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April 17, 2017

Purpose: Next Door/Social Media Activity/Video Stats for Mar. 25, 2017 – Apr. 17, 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:

- Post from 4/3 about renters and “off-the-hill” folks not picking up dog waste.
 - Responses saying it’s not just second homeowners or vacation renters not picking up after their dogs.
 - Could be more discussion as snow melts.
 - We included a reminder on the dog waste topic in our 3/1 e-blast as well as several cross-country e-blasts this ski season, specific to dog trails at Tahoe Donner Cross Country. Will plan to include periodical reminders in the magazine.
- Post from 3/25 about bears getting into trash enclosures.
 - One comment says they are notifying TD management about not locking enclosures correctly.
 - Reminder planned for May TD News that bear activity picks up in the spring and to properly dispose of trash and to either pick up our rack card or go to our website for bear tips.

Facebook:

- Private message on 4/16. “Why did the maintenance crew choose Easter Sunday morning before 9am to noisily clear the trailer and boat storage lot?”
- Comments to a post on 4/15.
 - “Why does Tahoe Donner shut down the skiing when there is snow everywhere? Why not stay open on Friday, Saturday, and Sunday.....make some money in this epic snow year. Doesn't make any sense. Maybe the ever growing yearly HOA fee could go down or remain the same.”
 - “No question there is still a lot of snow in TD. To keep open the downhill area may not make sense, this is certainly different for the XC area and it would be great to keep this one open as long as there is enough snow. A few years back the season ended in January which was a poor record.”
- Comment to a post on 4/13. “One simple question: As there is no sharing with the horse set up anymore why can the cross country center not stay open as long as conditions

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allow maybe just to keep the upper trails groomed? This year is a gift of nature so let's enjoy it as long as possible.”

Note: Tahoe Donner provided appropriate responses regarding staffing shortages and preparation for opening summer amenities; no further complaints.

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.

Board Meeting Video Stats:

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
March 25, 2017 Vimeo	25-Mar	5	7:19	2	50%	40%	29	1
February 25, 2017 Vimeo	Feb. 25	32	6:00	22	78%	38.12%	15	3
Feb 16, 2017 Vimeo	Feb. 16	11	2:59	0	0%	14.29%	12	1
Truckee Fire Protection	Jan. 28	113	2:36	81	83%	64.06%	64	7
January 28, 2017 Vimeo	Jan. 28	19	1:43	3	0%	22.22%	30	1
January 28, 2017 Skype	Jan. 28	NA	NA	NA	NA	NA	17	NA
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

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Board Meeting Video Stats (continued):

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 <i>page URL + page Title</i> 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
Presented By: Derek Moore, Interactive Media Coordinator

Next Board Meeting Date: April 22, 2017

General Manager Approval to Place on the Agenda: