

INFORMATION



July 21, 2017

Purpose: Next Door/Social Media Activity/Video Stats for June 22, 2017 – July. 21, 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:

- July 21: Fires this morning
 - Pertaining to small fire in sauna at Trout Creek.
 - 2 comments.
- July 20: Board majority voting NO on TD's Future???
 - Member saying that the board is planning on voting no on TD's master plan and does not like it.
 - 10 comments.
- July 19: Renters versus leases
 - Post about not letting short term renters (AirBNB) use the amenities.
 - 19 Comments.
- July 19: Permit fees paid for new trails
 - Told that TD has paid \$250,000 or \$350,000 for trail permits.
 - 1 comment.
- July 16: Baby deer crossing signs
 - Post letting people know that 2 of the 3 signs posted on on Northwoods about deer crossing were torn down and the poster made new ones to put back up.
 - 15 comments.
- July 19: Outside Magazine article – Airbnb & VRBO issue in mountain towns
 - Post with article attached about Airbnb in mountain towns.
 - 5 comments.
- July 14: Serious threat to our neighborhoods
 - Post about short term renters ruining TD. Relates to overcrowding at amenities as well as inconsiderate Airbnb guests.
 - 59 comments
- July 18: DARIUS RE; B&B, Enforcements, Employee Housing
 - Post about owners “not on top of their short term tenants”. Relates to inconsiderate tenants as well as employee housing.
 - 1 comment.
- July 17: Bear Activity – Davos Drive
 - Post with a picture of a damaged bear box letting people know that is was a rental house.
 - Comments were about what to do and if there was a TD service to help with this.
 - 8 comments.
- July 17: Wood Chips – Tahoe Donner Forestry
 - Post wanting to know if forestry department is still offering free wood chips.
 - 5 comments.



INFORMATION



- July 17: Carpenter Valley guided hike, July 23 – Last chance!
 - Post giving away the last tickets to the hike and letting people know about it.
 - 8 comments.
- July 16: Paint filled wheelbarrows
 - Post with a picture of two paint filled wheelbarrows on the side of the road. Wants to know who to contact about them.
 - 4 comments.
- July 9: Upcoming TD Board Meeting
 - Jeff Connors posted about the changes to the upcoming board meeting.
 - 16 comments.
- June 28: Message sent to the board re the tent and new BOD direction.
 - Letter that a member sent to the board about their opposition to the tent at The Lodge. Heated discussion for and against.
 - 72 comments
- July 7: Trout Creek Rec Pool closed
 - Post about rec pool closed due to fecal issue and that the lap pool is being used for swimming in violation of TD Rules.
 - People wanting more adult swim time. Also issues with overcrowding.
 - 14 comments.
- July 7: Shout out to TD Forester
 - Thanking Bill Houdyschell for helping him with his yard.
 - 15 comments.
- July 7: Fire pits allowed in TD?
 - Wondering if fire pits are allowed and says they have tried to find out from TD unsuccessfully.
 - 9 comments.
- July 5: Deer crossing signage
 - Post urging to get temporary signage for deer crossings.
 - 33 comments.
- July 3: Drone
 - Post about a drone flying over a house.
 - TD responded on July 5.
 - 27 comments
- July 5: Northwoods – More intersections with STOP Signs
 - Wants to know if we can put more stop signs on Northwoods.
 - 11 comments.
- July 4: Gunshots?
 - Wondering if anyone else heard gunshots at 2:30 a.m. in the Pinnacle Loop area.
 - 12 comments.
- July 3: Dead Mama Deer
 - Member upset about a car hitting a deer and left it to die. Wants people to slow down while driving.
 - 69 comments.



INFORMATION



- July 5: Cyberbullying on Nextdoor
 - Post about being bullied on Nextdoor.
 - 1 comment.
- July 4: No Fireworks of any kind!
 - Post reminding everyone that fireworks are illegal in Truckee. Someone was lighting fireworks at 2:30 a.m. and poster was upset.
 - 4 comments.
- July 4: Vehicle driving on trail near Glacier Way trailhead after fireworks
 - Post with photo of license plate of car that was driving recklessly on the trail after the fireworks.
 - 3 comments.
- July 3: Fire safety/fireworks/what to do
 - Reminder of the rules with fireworks and what to do if you see them used illegally.
 - 3 comments.
- July 3: Safety information for fireworks, fire pits and fire safety: One Less Spark, One Less Wildfire (TD Post)
 - Post letting members know about fire safety in TD.
 - 1 comment.
- July 2: Fire Safety
 - Wondering what fire pit regulations are in TD.
 - 20 comments.
- June 27: In the name of transparency of openness – Post-election thoughts
 - Post about misleading info on Nextdoor during board election.
 - 36 comments.
- June 26: Traffic Enforcement Zones (Police Department post)
 - Letting people know of the zones.
 - 3 comments.

Tahoe Donner Posts:

- July 3: Safety Information for Fireworks, Fire Pits and Fire Safety: One Less Spark, One Less Wildfire.
 - 1 comment.
- July 5: Drone Use on Tahoe Donner Owned Property and Other Private Property.
 - 1 comment.
- July 14: CalFire RAWS Weather Station.
 - 0 comments.
- July 14: TD replied to “ New weather station on TD property near Glacier point access”.
- July 18: Winter Storm Damage: Forestry and Architectural Standards Update.
 - 2 comments.
- July 21: Small Contained Fire in Trout Creek Sauna.
 - 0 comments.



INFORMATION



Top Five Posts:

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 - 72 comments.
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 - Member upset about a car hitting a deer and left it to die. Wants people to slow down while driving.
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3. July 14: Serious threat to our neighborhoods
 - Post about short term renters ruining TD. Relates to overcrowding at amenities as well as inconsiderate Airbnb guests.
 - 59 comments
4. June 27: In the name of transparency of openness – Post-election thoughts
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 - 36 comments.
5. July 5: Deer crossing signage
 - Post urging to get temporary signage for deer crossings.
 - 33 comments.

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:

- 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
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).								

Prepared By: Gretchen Sproehle, Marketing Communications Manager

Presented By: Derek Moore, Interactive Media Coordinator

Board Meeting Date: July 29, 2017

General Manager Approval to place on Agenda: _____ **Date:** _____

