

# INFORMATION



October 19, 2018

**Purpose:** Next Door/Social Media Activity/Video Stats Sept. 19 through Oct. 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.

- Oct. 6: Hunter on Glacier View Trail
  - Reporting hunters and a kill on Glacier View Trail. A lot of comments on poaching and legality of discharging firearms in the city limits.
  - 72 comments. 38 unique.
- Sept. 28: Replacement of Board Member
  - Suggesting it logical for the Board to pick the top vote getter
  - 58 comments. 23 unique.
- Sept. 22: Watch the Sept. 22 Board Meeting
  - Comments about activity that took place at the meeting.
  - 20 comments. 7 unique.
- Sept. 22: STR New UNOFFICIAL Thread Summarizing Status
  - A member summarizing the current status and STR proposal
  - 55 comments. 10 unique.

## Tahoe Donner Posts:

- Oct. 19: Tahoe Donner Winter Job Fair Sat. November 3
- Oct. 19: Next Edi-Bol Night Thursday, Oct. 25
- Get Involved: Tahoe Donner Committees Seeking Members
- Oct. 17: Updated Date: Covered Hot Tub at Trout Creek to Reopen on Nov. 17
- Oct. 11: Join Us for Community Soup Night at Alder Creek Café
- Oct. 10: Chipping Program Ends this Friday, Oct. 12
- Oct. 10: Your Feedback Matters: Tahoe Donner Summer Operations Survey
- Oct. 4: October Special Board Meeting Moved to Oct. 19
- Oct. 4: Edi-Bol Dinner Series Continues at Alder Creek Café
- Oct. 3: Tahoe Donner's 9<sup>th</sup> Annual Fall Festival is Fast Approaching
- Sept. 28: Restriping Trout Creek Recreation Center Parking Lot
- Sept. 27: Edi-Bol Tonight Features the Wild Mushroom Risotto Bowl

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- Sept. 27: Tahoe Donner Special Announcement
- Sept. 25: Watch the September 22, 2018 Board of Directors Meeting
- Sept. 22: Join Us Tonight for a Delicious Beer Pairing Dinner
- Sept. 20: Edi-Bol Tonight Features the Ahi Poki Bowl at Alder Creek Café
- Sept. 19: Watch the Sept. 14 2018 Special Board Meeting with Timestamps

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

- We experienced some negative sentiment on Nextdoor, Facebook and Instagram about charging money at this year's Fall Festival. Tahoe Donner provided a thoughtful response and explanation about the implementation of a new format that charges a comparable cost up front with access to all activities versus standing in line to purchase tickets for individual activities. Some online users came to Tahoe Donner's defense saying that this should provide a better user experience for members with less people and shorter lines.

## **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
- 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
Oct. 19, 2018 Special Board Meeting	2	1:30	NA Yet	0%	0%	NA	NA Yet
Sept. 22, 2018 Regular Board Meeting	313	7:16	197	78%	72%	537	36
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

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## 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).

Prepared By: Derek Moore, Marketing Engagement Lead

Presented By: Christina Scwhartz, Director of Marketing and Member Services.

Next Board Meeting Date: October, 27, 2018