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March 20, 2017

Purpose: Next Door/Social Media Activity/Video Stats for Feb. 25, 2017 – March 17, 2017

Background: Board has requested a summary of comments and activity across all Tahoe Donner social media platforms and on NextDoor.com as an additional way to stay abreast of emerging issues among membership.

Discussion:

NextDoor:

- There has been no negative chatter on Nextdoor. Most threads are about snow removal services, either for driveways or decks and roofs, cable and satellite recommendations for internet.
- Post from 3/14 about deck expansion/building.
 - A few comments mentioning going to ASO for approval. May have a lot of traffic with that this summer after this winter.
- Post from 3/11 about a home burglary; member was just letting people know about it.
 - People offered their own experience with it and what they do to prevent it.
 - We may want to get on this and share some security tips for leaving your house for long periods of time.
- Tahoe Donner post 3/6, "Recap of 2/25 board meeting now available" 1 thank you.

Facebook:

- Nothing to report.

Instagram:

- Nothing to report.

Twitter:

- Nothing to report.

Monitoring and Responding:

On a daily basis, we search Tahoe Donner hash-tags and keywords across all social media handles, in addition to monitoring Google Alerts and Nextdoor.com discussion threads. The marketing team responds as appropriate across the following channels:

- Tahoe Donner website via featured blog posts and home page sliders
- E-Blasts as regularly scheduled and special circumstances like storm-related alerts

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- In Nextdoor.com including links to helpful resources and more information
- Twitter, Facebook, Yelp as necessary
 - Direct messages to user accounts as warranted

We will report out accordingly if any emerging issues or discussion ensues.

Board Meeting Video Stats:

Board Meeting Video Recording Stats								
Board Meeting Date	Record Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
February 25, 2017 Vimeo	Feb. 25	8	:58	19	78%	38.12%	4	0
Truckee Fire Protection	Jan. 28	113	2:36	81	83%	64.06%	64.1	7
January 28, 2017 Vimeo	Jan. 28	19	1:43	3	0%	22.22%	14	1
January 28, 2017 Skype	Jan. 28	NA	NA	NA	NA	NA	17	NA
12/17/2016 Skype	Dec. 17	NA	NA	NA	NA	NA	51	NA
November 12, 2016	Nov 12	194	3:57	100	76%	61.65%	1	0
October 7, 2016	Oct 7	49	4:06	10	70%	55.93%	24	5
September 28, 2016	Sep 28	24	3:50	2	100%	57.69%	21	5
September 3, 2016	Sep 3	101	2:07	29	79.31%	64.17%	17	1
July 23, 2016 Part I & 2	July 23	128	1:58	18	50%	38.31%	5	0
June 26, 2016	June 26	174	2:31	90	83.33%	58.25%	4	0

Term Key:

Unique Pageviews: The number of sessions during which the specified page was viewed at least once. A unique pageview is counted for each *page URL + page Title* combination.

Av. Time on Page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

Entrances: The number of times visitors entered your site through a specified page or set of pages.

Bounce Rate: The percentage of single-page visits (i.e. visits in which the person left your site from the entrance page without interacting with the page).

Exit Rate: Is the (number of exits) / (number of pageviews) for the page or set of pages. It indicates how often users exit from that page or set of pages when they view the page(s).

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Next Board Meeting Date: April 22, 2017

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General Manager Approval to Place on the Agenda: