

INFORMATION



January 18, 2018

Purpose: Next Door/Social Media Activity/Video Stats for Dec. 14 through Jan. 18.

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:

- Jan 8: Your Opinion Matters. Sign up with FlashVote!
 - Posted by TDA
 - A commenter didn't understand the terms and conditions
 - 7 comments. 3 unique.
- Jan 1: NYE Shuttle
 - A post about a bad user experience i.e. The TD shuttle taking 40 minutes.
 - 1 comment. Saying they had a great shuttle experience

Tahoe Donner Posts:

- Jan. 18: Business Speaks! For Tahoe Donner Business Owners
- Jan. 8: Your Opinion Matters. Sign up with FlashVote
- Dec. 29: Snowbird Chairlift Replacement | Community Update Meeting
- Dec. 26: Covenants Complaints + Enforcement During the Holiday
- Dec. 21: New Rates Set for Trout Creek Recreation Center
- Dec. 21: Snowbird Chair Replacement | Community Update Meeting
- Dec. 14: Winter Parking Reminder for Member & Guests
- Dec. 15: Family Fun Weeknd in Tahoe Donner
- Dec. 14: Winter Parking Reminder for Member & Guests

Facebook, Instagram, Twitter:

- Jan 17: A comment to a post about Learn to Ski Month at TD Downhill, a follower asked why dogs are not permitted?
 - TD provided a response.
- Jan 6: A FB comment saying the Saturday Night Live...Maine Lobster special image used is misleading. It is not what they received.
 - We responded saying that a different lobster special is featured each week and apologize if they feel the image was misleading.

The rest of the comments on our social media channels are positive or neutral.



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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:

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
Dec. 16, 2017	21	8:57	3	667%	52%	107	3
Nov. 18, 2017	37	4:22	5	80%	64.00%	43	0
Oct. 28, 2017 Vimeo	27	6:39	5	60%	65%	68	7
Oct. 19, 20147 Vimeo	3	0:08	0	0%	0%	3	0
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 - 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



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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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Next Board Meeting Date: Jan. 27, 2017

