

# INFORMATION



February 20, 2019

**Purpose:** Next Door/Social Media Activity/Video Stats January 18 through February 20, 2019.

**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 STR rules and HOA policy on business advertising.

Feb 9: Two Page Summary for STR Renters.

- Expressed concerns related to inconsistencies in the STR Rental Guide.
- 103 comments. 10 unique. 10 likes.

Feb 11: STR Registration Indemnification Clause – Help Interpreting.

- Confusion understanding the STR registration.
- 5 comments. 4 unique. 5 likes.

Feb 8: Updated Covenants Complaints.

- Increase in noxious activities and complaints.
- 32 comments. 7 unique. 2 likes.

Jan 28: TD HOA Banning PM Advertising

- Rules related to advertising local vacation rental company on home's bear box.
- 99 comments. 24 unique. 20 likes.

Feb. 7: Update Regarding Challenge to TDA STR Rules and Amended Private Property Rules.

- Post about STR rules and amended private property rules invalid and unenforceable.
- 17 comments. 6 unique. 13 likes.

## **Tahoe Donner Posted Topics Since Jan. 18**

Due to Nextdoor recently limiting Tahoe Donner's account, this history is not available to us at this time.

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

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

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## **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
Jan. 26, 2019	79	7:05	23	87%	64%	59	2
Jan. 9, 2019	96	5:30	35	94%	73%	75	1
Dec. 15, 2018	87	5:41	20	68%	55%	69	3
Nov. 17, 2018	44	8:10	21	86%	71%	55	3
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
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
Truckee Fire Protection	113	2:36	81	83%	64%	64	7
January 28, 2017 Vimeo	19	1:43	3	0%	22%	30	1

**Term Key:**

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- 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: February 23, 2019