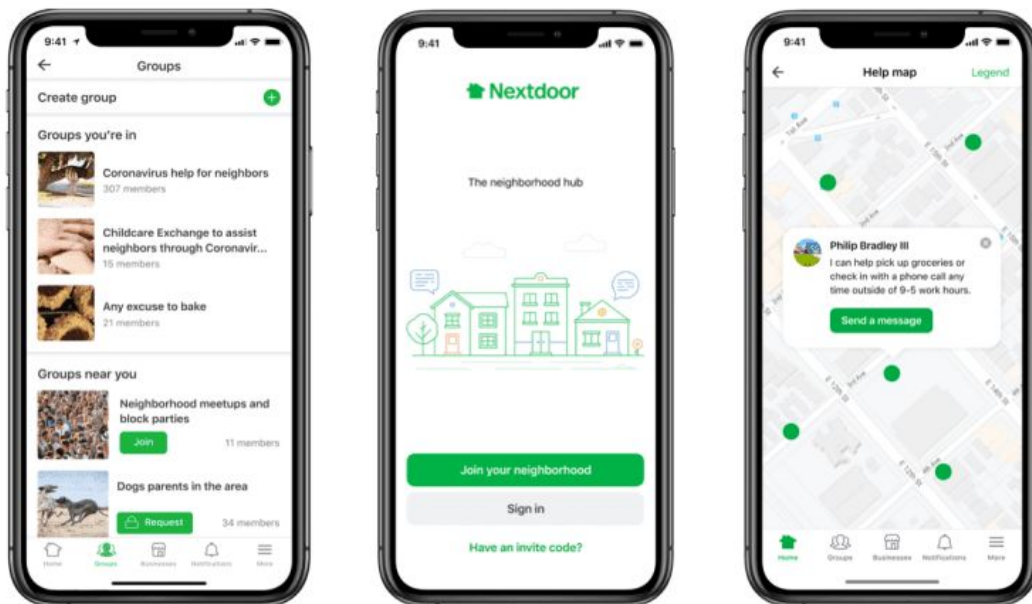




What is Nextdoor and how is it used by residents during COVID-19

Our purpose at Nextdoor is to cultivate a kinder world where everyone has a neighborhood they can rely on, and our mission is to be the neighborhood hub for trusted connections and the exchange of helpful information, goods, and services.

In response to COVID-19, to help neighbors be there for each other during the unprecedented times, we built out and now offer the Nextdoor “[Help Map](#)” where neighbors can ask for and offer each other help, and groups to coordinate care.



We've also created a way for members to report mis-information, and many other features to ensure neighbors [receive accurate information](#). Below is how Nextdoor is different from other platforms.



Hyperlocal

Neighborhoods are founded by neighbors, with mapped boundaries

Private

Only members with a verified address may access their community's Nextdoor neighborhood. Members are also required to use their real names

Useful

Recommendations, classifieds, events, crime & safety, and more!



What is Nextdoor for Public Agencies?

Nextdoor enables government agencies to reach and engage with more residents in the right places to help their communities better prepare for, respond to, and recover from disasters like COVID-19

Nextdoor's built-in audience of verified residents automatically receive messages shared by communicators though they may elect to opt-out. Communications are initiated by staff, not residents. Nextdoor's audience grows organically, further preserving limited capacity.

Unique capabilities and differentiators:



Reach more residents in the right places.

Messages are targeted into service areas such as wards, counties, or into neighborhoods.



Engage with verified residents.

Nextdoor requires each member to verify their home address use their real name and communicate in a helpful and respectful manner.

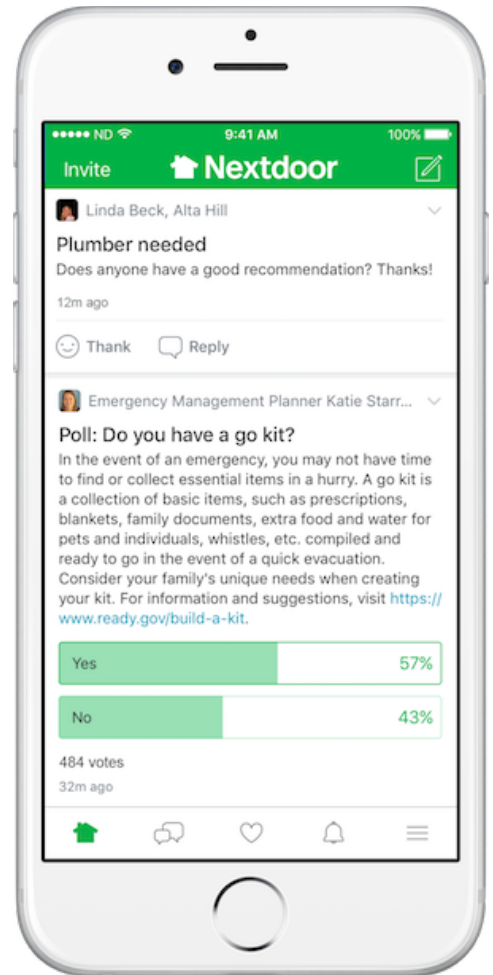


Drive positive outcomes online and offline.

Share accurate information, educate the community, asses needs with interactive polls, and drive and measure behavioral change.

Your peers are using Nextdoor, including:

- City departments: NYC, Los Angeles, Houston
- State departments: Washington, Maryland, Alabama
- Counties: Alameda, Travis, and St. Louis
- And cities and small towns of all sizes



"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

Get started today at Nextdoor.com/agency