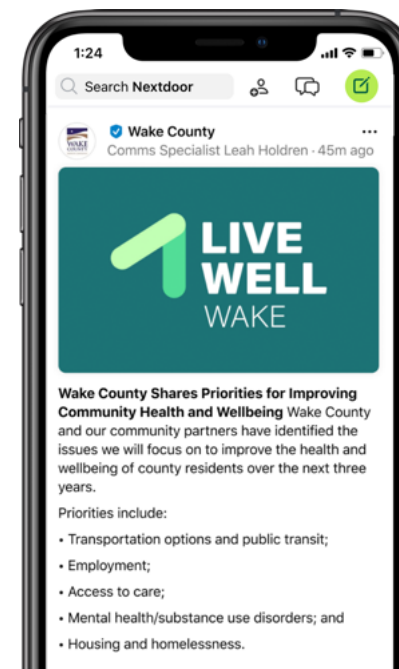


# Nextdoor for Local Government

Communicate with real residents in your jurisdiction with Nextdoor's neighborhood engagement tool for local governments.

GET STARTED



## How your team can leverage the power of Nextdoor

Thousands of public agencies use Nextdoor to create stronger communities. With a unique mapping feature that enables instant distribution to the people in your service area, public agencies can effectively communicate with verified residents.

### Three reasons to use Nextdoor



#### Geotarget updates

Whether it's a leak on one street or a city-wide blackout, ensure you get the right message to the people who need it.



#### See real-world results

Gain resident feedback with interactive polls, increase attendance at events and venues, and inspire residents to get involved.



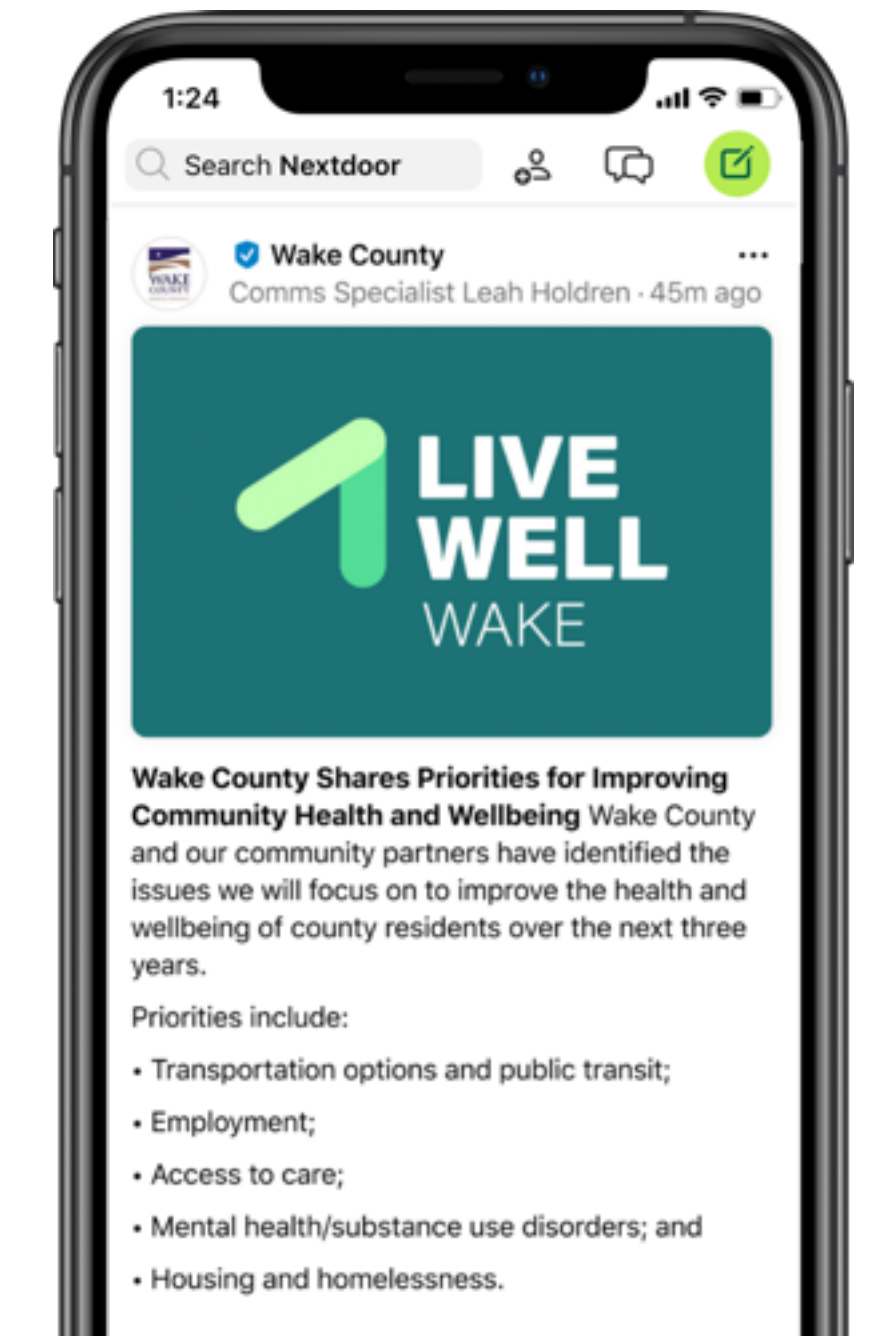
#### Reach the right audience

Communicate with a built in, reachable audience of confirmed residents who live in your service area.

GET STARTED

Solutions Success Stories Resources

# *Lap into the neighborhoods you serve*



***Nextdoor’s public agency platform helps you connect with real residents in real time. Share events and tips with the community, or emergency alerts in critical situations.***



### **Geotargeted messaging**

Alert a neighborhood in need or update an entire service area.



### **Instant reach**

Unlock access to an automatic network without having to build a following first.



### **Real impact**

Reach real people right where they live. Build direct relationships with them and drive awareness in the community.

Subject **We've approved the application for Guadalupe-Coyote Resource Conservation District. Welcome to the neighborhood!**

From Nextdoor <noreplyagency@nextdoor.com>

To smoreno@gcrcd.org <smoreno@gcrcd.org>

Date 2022-08-30 11:46 AM

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Hi Executive Director/District Clerk Moreno,

Congratulations, and welcome to *Nextdoor for Public Agencies*! We've just approved your application for Guadalupe-Coyote Resource Conservation District. Create your page today to begin communicating with the neighbors that you serve by clicking the link below.

**Be sure to sign out of any other personal Nextdoor accounts before clicking the link.** If you're having trouble, try clearing your cache and trying again.

### [Guadalupe-Coyote Resource Conservation District Activation Link](#)

Watch [this short video](#) to get started. You can also find our training manual [here](#).

#### **Making your First Post**

We suggest using the message below to introduce yourself and a poll to understand what information your community would find most helpful.

*Subject: Hello from the [Agency Name]*

*Hello, neighbors!*

*My name is [Your Name], and I am the [Your Title] at [Agency Name]. Starting today, we'll begin to use Nextdoor's free government platform to partner with you and your neighbors to build community, improve quality of life, and keep you informed. As a member of Nextdoor that lives in [City/County], you'll automatically get our messages. If you no longer wish to receive our updates, you can manage your preferences here:*

*[https://help.nextdoor.com/s/article/How-to-manage-agency-content?language=en\\_US](https://help.nextdoor.com/s/article/How-to-manage-agency-content?language=en_US)*

*Please keep in mind that your Nextdoor neighborhood network remains private to only those of you who are verified residents of your Nextdoor neighborhood network. We cannot see what you and your neighbors discuss; however, we can see your thanks and replies to our posts.*

*We will not be monitoring Nextdoor 24/7 and will respond to replies only as capacity allows. Do NOT use Nextdoor to request emergency services. If you have an emergency, please call [phone number].*

*We look forward to interacting with you here on Nextdoor and learning from the experience!*

*With gratitude,*

*[Your Name]*

*[Your Title]*

*[Agency Name]*

If answers to your question are not found in the [training manual](#) , please fill out our [contact form](#) and we'll be in touch soon!

The Nextdoor for Public Agencies team



This message was intended for smoreno@gcrd.org