

INFORMATION



June 13, 2018

Purpose: Next Door/Social Media Activity/Video Stats May 18 through June 13, 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:

A variety of hot topics ranging from amenity improvements, offleash dogs and candidate opinions on certain issues.

- June 12: Downhill Ski Lodge Replacement Part 2
 - Asking if the task force has come up with any projected public net revenue increases and how long it would take to break even from the building expenses.
 - 24 comments. 14 unique.
- June 10: Tahoe Donner General Manager
 - Comment about not seeing pro growth and commercialization from GM asking if he lost his drum
 - 6 comments. 3 unique
- June 12: Stop Commercializing the Event Tent (A continuation of the original post)
 - 70 comments. 43 unique.
- June 6: Poison Meatballs
 - Overheard a biker talk about throwing out poison meatballs to stop dogs from running off leash on the Legacy trails.
 - 26 comments: 13 unique.
- June 2: Dogpark and Gun Ranges
 - 39 comments. 26 unique.
- May 30: Opinions on the Downhill Ski Lodge
 - 96 comments. 42 unique.
- May 25: Privatize Tahoe Donner
 - Asking how privatizing TD amenities will improve the experience for family and non-member guests and how we hold down dues when we can cut more revenue than we save in expenses.
 - 57 comments. 28 unique.

INFORMATION



Tahoe Donner Posts:

- June 12: Board of Directors Election | How to Return to your Ballot
- June 11: Calling Volunteers for Working Group on TD Community Emergency Preparedness Plan Development
- June 8: Summer Day Camps are Filling Up Fast. Sign Up Today.
- June 11: Tahoe Donner is Hiring Now for Great Summer Positions
- May 28: Watch Video | Board Elections Candidates Night
- May 25: Wildlife in Tahoe Donner
- May 23: Pho for Project MANA Community Dinner
- May 21: Meet the Candidates for the 2018 Board of Directors.

Facebook, Instagram, Twitter:

- May 27: Summer Concert post on Facebook: A comment that paying \$40 for a cover band is too much money. Other's defended the cost and the event.
- June 12: Outlaw the Straw story from TD News post on Facebook. One person commented that Truckee is now too liberal. No action taken.

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 Recording Stats

Board Meeting Date	Unique Pageviews/Viewers	Avg. Time on Page	Entrances	Bounce Rates	Exit Rate	Total Plays	Plays to Finish
Board Elections Candidates Night	439	2:04	165	61%	34%	313	15
May 26, 2018	20	:0014	1	0%	50%	36	3
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.
- Entrances: The number of times visitors entered your site through a specified page or set of pages.

INFORMATION



- 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, Marketing Engagement Lead

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

Next Board Meeting Date: June 24, 2018