



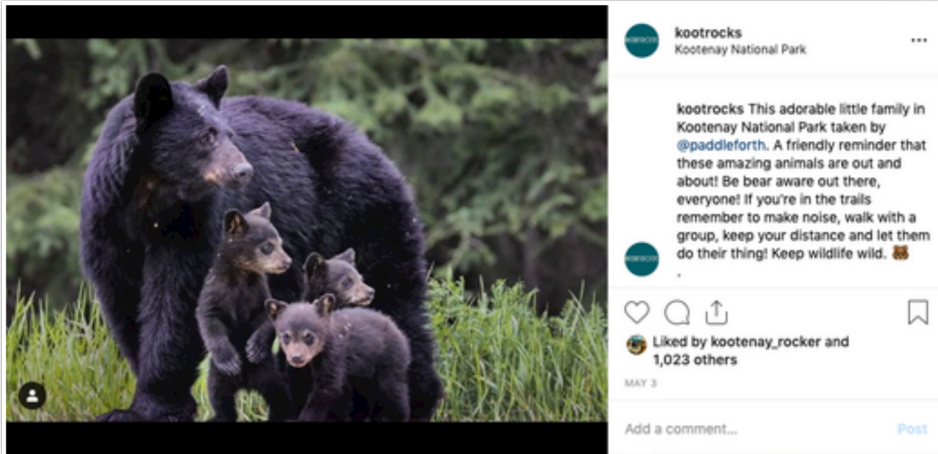
How the Koot Rocks

April 15 to May 14, 2019

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

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Apr 15 - Crawford Bay Artisans (KR4L-IG)**

Reactions = 34

Reach = 322

Post Clicks = 5

- **Apr 17 - Kootenay National Park (KR-IG)**

Reactions = 1,024

Reach = 12,452

Post Clicks = 38

- **Apr 17 - Tourism Golden Video (KR-FB)**

Reactions = 38

Reach = 2,285

Post Clicks = 23

- **Apr 19 - Revelstoke Mountain Resort (PH-FB/IG)**

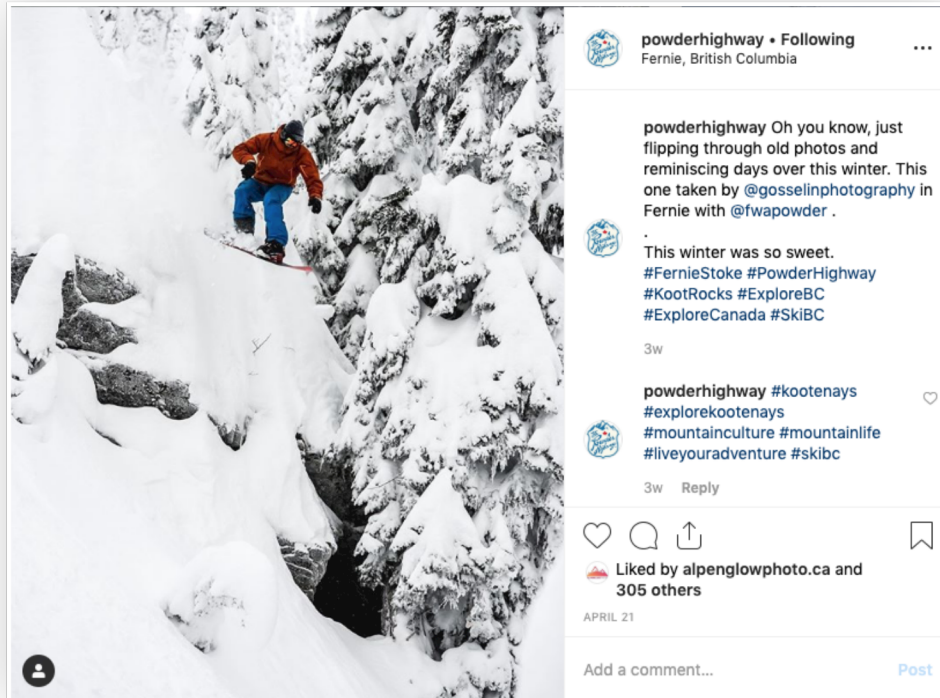
Reactions = 274

Reach = 5,455

Post Clicks = 23

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Apr 21 - Fernie Wilderness Adventures (PH-FB/IG)**

Reactions = 339

Reach = 6,177

Post Clicks = 28

- **Apr 23 - Revelstoke Mtn Resort Video (PH-FB)**

Reactions = 2

Reach = 1,071

Post Clicks = 21

- **Apr 22 - Mustang Powder Cat-Skiing (PH-FB/IG)**

Reactions = 284

Reach = 5,242

Post Clicks = 54

- **Apr 24 - Revelstoke Mountain Resort (PH-FB/IG)**

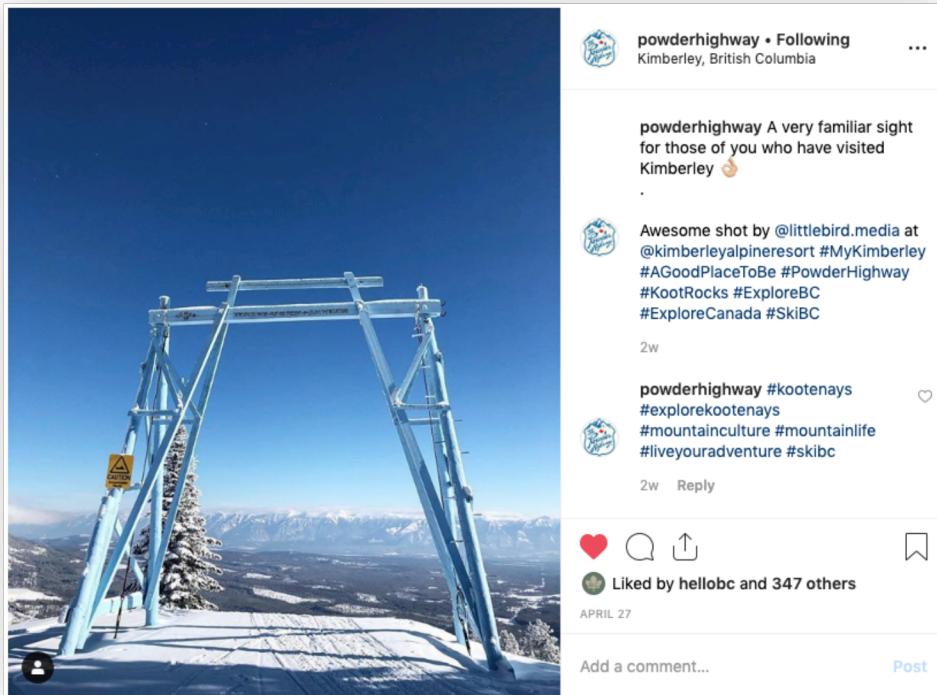
Reactions = 274

Reach = 5,094

Post Clicks = 8

How the Koot Rocks

Partner/Stakeholder Content Stories



- **Apr 25 - Radius Retreat (KR-FB/IG Stories)**

Reactions = 1,115

Reach = n/a

Post Clicks = n/a

- **Apr 27 - Kimberley Alpine Resort (PH-IG)**

Reactions = 348

Reach = 5,780

Post Clicks = 18

- **Apr 26 - Kicking Horse Mtn Resort (PH-IG)**

Reactions = 203

Reach = 4,211

Post Clicks = 6

- **Apr 28 - Fernie Alpine Resort (PH-IG)**

Reactions = 200

Reach = 4,291

Post Clicks = 14

How the Koot Rocks

Partner/Stakeholder Content Stories

Kootenay Rockies-BC's Mountain Playground recommends **Panorama Mountain Resort**.
May 3 at 7:30 PM · 🌐

The valley is snow-free - time to hit the trails! Tell what is your fave mountain biking trail near Invermere, BC?

Explore and discover the mountain biking trails around **Invermere-Panorama**. With incredible community trails at Lake Lillian including the Johnson and Kloosifier as well as the infamous Mt. Swansea trail system provide a variety of pedal and shuttle trails to experience. For those seeking lift accessed trails, **Panorama Mountain Resort** offers over 40 downhill trails plus some new epic cross-country trails to experience.
Learn more >> <http://ow.ly/5SuD30ozRzJ>

Ready to hit the trails in the Columbia Valley
01:12

Performance for Your Post		
4,724 People Reached		
60 Reactions, Comments & Shares		
42 Like	39 On Post	3 On Shares
6 Love	6 On Post	0 On Shares
2 Wow	2 On Post	0 On Shares
5 Comments	5 On Post	0 On Shares
5 Shares	5 On Post	0 On Shares
130 Post Clicks		
21 Clicks to Play	3 Link Clicks	106 Other Clicks
NEGATIVE FEEDBACK		
3 Hide Post	0 Hide All Posts	
0 Report as Spam	0 Unlike Page	

- **Apr 28 - Golden: Pedestrian Bridge (KR-IG)**

Reactions = 403

Reach = 5,656

Post Clicks = 24

- **May 2 - Radium Hot Springs (KR4L-IG Story)**

Reactions = 49

Reach = n/a

Post Clicks = n/a

- **Apr 29 - Nelson: Heritage Buildings (KR-IG)**

Reactions = 451

Reach = 5,702

Post Clicks = 19

- **May 3 - Invermere-Panorama Bike Video (KR-FB)**

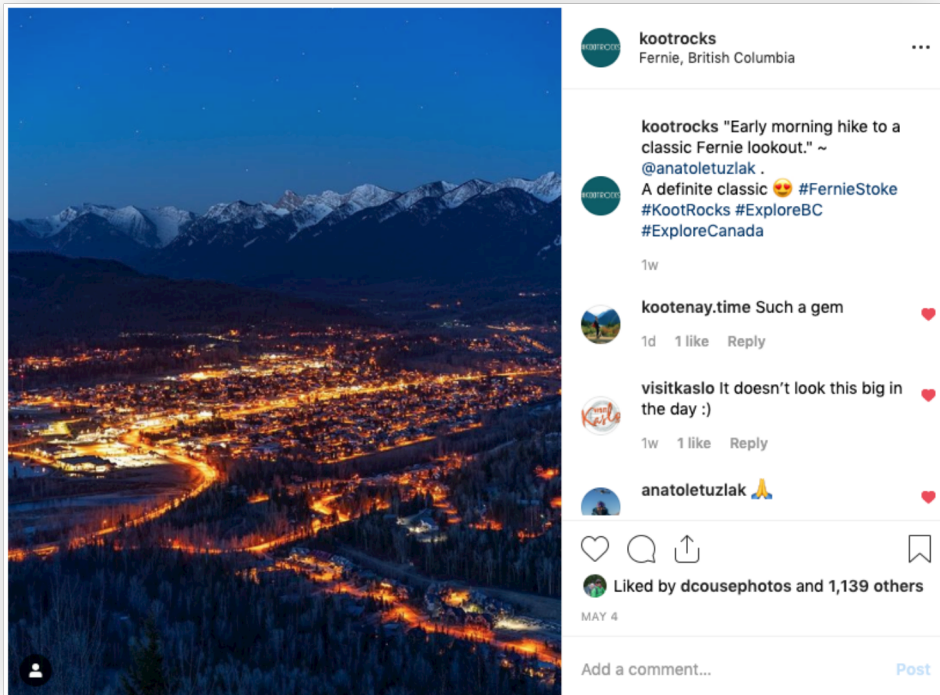
Reactions = 60

Reach = 4,724

Post Clicks = 130

How the Koot Rocks

Partner/Stakeholder Content Stories



- **May 4 - The Picadilly Motel (KR4L-IG Story)**

Reactions = 39

Reach = n/a

Post Clicks = n/a

- **May 4 - Rossland: Mountain Biking (PH-FB/IG)**

Reactions = 204

Reach = 5,323

Post Clicks = 31

- **May 4/5 - Fernie (KR-FB/IG)**

Reactions = 2,018

Reach = 25,920

Post Clicks = 2,305

- **May 4 - Invermere: Kinsmen Beach (KR4L-IG Story)**

Reactions = 39

Reach = n/a

Post Clicks = n/a

How the Koot Rocks

Partner/Stakeholder Content Stories



- **May 6 - Nelson: Rails to Trails (KR-IG)**

Reactions = 248

Reach = 3,783

Post Clicks = 12

- **May 10 - Kokanee Mtn Zipline Video (KR-FB)**

Reactions = 20

Reach = 3,423

Post Clicks = 91

- **May 8 - Nelson: Pulpit Rock Hike (PH-IG)**

Reactions = 257

Reach = 4,560

Post Clicks = 16

- **May 11 - Golden: Mount 7 Hang-gliding (PH-IG)**

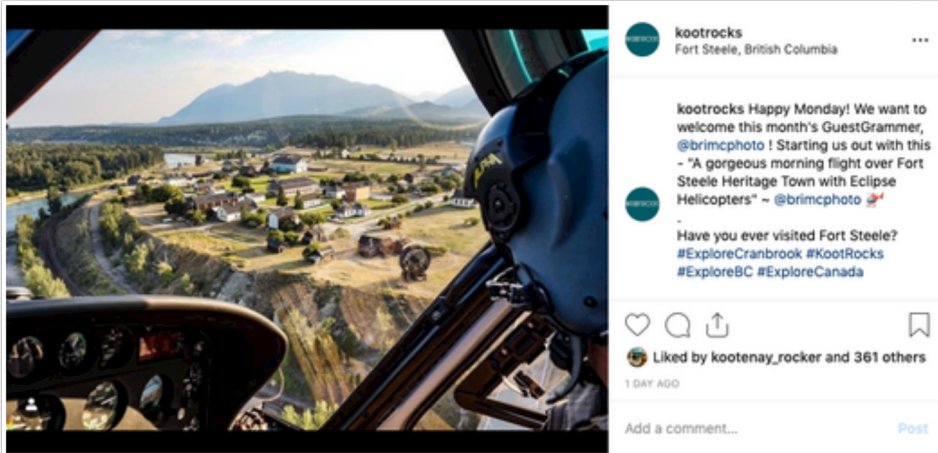
Reactions = 137

Reach = 3,745

Post Clicks = 4

How the Koot Rocks

Partner/Stakeholder Content Stories



- **May 11 - Enchanted Forest Video (KR-FB)**

Reactions = 60

Reach = 4,451

Post Clicks = 149

- **May 13 - Fort Steele Heritage Town (KR-IG)**

Reactions = 362

Reach = 4,969

Post Clicks = 71

- **May 13 - Fernie: Girls Getaway Video (KR-FB)**

Reactions = 9

Reach = 1,148

Post Clicks = 20

How the Koot Rocks

DBC Content & Media Stories

- **Apr 16 - Fernie Romantic Getaways (KR-FB)**

Reactions = 26

Reach = 2,077

Post Clicks = 37

- **Apr 17 - Whitewater Ski Resort (KR-IG Story)**

Reactions = 769

Reach = n/a

Post Clicks = n/a

- **Apr 16 - Wildlife in BC (KR-IG Story)**

Reactions = 764

Reach = n/a

Post Clicks = n/a

- **Apr 18 - Mt. Assiniboine Lodge (FB-KR)**

Reactions = 71

Reach = 2,577

Post Clicks = 118

The screenshot shows a Facebook post from the page 'Kootenay Rockies-BC's Mountain Playground' dated April 18 at 12:05 PM. The post text reads: 'Throwback to winter.... "Despite the freaking cold, I ran outside several times a day for these views" - explains Jody. - Would you venture out to experience these stunning views too? "I went tech-free at Assiniboine Lodge, and here's what happened" - <https://bit.ly/2DgXpMr> (Words by Jody Robbins with Travels with Baggage; photos by Dax Justin Studio)'. Below the text is a photograph of a person standing in a snowy mountain landscape. To the right of the post is a 'Performance for Your Post' analytics panel.

Performance for Your Post		
2,577 People Reached		
71 Reactions, Comments & Shares		
53 Like	49 On Post	4 On Shares
11 Love	11 On Post	0 On Shares
3 Comments	3 On Post	0 On Shares
4 Shares	4 On Post	0 On Shares
118 Post Clicks		
56 Photo Views	7 Link Clicks	55 Other Clicks
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		

How the Koot Rocks

DBC Content & Media Stories

- **Apr 19 - Road Trip Ideas (KR-IG Story)**

Reactions = 822

Reach = n/a

Post Clicks = n/a

- **May 6 - RED Mtn Resort: FreeSkier Video (PH-FB)**

Reactions = 6

Reach = 1,368

Post Clicks = 119

- **Apr 26 to 28 - FreeSkier (PH-IG Stories)**

Reactions = 1,977

Reach = n/a

Post Clicks = n/a

- **May 13 - Hot Springs: Toque & Canoe (KR-IG Story)**

Reactions = 673

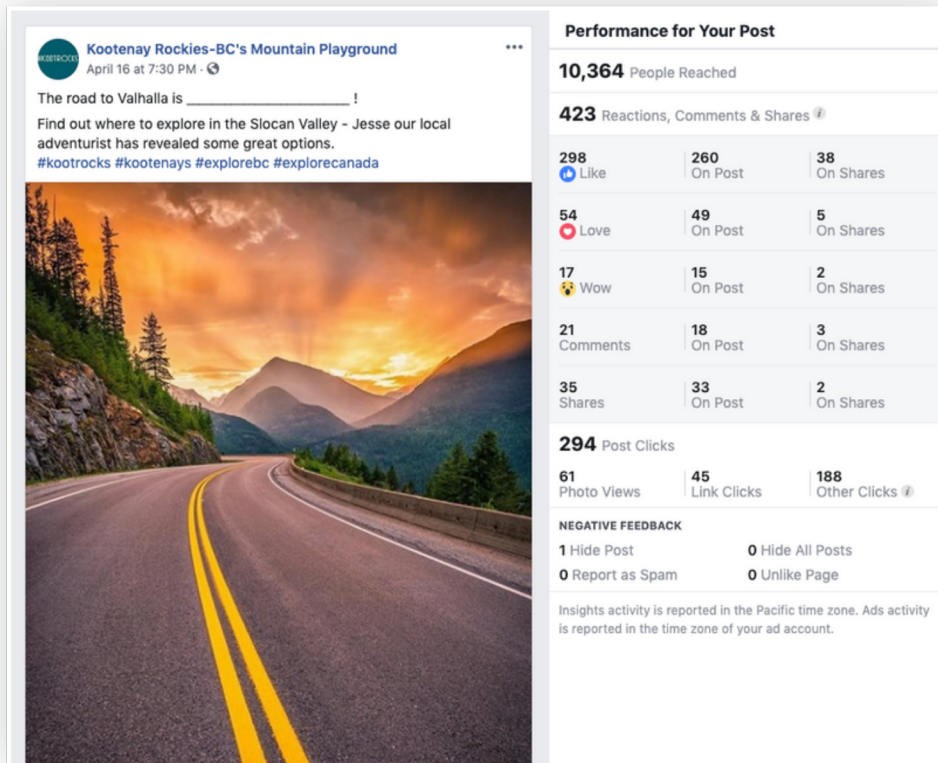
Reach = n/a

Post Clicks = n/a



How the Koot Rocks

KootenayRockies.com Blog Stories



- **Apr 16 - Kootenay Local Secrets from Slocan (KR-FB/FB-IG Stories)**

Reactions = 3,294

Reach = 10,364

Post Clicks = 294

- **Apr 20 - Quirky Attractions/Creston (KR-FB)**

Reactions = 456

Reach = 6,800

Post Clicks = 313

- **Apr 18 - Kootenay Hot Springs/Ainsworth Video (KR-FB)**

Reactions = 423

Reach = 10,364

Post Clicks = 294

- **Apr 23 - Kootenay Spirits & Cocktails (KR-FB/FB-IG Stories & KR4L-IG Story)**

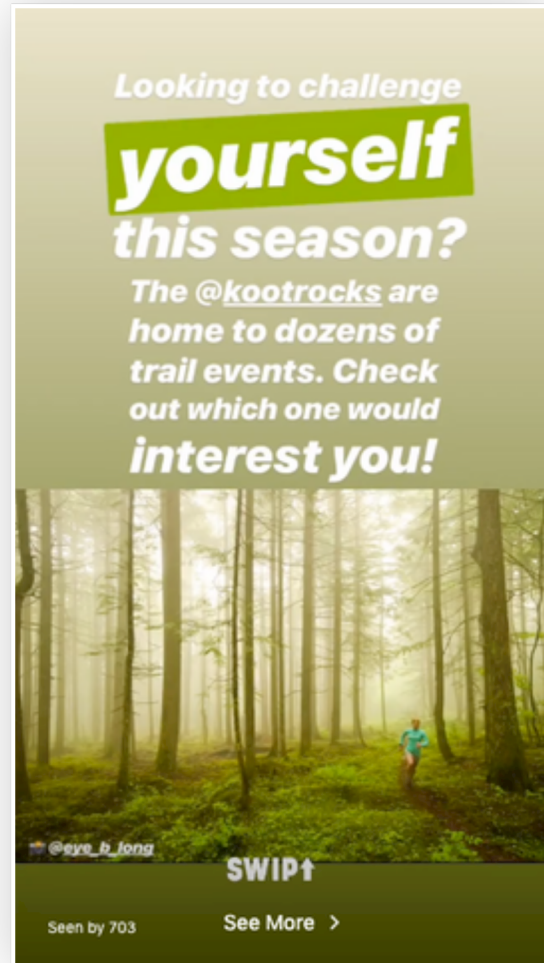
Reactions = 1,294

Reach = 3,712

Post Clicks = 111

How the Koot Rocks

KootenayRockies.com Blog Stories



- Apr 24 - Kootenay Hot Springs/Radium Video (KR-FB)

Reactions = 91

Reach = 9,997

Post Clicks = 339

- Apr 30 - Easy Hikes/Hoodoo Trail (KR-FB)

Reactions = 203

Reach = 8,475

Post Clicks = 280

- Apr 25 - Hidden Waterfalls/Video (KR- FB)

Reactions = 92

Reach = 5,879

Post Clicks = 237

- Apr 30 - Best Trail Events (KR-FB/FB-IG Stories and PH-IG Story)

Reactions = 1,677

Reach = 4,365

Post Clicks = 101

How the Koot Rocks

KootenayRockies.com Blog Stories

Kootenay Rockies-BC's Mountain Playground
May 8 at 4:12 PM · 🌐

In the Kootenays our mountain summer festivals amplify high-energy and soulful sounds to happy festival-goers.
Itching for a tie-dye infused road trip? Which Kootenay Mountain Music festival do you plan to attend?
"Kootenay Music Festivals: Where the Mountains Set the Stage"
~ <https://www.kootenayrockies.com/po.../kootenay-music-festivals>
(Featuring Invermere MusicFest, Kaslo Jazz Etc. Festival, Shambhala Music Festival, Starbelly Jam Music Festival, Steamboat Mountain Music Festival, Tiny Lights Festival and Wapiti Music Festival)

Performance for Your Post

9,217 People Reached

61 Reactions, Comments & Shares 🗨️

43 Like	36 On Post	7 On Shares
4 Love	3 On Post	1 On Shares
1 Wow	1 On Post	0 On Shares
7 Comments	6 On Post	1 On Shares
6 Shares	6 On Post	0 On Shares

282 Post Clicks

96 Clicks to Play 🎵	73 Link Clicks	113 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.

- **May 8 - David Thompson Paddle/Columbia River (KR-FB/FB-IG Stories)**

Reactions = 1,127

Reach = 6,968

Post Clicks = 184

- **May 8 - Kootenay Mountain Music Festival (KR-FB/FB-IG Stories)**

Reactions = 1,449

Reach = 9,217

Post Clicks = 282

Top Posts

