Social Media & Blogging
City of Spokane Neighborhood Services
FACEBOOK

What's the Big Deal?
http://www.youtube.com/watch?v=jYM5uOHoB8A
FACEBOOK PAGES

Spokane NBCs
138 likes

For the sharing of information, promotion and networking of Spokane’s Neighborhood Business Center (NBC) districts and associations.
ADD PHOTOS & VIDEOS
ASK A QUESTION

What can the City do to improve public participation?
ORGANIZE AN EVENT
INVITE PEOPLE TO LIKE YOUR PAGE

<table>
<thead>
<tr>
<th>Posts</th>
<th>Talking About This</th>
<th>Reach</th>
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**Invitation Options**

- Invite Email Contacts...
- Invite Friends...
- Share Page...
- Create An Ad

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Message:

*To turn messages off, uncheck the box next to the Messages option in your admin settings.*

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**Friends**

- Hanao Ahmadzay
- Elena Ilyambura
- Andrey Muzychenko
- Alex Nikonchuk
- Murodz Ahmadzay
- Anatoli Railean
- Lena Ilyambura

**Friends Requested**

- Vladimir Kovalyov and Seyran Petrosyan are now friends.
- Art Churkin commented on Pavel Bondarenko's status: "Amen!"
- Andrey Tsukalo and Женя Кадацкий are now friends.
- Richard Ilyambura added a new photo to the album iOS Photos.
UPDATE OFTEN WITH SOLID CONTENT

• There is no magic formula

• Typically if you post less than 2 times a week you lose engagement

• If you post too often your organization may seem annoying and people may “unlike” your page

• Finding a “middle-ground” is important. Socialbakers, a social network stats firm notes top brands post once per day, while others post 3 to 5 times per week.
PAID PROMOTION

Facebook Admin Panel:

- Get More Page Likes
  - Create an ad to get more people to like your Page.
  - Sample Ad:
    - City of Spokane
    - Spokane NBCs
    - 138 people like this.
    - Community Sponsored
  - Daily Budget: $10.00
    - Est. 7 - 27 likes per day
  - Audience: People in United States
  - Currency: (USD) US Dollar

By clicking “Promote Page”, I agree to Facebook’s Terms and Advertising Guidelines. Learn more.

This Page is Now a Community Page:

The community category helps identify Pages that are just-for-fun (and not official such as Pages for businesses, bands or public figures). It also helps your Page show up in the right searches and other places on Facebook.

If you don’t think this is an accurate category for your Page, let us know.

Accept and Close  This is Incorrect
TWITTER
When you sign up for Twitter you will get a “screen-name” signified with @.
People can also follow you.
You can follow people, organizations, businesses, etc. by searching.
You can save tweets you like in one place by using Favorites.
You can privately message your followers using direct messaging.
When you like something you read enough to send a reply and say “that was great,” RETWEET IT. (Signified with a RT) When you RT someone, especially someone with a large following, it gets you noticed. It’s also a more profound way to thank them or tell them you liked it. You also become a hub of good info to your followers. Then when you are talking about something you produced they will be more likely to look at it.

**Best Time to ReTweet:**
1. Monday through Wednesday 9am to 6pm
Data also showed that almost 70% of all ReTweets contain a link. This is good news for marketers in that it demonstrates that the mechanism of ReTweeting is an acceptable way to spread your off-Twitter content, and it tells us that a link is an important ingredient to ReTweetable Tweets.
OTHER TIPS

**Grow your list of followers.**
Go into people’s list of followers that follow you and follow their interesting people. Many will follow you back.

**Hash tags #.**
If you're tweeting about a popular subject (Obama, SkyDiving, etc) putting a # in front of the subject makes it easy for others to find your tweet, and perhaps they will want to follow you. For example, when the plane crashed into the Hudson River, #flight1549 became a popular tag and search term.

**Asking Questions.**
Keep Questions Relevant. Acknowledge Answers. Be willing to Answer Your own Questions. Highlight Answers

**Go Mobile.**
Download the Facebook and Twitter Apps onto your smartphone and/or tablet. You can directly post pictures to your feeds. If something is happening in your hood you can do instant social media.
BLOGGING
WHAT IS A BLOG?

• A blog is a discussion or informational site published on the internet and consisting of discrete entries typically displayed in reverse chronological order.

• The blog format allow visitors to leave comments and even message each other via widgets on blogs.
WHY USE A BLOG?

- Interactive Forum
- Constant Contact
- Get the word out about events.

- Get input without holding a physical meeting.
- Good way to highlight things going on in the neighborhood

South Hill Events

Below is a list of annual events on the South Hill. Please keep in mind that dates and times will change from year to year, so if you are interested in a particular event, visit the event's website or Facebook page (usually listed in the post) for current information. Is it just me or are the winter months really slow around here? Click links to read posts:

March:
- Friends of Manito Tropical Plant Sale
- Revenge of the Rubber Chicken

April:
- Spring Arts Festival
- South Perry Easter Egg Hunt

May:
- Bike to Work Week & Walk 'n Roll to School Day
- Splash Pool Open
IMPORTANCE OF BLOGGING

• For the 1st time, more than half (53%) of Americans 65 and older use the internet or email.

• 77% of Internet users read blogs.

• 61% of U.S. online consumers have made a purchase based on recommendations from a blog.

• 81% of U.S. online consumers trust information and advice from blogs.

• 23% of total Internet usage time is devoted to social networks or blogs.
GUIDELINES FOR A SUCCESSFUL BLOG

• Develop a writing style and tone appropriate to your subject material.

• Post often, even if your posts are short.

• Allow your readers to comment on your posts.
CREATING A BLOG

- WordPress.com
- Tumblr
- Blogger

What people use to blog

- Wordpress 43%
- Blogger 35%
- Tumblr + TypePad + Posterous 16%
- Other 6%
COMBINE YOUR EFFORTS

• Use tools to combine Facebook, Twitter and your Blog.
• Uses less time to update all sites.
• Allows for all three to remain up to date.
EMERSON GARFIELD BLOG

• http://emersongarfield.org/wp/
WHAT IS NEXTDOOR.COM

• Nextdoor is a private social network for you, your neighbors and your community.

• Focus:
  • Build stronger neighborhoods
  • Keep neighborhoods safe
  • Share goods and recommendations
• Every neighbor has to verify their address.

• Every neighbor signs in with their real name. Just like in person.

• Your website is protected by password and encrypted by HTTPS.

• The site never share your info with advertisers.

• Information shared will never show up in Google or other search engines.

• Nextdoor never shares your personal information with third-day advertisers.
WHAT CAN YOU DO ON NEXTDOOR.COM

• Exchange information about crime and safety issues
• Share local recommendations
• Sell or give away household items
• Publicize local events such as Neighborhood Council Meetings
• Find neighbors in the directory
• View a neighborhood map
• Ask for advice
HOW ARE NEXTDOOR NEIGHBORHOODS CREATED?

• Nextdoor neighborhoods are established by the first member of the website, the Founding Member.

• Founding member has the ability to define the neighborhood boundary and choose the neighborhood name.

• Nextdoor reserves the right to make corrections to either the boundaries or name based on feedback from other neighbors to adhere to Nextdoor’s guidelines around neighborhood names.

• Nextdoor boundaries and names should, to the extent possible, reflect the traditionally accepted boundaries and names for a neighborhood.

• Once a Nextdoor website is created, each neighbor must verify their address in order to join.
HOW DO NEIGHBORS VERIFY ADDRESS?

• Nextdoor uses the following methods to verify the address of every member:

  • Mobile Phone.
  • Post Card.
  • Home Phone.
  • Neighbor Invitations.
  • Leads.
  • Credit or debit card.
HOW IS IT DIFFERENT FROM A NEIGHBORHOOD MAILING LIST?

• Nextdoor website includes a neighborhood map & directory, so you can easily learn more about your neighbors.

• Unlike mailing lists and groups, Nextdoor makes it easy to stay informed without overwhelming people with too many emails.

• Members can choose to receive emails about each new post, view the day’s activity in a daily digest, or turn off emails and check the website for new posts from neighbors.

• Nextdoor archives and organizes all recommendations for easy use across the neighborhood.

• Additionally, Nextdoor just released Nextdoor for iPhone, which puts the power of the neighborhood in the palm of your hand.
HOW IT IS DIFFERENT FROM OTHERS?

• Address verification to help ensure that the people on Nextdoor are really neighbors.

• A neighborhood directory.

• A neighborhood map.

• Ability to create public or private groups (sub-groups).

• Ability for users to control their email settings based on the types of messages they want to receive.

• A dedicated Crime and Safety section.

• Urgent Alerts feature

• Recommendations Section

• Event functionality with RSVPs.

• Ability to create fliers and send out 50 free postcards a month asking neighbors to join.
HOW TO GET STARTED?

• Go to the website Nextdoor.com

• Find your neighborhood: enter your information
Help locate your exact address

5011 S Rebecca St, Spokane, WA

We found an approximate location of your residence. Please help us locate your exact address.

**Just drag and drop the map marker to the center of your residence.**

Position the marker on the center of your residence. Avoid streets and roads.

Can’t locate your residence? [Contact us](#).
Good news! Nextdoor is available for your neighborhood.

Are you ready to create your neighborhood’s online community?

To create your online community, you should expect to:

- Select a boundary for your neighborhood that makes sense to you and your neighbors.
- Invite your neighbors to join with emails, postcards or flyers.
- Be a good host - welcome your neighbors when they join, and start the first conversation.

Sound good? Let’s get started!

First, tell us about your neighborhood...

Neighborhood name

How did you hear about Nextdoor?

Why are you interested in bringing Nextdoor to your neighborhood?
Thanks! Please create a Nextdoor account to continue.
You're one step away from creating your neighborhood's online community.

Sign up with Facebook

or

First Name

Last Name

Gender  Female  Male  Why we ask

Email address  email@address.com

Choose a password

Have an invitation code?  No  Yes

Create my account
Step 1 of 2: Please draw your neighborhood boundary

Need help? Contact support

How to draw your neighborhood boundary

Click on the map to draw. Each click will add a new point to the boundary.

Start

Tips
- This boundary determines who can join your website.
- Smaller neighborhoods are generally better—learn why.

Key
- Other neighborhoods
Step 2 of 2: Name your neighborhood

Please choose a name for the neighborhood that you just drew.

It's important to choose a name that your neighbors will recognize.

Neighborhood Name: Ashton Heights

Launch your neighborhood!

A few guidelines:

- Use the official name of your community, or look to a nearby park or landmark for inspiration.
- Avoid words like your city, state, "Neighbors", "Neighborhood", "Area", "HOA" and "Friends".
- Use proper capitalization, unless your neighborhood name is an acronym.

Your information is safe and secure.
Great! The next step is to verify your address.

To ensure a secure and trusted environment for your neighborhood website, all members must verify their addresses.

Verify your address at 5011 S Rebecca St with one of the methods below:

- **Credit or debit card (instant and free)**
  
  We will only check your card billing address and will not store your card number.

- **Home phone (instant and free)**
  
  We will call your home to verify your account.

- **Mobile phone (instant and free)**
  
  We will call your mobile to verify your account.

⚠️ Your information is safe and secure.
Thank you, your postcard will arrive in 3-5 days!

When it arrives, please follow the instructions on it to verify. Your postcard should look like the image below.
Introduce yourself.

Start your profile by adding a photo and answering a few questions.

Profile photo

Or, upload from your computer:

When did you move to Ashton Heights?

What do you love about your neighborhood?

Do you have a spouse or partner?

Are you part of a neighborhood watch group?

Save and Continue » Skip
Almost done! The last step is to invite a few neighbors.

Your Nextdoor website works best when the entire neighborhood uses it. Can you invite your neighbors?

Select your address book

- Gmail
- Yahoo!
- Hotmail
- Aol.
- Facebook

Or enter email addresses manually

Type or paste emails. Include one per line or separate with commas.

Enter a custom message or use the default message

Our neighborhood is using a private online network called Nextdoor Ashton Heights, and we think you’ll benefit from joining us. On our Nextdoor site, neighbors share community events, recommendations, items for sale/free, crime/safety concerns, ideas about how to make our neighborhood better, and more. Please join us to build a better neighborhood!

Send invitations  Skip
Last step. Invite your closest neighbors via postcard.

We'll print and mail postcards for free to your 20 closest neighbors who aren't already Nextdoor members.

Select your neighbors • Preview postcard

- A 5005 S Rebecca St
- B 4921 S Rebecca St
- C 3709 E 51st Ave
- D 3703 E 51st Ave
- E 4915 S Rebecca St
- F 3715 E 51st Ave
- G 4914 S Ashton Ct
- H 4907 S Rebecca St
- I 4908 S Ashton Ct
- J 4914 S Rebecca St
- K 3706 E 51st Ave
- L 4920 S Ashton Ct
- M 3708 E 51st Ave
- N 3702 E 51st Ave
- O 3702 E 49th Ave
- P 4908 S Rebecca St
- Q 3710 E 49th Ave
- R 3714 E 51st Ave
- S 4902 S Rebecca St
- T 3716 E 49th Ave

Enter a custom message or use the default message

Our neighborhood is using a private online network called Nextdoor Ashton Heights, and we think you'll benefit from joining us. On our Nextdoor site, neighbors share community events, recommendations, items for sale/free, crime/safety concerns, ideas about how to make our neighborhood better, and more. Please join us to build a better neighborhood!
Welcome to Nextdoor Ashton Heights!
Introduce yourself to your neighbors by creating your first post.

Kathy Caro
Create your introductory post

Add your photo  Post to neighbors  Skip

Some suggestions for your introduction

- Where you’re from originally
- Your interests
- Where you work
- What kind of pets you have
- What you like about living in Ashton Heights

Here’s an example based on the profile you created:

Hi, I’m Kathy and I live on S Rebecca St. I’ve been a resident of Ashton Heights since 1999. Hope to see you around the neighborhood.
Welcome to the Nextdoor Ashton Heights pilot website.
The pilot will expire in 21 days unless 10 more verified members join. Help it launch by verifying your address or by inviting your neighbors.

**Activity from Ashton Heights only**

1 NEIGHBOR

Post a message, event or urgent alert to neighbors

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**Introducing Nextdoor for iPhone®**

Everything you love about Nextdoor is now available in the palm of your hand with Nextdoor for iPhone. Our Android app is coming soon.

GET THE APP

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**Launch your website in 3 steps**

Your neighborhood has started a 21-day pilot of Nextdoor Ashton Heights. Here are 3 steps to help make your neighborhood website a success:

**Step 1. Invite your neighbors**

Nextdoor Ashton Heights must sign up 10 verified members within 21 days to become a permanent website. As new neighbors join, Nextdoor will become even more helpful.

**Step 2. Verify your address**

Nextdoor Ashton Heights is only available to Ashton Heights residents. Therefore, you must verify your address to access the website.
PILOT NEIGHBORHOOD

• At this point your neighborhood becomes a “Pilot” site.

• Neighborhood is “pilot” until 10 members join and verify their addresses.

• Standard “Pilot” period is 21 days. If the pilot neighborhood has not launched with 10 verified members within 21 day pilot period (and the pilot period hasn’t been extended), the neighborhood will expire.

• The purpose of the 21 day pilot period is to ensure that neighborhoods like these do not block someone who is more motivated from creating a successful Nextdoor website for their neighborhood.
PARTNERSHIPS

• Cities
  • Over 50 Cities in the U.S. use Nextdoor to connect neighbors and build community.
  • New York City

• Police Departments
  • Using Nextdoor to better communicate with residents, encourage neighbor-to-neighbor communication, and facilitate virtual crime watch.
Questions?

For Student Help Contact: Jackie Caro 625-6733
jcaro@spokanecity.org