



How the Koot Rocks

March 15 to April 15, 2019

Partner Content + DBC Content & Media Stories + KR Blog Stories

How the Koot Rocks

Partner/Stakeholder Content Stories

The Powder Highway
March 21 at 3:30 PM · 🌐

Congrats to RED Mountain Resort in Rossland, BC who announced their new expansion plans for next season!
A new triple chair and 300 acres of new terrain!
~ Story: <https://bit.ly/2TRdvH9>

The Powder Highway
Local & Travel Website [Learn More](#)

Performance for Your Post

33,412 People Reached

911 Reactions, Comments & Shares [?](#)

650 Like	482 On Post	168 On Shares
27 Love	20 On Post	7 On Shares
2 Haha	0 On Post	2 On Shares
26 Wow	19 On Post	7 On Shares
142 Comments	89 On Post	53 On Shares
65 Shares	64 On Post	1 On Shares

5,825 Post Clicks

3,216 Photo Views	625 Link Clicks	1,984 Other Clicks ?
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- **Mar 16 - West Koot Route (FB-KR)**

Reactions = 241

Reach = 10,215

Post Clicks = 188

- **Mar 22 - Crown of the Continent (FB-KR)**

Reactions = 43

Reach = 3,324

Post Clicks = 102

- **Mar 21 - RED Mountain Resort (FB-PH)**

Reactions = 911

Reach = 33,412

Post Clicks = 5,925

- **Mar 22 - Revelstoke Mountain Resort (FB-PH)**

Reactions = 18

Reach = 1,277

Post Clicks = 190

How the Koot Rocks

Partner/Stakeholder Content Stories

The Powder Highway
March 23 at 4:30 PM · 🌐

Wow... just wow!
Stellar shot by Mike at Baldface Lodge, near Nelson, BC
Photo: <https://www.instagram.com/instamikeagram>

Performance for Your Post

8,545 People Reached

355 Reactions, Comments & Shares

309 Like	294 On Post	15 On Shares
20 Love	18 On Post	2 On Shares
1 Haha	1 On Post	0 On Shares
9 Wow	7 On Post	2 On Shares
1 Sad	1 On Post	0 On Shares
8 Comments	2 On Post	6 On Shares
7 Shares	7 On Post	0 On Shares

255 Post Clicks

59 Photo Views	29 Link Clicks	167 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity

The Powder Highway
Local & Travel Website

[Learn More](#)

- **Mar 23 - Baldface Lodge (FB-PH)**

Reactions = 355

Reach = 8,545

Post Clicks = 256

- **Apr 1 - Stellar Heli Skiing (FB-PH)**

Reactions = 121

Reach = 3,893

Post Clicks = 415

- **Mar 24 - Panorama & All Ski Resorts (FB-KR)**

Reactions = 41

Reach = 2,421

Post Clicks = 27

- **Apr 2 - BCA Tours (FB-KR)**

Reactions = 13

Reach = 1,639

Post Clicks = 69

How the Koot Rocks

Partner/Stakeholder Content Stories

Kootenay Rockies-BC's Mountain Playground
April 5 at 12:01 PM · 🌐

Imagine a place where nature feeds your body and soul, where clean air encourages outdoor recreation and where fresh flavours delight the senses.
Have you visited this Kootenay mountain community?
Learn more: nelsonkootenaylake.com/breathe

Nelson BC - Breathe & Take it All In!
01:48

2,497 People Reached **150** Engagements **Boost Post**

👍 Like 💬 Comment ➦ Share

Performance for Your Post

2,497 People Reached

59 Reactions, Comments & Shares

30 Like	23 On Post	7 On Shares
9 Love	6 On Post	3 On Shares
12 Comments	0 On Post	12 On Shares
8 Shares	8 On Post	0 On Shares

91 Post Clicks

20 Clicks to Play	4 Link Clicks	67 Other Clicks
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NEGATIVE FEEDBACK

1 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Reported stats may be delayed from what appears on posts

- **Apr 4 - St. Eugene Resort Casino (FB-KR)**

Reactions = 4

Reach = 1,450

Post Clicks = 29

- **Apr 4 - Kicking Horse & All Ski Resorts (FB-PH)**

Reactions = 7

Reach = 1,102

Post Clicks = 22

- **Apr 4 - Kimberley & All Ski Resorts (FB-KR)**

Reactions = 9

Reach = 1,852

Post Clicks = 33

- **Apr 5 - Nelson Kootenay Lake (FB-KR)**

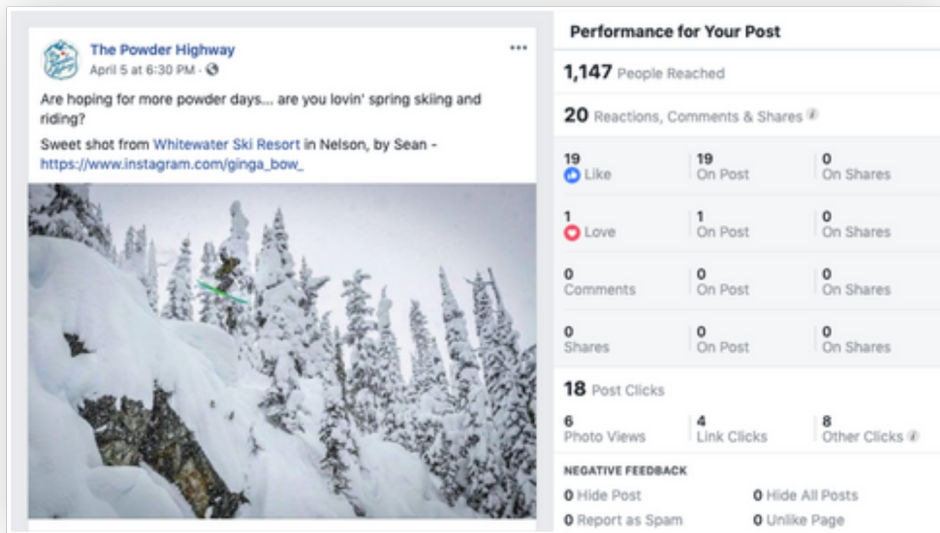
Reactions = 59

Reach = 2,497

Post Clicks = 91

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Apr 5 - Whitewater Ski Resort (FB-PH)**

Reactions = 20

Reach = 1,148

Post Clicks = 18

- **Apr 11 - Revelstoke Mtn Resort (FB-PH)**

Reactions = 0

Reach = 693

Post Clicks = 5

- **Apr 9 - Revelstoke Mtn Resort (FB-PH)**

Reactions = 2

Reach = 313

Post Clicks = 8

- **Apr 11 - Kicking Horse Mtn Resort (FB-PH)**

Reactions = 19

Reach = 864

Post Clicks = 7

How the Koot Rocks

Partner/Stakeholder Content Stories

Kootenay Rockies-BC's Mountain Playground
April 13 at 12:05 PM · 🌐

The **Yasodhara Ashram** in Kootenay Bay, BC is seeking your assistance! The ashram's 'Temple of Light' facility is a finalist in the AZ Awards of Azure Magazine for the buildings architect design. Please vote for them! Details: Details: <https://bit.ly/2GjFbfl>
Thank you 🙏😊

Performance for Your Post

3,245 People Reached

62 Reactions, Comments & Shares ⓘ

44 Like	34 On Post	10 On Shares
7 Love	5 On Post	2 On Shares
2 Wow	2 On Post	0 On Shares
1 Comments	1 On Post	0 On Shares
8 Shares	8 On Post	0 On Shares

197 Post Clicks

34 Photo Views	26 Link Clicks	137 Other Clicks ⓘ
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NEGATIVE FEEDBACK

2 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

- **Apr 12 - Panorama Mtn Resort (FB-PH)**

Reactions = 8

Reach = 983

Post Clicks = 9

- **Apr 13 - Yasodhara Ashram (FB-KR)**

Reactions = 64

Reach = 3,355

Post Clicks = 202

How the Koot Rocks

DBC Content & Media Stories

- **Mar 15 - RED Mtn Resort (FB-KR & PH)**

Reactions = 78

Reach = 4,091

Post Clicks = 171

- **Mar 22 - Kicking Horse Mtn Resort (FB-PH)**

Reactions = 18

Reach = 1,294

Post Clicks = 32

- **Mar 17 - Fairmont Hot Springs Resort (FB-KR)**

Reactions = 154

Reach = 4,635

Post Clicks = 532

- **Mar 26 - Whitewater Ski Resort (FB-PH)**

Reactions = 133

Reach = 17,810

Post Clicks = 513

The screenshot shows a Facebook post from 'The Powder Highway Resort' recommending 'Whitewater Ski Resort'. The post includes a video thumbnail of a snowy mountain scene with a play button. The text of the post describes the resort's terrain and provides a link to SnowBest.com. To the right of the post is a 'Performance for Your Post' analytics panel.

Performance for Your Post		
17,810 People Reached		
133 Reactions, Comments & Shares		
101 Like	96 On Post	5 On Shares
7 Love	5 On Post	2 On Shares
1 Haha	0 On Post	1 On Shares
14 Comments	13 On Post	1 On Shares
10 Shares	9 On Post	1 On Shares
513 Post Clicks		
150 Clicks to Play	149 Link Clicks	214 Other Clicks
NEGATIVE FEEDBACK		
0 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	
Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.		

How the Koot Rocks

DBC Content & Media Stories

- **Mar 29 - All Ski Resorts (FB-PH)**

Reactions = 14

Reach = 728

Post Clicks = 49

- **Apr 6 - 3 Bars Guest Ranch (FB-KR)**

Reactions = 16

Reach = 2,135

Post Clicks = 48

- **Mar 31 - Yoho National Park (FB-KR)**

Reactions = 83

Reach = 2,950

Post Clicks = 78

- **Apr 8 - Cdn Rockies International Airport (FB-KR)**

Reactions = 56

Reach = 4,120

Post Clicks = 290

The screenshot shows a Facebook post from WestJet Magazine. The post text reads: "FUN! 🥳👉 ENTER to win a 5-day trip, by April 30, to the Kootenay Rockies with WestJet!". Below the text is a photo of a lake in a forest with a small boat. The post is from WestJet Magazine, dated April 6 at 9:00 AM. The performance analytics on the right show: 4,120 People Reached, 56 Reactions, Comments & Shares, 36 Likes, 3 Loves, 3 Comments, 14 Shares, 290 Post Clicks (0 Photo Views, 152 Link Clicks, 138 Other Clicks), and 0 Negative Feedback (5 Hide Post, 0 Report as Spam, 0 Hide All Posts, 0 Unlike Page). The caption below the photo reads: "Trip for Two: Five Night Stay in the Rocky Mountains Contests - WestJet Magazine".

How the Koot Rocks

DBC Content & Media Stories

- **Apr 10 - Highway 1 and 3 (FB-KR)**

Reactions = 897

Reach = 26,671

Post Clicks = 998

- **Apr 12 - Creston & Intl' Selkirk Loop (FB-KR)**

Reactions = 46

Reach = 2,392

Post Clicks = 63

Kootenay Rockies-BC's Mountain Playground
April 10 at 7:30 PM · 🌐

Have you dreamed of driving from BC's coast to the Canadian Rockies? What 'must-see' attraction do you recommend to a traveller when visiting the Kootenays?
~ Highway 1 (Revelstoke - Golden - Field)
~ Highway 3 (Rossland - Trail - Nelson - Salmo - Creston - Cranbrook - Fernie)
Plan your next Kootenay Road Trip
~ <https://www.kootenayrockies.com/explore/road-trips>

Towering mountains

Your Dream BC Road Trips:
Vancouver to Golden/Field or
01:01

WWW.KOOTENAYROCKIES.COM

Performance for Your Post

26,671 People Reached		
897 Reactions, Comments & Shares 🗨️		
441 Like	233 On Post	208 On Shares
104 Love	58 On Post	46 On Shares
6 Wow	2 On Post	4 On Shares
137 Comments	63 On Post	74 On Shares
213 Shares	209 On Post	4 On Shares
998 Post Clicks		
297 Clicks to Play 🎵	136 Link Clicks	565 Other Clicks 🗨️

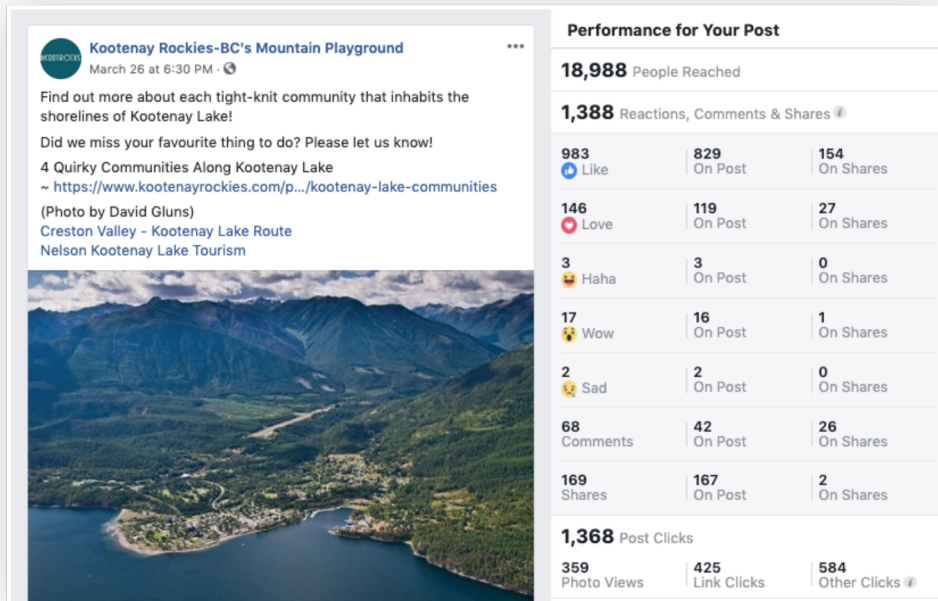
NEGATIVE FEEDBACK

4 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

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How the Koot Rocks

KootenayRockies.com Blog Stories



- **Mar 18 - Kootenay Local Secrets by Tom in the West Koots (FB-KR)**

Reactions = 298

Reach = 15,869

Post Clicks = 559

- **Apr 2 - Radius Retreat (FB-KR)**

Reactions = 80

Reach = 11,221

Post Clicks = 420

- **Mar 26 - Quirky Kootenay Lk Communities (FB-KR)**

Reactions = 1,338

Reach = 18,988

Post Clicks = 1,388

- **Apr 6 - Kootenay Local Secrets by Drew in the East Koots (FB-KR)**


Reactions = 1,399

Reach = 11,721

Post Clicks = 243

How the Koot Rocks

KootenayRockies.com Blog Stories



Kootenay Rockies-BC's Mountain Playground
April 9 at 7:30 PM · 🌐

Wondering where to meet a few of the Kootenay locals during your visit? Check out our community's unique vibe over a signature menu item or a sleeve of beer at our restaurants, pubs and craft breweries!

Have you played any of these unique games?

"Where the Locals Hang-Out in the Kootenays"
~ <https://www.kootenayrockies.com/post/games-night>
(Featuring Backroads Brewing Company, The Big Eddy Pub, The Flying Steamshovel, Redstone Resort, The Shed, Trail Beer Refinery Taproom, ULLR BAR - Ew+Lar and the Whitetooth Brewing Company)

Performance for Your Post

6,448 People Reached

273 Reactions, Comments & Shares 🗨️

241 Like	239 On Post	2 On Shares
15 Love	15 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
14 Shares	14 On Post	0 On Shares


156 Post Clicks

48 Photo Views	45 Link Clicks	63 Other Clicks 🗨️
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NEGATIVE FEEDBACK

3 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

Insights activity is reported in the Pacific time zone. Ads activity is reported in the time zone of your ad account.



- **Apr 9 - Games Night (FB-KR)**

Reactions = 310

Reach = 7,307

Post Clicks = 171

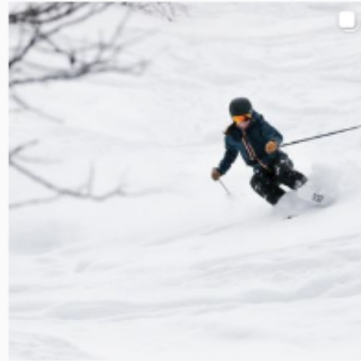
- **Apr 10 - Rails to Trails (FB-KR)**

Reactions = 27

Reach = 1,959

Post Clicks = 41

Top Posts



Top UGC #KootRocks
Instagram Posts