

INFORMATION



April 18, 2019

Purpose: Next Door/Social Media Activity/Video Stats March 14 through April 18, 2019.

Background: The 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 aware and informed of emerging issues among membership.

Top NextDoor Posts:

During this period, there were no emerging issues or hot topic posts for the board and management to be aware of. General post topics included requests for insurance, renters/rental units, handyman services, equipment and furniture sales, local recommendations, etc.

Tahoe Donner Posted Topics

Due to Nextdoor recently limiting Tahoe Donner's account, this history is not available to us at this time.

Facebook, Instagram, Twitter:

All comments and engagements have been positive or neutral during this period.

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
March 23, 2019	35	7:08	5	60%	60%	26	1
Feb. 23, 2019	59	6:27	7	43%	56%	66	1
Jan. 26, 2019	82	7:05	23	87%	64%	59	2
Jan. 9, 2019	96	5:30	35	94%	73%	75	1
Dec. 15, 2018	87	5:41	20	68%	55%	69	3
Nov. 17, 2018	44	8:10	21	86%	71%	55	3
Oct. 27, 2018 Board Meeting	117	4:53	55	89%	75%	140	2
Oct. 19, 2018 Special Board Meeting	2	1:30	2	50%	50%	28	7
Sept. 22, 2018 Regular Board Meeting	313	7:16	197	78%	72%	537	36
Sept. 14 Special Board Meeting	6	5:31	0	0%	14%	5	0
Aug. 24, 2018 Special Board Meeting Pt 1+2	84	6:20	41	76%	64%	138	29
Aug. 18, 2018 Regular Board Meeting	108	5:05	63	76%	61%	135	5
Aug. 9, 2018 Special Board Meeting	28	4:25	2	0%	20%	6	1
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

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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 *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.
- 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: April 27, 2019