

INFORMATION



February 20, 2017

Purpose: Social Media Activity Jan. 27, 2017 to Feb. 20, 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.
 - We have not posted or responded to any of these issues.
- Additional NextDoor posts by Tahoe Donner:
 - Feb. 3, created a post “Truckee Fire Protection District Presents to TDA Board” with a link to the video of the presentation.
 - Feb. 19, created a post “ In-Bounds Avalanche at Tahoe Donner Cross Country Ski Area” updating members about the slide. 38 people thanked us, no comments.
- In response to our post regarding the Fire Chief’s presentation to the board, one member responded that he had completed the first CERT (Community Emergency Response Team) training and recommended it highly.
 - Information regarding this training was featured in our January Tahoe Donner News.
- There was a post by a member who had a lost dog. Some commented on how Tahoe Donner staff needs to continually remind members of our dog leash policy. There was also a compliment to our Trout Creek staff who helped look after the dog while the owners were being located. We periodically communicate dog leash information and will continue to keep it on our list of topics.
- Feb. 12: A member posted a link to the survey that was conducted by the Town of Truckee regarding cannabis cultivation and usage in Truckee.
 - We included this information and a link to the Town of Truckee survey in our February 15 Weekly News e-blast.
 - A larger story with additional information on how Proposition 64 affects Tahoe Donner homeowners will appear in the March Tahoe Donner News magazine.
 - Further discussion followed on the post regarding details, regulations, etc., and members urged others to educate themselves.
- Multiple posts regarding deck and roof snow load collapses and warnings.

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- We shared advisories regarding clearing roofs and decks in multiple member e-blasts: Jan. 23, Jan. 30, Feb. 13, and Feb. 20.
- Multiple posts regarding power outage and Sudden Link down on Feb. 10.
 - Tahoe Donner kept Northwoods Clubhouse open after hours to accommodate those who needed to charge devices, warm up, etc
- Mentions of pet waste and requesting we inform homeowners to pick up after their dogs.
- Request to publish information on speeding in every issue of TD News.
 - Note we reported on the pet waste topic in TD News last summer, speeding was address in Sept/Oct issues. We are communicating about pet waste in our e-blast scheduled for Wednesday, February 22nd.

Facebook:

- Feb. 18 – Truckee Tahoe Community Television posted about the avalanche at TDXC:
 - *3:29pm - Nevada County Search and Rescue, Truckee Fire, and CHP are on scene at Tahoe Donner XC Ski area. Incident Commander can provide no further details at this time.*
 - *4:55pm - Report of an avalanche brought Nevada County Sheriff's Search and Rescue, Truckee Fire and CHP to Tahoe Donner Alder Creek XC ski area. As of 4pm, there were no persons involved in the incident. #nevadacountysheriff #KTVN [The Weather Channel](#) #YubaNet*

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
- 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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The video stats for the Truckee Fire Protection District video on Jan. 28 are from Vimeo. It has not been added to tahoedonner.com, therefore we don't have stats provided by Google Analytics.

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
Truckee Fire Protection	Jan. 28	NA	NA	NA	NA	51.00%	31	6
1/28/2017 Vimeo	Jan. 28	19	1:13	3	0%	15.79%	12	1
1/28/2017 Skype	Jan. 28	NA	NA	NA	NA	NA	17	
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).

Prepared By: Brinn Talbot, Director of Marketing and Member Services

Next Board Meeting Date: February 25, 2017

General Manager Approval to Place on the Agenda: