

# INFORMATION



**September 18, 2018**

**Purpose:** Next Door/Social Media Activity/Video Stats Aug. 4 through Sept. 19, 2018.

**Background:** The 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.

## **Top NextDoor Posts:**

Posts were focused on STR and private property rules, fire ban and fire safety, and the event tent at The Lodge.

- Sept. 3: Tahoe Donner Covenants Rules Violations Statistics
  - Member sharing stats from tahoedonner.com about STR covenants rules violations.
  - 160 comments. 51 unique.
- Aug 28: Short-Term Rental (STR) Informational Meeting Scheduled Aug. 30
  - A TD post announcing STR meeting with member invitation. Member comment had some questions and wanted to ensure his submitted comments were heard and addressed.
  - 6 comments. 3 unique.
- Aug. 26: Board Meeting re: STRs
  - Comment surprised that majority of the member comments were against proposed rules.
  - 36 comments. 14 unique.
- Aug. 16: Food for Thought on STR
  - A homeowner asking the question if other renters are doing enough to educate and inform their tenants on policy and rules, etc.
  - 30 comments. 22 unique.
- Aug. 15: The “R” Word, as in “Rentals”
  - Member post providing a suggested solution to the STR party houses.
  - 15 comments. 9 unique.
- Aug. 9: New Short-Term Rental and Private Property Rules that May Impact Tahoe Donner Homeowners.
  - 127 comments. 29 Unique.
- Aug. 9: Special Alert: Fire Ban for All Tahoe Donner Owners, Renters and Guests.
  - A TD post announcing the Fire Ban and action steps to take.
  - 25 comments. 20 unique.
- Aug. 4: The Tent

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- A complaint about the event tent at The Lodge. Mixed responses and opinions on the topic.
- 75 comments. 38 unique.

## **Tahoe Donner Posts:**

- Sept. 18: Join us for the Next Regular Board Meeting Scheduled for Sept. 22
- Sept. 18: Craft Beer Pairing Dinner with Deschutes Brewery
- Sept. 15: Be Prepared. Know Your Evacuation Route + Other Resources
- Sept. 13: Edi-Bol Features the Shrimp Burrito Bowl Tonight at Alder Creek Café
- Sept. 13: Architectural Standards Task Force Discussion Group this Sat. Sept 15
- Sept. 12: New Flashvote Survey is Now Available
- Sept. 11: How to Make a TD Covenants Complaint
- Sept 10: Town of Truckee Slurry Sealing Update
- Sept. 7: Important Covenants Rule Additions Regarding Private Property
- Sept. 7: Free Shuttle to/from Truckee 25<sup>th</sup> Anniversary Party
- Sept. 6: Edi-Bol Dinner Series Starts Tonight at Alder Creek Café
- Sept. 6: 2018/19 Winter Season Ski Passes on Sale Now
- Sept. 4: The Architectural Standards Office (ASO) Accepting Walk-ins
- Sept. 1: Wild West Fest Almost Sold Out. Please Purchase Your Tickets Online.
- Aug. 31: Watch the Aug. 24 Board of Directors Special Meeting with Timestamps
- Aug. 31: Annual Tahoe Donner Photo Contest. Win \$50 to The Lodge Restaurant
- Aug. 29: Nature Loop Trail Update
- Aug. 28: Paving and Draining Project + Slurry Sealing Update
- Aug. 28: Short Term Rental (STR) Informational Meeting
- Aug. 27: TD Architectural Standards Task Force Discussion
- Aug. 24: Watch the Aug. 18 Board of Directors Meeting
- Aug. 24: FUN DAYZ Kids Camps
- Aug. 23: Advisory: EFFECTIVE IMMEDIATELY: All Outdoor Fires (campfires) Banned for the Remainder of the Fire Season
- Aug. 23: Short-Term Rental Info Meeting
- Aug. 21: A Special Board Meeting is Scheduled for Friday, Aug. 24
- Aug. 20: Mark Your Calendars for Wild West Fest
- Aug. 15: Catch the Next Board Meeting this Saturday, Aug. 18
- Aug. 14: Aug. 18 Board meeting Change: STR and Private Property Rules

## **Facebook, Instagram, Twitter:**

- All sentiment was positive or neutral.

## **Monitoring and Responding:**

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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
- 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.

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## Board Meeting Video Recording Stats

Board Meeting Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
Sept. 14 Special Board Meeting	6	5:31	0	0%	14%	5	0
Aug. 24, 2018 Special Board Meeting Pt 1+2	84	6:20	41	76%	64%	138	29
Aug. 18, 2018 Regular Board Meeting	108	5:05	63	76%	61%	135	5
Aug. 9, 2018 Special Board Meeting	28	4:25	2	0%	20%	6	1
July 21, 2018   Part I and II	76	2:46	50	86%	74%	65	14
June 26, 2018	14	1:04	1	0%	25%	15	1
June 24, 2018 - Org. Board Meeting	43	3:13	8	0%	36%	40	0
June 24, 2018 - Meeting of Members	19	3:55	2	0%	38%	26	4
June 22, 2018	71	2:38	16	0%	38%	66	1
Board Elections Candidates Night	439	2:04	165	61%	34%	313	15
May 26, 2018	38	2:23	3	0%	44%	45	3
April 28, 2018	80	3:22	19	84%	51%	72	6
March 30, 2018	78	1:19	12	25%	24%	23	3
March 24, 2018	12	3:01	3	100%	40%	63	8
Feb. 24, 2018	9	3:56	1	100%	22.20%	71	1
Jan. 27, 2018	27	:51	10	70%	55%	239	10
Dec. 16, 2017	21	8:57	3	667%	52%	107	3
Nov. 18, 2017	37	4:22	5	80%	64.00%	43	0
Oct. 28, 2017 Vimeo	27	6:39	5	60%	65%	68	7
Oct. 19, 2017 Vimeo	3	0:08	0	0%	0%	3	0
Sept. 23, 2017 Vimeo	13	5:21	3	33%	37%	74	1
Sept 14, 2017 Vimeo	1	0	1	100%	100%	54	0
Sept. 2, 2017 Vimeo	114	5:41	76	76%	64%	263	15
July 29, 2017 Vimeo	10	3:08	0	0%	27.78%	66	15
June 25, 2017 - Vimeo	8	1:06	5	100%	89%	26	4
June 25, 2017 Vimeo	3	0:08	0	0%	67%	12	3
June 23, 2017 Vimeo	0	0:00	0	0%	0%	8	1
May 20, 2107 Vimeo	47	4:51	15	80%	44%	46	5
April 22, 2017 Vimeo	NA	NA	NA	NA	NA	5	5
March 25, 2017 Vimeo	5	7:19	2	50%	40%	29	1
February 25, 2017 Vimeo	32	6:00	22	78%	38%	15	3
Feb 16, 2017 Vimeo	11	2:59	0	0%	14%	12	1

### 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.

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- 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: September 22, 2018