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August 9, 2018

Purpose: Next Door/Social Media Activity/Video Stats July 14 through August 9, 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:

Posts were focused on fire safety, proposed STR and private property rules, and the Towns new Green Bag program.

- Aug. 5: Fire Engines
 - Regarding an incident where vacation home renters lit a campfire in the backyard. Generated comments about fire safety and STR polices in Tahoe Donner.
 - 36 comments 23 unique
- Aug. 5: Short Term Rentals 45 Day Notice
 - Encouraging those that support the STR taskforce's recommendations to let the board know with links to the both the STR and Private Property Rules notices. Some comments that proposed rules will be hard for TD to enforce, pros and cons, etc.
 - 12 comments. 10 unique
- Aug. 4: Tahoe Donner Green Bin Rangers?
 - Since green bins are a free service, a suggestion that Tahoe Donner staff be used to sweep after green bin days and put left out bins along the side of houses.
 - 9 comments. 5 unique
- July 31: Green Bins, All in a Row
 - Homeowners not putting their bins away. Asking who is responsible for enforcing the rules. Triggered a big discussion. Some expressed confusion on the new program. Others offering pros and cons to the bags.
 - 56 comments. 32 unique.
- July 28: It Almost Happened Here
 - Incident on the TD Golf Course where a lit cigarette caused a small fire. Asking members, guests and renters to obey the no smoking rule
 - 58 comments. 36
- July 28: Smoking
 - Requesting a large sign at the starter shack saying No Smoking.
 - 8 comments. 8 unique.

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Tahoe Donner Posts:

- Aug 9: Special Alert: Fire Ban for All Tahoe Donner Owners, Renter and Guest
- Aug. 9: New Short-Term Rental and Private Property Rules That May Impact Tahoe Donner Homeowners
- Aug. 7: Rescue Driver Training at Beach Club Marina Aug. 8 & 9
- Aug. 6: Special Board Meeting Aug. 9 | Temporary Emergency Fire Prevention Measures
- Aug. 2: Fire Dange Extreme | Please Use Caution
- Aug. 1: Snowbird Chair Auction: Own a Piece of Tahoe Donner History
- July 31: Last Call to Nominate for Best of Lake Tahhoe & Truckee
- July 31: Tahoe Donner is a Smoke Free Workplace and Association
- July 27: Love Tahoe Donner? Let the Sierra Sun Know!"
- July 26: Watch the July 21, 2018 Board of Directors Meeting
- July 18: Next Regularly Scheduled Board Meeting is Saturday, July 21
- July 17: Beer Paring Dinner with FiftyFifty Brewing Co.

Facebook, Instagram, Twitter:

- All sentiment was 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
July 21, 2018 Part I and II	76	2:46	50	86%	74%	65	14
June 26, 2018	14	1:04	1	0%	25%	15	1
June 24, 2018 - Org. Board Meeting	43	3:13	8	0%	36%	40	0
June 24, 2018 - Meeting of Members	19	3:55	2	0%	38%	26	4
June 22, 2018	71	2:38	16	0%	38%	66	1
Board Elections Candidates Night	439	2:04	165	61%	34%	313	15
May 26, 2018	38	2:23	3	0%	44%	45	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, 2017 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

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.

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- 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: August 18, 2018