

#mbusa

Instagram hashtag report
Jan 01, 2016 - Aug 31, 2016

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Total Posts Count

86,148

▲ 37.22%

Posts Change

+23,942

Max. Posts Change

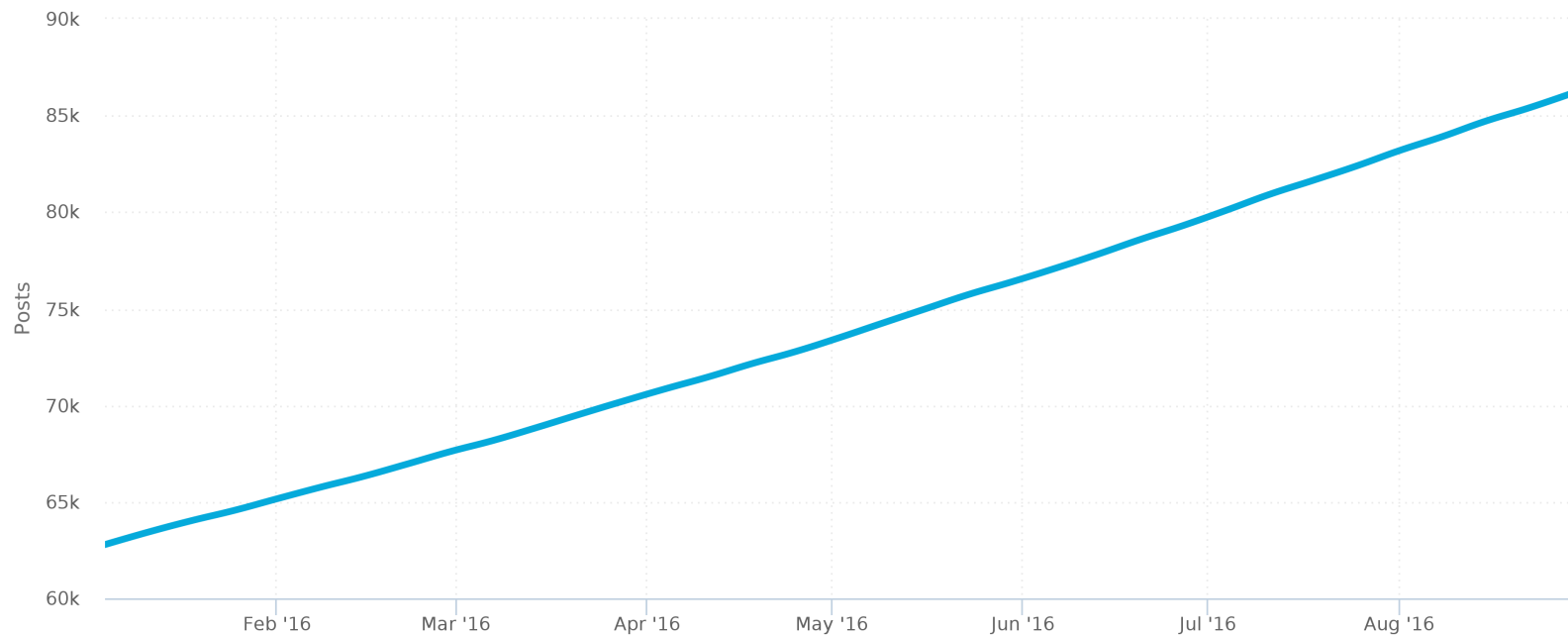
777

Jul 04

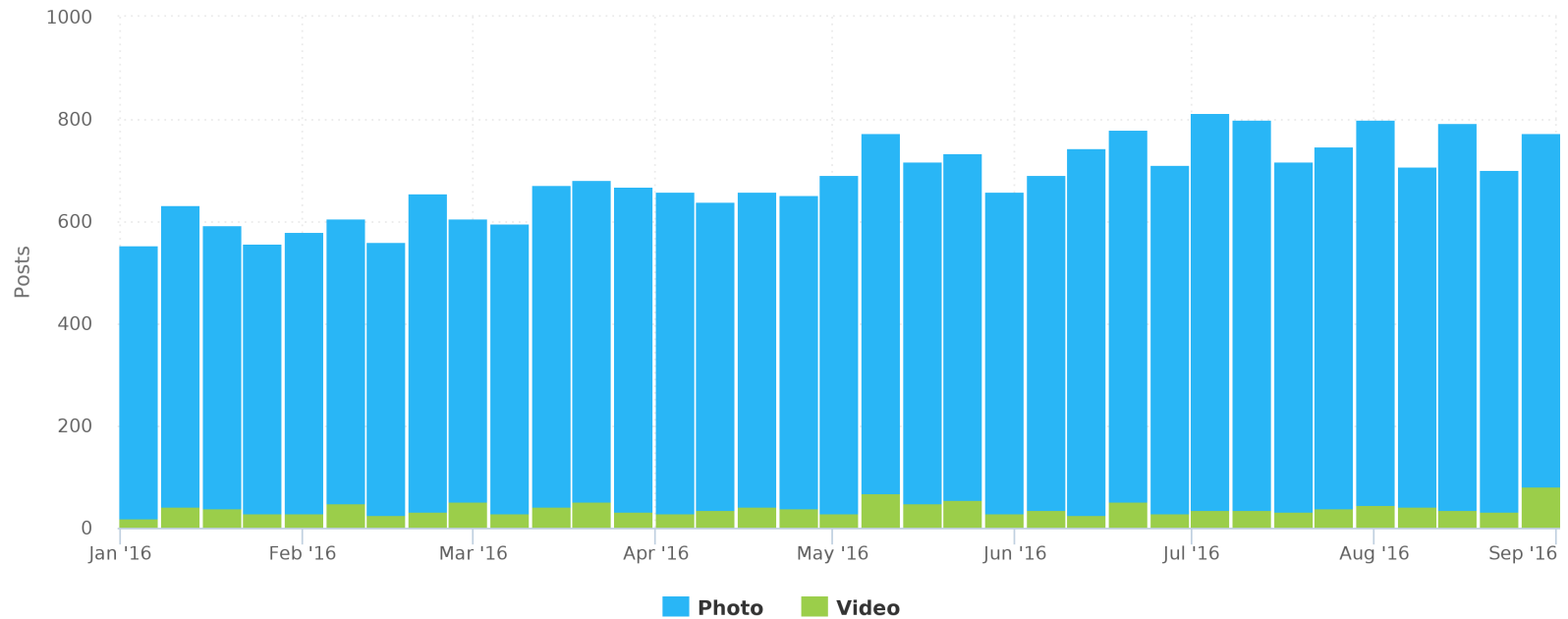
Avg. Posts Change

+342.03

Total Posts



Number of Posts



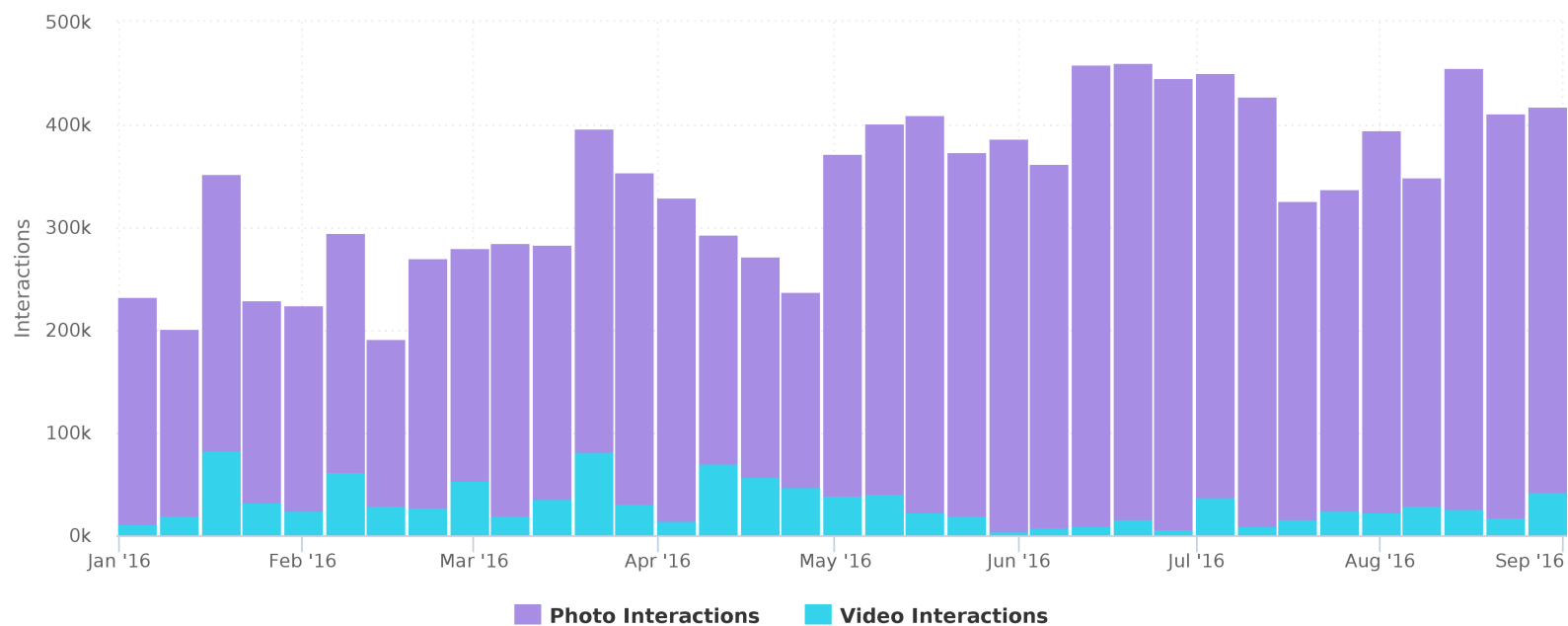
Total Likes
11,822,680

Total Comments
155,643

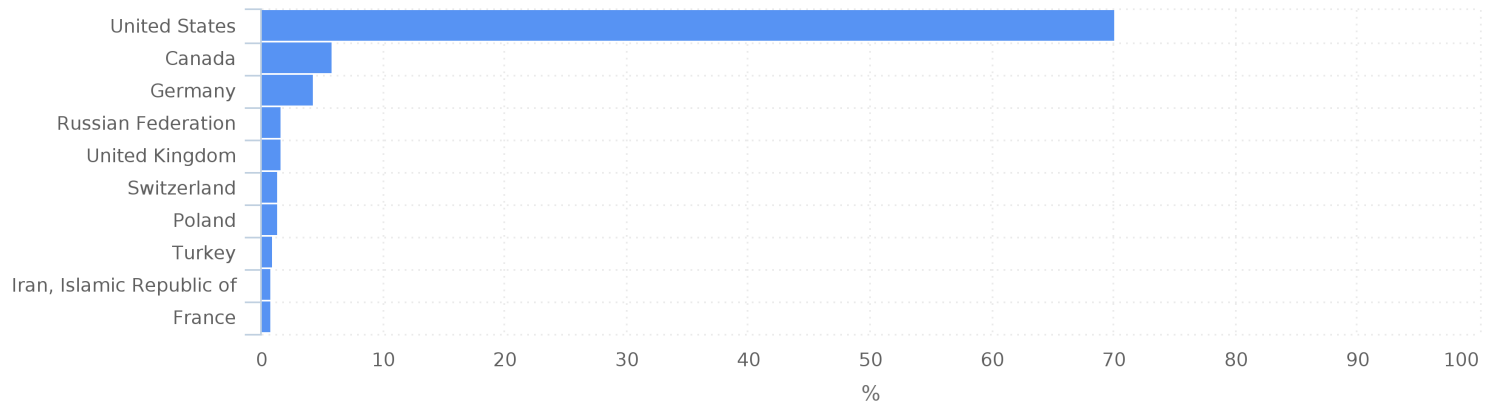
Avg. Likes per Post
493.81

Avg. Comments per Post
6.5

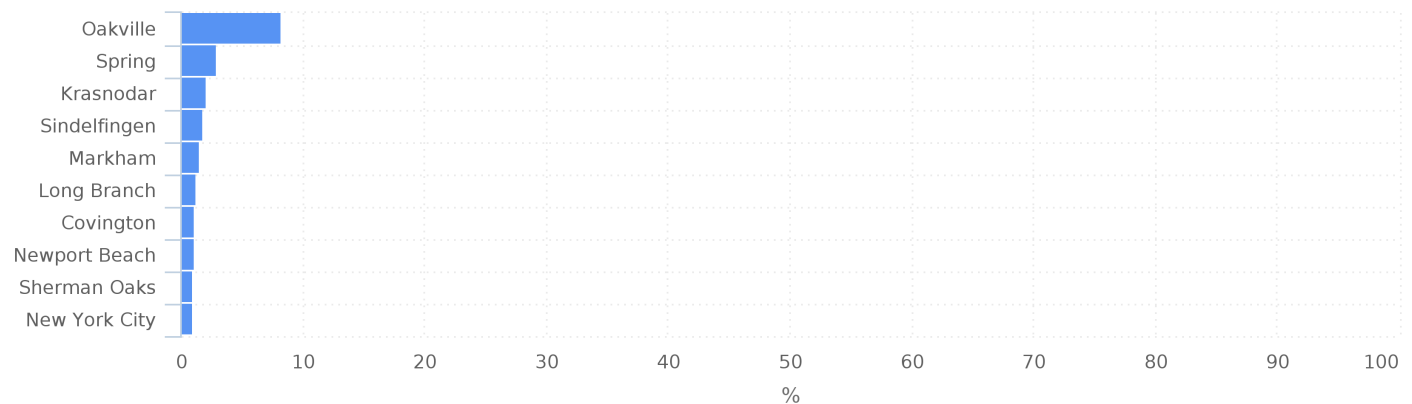
Interactions



Countries of Posts on Hashtag



Cities of Posts on Hashtag



Top Posts by Interactions



♥ 93k 💬 1k



♥ 93k 💬 330



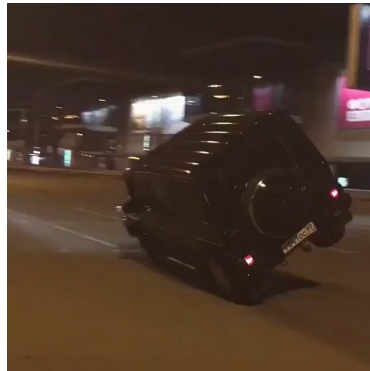
♥ 91k 💬 331



♥ 19k 💬 1k



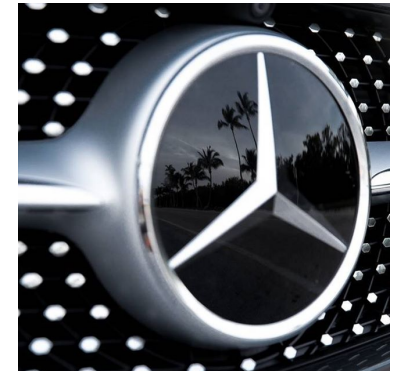
♥ 18k 💬 185



♥ 15k 💬 2k



♥ 17k 💬 31



♥ 16k 💬 29

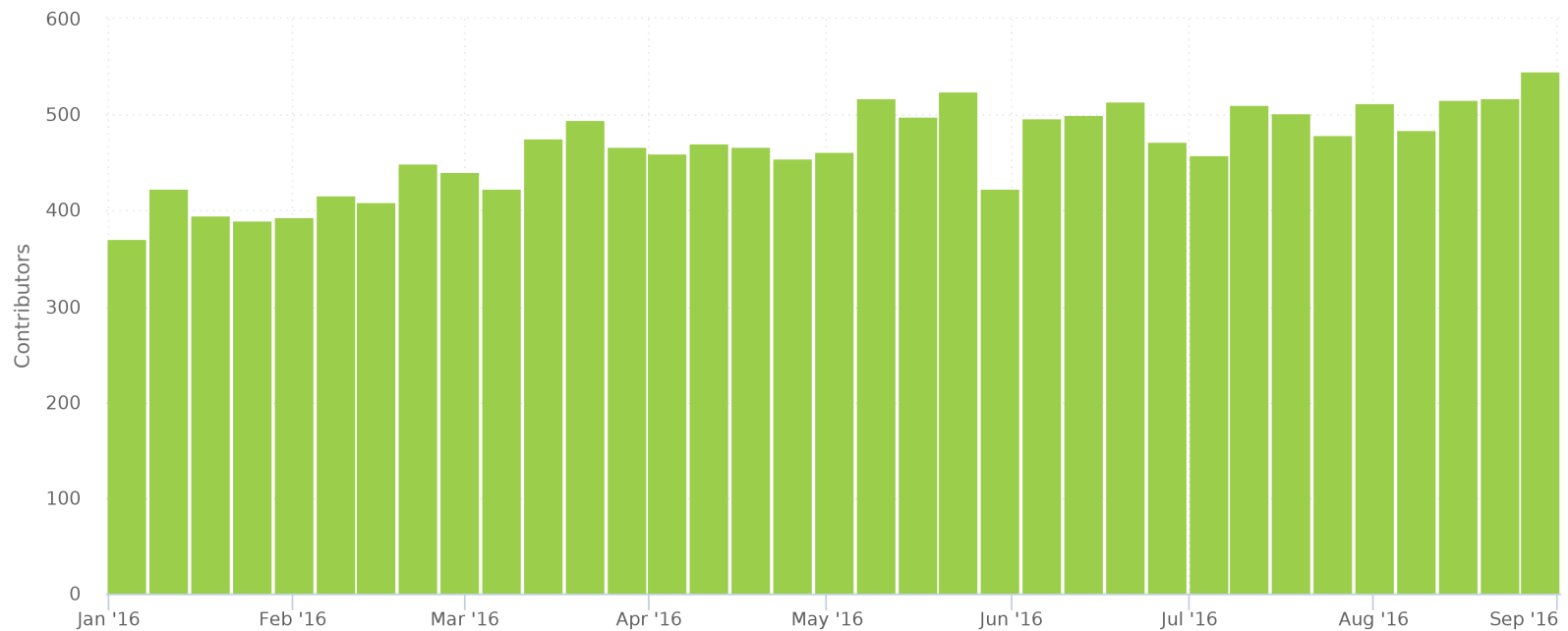
Total Contributors
16,338

Max. Contributors
546

Min. Contributors
370

Avg. Contributors
466.8

Number of Contributors



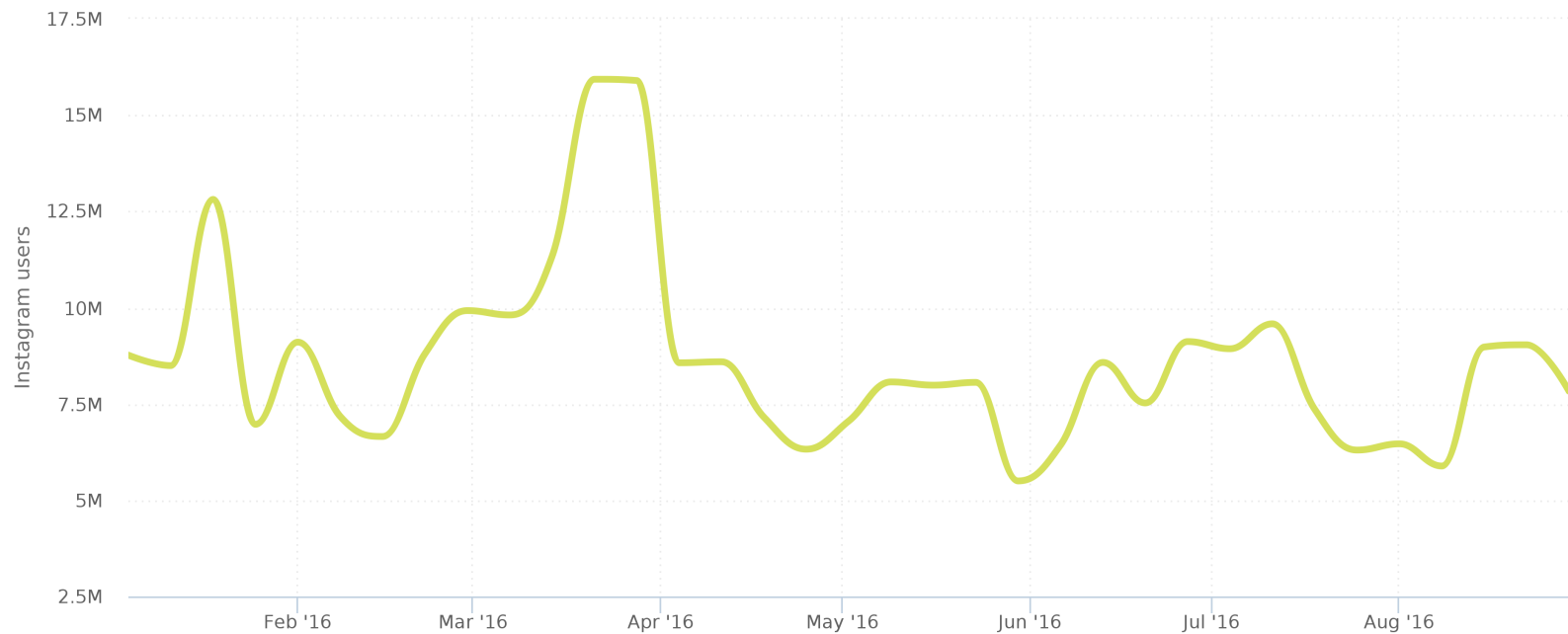
Total Instagram Users
300,984,421

Max. Instagram Users
15,931,253

Min. Instagram Users
5,498,705

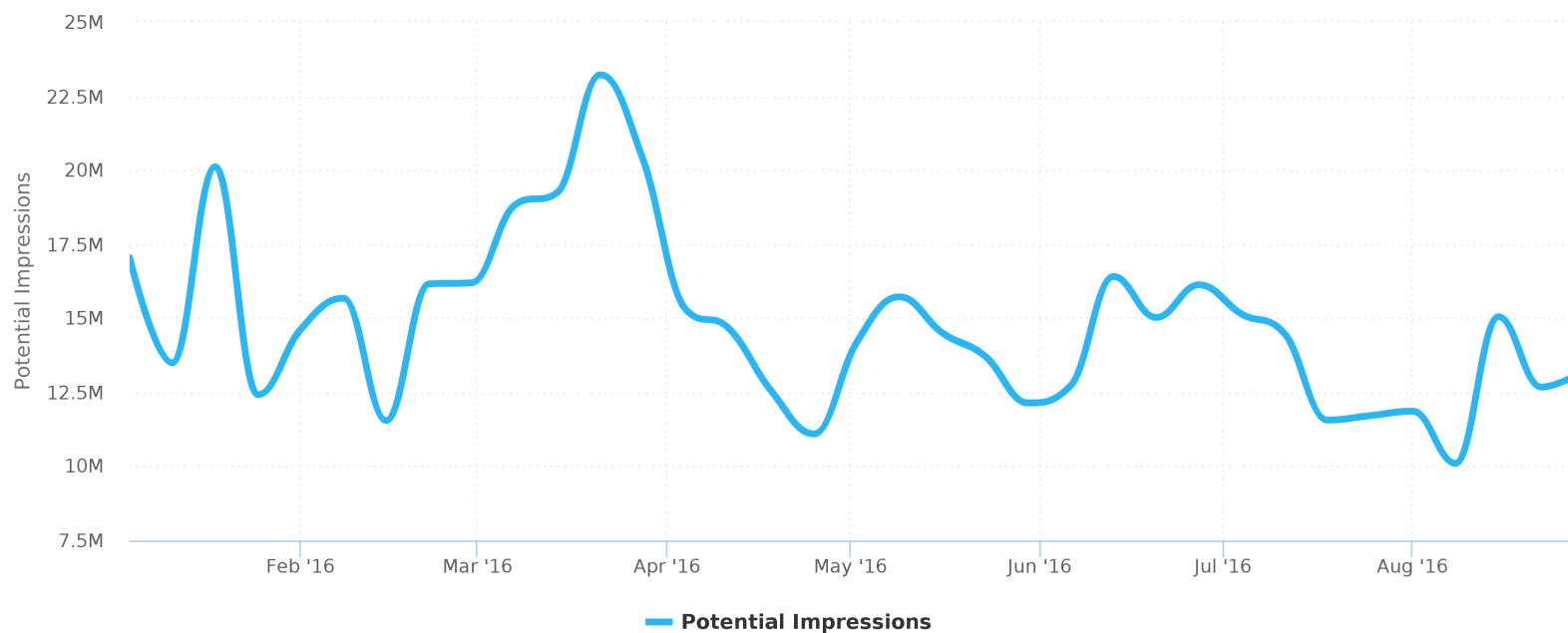
Avg. Instagram Users
8,599,554.89

Reach

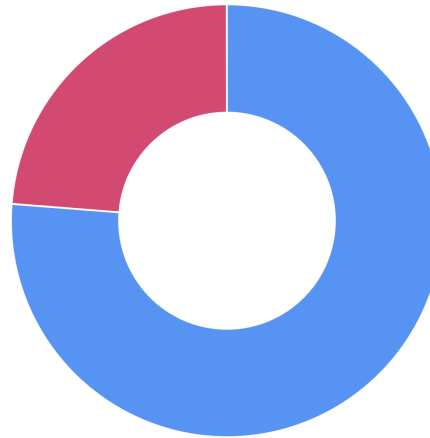


Total Potential Impressions	Max. Potential Impressions	Min. Potential Impressions	Avg. Potential Impressions
518,949,770	23,218,756	10,103,049	14,827,136.29

Exposure (Potential Impressions)

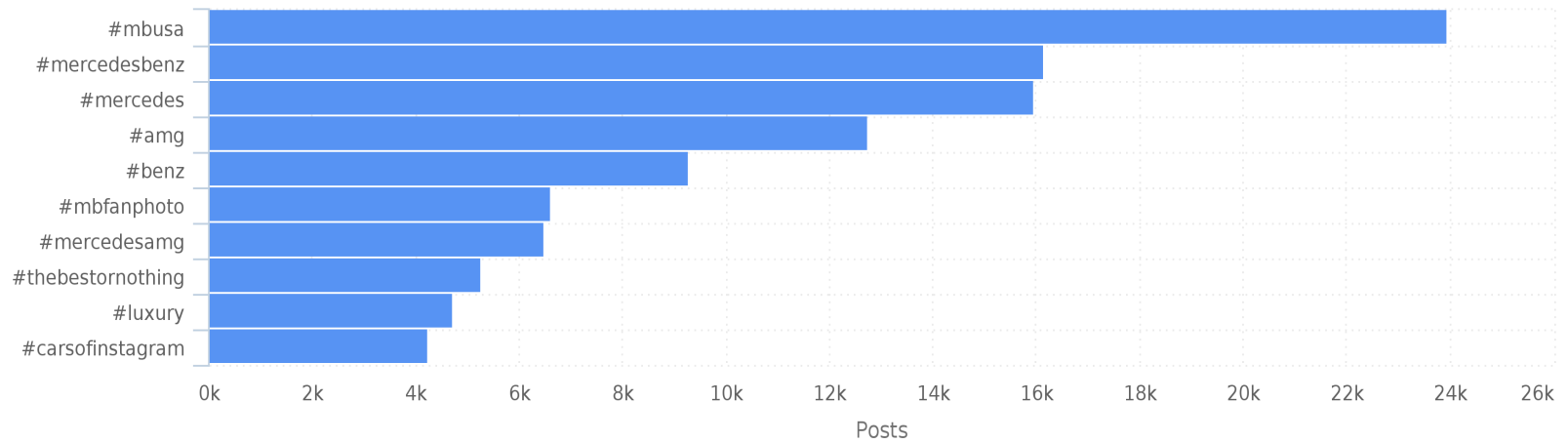


Gender of Contributors

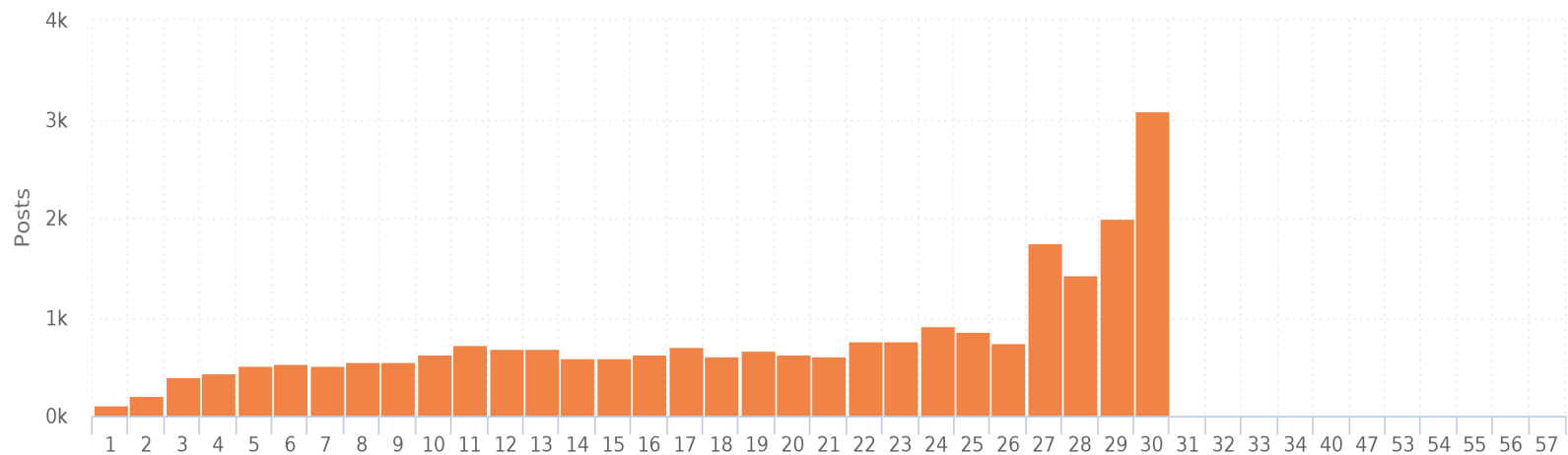


Male 76.24%
Female 23.76%

Associated Hashtags



Number of Hashtags



Instagram Metrics

Total Posts

The number of Posts on the Hashtag during a selected time range.

Number of Posts

The total number of Posts published during a selected time range.

Interactions

The total number of Likes and Comments divided by their type during a selected time range.

Countries of Posts on Hashtag

The distribution of countries of Posts during a selected time range.

Cities of Posts on Hashtag

The distribution of cities of Posts during a selected time range.

Number of Contributors

The unique number of Contributors on the Hashtag during a selected time range.

Reach

The total number of estimated unique Instagram users that Posts were delivered to during a selected time range.

Exposure (Potential Impressions)

Potential Impressions during a selected time range based on the number times Posts on the Hashtag reached Instagram Followers of Contributors.

Gender of Contributors

The distribution of gender of Contributors during a selected time range.

Associated Hashtags

Top Hashtags used with the Hashtag during a selected time range.

Instagram Metrics

Number of Hashtags

The number of Hashtags on Posts with the Hashtag during a selected time range.