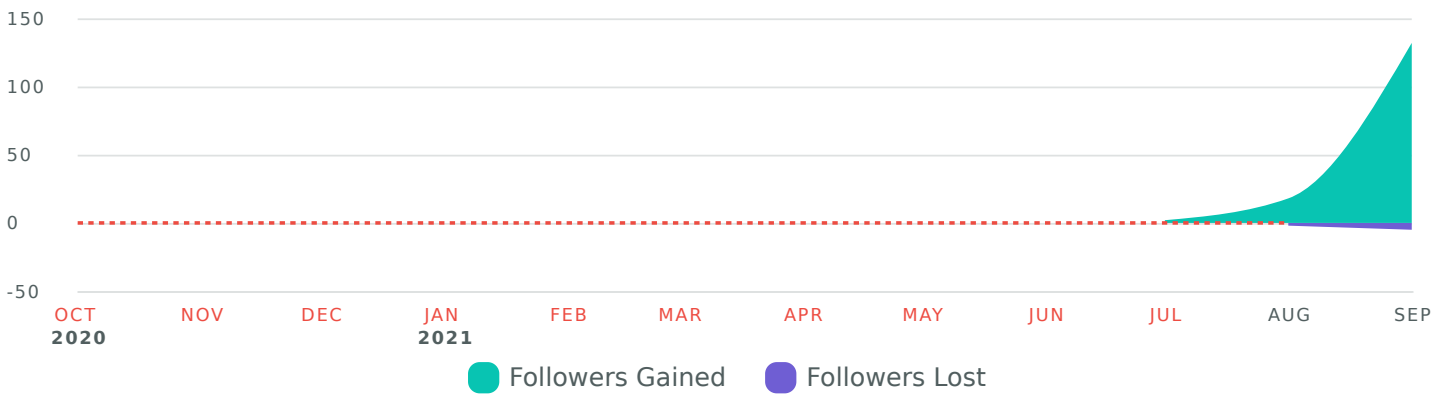View your key profile performance metrics from the reporting period.

Impressions	Engagements	Profile Actions
39,532 ↗27.8%	**2,302** ↗10.8%	**184** ↗139%

Audience Growth

See how your audience grew during the reporting period.

Net Follower Growth Breakdown, by Month

Instagram only shows us data since implementing analytic software

● Followers Gained   ● Followers Lost

Audience Metrics	Totals	% Change
Followers	**1,337**	—
Net Follower Growth	**145**	—
Followers Gained	152	—
Followers Lost	7	—

Publishing Behavior

View the different types of posts and stories you published during the selected time period.

Published Posts & Stories Content Breakdown, by Month

● Published Carousels   ● Published Videos   ● Published Photos
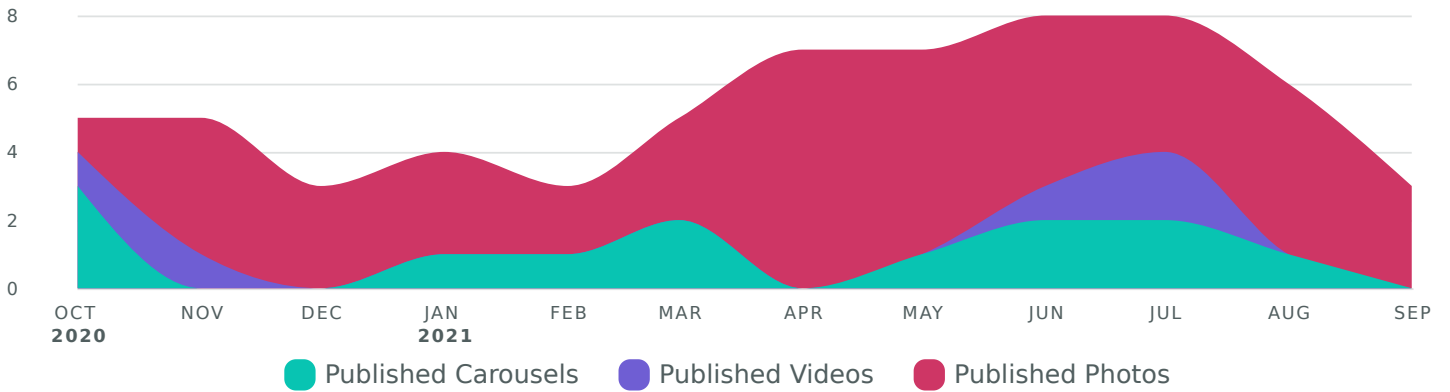
Publishing Behavior by Content Type	Totals	% Change
Total Published Posts & Stories	**64**	↗18.5%
Published Carousels	13	↗225%
Published Videos	5	↗150%
Published Photos	46	↘4.2%

Outbound Hashtag Performance

Review your hashtag usage during the reporting period and contrast them
with hashtags that drew the most engagement.

Most Used Hashtags

#tbrt	26
#railtrail	12
#rutherfordcountync	12
#railstotrails	10
#forestcitync	6
#spindalenc	6
#wnc	6
#getoutside	5
#TBRT	4
#bethebridge	4

Top Hashtags by Lifetime Engagements

#tbrt	955
#railstotrails	494
#rutherfordcountync	490
#railtrail	390
#getoutside	279
#spindalenc	245
#wnc	224
#bethebridge	200
#forestcitync	197
#TBRT	168

Impressions

Review how your content was seen by the Instagram community during the reporting period.
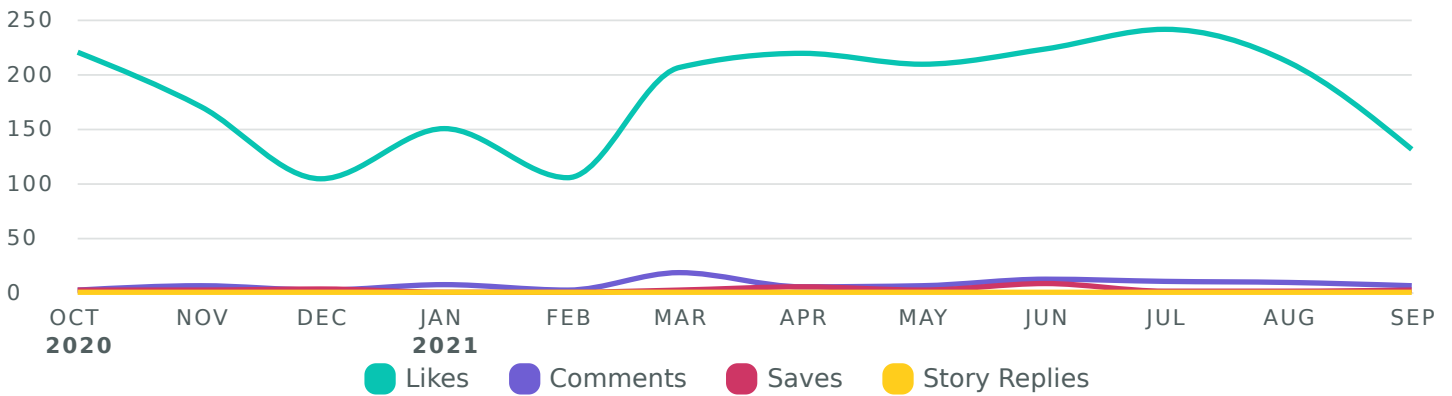
Impressions, by Month
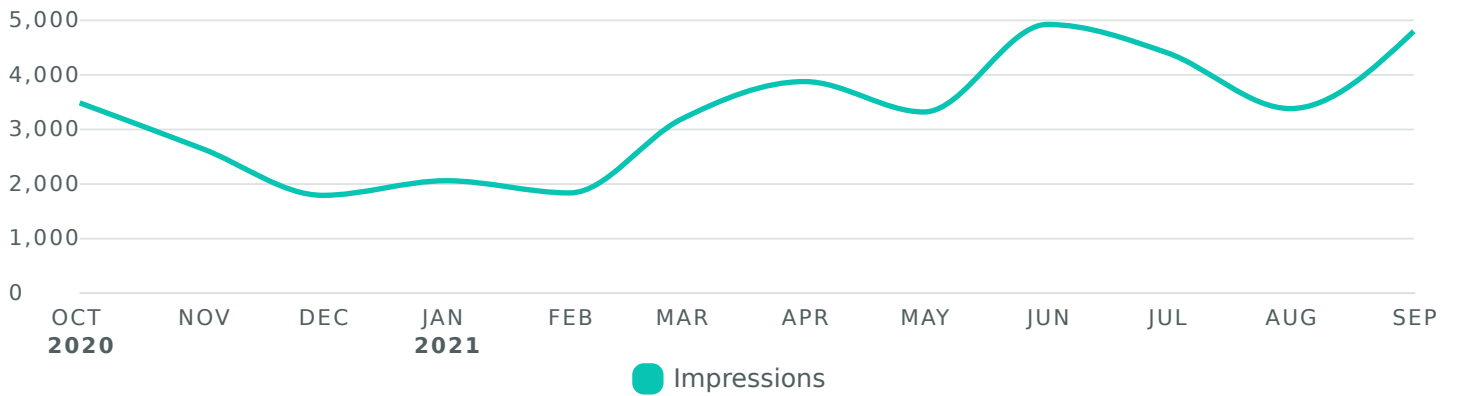
● Impressions

Impression Metrics	Totals	% Change
Impressions	**39,532**	↗ **27.8%**
Average Daily Impressions per Profile	114.25	↗27.8%
Average Daily Reach per Profile	84.82	↗38.4%

Engagement

See how people are engaging with your posts and stories during the reporting period.
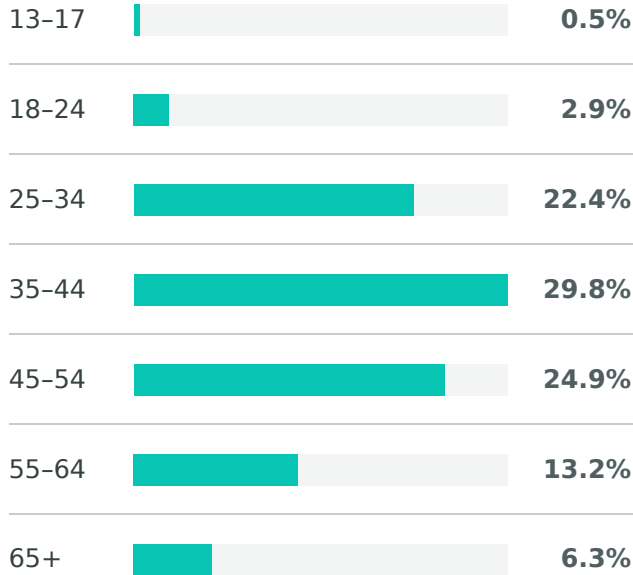
Engagements Comparison, by Month

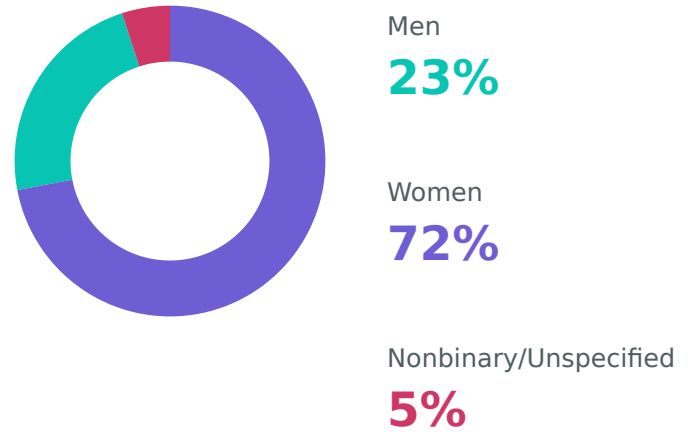| Engagement Metrics	Totals	% Change
Total Engagements	**2,302**	↗ **10.8%**
Likes	2,189	↗ 8.3%
Comments	85	↗ 136.1%
Saves	28	↗ 40%
Story Replies	0	→ 0%
Engagement Rate (per Impression)	**5.8%**	↘ **13.3%**

Audience Demographics

Review your audience demographics as of the last day of the reporting period.

Audience by Age ⓘ

Age		Percentage
13–17		0.5%
18–24		2.9%
25–34		22.4%
35–44		29.8%
45–54		24.9%
55–64		13.2%
65+		6.3%

Audience by Gender ⓘ

Men
23%

Women
72%

Nonbinary/Unspecified
5%

> **Women** between the ages of **35–44** appear to be the leading force among your followers.

Audience Top Countries

🇺🇸	**United States**	**929**
🇳🇬	Nigeria	2
🇦🇺	Australia	1
🇨🇦	Canada	1
🇮🇷	Iran	1

Audience Top Cities

Forest City, North Carolina	**191**
Rutherfordton, North Carolina	108
Spindale, North Carolina	50
Bostic, North Carolina	37
Charlotte, North Carolina	34