



Private social network for neighborhoods



Kelly Doyle
8050 Crest Dr.

We need to find a
babysitter tonight.
Anyone free?



Jessica Frank
32 Hidden Rd.

Our cat is missing! She
is grey with
white on her neck.



Andrew Miller
8031 Crest Dr.

Kate is home from
college and can
babysit... call us.

Why Nextdoor?

<https://about.nextdoor.com/us-media/>

Privacy



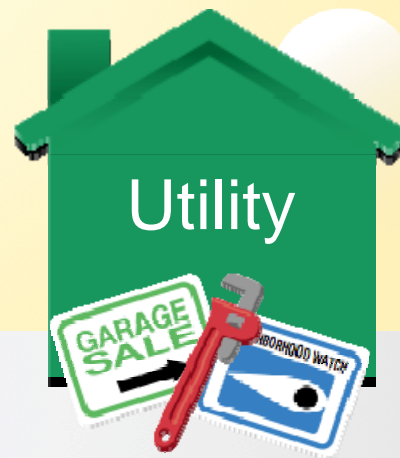
- Private neighborhood websites
- Real names & address verification
- Nothing indexed by search engines

Invitations



- Email invitations
- Flyer invitations
- Postcard invitations

Useful



- Recommendations
- Classifieds
- Local events
- Crime and safety
- Civic issues

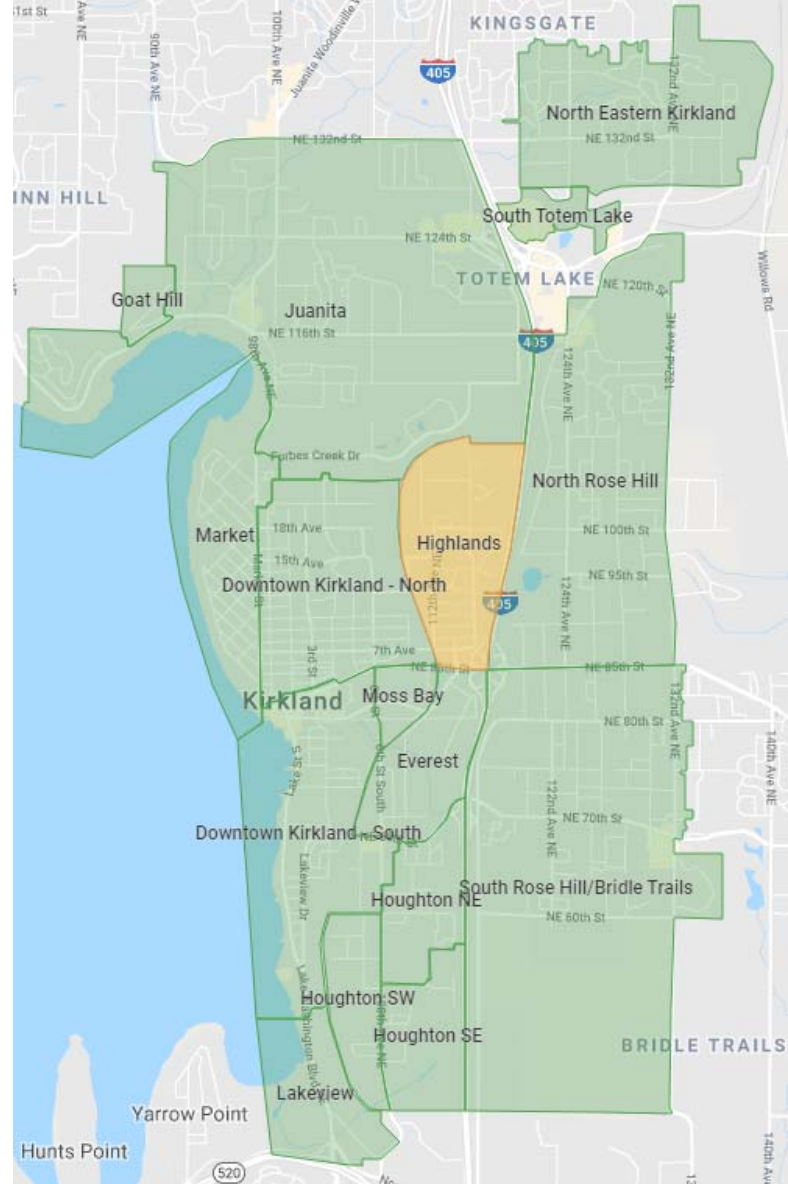
Posts by Category



Nextdoor Usage

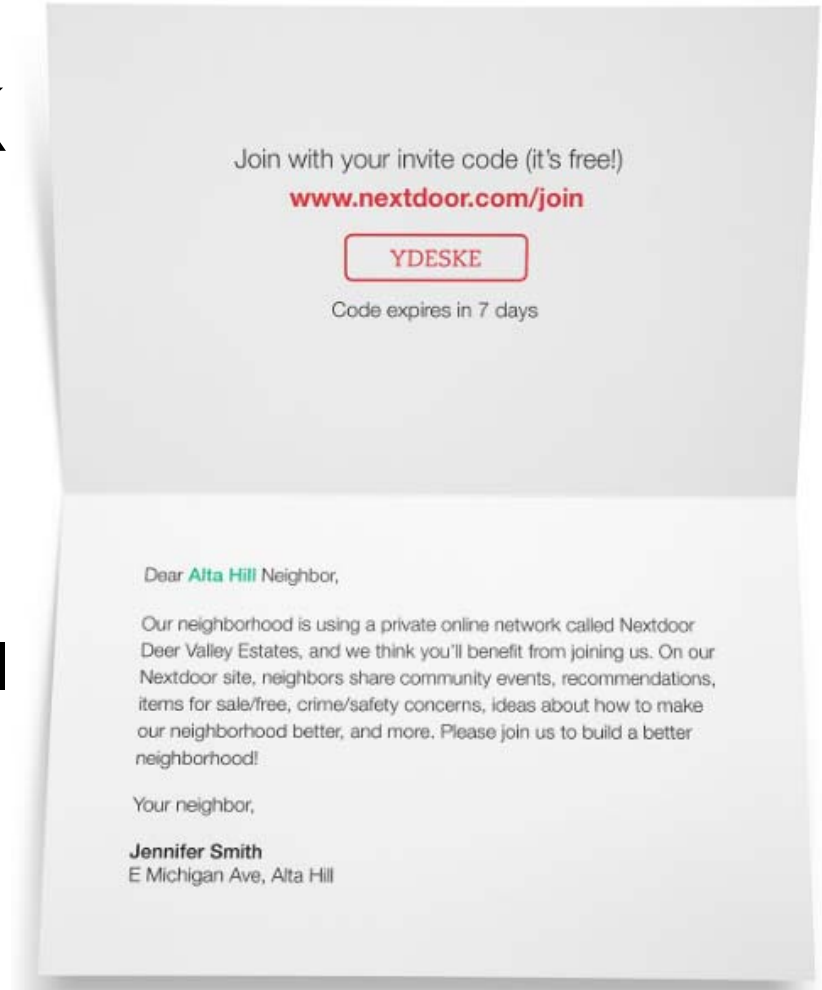
NA	Population	Number on Nextdoor	% pop on Nextdoor
Central Houghton	4,024	458	11
Everest	1,373	334	24
Evergreen Hill	11,888		
Finn Hill	15,493		
Highlands	2,694	1088	40
Juanita	18,796	2296	12
Lakeview	3,383	143	4
Market	1,967	479	24
Moss Bay	6,438	173	3
Norkirk	4,201	1280	30
North Rose Hill	8,170	1688	21
South Rose Hill/Bridle Trails	5,989	1885	31
Total	84,416		24

Neighborhood boundaries can be changed



Growing the Network

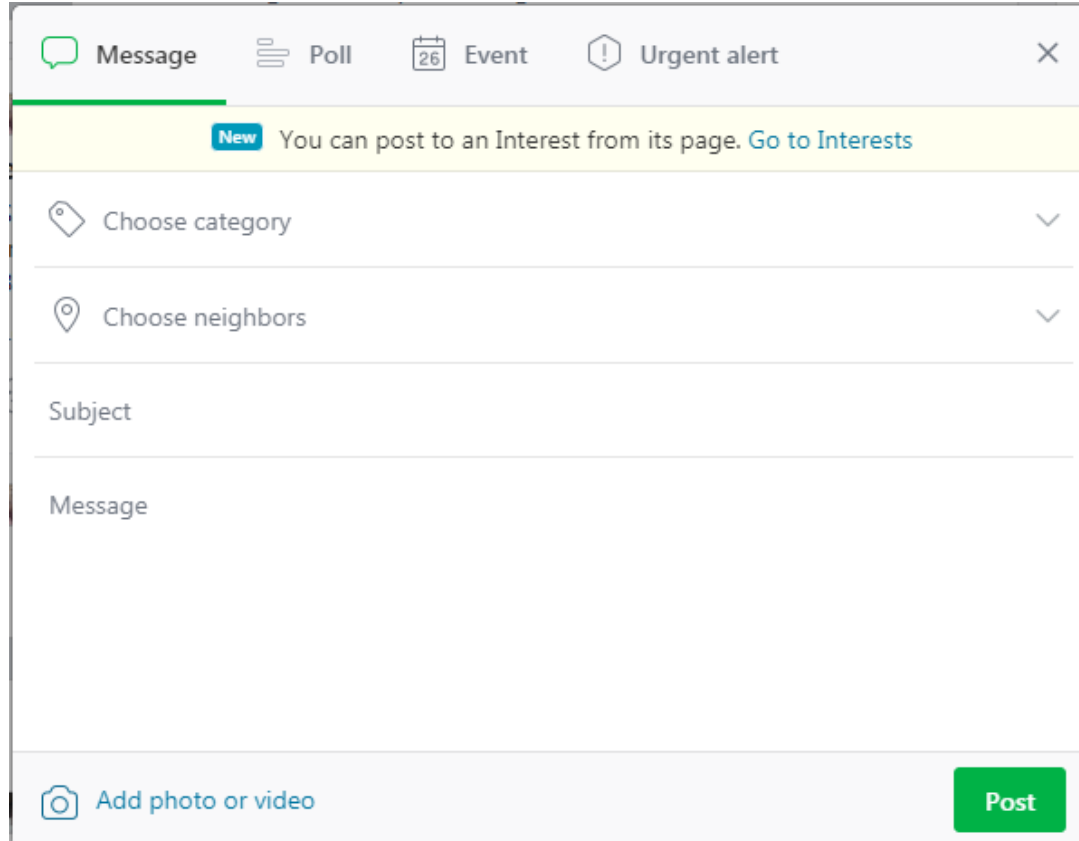
- Leads can see which households have joined and send free postcards
- Leads can customize email sent to new members:
 - Neighborhood email list info
 - Neighborhood website
- Anyone can invite neighbors via email
- Can have multiple leads



1. Sign up

- Address and name are required; most other personal info is optional

2. Post a message



The screenshot shows a mobile application interface for creating a post. At the top, there is a navigation bar with four options: 'Message' (selected with a green underline), 'Poll', 'Event', and 'Urgent alert'. A close button (X) is on the right. Below the navigation bar is a yellow banner with a 'New' tag and the text 'You can post to an Interest from its page. [Go to Interests](#)'. The main form area contains three input fields: 'Choose category' with a tag icon, 'Choose neighbors' with a location pin icon, and 'Subject'. Below these is a larger text area for the 'Message'. At the bottom, there is a footer bar with a camera icon and the text 'Add photo or video' on the left, and a green 'Post' button on the right.

Message Poll Event Urgent alert X

New You can post to an Interest from its page. [Go to Interests](#)

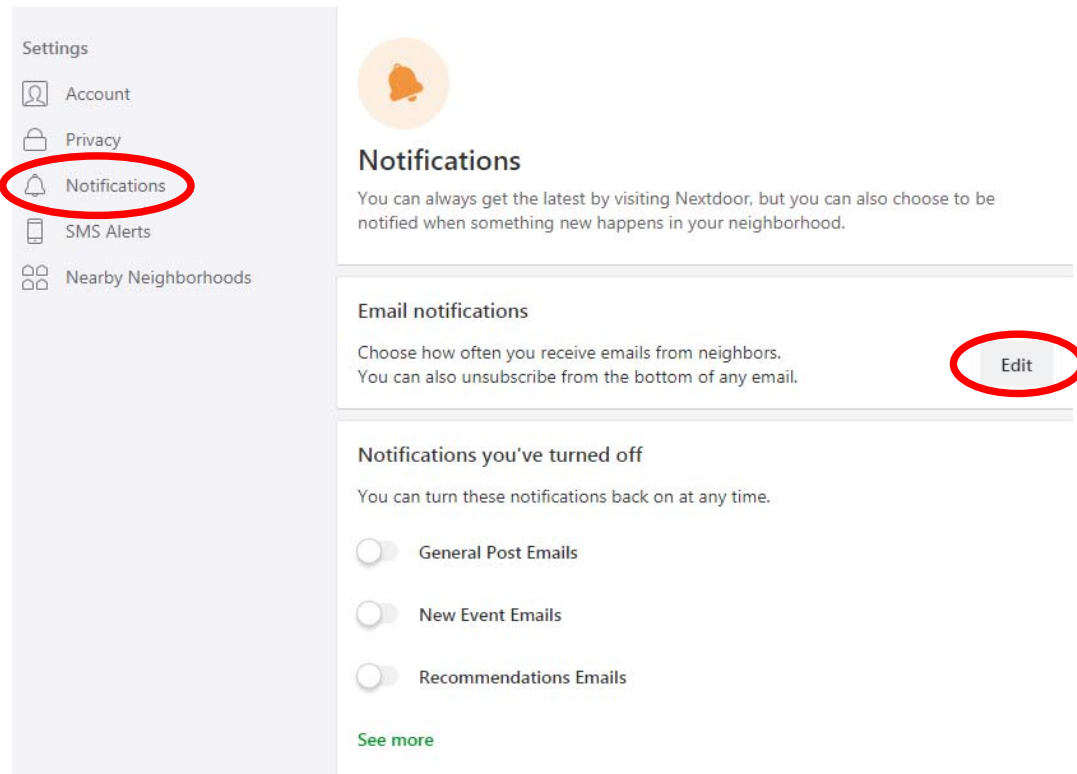
Choose category

Choose neighbors

Subject

Message

Add photo or video Post

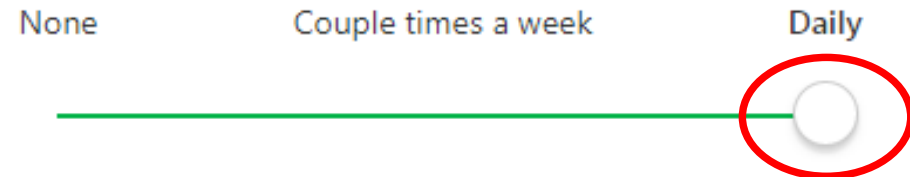


Email notifications

Choose how often you receive emails from neighbors. You can also unsubscribe from the bottom of any email.

Digest emails

Get a summary of the best activity on Nextdoor.



3. Choose how you want to view posts

Top post: New Design for Juanita Beach Park to Create Accessibl... • Nextdoor Digest

POSTS

- [New Design for Juanita Beach Park to Create Accessible Playground](#)
- [Highlands Neighborhood Meeting](#)
- [tv repair](#)
- [2nd Annual Eastside Race and Leadership Summit](#)
- [Coffee with a Cop](#)
- [Don't Forget to License Your Pet!](#)
- [Report Potholes, Street Lights, and More on the Our Kirkland App](#)
- [Kirkland Nourishing Networks April 4th Spring Break Food Box Drive](#)
- [Parakeet outside](#)
- [Found Dog! Lost dog - Airedale mix. Lost near Google campus. Friendly with people & dogs.](#)



Kevin Dunlap, Highlands LEAD 🏠 F 🗨️ 809

New Design for Juanita Beach Park to Create Accessible Playground

Visitors to Juanita Beach Park will have a new bathhouse, two new picnic pavilions from which to choose, new playground equipment – inclusive of abilities – by spring 2020, thanks to a construction project that started in fall 2019.

The bathhouse's new location will maximize westward views of Lake Washington from the park. The r

Typical subject line and sender
Links in daily digest email
A post on the app or website

