

INFORMATION



September 15, 2018

Purpose: Next Door/Social Media Activity/Video Stats for Sept. 3 – Sept. 15, 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.

Top NextDoor Posts:

- Sept. 12: Alder Creek Speed Limit 25 mph
 - Post about people driving too fast in Tahoe Donner.
 - 18 comments. 14 unique.
- Sept. 11: Creepy Guys on Wolfgang
 - 20 comments. 12 unique.
- Sept. 5: Sept. 2 Board Directors Meeting | Recorded Video Available.
 - Comments around the short term rental topic
 - 8 comments. All unique.
- Sept. 4: TD Trails Near Adventure Center
 - Mountain bike/trail etiquette
 - 46 comments. 21 unique.
- Sept. 2: Open Letter Board: Statistical Validity of the 2015 GPC Member Survey.
 - An indepth discussion on the what worked and didn't work/validity of the 2015 survey.
 - 14 comments. 11 unique.

Tahoe Donner Posts:

- Sept. 13: Seeking Member Volunrtters for Committee Involvement
- Sept. 12: Chipping Proram Update Week of Sept. 11
- Sept. 6: September Improvements and Repairs at TD
- Sept. 5: Sept. 2 Board of Directors Meeting | Recored Video is Available.
- Sept. 5: Chipping Program Update: Week of Sept. 4
- Sept. 1: Tahoe Donnner News Preview
- Aug. 30: Board of Directors Meeting this Saturday, Sept. 2
- Aug. 29: Truckee Schools Back in Session on Thursday, Aug. 31
- Aug. 29: Chipping Program Update Week Sept. 28
- Aug. 29: Another Productive Trail Day. Thank you.
- Aug. 28: Chipping Program Update



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Facebook, Instagram, Twitter:

- Sept. 1: Comment on Facebook
 - [Marcy Helm](#) Great newsletters. Don't remember seeing anything about the new NO PARKING signs at the trailhead for Euer Valley/ end of Alder Creek Rd past Adventure Center. Was very surprised to see them when we walked by there today. Was also alarmed when a person pulled over onto side of street into grasses with hot muffler - because only parking now is the side of the street. Fire danger, makes street narrow because cars were both sides of street. Concerned!
TD's response:
 - The no parking policy was implemented as a solution to the traffic and impact to residents at the end of the street. Other complaints included trash/dumping, noise, dog waste, etc. The Town of Truckee and Tahoe Donner management agree that Alder Creek Adventure Center is the best trailhead location for access to the trail system. This year the Town was delayed in painting and completing the signage install due to prioritization of town wide painting projects. Thank you for your understanding.

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 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
Sept. 2 - Board Meeting Vimeo	2-Sep	114	5:41	76	76.30%	64.05%	263	15
July 29, 2017 - Board Meeting - Vimeo	29-Jul	10	3:08	0	0	27.78%	66	6
June 25, 2017 - Annual Membership Meeting - Vimeo	26-Jun	8	1:06	5	100%	89%	26	4
June 25, 2017 - Board Meeting - Vimeo	25-Jun	3	0:08	0	0%	67%	12	3
June 23, 2017 Vimeo	23-Jun	0	0:00	0	0%	0%	8	1
May 20, 2107 Vimeo	20-May	47	4:51	15	80%	44%	46	5
April 22, 2017 Vimeo	22-Apr	NA	NA	NA	NA	NA	5	5
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%	15	3
Feb 16, 2017 Vimeo	Feb. 16	11	2:59	0	0%	14%	12	1
Truckee Fire Protection	Jan. 28	113	2:36	81	83%	64%	64	7
January 28, 2017 Vimeo	Jan. 28	19	1:43	3	0%	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%	62%	1	0
October 7, 2016	Oct 7	49	4:06	10	70%	56%	24	5
September 28, 2016	Sep 28	24	3:50	2	100%	58%	21	5
September 3, 2016	Sep 3	101	2:07	29	79.31%	64%	17	1
July 23, 2016 Part I & 2	July 23	128	1:58	18	50%	38%	5	0
June 26, 2016	June 26	174	2:31	90	83.33%	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).

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Board Meeting Date: September 23, 2017

