

# INFORMATION



May 16, 2017

## **Purpose: Next Door/Social Media Activity/Video Stats for Apr. 22, 2017 – May. 16, 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.

### **NextDoor:**

- Post from April 23: Jeff Connors announcing his intent to run for the board.
  - Comments were positive for him.
- Post from April 22: Karla Axten warning community about insect/weed sprays and the dangers.
  - Several responses, mostly people saying that TD and Truckee do not spray.
  - Some people thought it would be good to bring up at the next board meeting.
- Post from April 19: More comments from the Lodge tent discussion.
  - More comments for it to be taken down and for others to run for the board.
- Post from April 20: More comments on Jennifer Jennings' post about board agenda for April 22 meeting.
  - Comments are about TDA needing more transparency re: board decisions and better communication.
- Post from April 21: Jules Ellingson letting the community know about deadline to run for the board.
  - Comments about who should run for the board and qualifications. Some back and forth between Courtney Murrell, Jeff Connors and Bruce Brody.
- Post from Aug. 30: More comments added to the post from George Bielous not wanting to pay \$500 as he had an old form stating fee was \$50 from before 2013.
- Post from April 26: Post from Pavel Bosin linking to an article about speeding.
  - A few comments saying there is speeding.
  - A few point to Chief McGill's presentation last year.
- Post from May 3: TD announcement of candidates for the board.
  - A few comments about certain candidates running.
- Post from May 4: TD sent invitation to attend special board meeting on May 13.
  - Steve McClure wanted Megan to send material to him and wanted to know if the meeting would be live streamed.
- Post from May 3: Courtney Murrell calling for all candidates and members not to get nasty about campaigning and the election.
- Post from May 7: Member posted about the SUP and kayak town hall meeting run by Miguel and Ali, saying they thought it was a good presentation.
  - A few comments wanting to know about what happened at the meeting. Most questions were answered by other members.
- Post from May 6: Jeff Connors outlining his focus as a candidate and bringing up the speeding issue.

# INFORMATION



- A lot of comments, mostly that there is too much speeding and that TD needs to act.
- People brought up the Police Chief's presentation to denounce and/or support the speeding claims.
- Post from May 11: Post from TD with links for supporting documents for the May 13 meeting.
- Post from May 11: Karla Axten wanted people to bring up the use of pesticides on the golf course.
  - Comments wanted her to clarify if she knew that the golf course was spraying before sounding alarms.
  - Members refuted that the golf course sprays pesticides, citing the Audubon Sanctuary Program that TD Golf abides by.
- Post from May 13: Member posted link to traffic enforcement in the area.
  - Members are excited to have more traffic enforcement in the area.
- Post from May 11: Jennifer Jennings posted about the May 13 special board meeting to let members know about it and to plan to attend.
  - Hot topic with most comments against the survey.
- Post from May 15: Member posted a link to the candidate statements page.
- Post from May 15: Member wants more transparency and TD communications.
  - Comments want more dialogue on NextDoor.
- Post from May 15: Jeff Connors posted about about the TD Housing task force meeting. Jeff wants more time and transparency before decisions are made.
  - Some back and forth between members if TD should be getting into into housing employees.
- Post from May 12: Ron Wulff describes his experience with traffic and speeding as a resident for 25 years.
  - Most comments believe that there is too much speeding in Tahoe Donner and that TDA should do something about it.

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

- No negative messages on the above social media channels.

## **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.

# INFORMATION



## 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

**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

**Presented By:** Derek Moore, Interactive Media Coordinator

**Next Board Meeting Date:** May 20, 2017