

#KtunaxaHomelands Final campaign report May 1 - July 1, 2022



Campaign Overview

Ktunaxa Nation, The City of Cranbrook, Cranbrook Tourism, Kimberley Tourism and Fernie Tourism came together via DBC's co-op marketing program with ZenSeekers (and supported by the Columbia Basin Trust) for a groundbreaking initiative presenting Ktunaxa's Creation - via a three-part video series, images, editorial, itineraries, and social media campaign.

GOALS

To activate the tourism network across the Kootenay Rockies supporting Ktunaxa's branding initiative.

To generate new video, photo and editorial assets that would be available to the partners and to this network.

To work on a collaborative campaign between a collection of DMO's and Ktunaxa that could be scalable.

METHODS

Create unique stories highlighting Ktunaxa's Creation story

Promote #KtunaxaHomelands via ZenSeekers, editorial and social media promotion

Encourage campaign partners and changemakers operating in the Ktunaxa homelands to share this content under the banner #KtunaxaHomelands

#KtunaxaHomelands Webpage Examples across ZenSeekers



Home / Stories / Adventure through the Ktunaxa Hoodoos

ADVENTURE THROUGH THE KTUNAXA HOODOOS



July 2021
Wed, May 4/22

Climbing, hiking, fishing or taking scenic rmy, the Hoodoos of #KtunaxaHomelands create a spectacular landscape to adventure and appreciate.

Like Our Facebook Page



3 enormous sculptures grow from the earth, subtly shifting with the wind and the water, over time. It's a dance that's gone on for centuries. Many members and visitors know these formations as the Hoodoos, but to those who have occupied the area for more than 10,000 years, these are the ribs of the water monster Yawukwuk, and they can be found throughout the Ktunaxa Homelands.

"The Hoodoos are an important site, tied to our Creation, and significant to our way of life," explains Jenise Alexis, tourism engagement lead for the Ktunaxa Nation Council. "The nature of this connection is not one of ownership, but one of stewardship."

"We depend on the land. And the land, in turn, depends on us. It's a symbiotic relationship that we deeply respect, value, and feel an immense sense of responsibility to protect."



Home / Stories / Hike and connect to the Ktunaxa Rockies

HIKE AND CONNECT TO THE KTUNAXA ROCKIES



July 2021
Wed, May 4/22

When hiking or skiing in the Rocky Mountains, it's not about where you're at, but who you're with. Discover the Ktunaxa Creation story, and connect to #KtunaxaHomelands, so we're the Rockies in a whole new light.

Like Our Facebook Page



Mountains pierce the sky in all directions. Their ranges and ridges command your attention, urge your respect, and seduce your sense of adventure. Many know the Rocky Mountain resort town as Fernie, BC, but to Ktunaxa People who have occupied the area for more than 10,000 years, it's the Land of the Raven.

"The Ktunaxa, it's not about the mountain itself, but the connection to the mountain and everything taken from it: the wind, the smell, the temperature of the air, and textures of the forest," explains Jenise Alexis, tourism engagement lead for Ktunaxa Nation Council.

"It's about taking time to take a look around and see, smell, hear, experience. That connection to the land is who we are."



Home / Stories / Recharge in the waters of Ktunaxa

RECHARGE IN THE WATERS OF KTUNAXA



July 2021
Wed, May 4/22

Visit the #KtunaxaHomelands to open your eyes, ears, and nostrils to each other - their origins trace back to ancestral lands - to your adventure here.

Like Our Facebook Page



Fishing through the Ktunaxa, the waterways of Ktunaxa shape the landscape, the culture, and the spirit of all who swim, play, fish, paddle or simply go with the flow here. To many visitors, these waterways bring fun, recreation, relaxation and a sense of adventure.

But for the Ktunaxa people who have traveled in and occupied the area for more than 10,000 years, these waterways also bring harvest, strength and nourishment.

"Water has always played a vital role for Ktunaxa People. From the open meadow for springs to the waterfalls, lakes, rivers and wetlands, they are tied to our Creation," explains Jenise Alexis, tourism engagement lead for the Ktunaxa Nation Council.

"It's my hope that by communicating our stories, history, maps, traditions and connection to the land we'll raise awareness, increase understanding and build new relationships based on mutual values and respect. This is an important aspect in protecting the environment we depend on."



#KtunaxaHomelands Webpage

Examples across ZenSeekers

<https://www.zenseekers.com/expedition/ktunaxahomelands>



Home / Stories / Learn Ktunaxa place names for Cranbrook, Fernie, Kimberley and the Kootenays

LEARN KTUNAXA PLACE NAMES FOR CRANBROOK, FERNIE, KIMBERLEY AND THE KOOTENAYS



jeffrey@zenseekers.com
Tue, May 17, 2022

When you visit the Kootenays, what names do you use to refer to the area? Many of us know Cranbrook, Kimberley and Fernie, names European settlers gave to these areas. But do you know the original place names for the homelands of the Ktunaxa, the First Nations who have called the southern central Kootenays region home for over 10,000 years?

Like Our Facebook Page

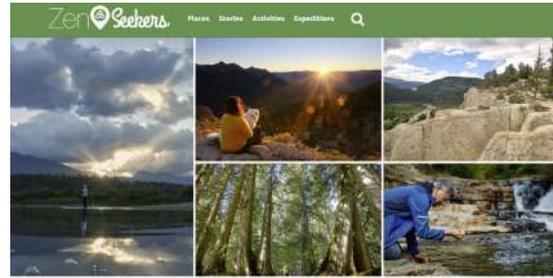
The names we give to geographical places signify important connections. Learning the Indigenous place names is one way to connect to the oldest, longest standing culture in the area.

KTUNAXA PLACE NAMES

To help you connect to #KtunaxaHomelands, here are some Ktunaxa place names – as shared by the Ktunaxa Nation – to help you begin to appreciate this region from a Ktunaxa perspective.

Watch the video to hear each place name pronounced in the Ktunaxa language by Ktunaxa people, and see some of the beauty of the region.

KTUNAXA (ALSO KNOWN AS THE BC KOOTENAYS)



Home / Expeditions / #KtunaxaHomelands

#KTUNAXAHOMELANDS

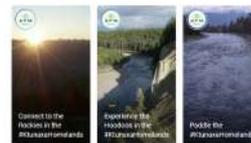


Since time beyond the reach of memory, the Rockies, Hoodoos and Waterways of the #KtunaxaHomelands have been a place of connection, rejuvenation and sustenance.

For more than 10,000 years, Ktunaxa (pronounced 'too-nah-rah') people have occupied the lands adjacent to the Kootenay and Columbia Rivers, the Arrow Lakes of British Columbia and on into Alberta, Montana, Washington and Idaho.

Today, outdoor sport and adventure has spawned a new appreciation for the area, which encompasses the BC Kootenay region, and the towns of Kimberley, Cranbrook and Fernie. Visitors come to hike, bike, ski, paddle and rejuvenate in the beauty of these lands, as well as to connect to Ktunaxa Indigenous Culture.

CHECK OUT THESE AMP STORIES FOR A TASTE OF #KTUNAXAHOMELANDS



Through the creation story of #KtunaxaHomelands, the Ktunaxa Nation welcomes you to feel that connection for yourself, as you adventure among the mountains, hoodoos, lakes and rivers of the region.

"At su kish-ápi appen ne amas"

Now take a look at everything you are doing from a Ktunaxa perspective.

RELATED STORIES

#KtunaxaHomelands Webpage

Examples across Cranbrook Tourism, Tourism Kimberley, Tourism Kimberley, Fernie Tourism, Tourism Kimberley, Fernie Tourism, Ktunaxa.org



Home | Blog | The Creation of the Ktunaxa Homelands

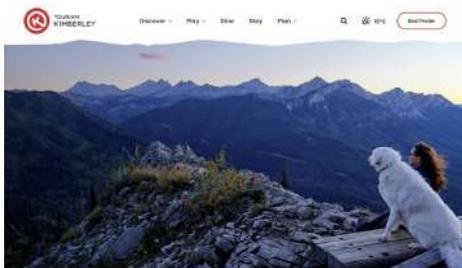
THE CREATION OF THE KTUNAXA HOMELANDS

Share Tweet Email Print

April 19, 2022

Visitors often ask about the first people to inhabit this area. The Ktunaxa (pronounced 'k-too-nah-ha') people have occupied the lands around the Kootenay and Columbia Rivers for over 10,000 years. The area known as Cranbrook was initially referred to as Joseph's Prairie known to the Ktunaxa as ?akisak? (Two Trails Coming Down into the Center). For thousands of years the Ktunaxa enjoyed the natural bounty of the Kootenay region (Ktunaxa ?amak), seasonally migrating throughout their homelands hunting and gathering and used the prairie extensively in the summer to graze large herds.

The Ktunaxa origin story speaks of a time, before the people, when animals populated the world. At that time there was a disturbance caused by a huge water monster known as Yawu?nik?, who killed many of the animals. It was decided by the animals that Yawu?nik? had to be destroyed. A war party was formed by the chief animal.



#Ktunaxa#homelands

Kukama?nam - Kimberley

?aknuqtulam - Land of the Eagle Ktunaxa District

Creation story of the Kootenays

Once time beyond the reach of memory, the homeland of the Ktunaxa was ruled by the spirit animals. The largest was Nabwagah, a giant. He was being to crawl on his hands and knees, because at full height, he was too tall for the sky. Like many spirit animals, Nabwagah had a preference for ?ak? to eat. He was a ?ak? eater.

After finding a ?ak? was party in a Big Chase of a pink water monster (Yawu?nik?) that ultimately formed the region's waterways and prairie landscapes. Nabwagah created the human race, designating Ktunaxa people as keepers of the land. Then Nabwagah understood his victory and in the process, stood straight up and bumped his head on the ceiling of the sky. The impact struck him dead. His body falling on the Rocky Mountain range.

Through connecting with the Ktunaxa Creation story and this landscape, you too are invited to have a deeper connection to #KtunaxaHomelands.

For more detailed information about the Ktunaxa Creation story, click on the links below and view the short videos:

Rocky Mountains

#Ktunaxahomelands launches on May 3

April 26, 2022



A?kisking?it / Cranbrook - Announcing the new #Ktunaxahomelands campaign, allowing locals and travellers to gain an understanding of how the Rockies Kootenay waterways were formed, while appreciating the significance of the Hoodoos, all from a Ktunaxa perspective.

The Ktunaxa Nations Council Economic Investment Series has developed a promotional campaign with parts including Cranbrook Tourism, Tourism Fernie and Tourism Kimberley since late 2020. Janice Alpine, responsible for Ktunaxa Tourism Engagement, recognized that the Kootenay Region, her homeland of Ktunaxa ?amak, was not a well-known location yet was part of "SuperNatural BC" and "Beautiful BC."

Alpine recognized that the Ktunaxa story and perspective were needed components to support this campaign were clearly missing. "As we reclaim our stories of the land, we can now share with our neighbours and visitors," Alpine said.

"The visitors are looking for answers to their questions: Is there a tribe here, and what did they use this land (area) for? Essentially, right where they were standing."

Alpine also recognized that her neighbours were looking for the stories behind the land formations where they chose to call their home.

"I am happy to present to you the #Ktunaxahomelands campaign, and hope it generates the brief understanding it was intended," she said. "Without the support we received from our partners, including the DFOs, Columbia Basin Trust, Destination BC and Ktunaxa citizens, this would have never have become a reality."

"Visitors in our region want to know the history of this place, and we felt we had a role to play in communicating the broader history of our region and its first peoples," said collaboration lead Kristy-Jahn Smith, of Cranbrook Tourism. "We wanted to support the Ktunaxa in telling their stories in their words. I feel we have achieved this collaboration and look forward to more work together in future."

The project sponsored across the Ktunaxa Homelands, including the communities of Cranbrook, Kimberley, and Fernie.

"We have been excited to be a part of this project led by Cranbrook Tourism, Janice and the Ktunaxa," said Tourism Fernie's Erika Gerick. "It's important for tourism to support the telling of Ktunaxa culture, history and stories, while educating visitors about the land they play on and their stewardship role."

For Tourism Kimberley's John Hamilton, the understanding of how the region was formed through Ktunaxa's perspective is beautiful and truly moving. "Exploring the lands through the eyes of the Ktunaxa Creation hints brings the experience to another level and is extremely inspiring," he said.

Locals and travellers are encouraged to learn and engage in the content found on the popular online magazine ZeeSeekers.com.

"This project is exactly who ZeeSeekers exists," said Jim Barr, Seckers Media founder and co-producer on the #Ktunaxahomelands campaign.

"Founded in the shadow of Gord Downie's passing, a key ZeeSeekers' mission is to support Canadian's reconciliation journey. The video, photos and editorial from #Ktunaxahomelands will open the eyes and our audiences across Alberta and B.C., and give travellers (and locals) a new outlook on the land the next time they

MIKOOTENAYS

Home Ktunaxa Communities Plan Your Road Trip

Home | Welcome to Ktunaxa Homelands

WELCOME TO KTUNAXA HOMELANDS

Since time beyond the reach of memory, the Rockies, Hoodoos and Rhenegays of the #KtunaxaHomelands have been a place of connection, recreation and experience.

For more than 10,000 years, Ktunaxa (pronounced 'k-too-nah-ha') people have occupied the lands adjacent to the Kootenay and Columbia Rivers, the Arrow Lakes of British Columbia and into Alberta, Montana, Washington and Idaho.

Today, in our sport and adventure has gained a new appreciation for the area, which encompasses the BC Kootenay region, and the towns of Kimberley, Cranbrook and Fernie. History comes to life, bike, hike, ski, paddle and explore in the beauty of these lands, as well as to connect to Ktunaxa Indigenous culture.

Photo credit: Kyle Hamilton / ZeeSeekers #KtunaxaHomelands

HIKE, SKI AND CONNECT TO THE #KTUNAXAHOMELANDS ROCKIES



RESULTS



Metrics

Results - Coverage

A series of three #KtunaxaHomelands stories, a placenames story, an #KtunaxaHomelands Expedition hub, and accompanying videos and photos were released May 1 - July 1, 2022 on ZenSeekers.com and shared with campaign partners.

Stories

<https://www.zenseekers.com/story/hike-ski-and-connect-ktunaxa-rockies>

1764 Reads (forecast 1,000)

4:00 Average time spent on page

<https://www.zenseekers.com/story/recharge-waters-ktunaxa>

1581 Reads (forecast 1,000)

3:20 Average time spent on page

<https://www.zenseekers.com/story/adventure-through-ktunaxa-hoodoos>

2469 Reads (forecast 1,000)

3:05 Average time spent on page

Bonus:

<https://www.zenseekers.com/story/learn-ktunaxa-place-names-cranbrook-fernie-kimberley-and-kootenays>

233 Reads (forecast 200)

2:37 Average time spent on page

Bonus:

<https://www.zenseekers.com/expedition/ktunaxahomelands>

742 Reads (forecast 200)

2:09 Average time spent on page

TOTAL: 6,789 (forecasted 3,400)

Metrics

Results - Click throughs to Partner Sites

<https://www.zenseekers.com/story/hike-ski-and-connect-ktunaxa-rockies> - 362

<https://www.zenseekers.com/story/recharge-waters-ktunaxa> - 744

<https://www.zenseekers.com/story/adventure-through-ktunaxa-hoodoos> - 341

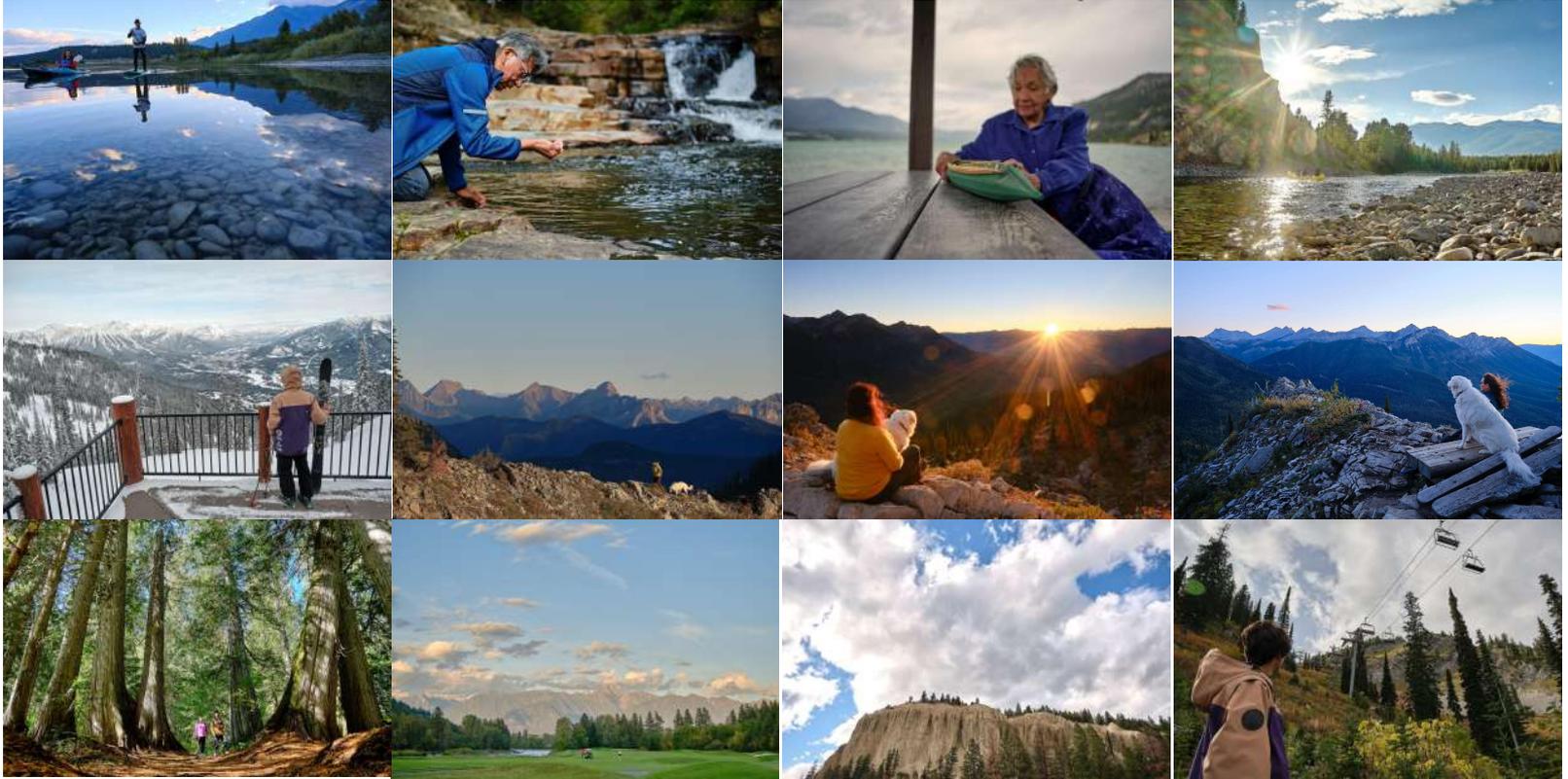
Two bonus web pages on ZenSeekers.com also pointed over 100 readers to partner links and further #KtunaxaHomelands reading

<https://www.zenseekers.com/expedition/ktunaxahomelands>

<https://www.zenseekers.com/story/learn-ktunaxa-place-names-cranbrook-fernie-kimberley-and-kootenays>

TOTAL CLICK THROUGHS: 1,547 (forecasted 900)

Examples of Imagery produced from campaign



SOCIAL MEDIA



Social Media Totals

Facebook (ZenSeekers)

27 Posts

823,278 Total Impressions

5,164 Click throughs to #KtunaxaHomelands pages on ZenSeekers.com

Twitter (ZenSeekers)

58 Tweets

9,238 Total Impressions

Instagram (ZenSeekers)

15 Posts

5,584 Total Impressions

Video views on ZenSeekers pages = 64,821

ZenSeekers Campaign Engagement Rate (ER)
7.3% (industry average 3%)

ZenSeekers Campaign engagements = 60,997
(shares, likes, comments on your content)

#KtunaxaHomelands hashtag impressions:
2,280,000

#KtunaxaHomelands network Video Views = 250,000+

Engagements with #KtunaxaHomelands posts/pages outside of Seekers = 50,467
**Estimated with 3.5% ER*

Total #KtunaxaHomelands engagements: **111,464**
(shares, likes, comments)

Social Media Tool Kit

<https://mailchi.mp/18dd1d3f2700/ktunaxahomelands-2022-social-media-tool-kit>

A social media tool kit was produced to give partners and their communities an easy way to share #KtunaxaHomelands captions, images, stories and videos.

- Shared with over 400 DMO's, stakeholders, experience operators, artists, and small businesses in the #KtunaxaHomelands.
- These assets were accessed 242 times (according to MailChimp)



#KtunaxaHomelands Social Media Tool Kit 2022

Welcome to the #KtunaxaHomelands social media tool kit - here to make it easy to share some of the new stories and videos that connect travellers and locals to the landscape from a Ktunaxa point of view.

This content and messaging has been approved by Ktunaxa for use across our tourism partners' social media channels of choice.

#KtunaxaHomelands presents Ktunaxa's creation according to four themes:

- 1) **Rockies** - and how they were formed
- 2) **Waterways** - and their significance
- 3) **Hoodoos** - what they represent
- 4) **Placenames** - learn the Ktunaxa name for places you may visit in your travels

Share the captions, images, stories and videos from this tool kit regularly. By doing so, you're helping travellers and locals understand Ktunaxa's creation and uncover a deeper connection to the #KtunaxaHomelands.

Image and Video Library

These videos and photos are also featured in the stories below and are available for your use on social media, including email newsletters.

Video credit: Chris Wheeler, Brian Sharpe
Image credit: Kyle Hamilton, Jordan Lewis

Image / Video Library

Feature Story 1

NIKE, SKI AND CONNECT TO THE KTUNAXA ROCKIES

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

Share | Facebook | Twitter

Suggested Social Media Post 1

It's a sunrise over the #KtunaxaHomelands, where mountains rise to embrace the ground you connect, feel the landscape, feel the spirit of the mountains. Because the Rocky Mountains are still and majestic when you visit, but when you visit...

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

Photo credit: Kyle Hamilton / Jordan Lewis

Suggested Social Media Post 2

Imagine the beauty of the #KtunaxaHomelands, where mountains rise to embrace the ground you connect, feel the landscape, feel the spirit of the mountains. Because the Rocky Mountains are still and majestic when you visit, but when you visit...

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

Photo credit: Kyle Hamilton / Jordan Lewis

Suggested Social Media Post 3

It's a sunrise over the #KtunaxaHomelands, where mountains rise to embrace the ground you connect, feel the landscape, feel the spirit of the mountains. Because the Rocky Mountains are still and majestic when you visit, but when you visit...

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

Photo credit: Kyle Hamilton / Jordan Lewis

Featured Video

Feature Story 4

Placenames

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

Share | Facebook | Twitter

Ktunaxa Placenames Suggested Social Media Post

Did you know how to say Ktunaxa correctly in the #KtunaxaHomelands? Please join us for the latest news from the #KtunaxaHomelands. Keep reading for travel, adventure, and meaningful experiences you can have in the #KtunaxaHomelands.

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

You Tube Link: <https://www.youtube.com/watch?v=...>
Facebook Link: <https://www.facebook.com/...>

Video credit: Chris Wheeler, Brian Sharpe / Jordan Lewis

Kinsley Placenames Suggested Social Media Post

Did you know Kinsley is in the #KtunaxaHomelands? Land of the Eagles? Please join us for the latest news from the #KtunaxaHomelands. Keep reading for travel, adventure, and meaningful experiences you can have in the #KtunaxaHomelands.

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

You Tube Link: <https://www.youtube.com/watch?v=...>
Facebook Link: <https://www.facebook.com/...>

Video credit: Chris Wheeler, Brian Sharpe / Jordan Lewis

Fernie Placenames Suggested Social Media Post

Did you know Fernie is in the #KtunaxaHomelands? Land of the Eagles? Please join us for the latest news from the #KtunaxaHomelands. Keep reading for travel, adventure, and meaningful experiences you can have in the #KtunaxaHomelands.

<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

You Tube Link: <https://www.youtube.com/watch?v=...>
Facebook Link: <https://www.facebook.com/...>

Video credit: Chris Wheeler, Brian Sharpe / Jordan Lewis

Cascade Placenames Suggested Social Media Post

Did you know Cascade is in the #KtunaxaHomelands? Land of the Eagles? Please join us for the latest news from the #KtunaxaHomelands. Keep reading for travel, adventure, and meaningful experiences you can have in the #KtunaxaHomelands.

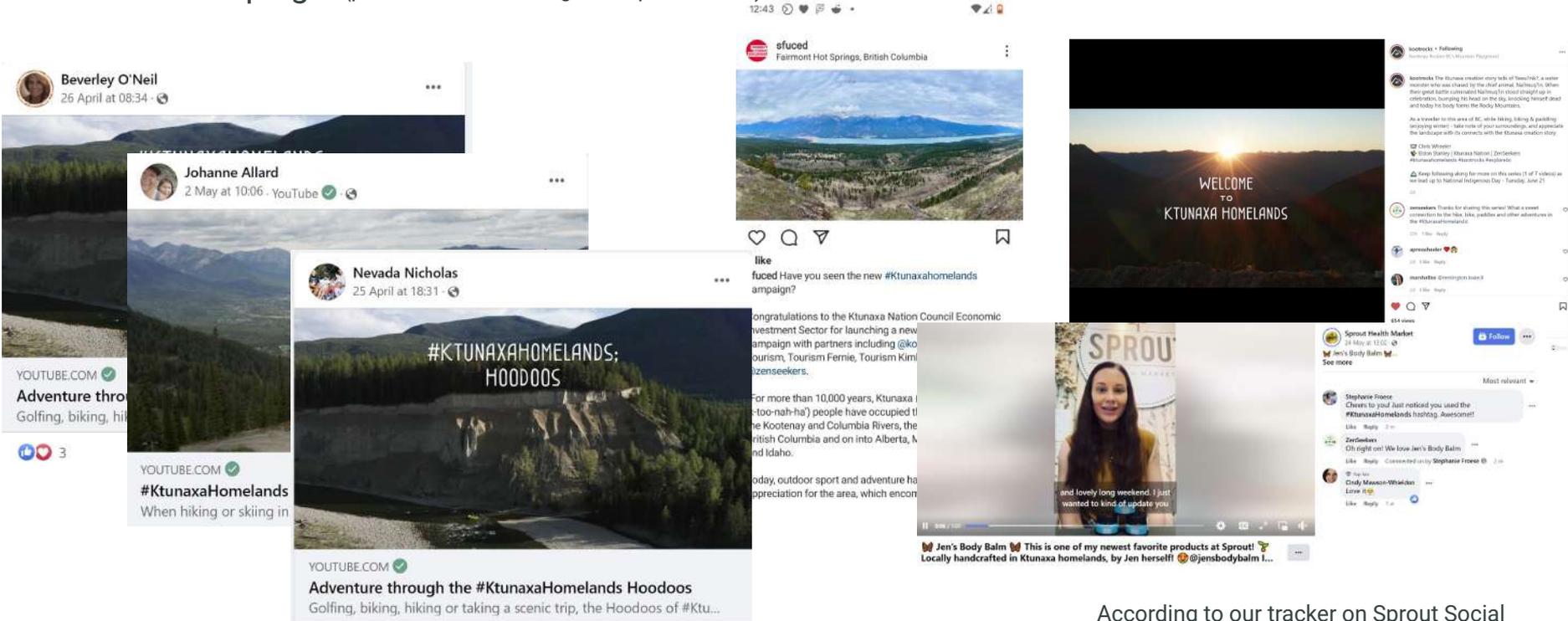
<https://www.westcoastnews.com/story/016-site-and-connect-ktunaxa-rockies>

You Tube Link: <https://www.youtube.com/watch?v=...>
Facebook Link: <https://www.facebook.com/...>

Video credit: Chris Wheeler, Brian Sharpe / Jordan Lewis

Social Media Buzz

There were 436 different accounts posting about #KtunaxaHomelands during this campaign! (per our social listening tool, Sprout Social)



According to our tracker on Sprout Social

Social Media Buzz



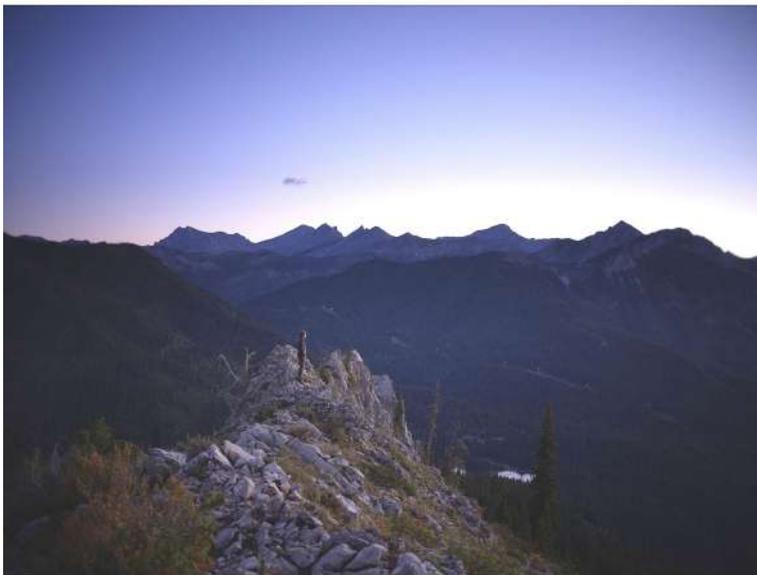
Columbia Valley Community Economic Development

22h · 🌐

Do you feel drawn to the mountains?

In these #KtunaxaHomelands, it's about the feeling of the mountain and everything your senses draw from it. Read on to deepen your connection to the Rockies through the Ktunaxa lens.

Discover more: <https://bit.ly/3lFerK1> 🟢



 Community Futures East Kootenay - CFEK
24 May at 09:23 · 🌐

As a traveller within the #KtunaxaHomelands, take a moment to notice the landscape that grounds you.

Correction, not the landscape, but the spirit animal who grounds you. Because the Rocky Mountains are not actually about where you are, but who you're on... Read the full story here: bit.ly/3FVtPUF 🟢

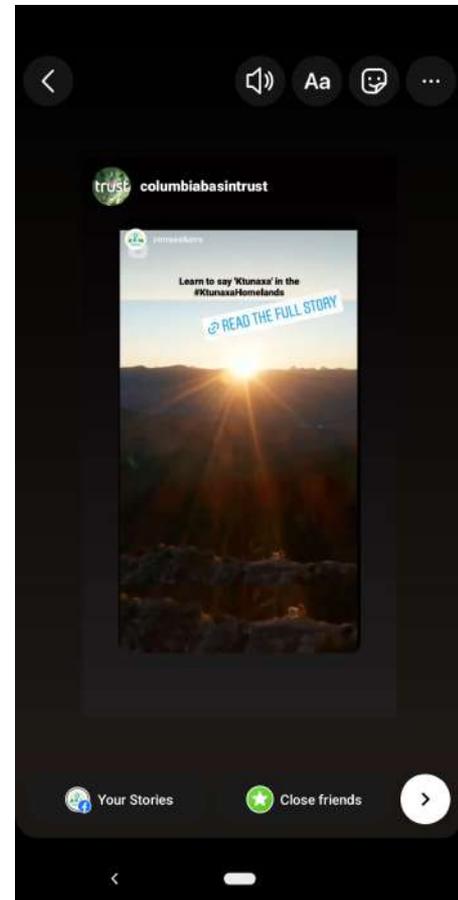
@ktunaxa @KtunaxaReady @VisitCranbrook @steugeneresort @ColumbiaBasinTrust @TourismFernie @visitkimberley @HelloBC @iamkylehamilton @ChrisWheelerMedia @ZenSeekers

#Kootenay #Kootenai #Ksanka #ExploreCranbrook #FernieStoke #agoodplacetobe



👍❤️ 4

1 comment 1 share



🔊 Aa 🗨️ ⋮

 columbiabasintrust

Learn to say 'Ktunaxa' in the #KtunaxaHomelands

👉 READ THE FULL STORY

🌐 Your Stories 🟢 Close friends ➔

Social Media Buzz



Destination BC Corp @DestinationBC · May 3

The @ktunaxanation Council Economic Investment Sector has announced the new #Ktunaxahomelands #campaign, allowing locals & travellers to gain an understanding of how the Rockies & Kootenay waterways were formed from a Ktunaxa perspective. Learn more: bit.ly/3LGBMXn ✓



Indigenous Tourism BC

Sun 5/8/2022 11:35 am PDT

RT @ZenSeekers: ✨NEW SERIES✨

The 1st of the #KtunaxaHomelands series takes us to the Rockies ➡ ...



Followers ⓘ

7,952

6:07



Indigenous Tourism Canada

9h · 🌐



🌟 NEW SERIES PREMIERE from Indigenous Tourism BC 🌟 The Ktunaxa Nation welcomes us to connect to the #KtunaxaHomelands creation story.

The 1st of this #KtunaxaHomelands series takes us to the Rockies and the Land of the Raven where sits a mountain community many know as Fernie, BC ➡ <https://www.zenseekers.com/story/hike-ski-and-connect-ktunaxa-rockies>

#Kootenay #Kootenai #Ksanka #ExploreCranbrook #FernieStoke #agoodplacetobe #DestinationIndigenous #TheOriginalOriginal

👤 Chris Wheeler Media , Eldon Stanley / ZenSeekers

Ktunaxa Nation | Ktunaxa Ready | Cranbrook Tourism | Columbia Basin Trust | Fernie BC | Tourism Kimberley | Destination British Columbia |



Comment as ZenSeekers



News Feed

Watch

Marketplace

Profile

Notifications

Menu

Social Media Buzz



St. Eugene Golf Resort & Casino

17 May at 18:00 · 🌐

The Ktunaxa Nation welcomes us to connect to the #KtunaxaHomelands creation story.

The 1st of this #KtunaxaHomelands series takes us to the Rockies and the Land of the Raven

where sits a mountain community many know as Fernie, BC 📍

<https://www.zenseekers.com/.../hike-ski-and-connect...> 🌐

#Steugeneresort #Kootenay #Kootenai #Ksanka #ExploreCranbrook #FernieStoke #agoodplacetobe... See more



16

3 shares



e-KNOW (East Kootenay News Online Weekly)

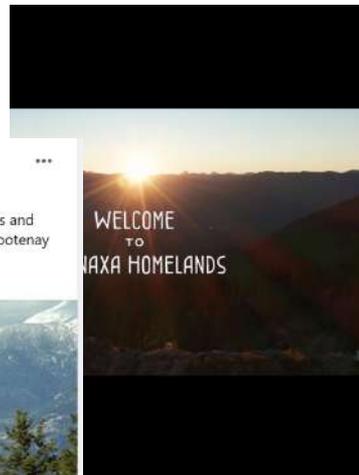
25 April at 11:56 · 🌐

The Ktunaxa Nation Council Economic Investment Sector has announced the #KtunaxaHomelands campaign, allowing locals and travellers to gain an understanding of how the Rockies and Kootenay waterways were formed, all from a Ktunaxa perspective. Ktunaxa Nation



E-KNOW.CA 🌐

Promotional campaign provides Ktunaxa perspective | Columbia Valley, Cranbrook, East Kootenay, Elk Valley,...



Account: **ktotrocks • Following**
Location: **Rockies (C.S. Mountain)** | **Playground**

ktotrocks The Ktunaxa creation story tells of Yessu'k'et, a water monitor who was chased by the chief animal, Na'mu'u'ya. When they great battle commenced Na'mu'u'ya stood straight up in celebration, surging his head on the sky, knocking himself dead and today his body forms the Rocky Mountains.

As a traveller to the area of BC, while hiking, hiking & paddling (enjoying winter) - take note of your surroundings, and appreciate the landscape as it connects with the Ktunaxa creation story.

👤 **Chris Winder**
👤 **Simon Stanley | Ktunaxa Nation | Zensseekers**
#KtunaxaHomelands #ktotrocks #explorebc

🔔 **Keep following along for more on this series (1 of 7 videos) as we lead up to National Indigenous Day - Tuesday, June 21**

👤 **zenseekers** Thanks for sharing this series! What a sweet connection to the hike, hike, paddle and other adventures in the #KtunaxaHomelands.

👤 **aproscheider** 🍷❤️

👤 **marthalia** @zenseekers love it!

654 views
2 days ago

👤 Add a comment...



columbiabasintrust • Follow



columbiabasintrust June 21 is #NIPD2022.

For generations, many Indigenous peoples and communities have celebrated their culture and heritage on or near this day due to the significance of the summer solstice as the longest day of the year.

Today, we honour and celebrate the unique heritage, diverse cultures and exceptional achievements of the First Nations, Inuit and Métis peoples.

The Trust is grateful to operate on the unceded, traditional territories of the Ktunaxa, Secwepemc, Sinixt, Sylix and Lheidli T'enneh Nations. The Trust also recognizes the diverse Indigenous Peoples living throughout the Basin who are not members of these Nations, such as members of the 6 Métis Chartered Communities and members of other Indigenous Nations who reside within the Basin.

👤 @zenseekers @iamkylehamilton

#NIPD2022 #NIPDCanada #KtunaxaHomelands NIHM2022 #nationalindigenoushistorymonth #nationalindigenouspeoplesday #indigenous #ColumbiaBasin

Edited: 1m

Social Media Buzz



FestivalSeekers @FestivalSeekers · May 4
 Heading to the @WasaTriathlon? What about the Wapiti Music Festival?
 The @SinisterSports 7 Ultra?

Tag along with this new series on @ZenSeekers to connect to the
 #KtunaxaHomelands

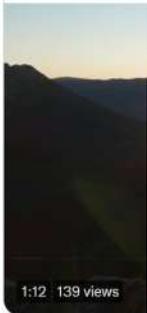


SnowSeekers @IAmASnowSeeker · May 9
 Something to put on the fat tire biking bucketlist for next winter.

The hoodoos on the #KtunaxaHomelands near Cranbrook and Kimberley are something you want to see in person.

ZenSeekers @
 NEW SERIES
 to the Rockies

#Kootenay #Koot
 #agoodplacetobe
 @apreswheeler @
 @TourismFernie @



1:12 139 views

ZenSeekers @ZenSeekers · May 9
 In the 3rd #KtunaxaHomelands series, the ribs of Yawuʔnik become the hoodoos near #CranbrookBC & #KimberleyBC
zenseekers.com/story/adventur...

#Kootenay #ExploreCranbrook #FernieStoke #agoodplacetobe
 @apreswheeler @ktunaxanation @VisitCranbrook @TheTrustInfo
 @visitkimberley @HelloBC



2 34 views

0:05 / 1:18

Cranbrook Tourism
 18 May at 15:31

The third video in the Ktunaxa Homelands series tells how when the water monster Yawuʔnik was killed, his ribs were scattered throughout the region and formed the Hoodoos.

#KtunaxaHomelands #ExploreBC #ExploreCranbrook



Fernie Alpine Resort
 27 May at 12:18

Did you know Fernie is in the #KtunaxaHomelands Land of the Raven?
 Press play on this video to learn how to say the Ktunaxa word for this place: ʔaqahak.

Keep reading for tr
 #KtunaxaHomelands
 Video credit: Chris



Kootenay Rockies-BC's Mountain Playground
 11 May at 07:00

The Ktunaxa creation story tells of Yawuʔnikʔ, a water monster who was chased by the chief animal, Naʔmuqʔin. When their great battle culminated Naʔmuqʔin stood straight up in celebration, bumping his head on the sky, knock Rocky Mountains.

As a traveller to this area (enjoying winter) - take landscape with its conr



Let's Ride BC
 5 May at 09:34

See where you ride in a new light. As a snowmobiler enjoying winter across the Kootenay Rockies region, take note of your surrounds and appreciate the landscape with its connections to the Ktunaxa creation story.

Learn more about the Land of the Raven:
<https://www.zenseekers.com/.../hike-ski-and-connect...>
 or visit the incredible Ktunaxa Interpretive Center located within St. Eugene Golf Resort & Casino in Cranbrook, BC.
 ZenSeekers Fernie BC Cranbrook Tourism



You and 16 o

1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31 32 33 34 35 36 37 38 39 40 41 42 43 44 45 46 47 48 49 50 51 52 53 54 55 56 57 58 59 60 61 62 63 64 65 66 67 68 69 70 71 72 73 74 75 76 77 78 79 80 81 82 83 84 85 86 87 88 89 90 91 92 93 94 95 96 97 98 99 100 101 102 103 104 105 106 107 108 109 110 111 112 113 114 115 116 117 118 119 120 121 122 123 124 125 126 127 128 129 130 131 132 133 134 135 136 137 138 139 140 141 142 143 144 145 146 147 148 149 150 151 152 153 154 155 156 157 158 159 160 161 162 163 164 165 166 167 168 169 170 171 172 173 174 175 176 177 178 179 180 181 182 183 184 185 186 187 188 189 190 191 192 193 194 195 196 197 198 199 200 201 202 203 204 205 206 207 208 209 210 211 212 213 214 215 216 217 218 219 220 221 222 223 224 225 226 227 228 229 230 231 232 233 234 235 236 237 238 239 240 241 242 243 244 245 246 247 248 249 250 251 252 253 254 255 256 257 258 259 260 261 262 263 264 265 266 267 268 269 270 271 272 273 274 275 276 277 278 279 280 281 282 283 284 285 286 287 288 289 290 291 292 293 294 295 296 297 298 299 300 301 302 303 304 305 306 307 308 309 310 311 312 313 314 315 316 317 318 319 320 321 322 323 324 325 326 327 328 329 330 331 332 333 334 335 336 337 338 339 340 341 342 343 344 345 346 347 348 349 350 351 352 353 354 355 356 357 358 359 360 361 362 363 364 365 366 367 368 369 370 371 372 373 374 375 376 377 378 379 380 381 382 383 384 385 386 387 388 389 390 391 392 393 394 395 396 397 398 399 400 401 402 403 404 405 406 407 408 409 410 411 412 413 414 415 416 417 418 419 420 421 422 423 424 425 426 427 428 429 430 431 432 433 434 435 436 437 438 439 440 441 442 443 444 445 446 447 448 449 450 451 452 453 454 455 456 457 458 459 460 461 462 463 464 465 466 467 468 469 470 471 472 473 474 475 476 477 478 479 480 481 482 483 484 485 486 487 488 489 490 491 492 493 494 495 496 497 498 499 500 501 502 503 504 505 506 507 508 509 510 511 512 513 514 515 516 517 518 519 520 521 522 523 524 525 526 527 528 529 530 531 532 533 534 535 536 537 538 539 540 541 542 543 544 545 546 547 548 549 550 551 552 553 554 555 556 557 558 559 560 561 562 563 564 565 566 567 568 569 570 571 572 573 574 575 576 577 578 579 580 581 582 583 584 585 586 587 588 589 590 591 592 593 594 595 596 597 598 599 600 601 602 603 604 605 606 607 608 609 610 611 612 613 614 615 616 617 618 619 620 621 622 623 624 625 626 627 628 629 630 631 632 633 634 635 636 637 638 639 640 641 642 643 644 645 646 647 648 649 650 651 652 653 654 655 656 657 658 659 660 661 662 663 664 665 666 667 668 669 670 671 672 673 674 675 676 677 678 679 680 681 682 683 684 685 686 687 688 689 690 691 692 693 694 695 696 697 698 699 700 701 702 703 704 705 706 707 708 709 710 711 712 713 714 715 716 717 718 719 720 721 722 723 724 725 726 727 728 729 730 731 732 733 734 735 736 737 738 739 740 741 742 743 744 745 746 747 748 749 750 751 752 753 754 755 756 757 758 759 760 761 762 763 764 765 766 767 768 769 770 771 772 773 774 775 776 777 778 779 780 781 782 783 784 785 786 787 788 789 790 791 792 793 794 795 796 797 798 799 800 801 802 803 804 805 806 807 808 809 810 811 812 813 814 815 816 817 818 819 820 821 822 823 824 825 826 827 828 829 830 831 832 833 834 835 836 837 838 839 840 841 842 843 844 845 846 847 848 849 850 851 852 853 854 855 856 857 858 859 860 861 862 863 864 865 866 867 868 869 870 871 872 873 874 875 876 877 878 879 880 881 882 883 884 885 886 887 888 889 890 891 892 893 894 895 896 897 898 899 900 901 902 903 904 905 906 907 908 909 910 911 912 913 914 915 916 917 918 919 920 921 922 923 924 925 926 927 928 929 930 931 932 933 934 935 936 937 938 939 940 941 942 943 944 945 946 947 948 949 950 951 952 953 954 955 956 957 958 959 960 961 962 963 964 965 966 967 968 969 970 971 972 973 974 975 976 977 978 979 980 981 982 983 984 985 986 987 988 989 990 991 992 993 994 995 996 997 998 999 1000

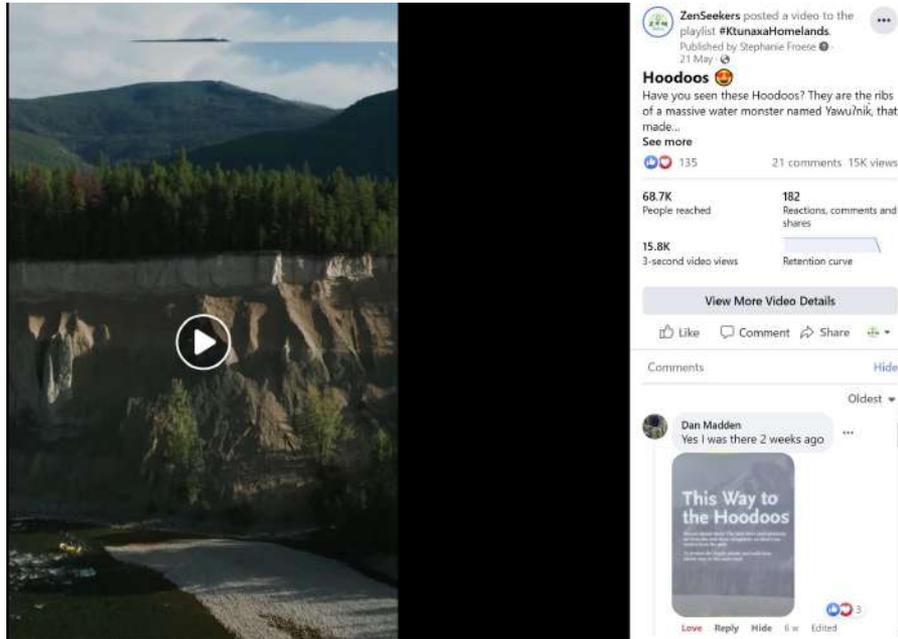


YOUTUBE.COM

Social Media Buzz on @ZenSeekers

ZenSeekers social media buzz also connected people to your #KtunaxaHomelands online presence.

ZenSeekers Facebook posts saw **20,803 clicks** to **your tags, hashtag, profiles, videos** along with our web stories, too.



ZenSeekers posted a video to the playlist #KtunaxaHomelands. Published by Stephanie Froese · 21 May ·

Hoodoos 🤘

Have you seen these Hoodoos? They are the ribs of a massive water monster named Yawu'nik, that made...

See more

👍❤️ 135 21 comments 15K views

68.7K People reached 182 Reactions, comments and shares

15.8K 3-second video views Retention curve

View More Video Details

👍 Like 💬 Comment ➦ Share 🌐

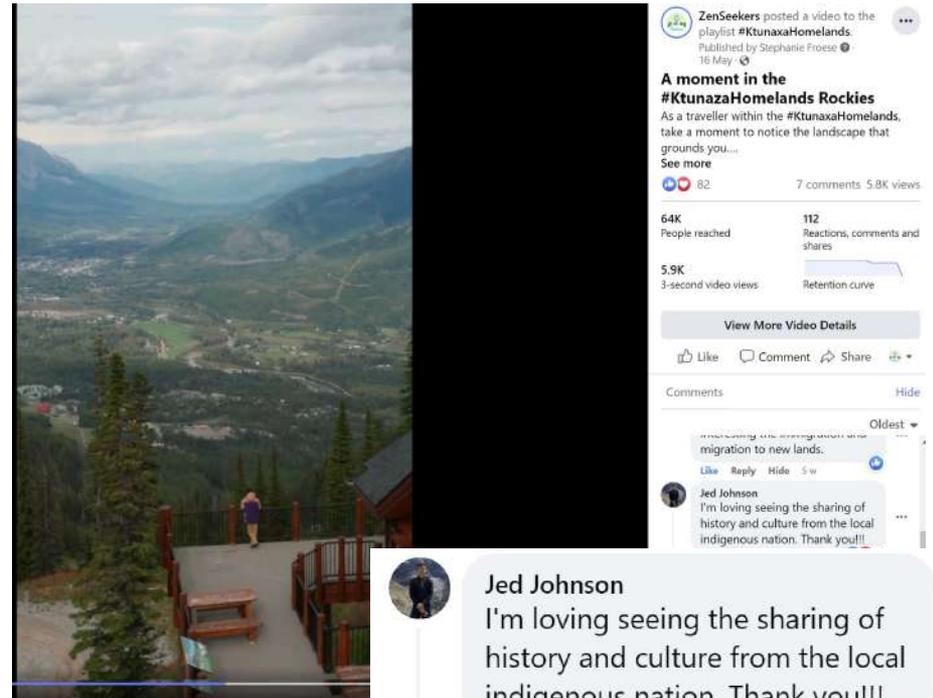
Comments Hide

Oldest

Dan Madden Yes I was there 2 weeks ago

This Way to the Hoodoos

Love Reply Hide 6 w Edited



ZenSeekers posted a video to the playlist #KtunaxaHomelands. Published by Stephanie Froese · 16 May ·

A moment in the #KtunaxaHomelands Rockies

As a traveller within the #KtunaxaHomelands, take a moment to notice the landscape that grounds you...

See more

👍❤️ 82 7 comments 5.8K views

64K People reached 112 Reactions, comments and shares

5.9K 3-second video views Retention curve

View More Video Details

👍 Like 💬 Comment ➦ Share 🌐

Comments Hide

Oldest

migration to new lands.

Like Reply Hide 5 w

Jed Johnson I'm loving seeing the sharing of history and culture from the local indigenous nation. Thank you!!!



Julie Stekman Adventure through the Ktunaxa Hoodoos! Rippin Bill Muffler

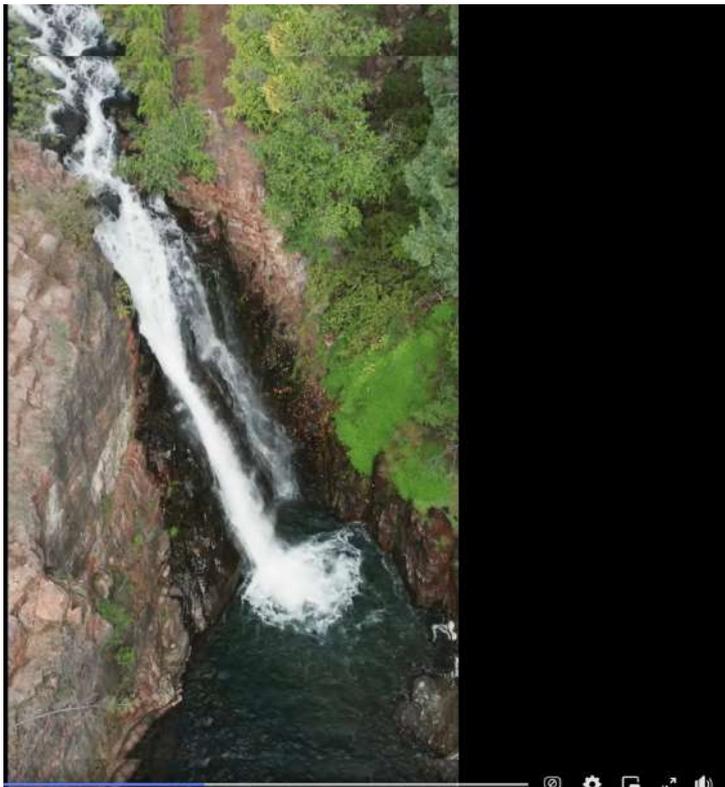
Like Reply 2 w



Jed Johnson I'm loving seeing the sharing of history and culture from the local indigenous nation. Thank you!!!

Love Reply Hide 4 w

Social Media Buzz



ZenSeekers posted a video to the playlist #KtunaxaHomelands.
Published by Stephanie Froese · 18 May ·

A moment on the waters of the #KtunaxaHomelands

In the #KtunaxaHomelands, each lake, river, and waterfall trace their origins back to a massive water...

See more

201 Reactions · 5 comments · 15K views

62.9K People reached · 288 Reactions, comments and shares

15.5K 3-second video views · Retention curve

View More Video Details

Like Comment Share

Comments Hide

Oldest

Vince Stambolic · Beki Jac ·

Like Reply Hide 5 w

Comment as ZenSeek... ·



Kristen Whitehead

Brett Casnaw Saige Francis Naya A. Jimmy Melissa Vitaliano Robert Alexander recharge in our beautiful Ktunaxa waters. 🌞

Like Reply 2 w



3



Tracey Halladay

I'm looking forward to exploring more trails around Fernie. Brandi Dustin How about you?

Like Reply 2 w



Social Media Buzz



ZenSeekers posted a video to the playlist #KtunaxaHomelands. Published by Stephanie Froese · 6 May

Recharge in the waters of the #KtunaxaHomelands

The 2nd in the #KtunaxaHomelands series takes us to the water

Fr...

See more

47

7 comments 3.9K views

19.8K People reached

80 Reactions, comments and shares

3.9K 3-second video views

Retention curve

View More Video Details

Like Comment Share

Comments Hide

Oldest
connected. I will definitely be thinking about the Yawunik chase next chance I get to go out on a kayak.

Like Reply Hide 8 w

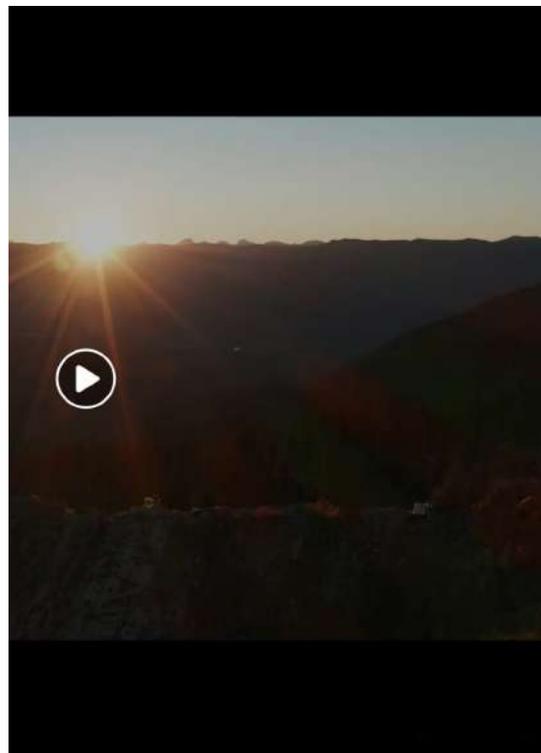
Jeremy Derksen
Such a gorgeous area! It's been too long since I last visited.

Like Reply Hide 8 w

Chris Wheeler Media
Unreal landscape!!!

Love Reply Hide 8 w

Comment as ZenSeek...



ZenSeekers posted a video to the playlist #KtunaxaHomelands. Published by Stephanie Froese · 4 May

Hike and connect to the #KtunaxaHomelands Rockies

NEW SERIES PREMIERE The Ktunaxa Nation welcomes us to connect to the #KtunaxaHomelands creation s...

See more

28

7 comments 3.1K views

15.5K People reached

70 Reactions, comments and shares

2.2K 3-second video views

Retention curve

View More Video Details

Like Comment Share

Comments Hide

Oldest
image and story elements coming together. I have been soooooo excited for this series. I already loved the Rockies, but now I have a deeper connection to my why. #KtunaxaHomelands!

Like Reply Hide 8 w

Justin Ellis
Kevin Wirtanen

Love Reply Hide 8 w

Andrew Jensen
Renee Simard

Comment as ZenSeek...

Social Media Buzz Giveaway

A giveaway with St Eugene Resort was held June 14 - June 22 to further engage the #KtunaxaHomelands audience. There were 499 entries where social media users shared specific experiences in the #KtunaxaHomelands they were interested in with their friends.

St. Eugene Golf Resort & Casino
14 June at 15:48

ZenSeekers
Paid partnership · 14 June at 08:34 · Cranbrook

Win a resort stay and golf experience for two in the #KtunaxaHomelands. St. Eugene Resort is proudly owned by the Ktunaxa Nation & Shuswap Indian Band and located in the southern Rockies on the traditional territory of Ktunaxa Nation... See more — with St. Eugene Golf Resort & Casino at St. Eugene Golf Resort & Casino.

Golf & Stay GIVEAWAY #KtunaxaHomelands

KTUNAXA NATION

89 comments 31 shares

Jan Leeuw
The Ktunaxa Hoodoos would be terrific to see #KtunaxaHomelands
Like Reply 2 w

Nancy Nylund
Bill Gauthier connect to mountains #KtunaxaHomelands

Sara Evans
Hard choice but I would choose Recharge by the Water.
Tim Bertram
Jeanine Nesbitt
Jacob E-p
Huxley Evans Bertram
Sara Amelia
Like Reply 2 w

Phyllis Ortynski
Jill Ortynski Cheryl Miller Jennifer Gold. Adventure through the Ktunaxa Hoodoos would be my first choice but I would enjoy all the adventures
Like Reply Page responded privately 2 w

Cheryl Miller
Phyllis Ortynski I agree hoodoos!
Like Reply 2 w

Social Media Buzz - Locations

Interactions with the #KtunaxaHomelands hashtag and campaign posts were highest in British Columbia as well as these cities/regions (listed as to where we saw the greatest response):

- Vancouver
- Victoria
- Calgary
- Edmonton
- Ottawa
- Cranbrook
- Quebec
- Hamilton
- Kimberley
- Fernie
- Kelowna

METRIC TOTALS

- **6789** Total reads ZenSeekers.com, FestivalSeekers.com (3000 forecasted)
- **1,547** total click throughs sent to partners websites (900 forecasted)
- **838,100** total impressions from social media campaign (90,000 forecasted)
- **60,997** total engagements from ZenSeekers social media campaign
- **2,280,000** total impressions from #KtunaxaHomelands hashtag
- **111,464** total estimated engagements with #KtunaxaHomelands hashtag

Stats from May 1 - July 1, 2022

Mentorship

Outside of the #Ktunaxahomelands content production and content marketing efforts in the campaign, the project was able to leave an even greater legacy/asset. That being, a Ktunaxa citizen being mentored in the art of operating a sustainable content generation business.



We are thrilled to hear that Eldon Stanley has now become a significant part to Ktunaxa's communications team, and who will be an asset for the nation for years to come in their branding efforts.

For a look at his curriculum delivered over the four month mentorship, please view this slide deck

<https://docs.google.com/presentation/d/1AJt0rmJol2s9Est5ZaT4676skc4RAguWDrsgfTzQrA/edit?usp=sharing>

This mentorship included Eldon's participation in the 2021 Indigenous Tourism Alberta conference at Seekers expense to grow his industry understanding & connections.

Network Activation

Ktunaxa local activation

14 Ktunaxa citizens were engaged in this project, in front of the cameras as talent, you will find this talent database here:

<https://docs.google.com/spreadsheets/d/1s-7yjwYf8533SSJyHtQecPUs7rUvlsRaPs5L7cfh3TI/edit?usp=sharing>

Ktunaxa Homelands ecosystem activation

Over 125 DMO's, associations and creative professionals were invited to participate in this campaign. You will find that database here:

<https://docs.google.com/spreadsheets/d/15B6KuH2rBjPFnXJSFwJNjbludw5OKnakSbgkXbX6fps/edit?usp=sharing>

#Ktunaxahomelands project debrief

Lessons and learnings

Post the project's delivery, a project debrief was completed

You will find that here:

<https://docs.google.com/document/d/1atMHKwUfP6ErhoBefk4UfAoqN5nfqFnvEEYvVlyH984/edit?usp=sharing>

#Ktunaxahomelands project debrief

Lessons and learnings

Key Learnings from the campaign - as included DBC's final report -

(updated as final once collective approves and/or adds their feedback - 07/28):

- 1) We learned there is no line between the person and the land. That the land and the people are one. There is no need to clutter the camera view with people "doing things" - rather the feature of the campaign was on #Ktunaxahomelands; including the Rockies, focus on the waterways, and on the Ktunaxa Hoodoos.
****key learning on the power of place, and power of place in the people - we make our living promoting a community, this challenged us to really consider the land of where those activities take place within and challenged us to think about how this place got here.*
- 2) This campaign supported more Ktunaxa seeing themselves again on their land, renewing the connection to place, #Ktunaxahomelands.
- 3) We learned that other DMO's from across the Ktunaxa homelands (Radium Hot Springs, Golden, Castlegar, Creston and Nelson) are eager for these types of partnerships showcasing sense of place from Ktunaxa's perspective. Next to direct DBC co-op partners, Ktunaxa Council approved content that was shared with all partners allowing these organizations to present Ktunaxa perspective on their websites and on their social channels. We learned about content leveraging.

#Ktunaxahomelands project debrief

Lessons and learnings

Cont'd, key campaign lessons - DBC's final report

- 4) We learned that providing a mentorship relationship within a co-op can generate dividends that don't come across in a spreadsheet. Eldon Stanley, the Ktunaxa youth who was mentored in this project with funding from the CBT built a new kind of legacy: a trained Ktunaxa citizen, skilled in the art of creating a sustainable content generation business. Stanley is now a huge asset for Ktunaxa's own internal communications team @KtunaxaNation further crafting his skills in digital media. For a look at the curriculum developed please visit this Google Sheets presentation – it captures the one-on-one discussions between the mentors and mentee
https://docs.google.com/presentation/d/1AJt0rmJol2s9Est5ZaT4676skc4RAguWDrs_gfTzQrA/edit?usp=sharing

#Ktunaxahomelands project debrief

Lessons and learnings

Key Learnings from the campaign - as taken from DBC's final report

5) We learned, we as western society, need to listen more

6) We learned that western deadlines are not always applicable for projects of this scope - "should we get a mic rigged up on a hockey stick at the border with a few lawn chairs"...this was a serious conversation at one point within pre-production meetings.

7) The pace western society pushes, always expecting return or a tangible spreadsheet result. How does a marketing project like this calculate and consider gross happiness index for the population, those locally who witnessed the campaign?

#Ktunaxahomelands project debrief

Lessons and learnings

Key Learnings from the campaign - as taken from DBC's final report

8) We learned that continued learning about Ktunaxa and efforts supporting their rise in the visitor economy will pay dividends far beyond any final report spreadsheet. Partnerships like this can transcend decades through powerful moments that lay the groundwork for the future.

That future is full of riches that locals and visitors from around the world will experience when visiting and spending time within #Ktunaxahomelands, a place where travellers can grow and become better people.

#Ktunaxahomelands project debrief

Lessons and learnings

Key Learnings from the campaign - as taken from DBC's final report

9) The project could be a future panel presentation on:

^approach arrival

^production during COVID

^working collectively towards positive impacts that support tourism development in communities who have yet to experience how tourism can support economic goals.

^who really is the subject - the importance to understand a place and “really, truly arrive”;
sense of place.

HUYAS!

Any questions?

Jim@Seekers-Media.com

780.983.9913

