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**May 18, 2018**

**Purpose:** Next Door/Social Media Activity/Video Stats April 20 through May 18, 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:**

The hot topics were on the subject of new waste changes by Town of, and the proposed dog park/facility.

- May 11: Blue recycle bins are coming, the bears will love them.
  - Back and forth on the new residential waste changes
  - 37 comments. 19 unique.
- May 10: Green yard waste bins, part 2
  - Continuation of this hot topic and changes to residential waste in the town of Truckee.
  - 16 comments. 8 unique.
- May 7: Slide in camper – help change the rule!
  - Discussion on covenants rule on storing personal items, like campers, in one's yard.
  - 24 comments. 11 unique
- May 2: Dog park location
  - Some folks in favor of a dog park in TD. Some are against it.
  - 13 replies. 8 unique
- Nextdoor Activity
  - Recognizing the contentious and anger people express on Tahoe Donner's Nextdoor page
  - 20 comments. 14 unique
- April 29: Short Term Rentals
  - Interest in the STR task force update
  - 27 comments. 19 unique
- April 29 Green Bag pickup on curb till the snow flies
  - Address changes per Town of Truckee
  - 47 comments. 28 unique.
- April 22: Dog Park Would Solve Most of the Issues
  - Pros and cons expressed
  - 22 comments. 16 unique
- April 20: Dog facility update:

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- This proposal assigned to trail committee
- 22 comments. 15 unique

## **Tahoe Donner Posts:**

- April 20: Opt-in for Free Yard Waste Carts
- April 25: Boar Election Candidate Packets Due Next Week
- April 27: Annual Housing Update by Mountain Housing Committee
- May 1: 2018/19 Winter Season Pass Sale Through June 15
- May 2: Upcoming PUD Water Meter Work
- May 8: 2018 Tahoe Donner Boar Elections Discussion..
- May 8: Key Elections Dates
- May 15: Upcoming Forestry Defensible Space Presentation
- May 16: Summer Employment at Tahoe Donner

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

All 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
- 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 Recording Stats							
Board Meeting Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
April 28, 2018	80	3:22	19	84%	51%	72	6
March 30, 2018	78	1:19	12	25%	24%	23	3
March 24, 2018	12	3:01	3	100%	40%	63	8
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

**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 *page URL + page Title* combination.
- Av. Time on Page: The average amount of time users spent viewing a specified page or screen, or set of pages or screens.

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

Next Board Meeting Date: May 26, 2018