

Tap into your neighborhood

October 2020

nextdoor

Hello, my name is @JosephPorcelli



nextdoor

Global Public Agency Lead



FEMA

Agenda

- *Nextdoor, the Neighborhood Hub*
- *Our government platform and differentiators*
- *Breaking through apathy with Nextdoor Polls*
- *The Nextdoor Content Library*
- *How to get started*



The neighborhood hub

A photograph of three young Black girls running through a park. The girl in the foreground is smiling and looking towards the camera, wearing a light purple t-shirt and denim shorts. Two other girls are running behind her, slightly out of focus. The background is filled with lush green trees and foliage, creating a bright and natural setting.

We believe in the possibilities nearby

By bringing neighbors together, we can cultivate a kinder world where everyone has a neighborhood they can rely on

We are built uniquely for neighbors

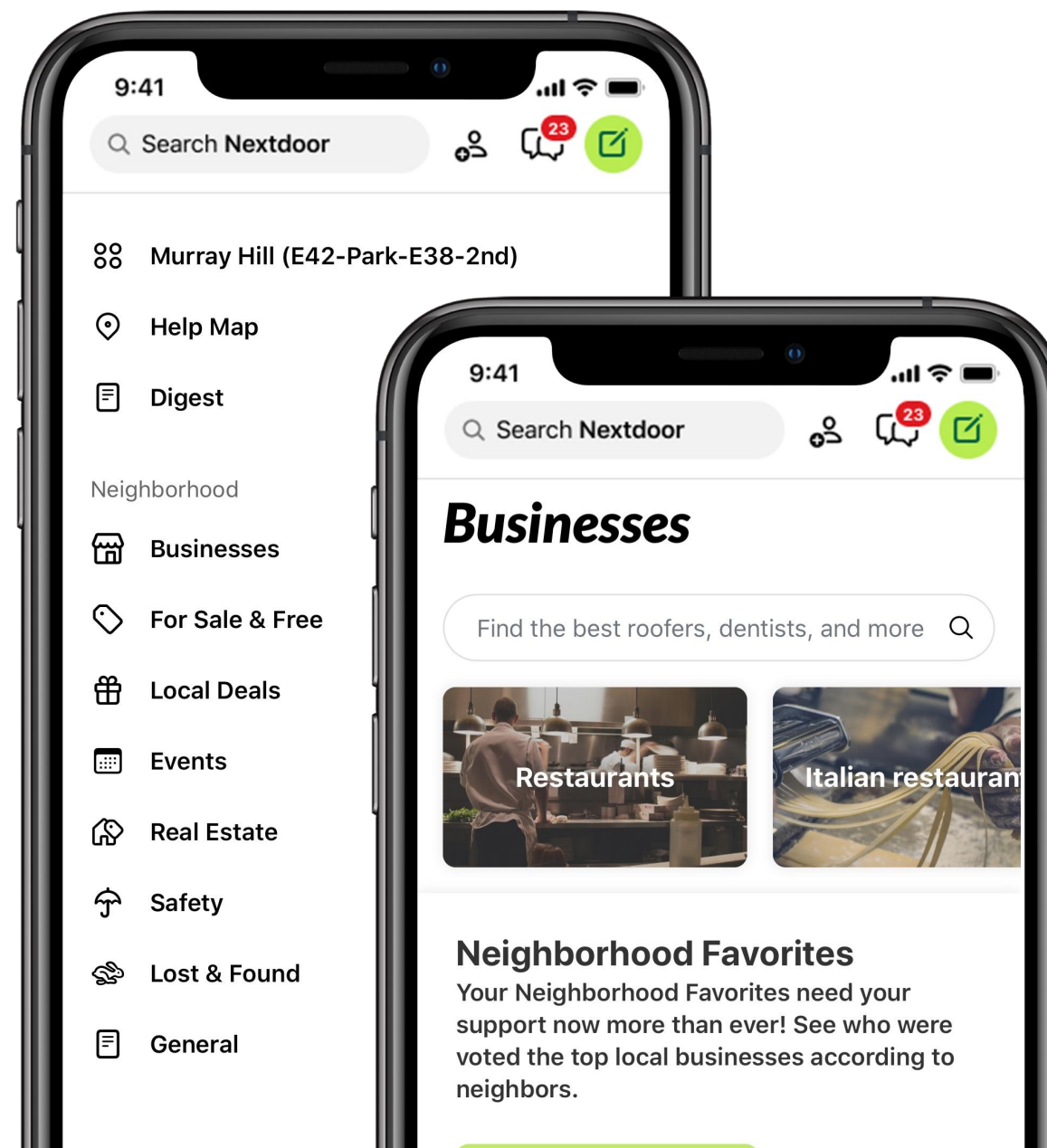
Built on trust

Real people at real addresses, no bots, no public access - content is only seen in direct and surrounding neighborhoods



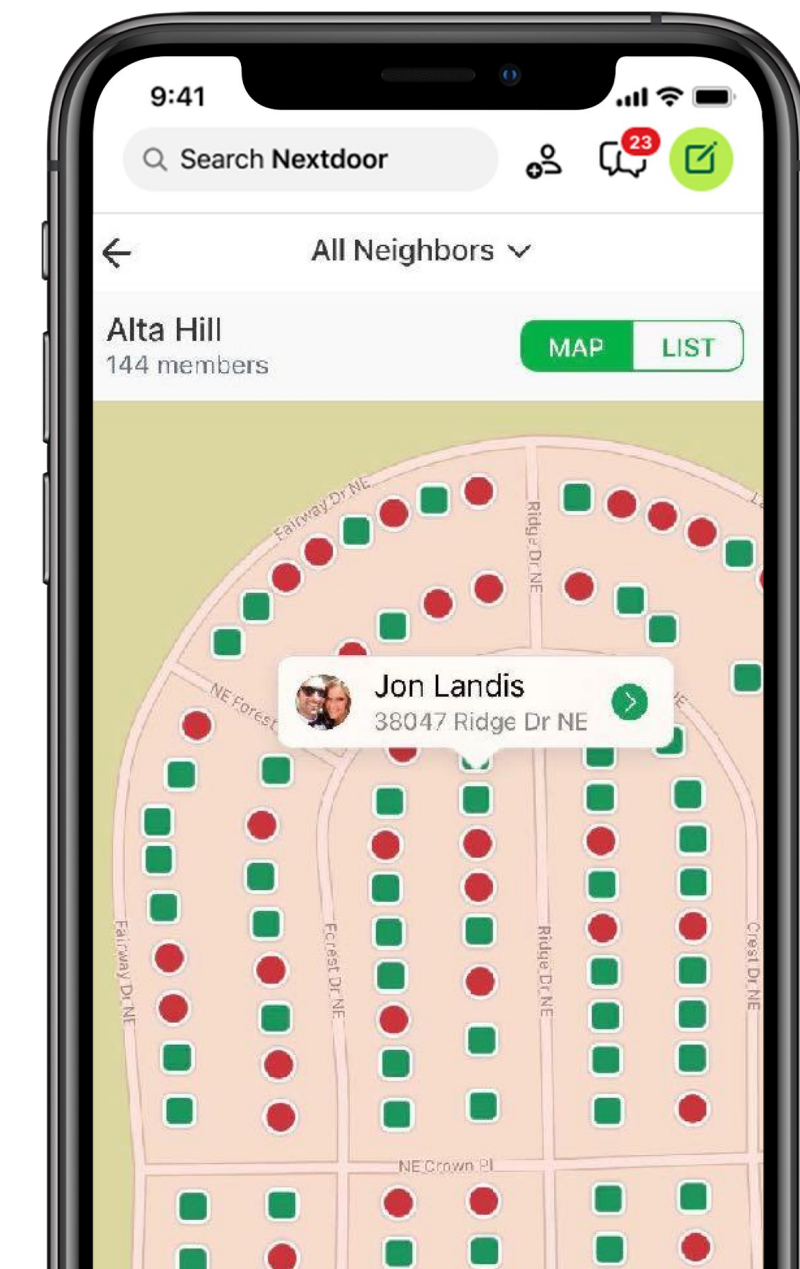
Built to be useful

Recommendations, For Sale & Free, Events, Local Deals, all from neighbors or local businesses.



Built to be local

Discrete neighborhood boundaries; map-based UI ensures we're showing only relevant, local information



Neighbors do things together

I created a group called **Paddle Together** and now over 70 of my neighbors and I coordinate community paddles.



Joseph Porcelli
Eastport • 3 Jul



Great first paddle tonight! Thank you Sara and Louise for joining Elizabeth and me tonight for our first paddle! Cynthia and Jim sorry we missed you! This was so fun and I am looking forward to our next paddle! Please note that I encourage everyone to propose time to meet and paddle, consider yourselves co-
See more...

😊 1 Neighbor

6 Comments

■ **Teen organized Gen Z volunteers
to deliver groceries to neighbors
in need**

Santa Barbara, CA



■ **Neighbors rallied behind a
Black man afraid to walk alone**

Nashville, TN



■ **Nextdoor and Walmart Partner
to Launch "Neighbors Helping
Neighbors" Program**

Across the US



And they show their appreciation



Katie Winstead

Raintree Forest • 2 Sep

Brentwood Police and Fire Department 9/11. I saw this on the Nolensville 411 page and thought it would be a fantastic idea for the Brentwood Police and Fire Department:)

Would anyone be interested in helping me arrange a "Day of Thanks" to our Brentwood Police and Fire Department on Sept 11th? There are 25-30 people in the morning-afternoon and 6-10 officers on the night shift. I'm thinking gatorade, water bottles, snacks, breakfast items, baked goods, etc. I would LOVE to have your kids make cards/pictures for the officers thanking them for their service! If anyone has connections to local restaurants, we could include gift cards as well! Let me know if your interested and I'll gather everyone's information and send out a list of items to donate! Thank you!:)

Posted in **General** to **54 neighborhoods**



 **143 Comments**



***Neighbors come to
Nextdoor for
the **utility*****



***Stay informed (76%)
Share recommendations (43%)
Find events (42%)
Buy and sell (25%)***

and stay for **community**



***Increase safety,
satisfaction &
Trust***

Agencies rely on Nextdoor

“

Because Nextdoor's community members are such active members of their neighborhoods, the engagement with posts transitions to behavioral change and action. For us, as we ask communities to prepare for the unthinkable, that kind of behavioral response matters.



Emergency Operations Coordinator
Mary Jo Flynn
Sacramento County OES



Neighborhood engagement platform



Reach the right audience

Communicate with verified residents who live directly in your service area.



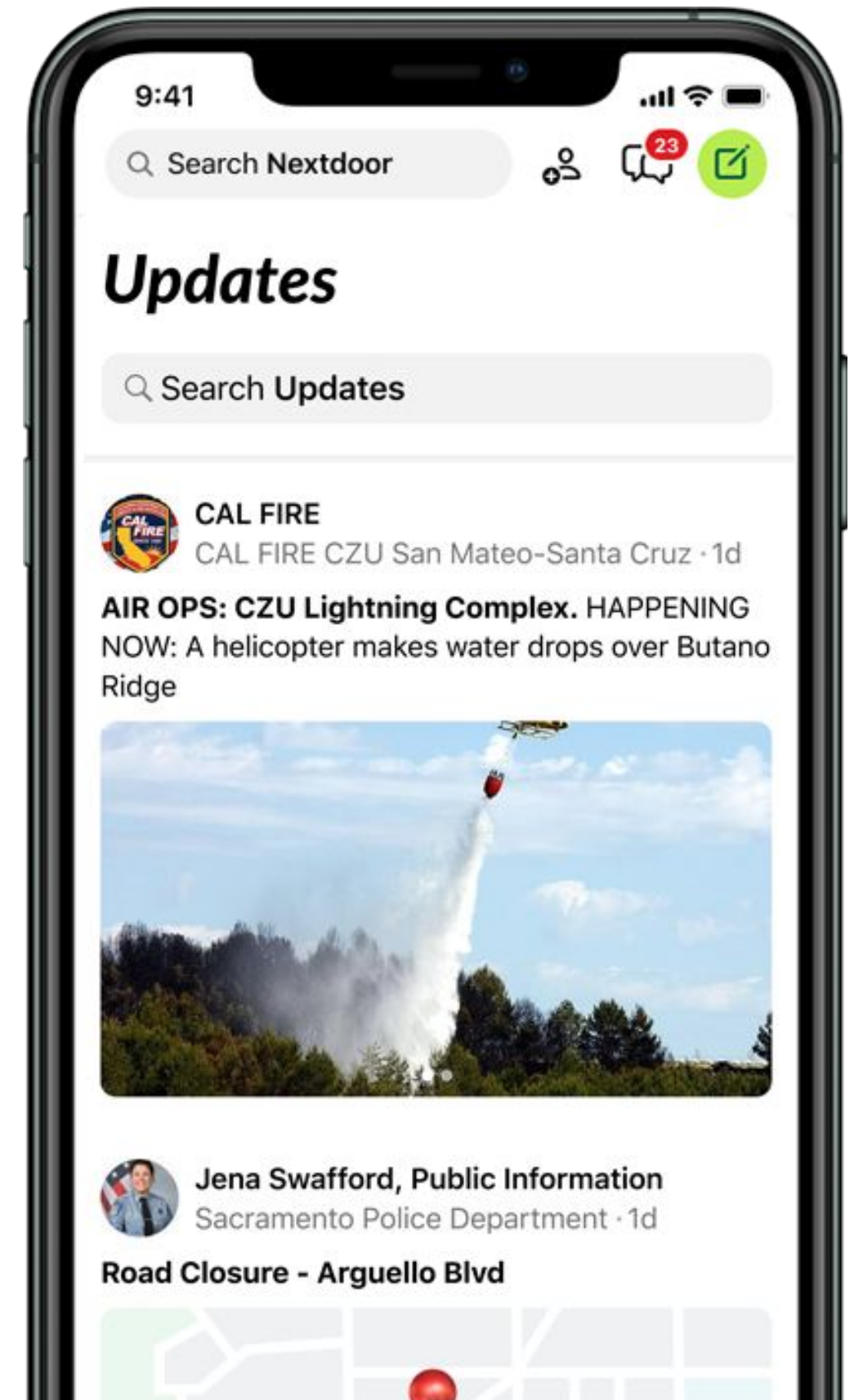
Geo-target your posts

Post relevant messages to specific neighborhoods or fire districts.



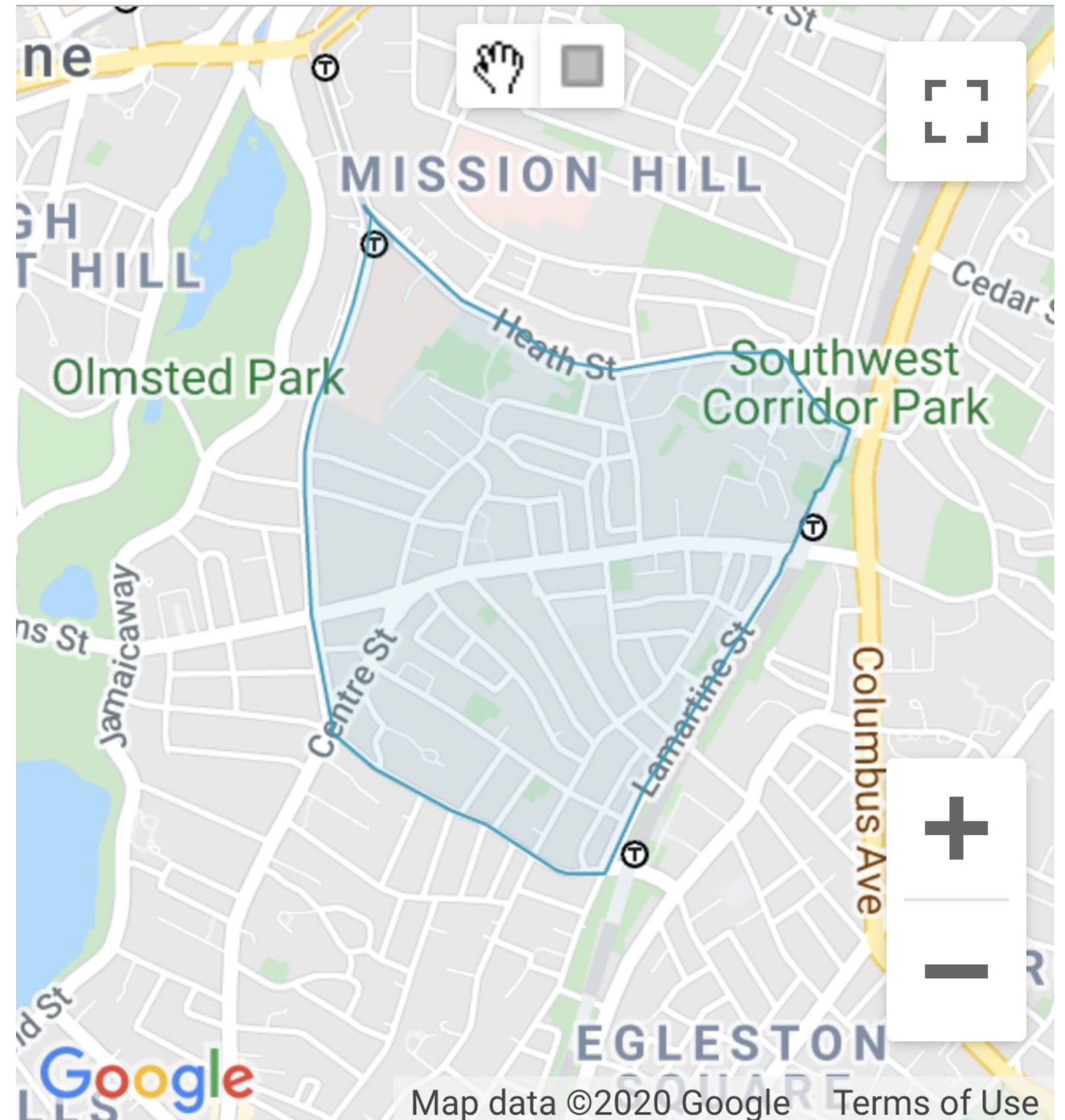
See real-world results

Keep your community informed and educate and measure behavioral change indicators with interactive polls.



Key differentiators

- Nextdoor is an opt-out platform, and the audience is built-in. Members may opt-out if they wish.
- Communications are initiated by the agency.
- Residents can thank and reply to agency posts, or send agency users private messages.
- Agencies cannot see information about residents or what they are discussing in their neighborhoods.



To engage lots of residents, use Nextdoor



Media/Other



Mix/Visitors



Mix/Younger

nextdoor

Residents

Double digit engagement rates

***Breaking through
apathy,
examples in action...***

Prevent fires



✓ Pasco County Fire Rescue

Public Information Officer Corey Dierdorff • 27 Feb 19

Poll: Which option best describes the last time you tested your smoke detectors? Did you know that you're two times more likely to survive a home fire with working smoke detector? Let us know how often you check your smoke detector at home. Please choose one of the below

See more...

Last month

27%

A few months ago

28%

Last year

16%

I have never tested my smoke detectors

13%

See all 7 choices ▾

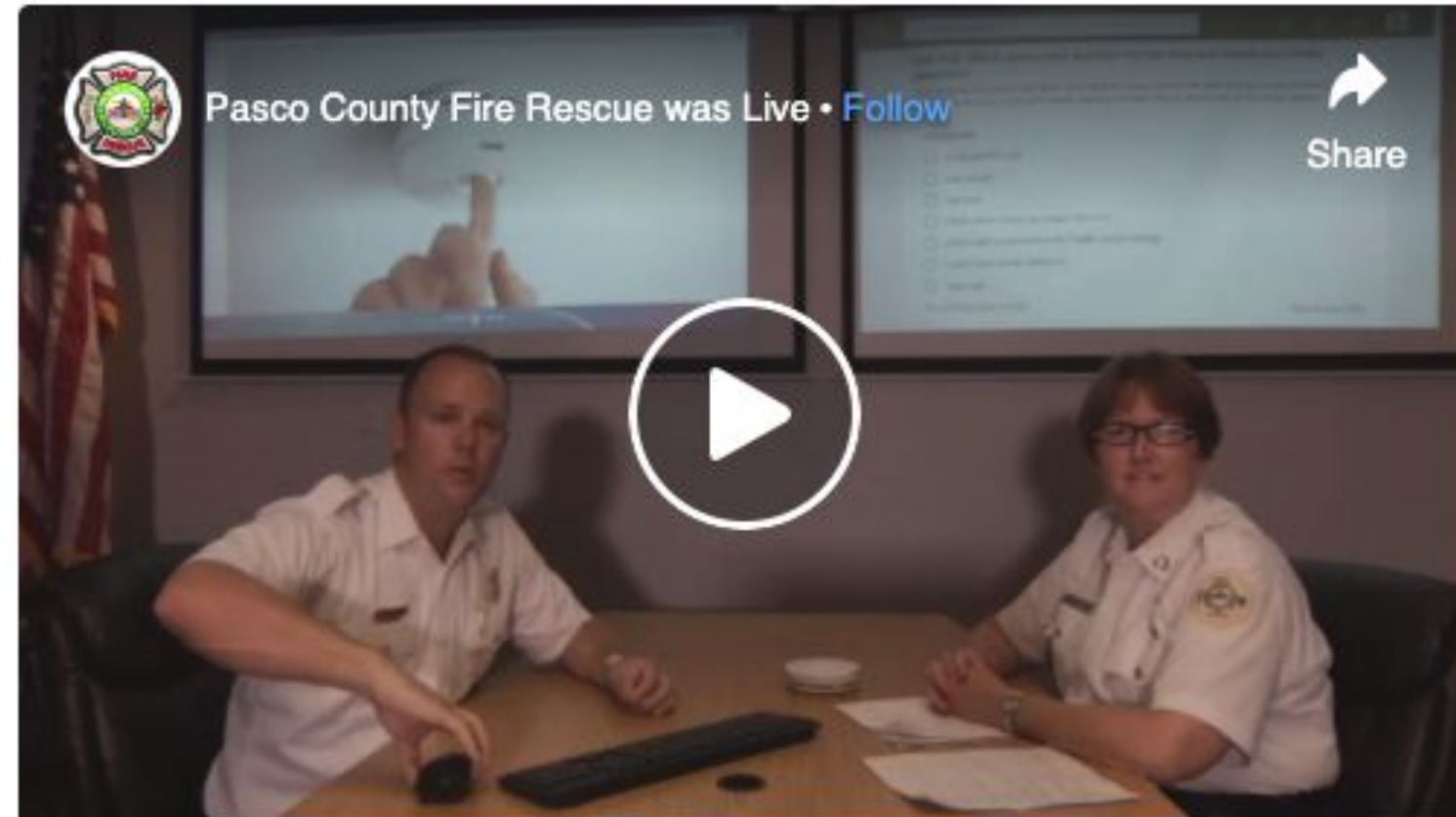
790 votes Closed

Posted to **Subscribers of Pasco County Fire Rescue**

Like

79 Comments

31 · 22093 Impressions



Posted to **Subscribers of Pasco County Fire Rescue** in 1 area

Like

31 Comments

53 · 22218 Impressions

Deter crime



Fairfax County Police Department
Crime Prevention Specialist Katy Defoe • 29 Jul



Report suspicious activity to the police:

Do you do the 9 o'clock routine at your home? The 9 o'clock routine is making sure your car doors are locked, your garage door is closed, your valuables are out of sight or out of your car, bring your belongings in from outside, check and remove your mail, lock your doors and windows and turn on your exterior lights. Practice makes for good habits!



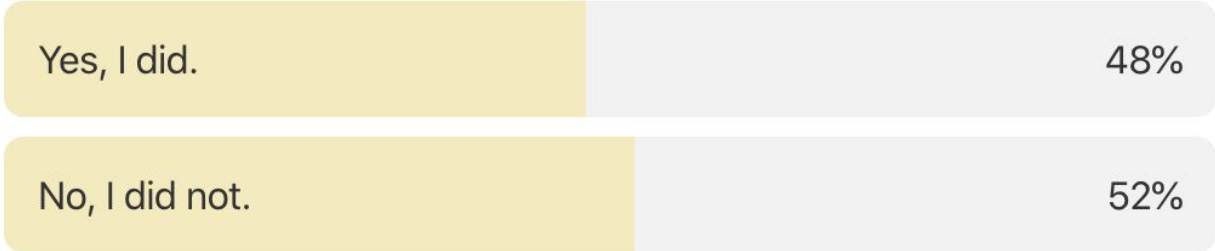
119 votes Closed



Polk County Sheriff's Office
Deputy Brittany Worrall • 16 Jul



Did you know over 770,000 drivers fall victim to motor vehicle theft each year? In 2017, more than three-quarters of a million vehicles were stolen in the United States and nearly half of those thefts were due to driver error. Summers prove to be the worst season for vehicle theft. So, See more...



202 votes Closed

Posted to Subscribers of Polk County Sheriff's Office

Like Comment 10 11232 Impressions

Prepare



✓ Maryland Insurance Administration

Associate Commissioner, Consumer Education & Advocacy Joy Hatchette • 6 Sep 18

Did you know that most homeowners insurance policies do not cover flooding? Flooding is one of the most costly types of damage to a home. You do not have to be located near a body of water to be at risk for flood damage. Floods are caused by storms, heavy rain, melting snow or other events. Flood insurance is available throughout Maryland, even if you don't live a flood zone. Let us know if you knew this by selecting one of the options below. Also, if you have been affected by flooding, feel free to share some lessons learned as a comment.

Yes, I did

82%

No, I did not

18%

2828 votes Closed

Posted to **Subscribers of Maryland Insurance Administration**

👍 Like

💬 138 Comments

😊 113 · 175866 Impressions



✓ Maryland Insurance Administration

Associate Commissioner, Consumer Education & Advocacy Joy Hatchette • 19 Sep 18

When you receive your homeowners insurance declarations page from your insurance company, which of the following describes what you do? When you purchase a homeowners insurance policy, when you renew your policy, or when you make any changes to your policy, the company will give you a document called a "declarations page." The declarations page identifies the kinds and amounts of coverage you have and how much it will cost you. It is very important that you review the declarations page as soon as you get it to be sure it is accurate and that you know what your policy will cover.

I don't look at it - the premium comes out of my mortgage so I don't have any control over what the policy covers.

9%

I only look at how much the premium is and whether it has increased from last year.

27%

I look to see if anything has changed and try to understand the changes.

58%

I contact my insurance agent or company and ask them if anything has changed.

6%

2638 votes Closed

Posted to **Subscribers of Maryland Insurance Administration**

👍 Like

💬 34 Comments

😊 151 · 129269 Impressions

#MaskUp

Mask up SF! Curious, if you don't wear a mask when you leave your home, why not?



4137 votes Closed

Posted to **Subscribers of City of San Francisco**

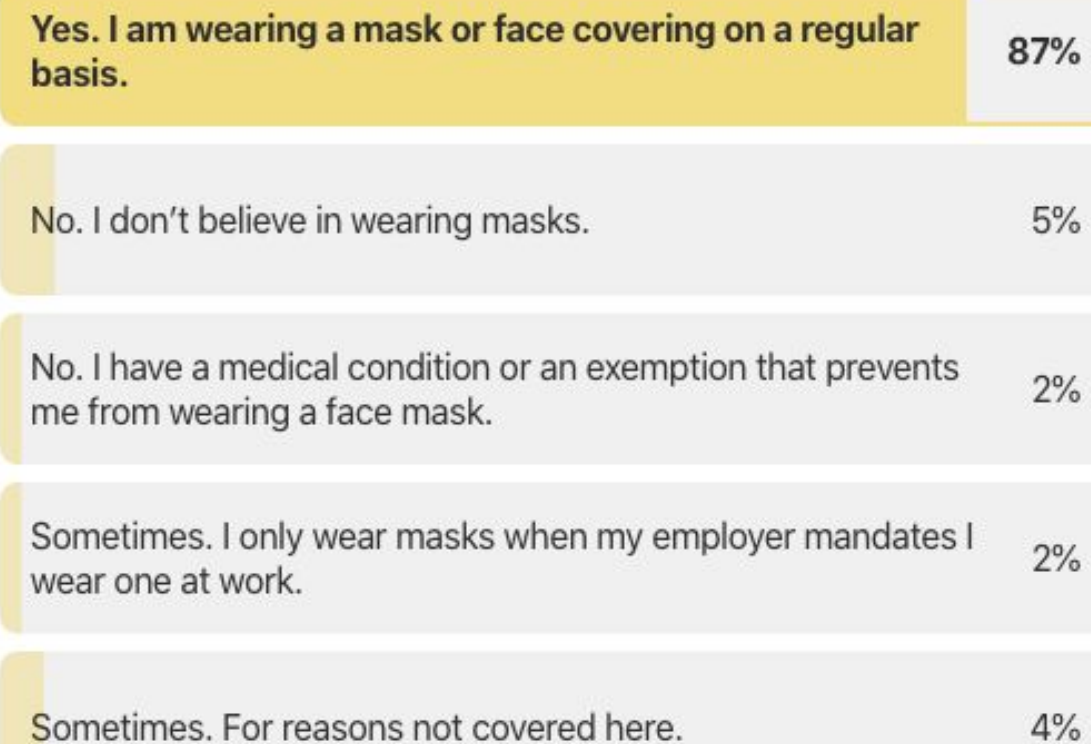
Like 127 Comments 65 · 60203 Impressions



Washington Emergency Management Division

Public Information Officer • 10 Jul

Are you wearing a mask or face covering? There are three mask mandates in place in our state. One is a requirement for employers to provide appropriate face coverings or masks to all employees who don't work alone. One is a Department of Health statewide order directing all individuals to wear a face covering in any indoor public setting or when outdoors and unable to maintain 6 feet of physical distance from others. There is also a governor's order directing businesses to require and enforce the use of face coverings by all customers or visitors. You can learn more at <https://coronavirus.wa.gov/masks> including guidance for businesses.




36536 votes Closed

Posted to **Subscribers of Washington Emergency Management Division**

Like Comment 1651 · 347320 Impressions

How to see and download poll results



✓ City of Boston

Director of Research (BPDA) Alvaro Lima • 1 day ago

Do you expect to be working from home?

Yes

No

Unsure

549 votes

Posted to **Subscribers of City of Boston**

♥ Like

💬 13 Comments

🔥 2 · 2156 impressions

Turn off notifications

Add bookmark

Close poll

Share post

Download results by neighborhood

Download results by area

Close discussion

Delete

Download detailed engagement metrics

nextdoor

Search Nextdoor



 Home

 Messages

 Metrics

 Invite Residents

 Events

Agency

 Neighborhoods

 Directory

 Add Staff Members

Metrics

Membership

Content & Engagement

Get a .csv file that includes all of your agency's posts and replies for the selected date range. For each post shared within the date range, the .csv will include the subject, body, author's name and origin, number of impressions, number of thanks, number of replies, links to attachments, and audience scope. The .csv export will include any replies to your posts that you have removed.

Choose a date range:



8/1/20




8/31/20

Generate a CSV


Introducing the Nextdoor Content Library

Available in the Agency Community

Content library

 FOLLOWING


This category is used for Nextdoor staff and community members to share content for others to share with their community members on Nextdoor.



Encourage kindness

Messages to share on Nextdoor to encourage kindness


2 discussions 0 comments Most recent: September 2



Public safety

Messages to share with your residents


3 discussions 0 comments Most recent: September 2



Emergency preparedness

Messages to share with your residents


28 discussions 0 comments Most recent: Joseph Porcelli (Nextdoor Staff) September 2



Hurricane messages

Message to share on Nextdoor to help residents prepare for, respond to, and recover from hurricanes.


5 discussions 0 comments Most recent: Joseph Porcelli (Nextdoor Staff) September 2



Damage Assessment

Message to share on Nextdoor


1 discussion 0 comments Most recent: September 2



Poll Assessments

Polls to share to assess peer world.


1 discussion 0 comments Most recent: September 2



Fire prevention

Messages to share on Nextdoor to help residents prepare for, respond to, and recover from fires.


17 discussions 0 comments Most recent: September 2



Crime prevention

Messages to share on Nextdoor to help residents prepare for, respond to, and recover from crimes.


11 discussions 0 comments Most recent: Top 10 ATM Safety Tips by Joseph Porcelli (Nextdoor Staff) September 2



COVID-19

Messages to share on Nextdoor to help residents prepare for, respond to, and recover from COVID-19.


1 discussion 0 comments Most recent: It only works if you use it by Joseph Porcelli (Nextdoor Staff) September 2



Staff picks

This is a collection of screen shots of awesome messages and polls that we see shared by your peers on Nextdoor from around the world.

2 discussions 0 comments Most recent: Awesome poll about Mask by Joseph Porcelli (Nextdoor Staff) September 2



Nextdoor features

Message to share with residents about Nextdoor features

1 discussion 0 comments Most recent: Awesome poll about Mask by Joseph Porcelli (Nextdoor Staff) September 2

Get started at
Nextdoor.com/agency

Need help?
help.nextdoor.com