

# INFORMATION



August 29, 2017

## **Purpose: Next Door/Social Media Activity/Video Stats for July 22 – Sept. 2, 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:**

- Aug. 24: Noisy rentals in Tahoe Donner
  - Post about noise complaints stating rules and regulations need to be enforced.
  - 18 comments. 11 unique users
  - Will be addressing in Agenda Item XX. Communications team will also be revising communication materials and placement post outcome of the discussion.
- Aug. 21: Who Really Runs TD?
  - Post about GM salary and roles between the GM and Board
  - 36 comments. 12 unique users
- Aug. 14: Administrative Costs
  - Post asking about GM salary
  - 23 replies. 14 unique
- Aug. 16: 4<sup>th</sup> Dead Animal in 6 Weeks
  - Post looking for more community and town involvement including more stop signs
  - 51 comments. 20 unique users
  - Will be addressing in Agenda Item XXI.
- Aug. 3: TD's New Telescope
  - Post about the decision and cost to purchase a telescope for stargazing events in Tahoe Donner
  - 66 comments. 35 unique users
  - Communication materials were created to help educate members on the program. Member feedback was and is encouraged for future development of the program at:
- Aug 14: Parking at Marina
  - Post about limited parking and unused boat parking spaces
  - 23 comments. 12 unique users
  - GM to speak to this and address the Tahoe Donner Gold Course policy



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## **Tahoe Donner Posts:**

- Aug. 22: Chipping Program Update
- Aug. 17: Sign Up for Capital Projects Email Updates
- Aug. 7: This Week's Chipping Program Focus
- Aug. 2: July 29 Board Meeting Video Now Posted
- Aug. 1: Chipping and Other Forestry Updates
  - TD replied to a comment informing a homeowner about going to OneStop to register for a chipping permit.

## **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.

## **Board Meeting Video Stats:**



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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
July 29, 2017 - Board Meeting - Vimeo	29-Jul	10	3:08	0	0	27.78%	263	15
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

<b>Term Key:</b>
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:** Drew Deurlington, Lead Graphic Designer

**Board Meeting Date:** September 2, 2017

