

INFORMATION



November 9, 2017

Purpose: Next Door/Social Media Activity/Video Stats for Oct. 24 through Nov. 9.

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.

Top NextDoor Posts:

- Nov. 7: Is TD an HOA or a Resort?
 - A post on allowing and marketing amenities for public use vs homeowners only.
 - 19 comments. 13 unique.
- Oct. 23: Is TD a FEMA-declared disaster area?
 - 12 comments. 10 unique.
- ASO did not notify me of construction on adjoining property
 - A complaint about a neighbor driveway allowed to be installed on common area.
 - 2 comments. 2 unique.
- Covenants Reminder for Member and Guests
 - Proposing friendly amendments. 1.) Nighttime walks/rides in the open space hiking/biking trails are not considered to be prohibited 2.) Turn off outside lights when not in use
 - 2 comments. 2 unique

Tahoe Donner Posts:

- Oct. 24: Nixle Advisory: Burn Ban Still in Effect. No Yard Burning Allowed.
- Oct. 25: Tahoe Donner Hosts Winter Job Fair on Nov. 4
- Nov. 1: In the Know: Drone Use is Prohibited in Tahoe Donner
- Nov. 3: Upcoming Task Force Committee Meetings

Facebook, Instagram, Twitter:

- All sentiment has been positive or neutral

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:



INFORMATION



- *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	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
Oct. 28, 2017 Vimeo	27	6:39	5	60%	656%	68	7
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 - Annual Membership Meeting - 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
January 28, 2017 Skype	NA	NA	NA	NA	NA	17	NA
12/17/2016 Skype	NA	NA	NA	NA	NA	51	NA
November 12, 2016	194	3:57	100	76%	62%	1	0
October 7, 2016	49	4:06	10	70%	56%	24	5
September 28, 2016	24	3:50	2	100%	58%	21	5
September 3, 2016	101	2:07	29	79%	64%	17	1
July 23, 2016 Part I & 2	128	1:58	18	50%	38%	5	0
June 26, 2016	174	2:31	90	83%	58%	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 <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: Derek Moore, Interactive Media Coordinator

Presented By: Christina Schwartz, Director of Marketing and Member Services

Next Board Meeting Date: November 18, 2017

