

# INFORMATION



March 12, 2018

**Purpose:** Next Door/Social Media Activity/Video Stats Feb. 22. through March 12, 2018.

**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:**

- Feb 24: Tahoe Donner New Downhill Ski Lodge
  - 69 comments. 29 unique
- Feb 8: Dog Poop
  - 9 comments. 5 unique
- Feb 6: Flashvote
  - Sharing Robb's post encouraging members to sign up and engage. A mixed response.
  - 39 comments. 14 unique

## **Tahoe Donner Posts:**

- March 12: Town of Truckee Workshop: Envision DPR Overview
- March 6: Last Day to Purchase Tickets | Farm to Table Dinner at ACAC
- March 5: Welcome Home Celebration for Local Olympian Mark Engel
- Feb 28: Sierra Winter Storm Upgraded | Blizzard Conditions Forecasted
- Feb. 26: Mark Your Calendars | Summer Camp Registration Begins March 6

## **Facebook, Instagram, Twitter:**

- March 4: Facebook message asking why the shuttle wasn't running to TDXC as parking lot was full. (During the big storm.)

All other comments/messages were 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



# INFORMATION



- 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 Recording Stats							
Board Meeting Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
Feb. 24, 2018	9	3:56	1	100%	22.20%	71	1
Jan. 27, 2018	27	:51	10	70%	55%	239	10
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

**Prepared By:** Derek Moore, Marketing Engagement Lead

**Presented By:** Christina Scwhartz, Director of Marketing and Member Services.

**Next Board Meeting Date:** March 24, 2018

