

## What is Nextdoor?

Nextdoor is the private social network for the neighborhood. Our mission at Nextdoor is to use the power of technology to build stronger, safer neighborhoods everywhere.



### Private

Nextdoor verifies the address of all members; every Nextdoor website is password protected and not publicly accessible

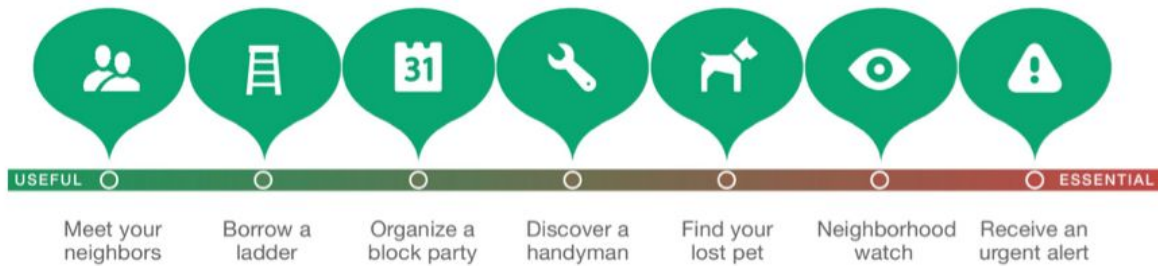
### Useful

Nextdoor is the best way to keep up with everything in the neighborhood

### Proven

Over **100,000** neighborhoods across the country rely on Nextdoor

Neighbors use Nextdoor for straightforward things like finding a babysitter, to personal things like finding a lost pet, to critical things like hearing about a rash of break-ins.



Larry Esquivel  
Chief of Police  
San Jose, CA

"We know that connected and engaged neighbors lead to safer communities. Nextdoor is another way our Police Department and our community can use technology to stay informed and reduce crime through increased awareness."

## What is Nextdoor for Public Agencies?

Nextdoor for Public Agencies is a neighborhood engagement platform. Agencies use Nextdoor to provide targeted information to neighborhoods and quickly get feedback from verified residents. Over 2,000 public agencies, including police departments, fire departments and City/County communication offices, use Nextdoor.



### Verified residents

Confidence you are connecting with actual residents



### Targeted communications

Control over audience reach based on location



### Community based

Neighbors who know each other, look out for each other

## How can public agencies benefit from using Nextdoor?

- *Strengthen community trust.* Nextdoor provides a safe and private way for your staff and neighbors to connect, communicate and organize around issues that are important to the neighborhood.
- *Prepare for emergencies.* Nextdoor members are verified residents of your neighborhoods. They have a vested interest in making their communities safer and stronger.
- *Increase resident participation.* Nextdoor makes it easy for your staff to keep residents informed and request feedback at the neighborhood level.

## How does Nextdoor for Public Agencies work?

Public agencies on Nextdoor have their own Nextdoor page. You can add as many staff members to your Nextdoor page, as you want. All of the residents within your jurisdiction who use Nextdoor will automatically be subscribed to receive messages from your agency. Staff can post messages to the entire jurisdiction (i.e. the City or County), to service areas created by the agency (i.e. police beats or city zones), and to Nextdoor neighborhoods created by residents. In addition to sharing information with your residents, you can request feedback using Nextdoor's polling feature. Law enforcement agencies can also choose to receive crime & safety information directly from their residents on Nextdoor.

## What do I need to do to get started?

Nextdoor is free - and always will be free - for public agencies. Getting started is easy!

1. [Sign up for an account at nextdoor.com/agency](https://nextdoor.com/agency)

The application form only takes a few minutes to complete. Our team will verify that you are an employee of a public agency and send you information to get started.

2. [Set up your Nextdoor page](#)

You can customize your agency page with a background image and logo. We can also add your service areas to your Nextdoor account.

3. [Announce your Nextdoor partnership](#)

Your residents will want to hear that they can communicate with you through Nextdoor. Share the news through your agency's other social media sites, by issuing a press release or by organizing a press conference.

### Questions?

[agencysupport@nextdoor.com](mailto:agencysupport@nextdoor.com)

[nextdoor.com/agency](https://nextdoor.com/agency)