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November 14, 2018

Purpose: Next Door/Social Media Activity/Video Stats Oct. 20 through Nov. 14, 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:

The following posts received a fair amount of discussion related to fire safety, resort vs non-resort topic, motorized vehicles on TD trails and the best use of capital projects.

- Nov. 11: Fires, Trees & Power Lines
 - Concern about entwined trees and branches with power lines in Tahoe Donner and potential risk to fire hazard.
 - 29 comments: 23 unique
- Nov. 6: Article in TD in San Jose Merc.
 - The post shares a recent article written on Tahoe Donner in The Mercury News on Nov. 4. Sparked comments related to resort vs non-resort debate.
 - 44 comments. 12 unique
- Nov. 2: Dirt Bike Rider
 - Picture and post reporting a moto rider on hiking/biking trail behind Wolfgang going fast.
 - 26 comments: 14 unique
- Oct. 21: More DHS Snowmaking or Trout Creek Pool Expansion
 - Post positioning the importance of the reducing overcrowding at Trout Creek over the need for additional snowmaking.
 - 49 comments. 16 unique

Tahoe Donner Posts:

- Nov. 14: Join us for next regular scheduled board meeting on Nov. 17
- Nov. 8: The covered spa reopened this morning at Trout Creek Rec. Center
- Nov. 7: Celebrating week 10 of the Edi-bol dinner series tonight
- Nov. 8: Applications now being accepted for current board vacancy
- Nov. 1: Edi-bol dinner series tonight featurest the carne asada burrito bowl
- Nov. 1: Prescribed fire north of Truckee
- Oct. 31: Vote TDXC for USA Today Reader's Choice Nomination
- Oct. 30: Watch the Oct. 27 Board of Directors Meeting

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- Oct. 25: Join the next downhill ski resort discussion group
- Oct. 22: Join us for the next regular board meeting this Saturday Oct. 27

Facebook, Instagram, Twitter:

- All comments and engagements have been positive or neutral during this period.

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. 27, 2018 Board Meeting	117	4:53	55	89%	75%	140	2
Oct. 19, 2018 Special Board Meeting	2	1:30	2	50%	50%	28	7
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

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).

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- 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: November 17, 2018