

# Social Media & Blogging

City of Spokane  
Neighborhood Services



**Nextdoor**™

# FACEBOOK



What's the Big Deal?



<http://www.youtube.com/watch?v=jYM5uOHoB8A>



# FACEBOOK PAGES

**facebook** 

 **Boris Borisov**

[Home](#)  

You are posting, commenting, and liking as Spokane NBCs — [Change to Boris Borisov](#)

 **Spokane NBCs** [Timeline](#) [Now](#)


[Admin Panel](#)

[Ads Manager](#)

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


[Accept and Close](#) [This is Incorrect](#)




**Spokane NBCs**  
138 likes

**Community** [?]  
For the sharing of information, promotion and networking of Spokane's Neighborhood Business Center (NBC) districts and associations.

[About](#)

 **Spokane NBCs**  
138 likes

 **GHBA**  
Greater Hillyard Business Association

[Photos](#)

[Likes](#)



[Events](#)

[Chat \(38\)](#)



**Greater Hillyard Business Association Event**  
<http://events.r20.constantcontact.com/register/event?llr=nd5dyciab&oeidk=a07e7fkbpu4bb8f565>  
1 like 1 comment

[Advertise Your Page](#)




# ADD PHOTOS & VIDEOS





**facebook**  Search for people, places and things 

You are posting, commenting, and liking as Spokane NBCs — [Change to Boris Borisov](#)

 **Spokane NBCs** [Photos](#) 

[+ Add Photos](#) [Add Video](#) [Ads Manager](#)

 Photos of Spokane NBCs  Photos  Albums




**Ambler Waldref**  
Spokane City Council Member - District 1

**Monthly Mobile Office**  
Join me for casual conversation at my month mobile office! Come share your ideas, concert vision for Spokane and Council District #1.

Wednesday, April 25<sup>th</sup> 9:30-10:30am  
Chairs Coffee  
113 W. Indiana

Tuesday, May 29<sup>th</sup> 5:30-6:30pm  
Cassano's Italian  
2002 E. Mission #

ACT WITH AMBER: 509.625.4375 | [awaldref@spokanecity.org](mailto:awaldref@spokanecity.org) | [www.amblerwaldref.org/](http://www.amblerwaldref.org/)






**THIS PLACE MATTERS!**  
**PERSPECTIVES OF CONTEMPORARY SPOKANE**  
FRIDAY, MARCH 2 5:00PM-8:00PM  
Kress Gallery, Level 3 in River Park Square behind the Food Court

ber 2012, Spokane will host the National on Conference, offering our accomplishments to leaders across the country. As an to our community, local artists have created on - of visual works portraying unique as of Spokane — a "Place that Matters!"

**WE JOIN US AS WE RECOGNIZE THE LOCAL GRAPHERS AND FILMMAKERS WHO HAVE HIS EFFORT**

Featuring:  
**"BEYOND BOUNDARIES," A FILM BY PURPLE CRAYON PICTURES**  
And photography by:  
**JOHN D. MOORE  
JOSH BURDICK  
PADDY HOY  
CHRIS THOMPSON**


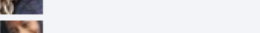
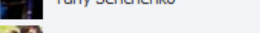
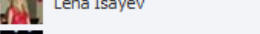

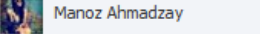
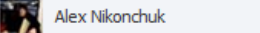
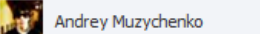

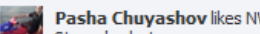
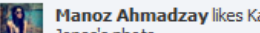
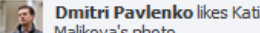






**See Your Ad Here**  
Join the conversation about Hillyards future.  
Scott Chesney, Director


**Greater Hillyard Business Association Event**  
<http://events.r20.constantcontact.com/register/event?llr=nd5dyciab&oeidk=a07e7fxbpju4bb8f565>  
1 1

[Advertise Your Page](#)



**MORE FRIENDS (14)**



Q Search 



# ASK A QUESTION

**facebook**  Search for people, places and things

You are posting, commenting, and liking as Spokane NBCs — [Change to Boris Borisov](#)

**Spokane NBCs** **Timeline** ▾ **Now** ▾

For the sharing of information, promotion and networking of Spokane's Neighborhood Business Center (NBC) districts and associations.

About 

Highlights ▾

 **Status**  **Photo / Video**  **Event, Milestone +**

What can the City do to improve public participation?

  Spokane  Boost Post ▾ **Post**

 **Spokane NBCs** shared a link via John Bogensberger.  
May 3 

8  **Sugg** 

# ORGANIZE AN EVENT

The screenshot displays the Facebook interface for the 'Spokane NBCs' group. A modal window titled 'Create New Event by Spokane NBCs' is open, showing the following details:

- Name:** NBC Advisory Meeting
- Details:** Add more info
- Where:** Spokane NBCs
- Tickets:** Add a link for guests to get tickets?
- When:** 6/24/2013 (with a calendar icon) and 'Add a time?'
- ☐ Only admins can post to the event wall

Buttons for 'Create' and 'Cancel' are at the bottom of the modal. The background shows the 'Spokane NBCs' group page with 138 likes, a description about sharing information and networking, and a list of suggested friends to invite to the event, including Derek Cutlip, Michael Cathcart, and Eric Young. The right sidebar shows a list of friends and a search bar.



# INVITE PEOPLE TO LIKE YOUR PAGE

The screenshot shows the Facebook page admin interface for a page named "Boris Borisov". The top navigation bar includes a search bar, the page name, and links to Home, a lock icon, and a settings gear. Below the navigation bar, there are tabs for "Notifications", "Edit Page", "Build Audience", "Help", and "Hide". The "Build Audience" dropdown menu is open, showing options: "Invite Email Contacts...", "Invite Friends...", "Share Page...", and "Create An Ad".

On the left side, there is a table with columns: "Total Reach?", "Paid Reach?", and "Promotion?". The table contains five rows of data:

Total Reach?	Paid Reach?	Promotion?
36	--	Boost Post ▼
20	--	Boost Post ▼
73	--	Boost Post ▼
46	--	Boost Post ▼
52	--	Boost Post ▼

Below the table, there are tabs for "Posts", "Talking About This", and "Reach". The "Posts" tab is selected, showing a list of posts. One post by "Manoz Ahmadzay" is visible with an "Invite" button.

On the right side, there is a section titled "Ads Manager" and a list of recent activity. The activity includes:

- Vladimir Kovalyov and Seyran Petrosyan are now friends.
- Art Churkin commented on Pavel Bondarenko's status: "Amen!"
- Andrey Tsyukalo and Женья Кадацкий are now friends.
- Art Churkin likes Pavel Bondarenko's status.
- Richard Nyambura added a new photo to the album iOS Photos.

At the bottom right, there is a list of friends with their names and status icons (green dot for online, grey dot for offline, and a mobile phone icon for away).

# 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

Search for people, places and things

Boris Borisov

Home

You are posting, commenting, and liking as Spokane NBCs — [Change to Boris Borisov](#)

**Admin Panel**

Posts

	Post
	All our NBC friends are welcome
	By the end of this year this page
	Please provide feedback on Polic
	<a href="http://www.inc.com/geoffrey-jar">http://www.inc.com/geoffrey-jar</a>
	<a href="http://my.preservationnation.org">http://my.preservationnation.org</a>

**Get More Likes** [See All](#)

Create an ad to get more people to like your Page.

Daily Budget [?]

\$10.00

per day

**Promote Page**

**This Page is Now a Community**

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

**Get More Page Likes**

Create an ad to get more people to like your Page.

Sample Ad [?]

**Spokane NBCs**  
138 people like this.  
Community  
Sponsored

Daily Budget [?]

\$10.00

Est. 7 - 27 likes per day

You'll spend your budget every day until you stop your ad. [Learn more](#)

Audience [?]

People in United States

Currency

(USD) US Dollar

By clicking "Promote Page", I agree to Facebook's [Terms and Advertising Guidelines](#). [Learn more.](#)

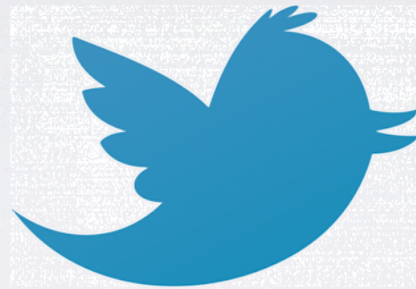
**Promote Page**

Cancel

**See Your Ad Here**

Join the conversation about Hillyards future.  
Scott Chesney, Director

# TWITTER



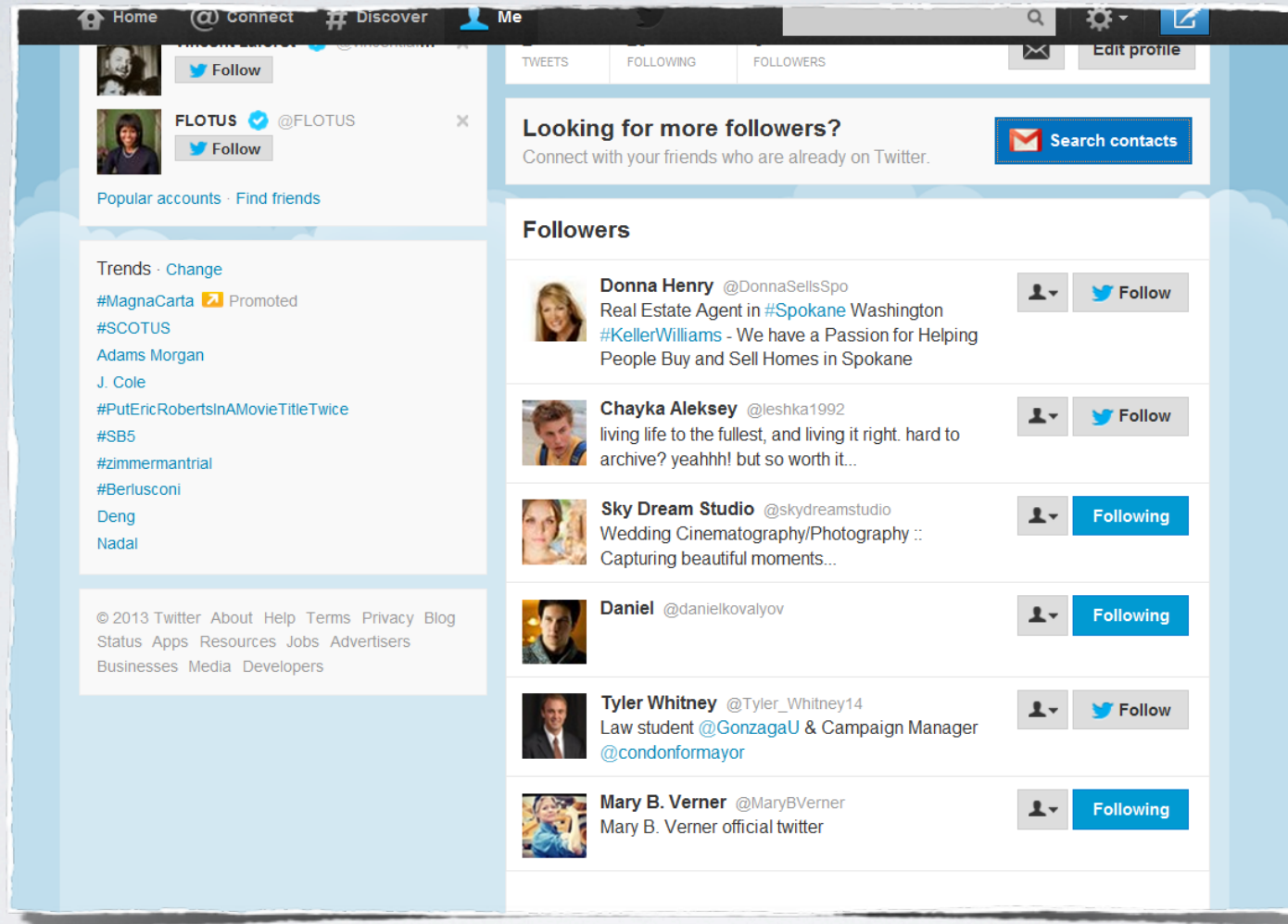


# THE BASICS



When you sign up for Twitter you will get a “screen-name” signified with @.

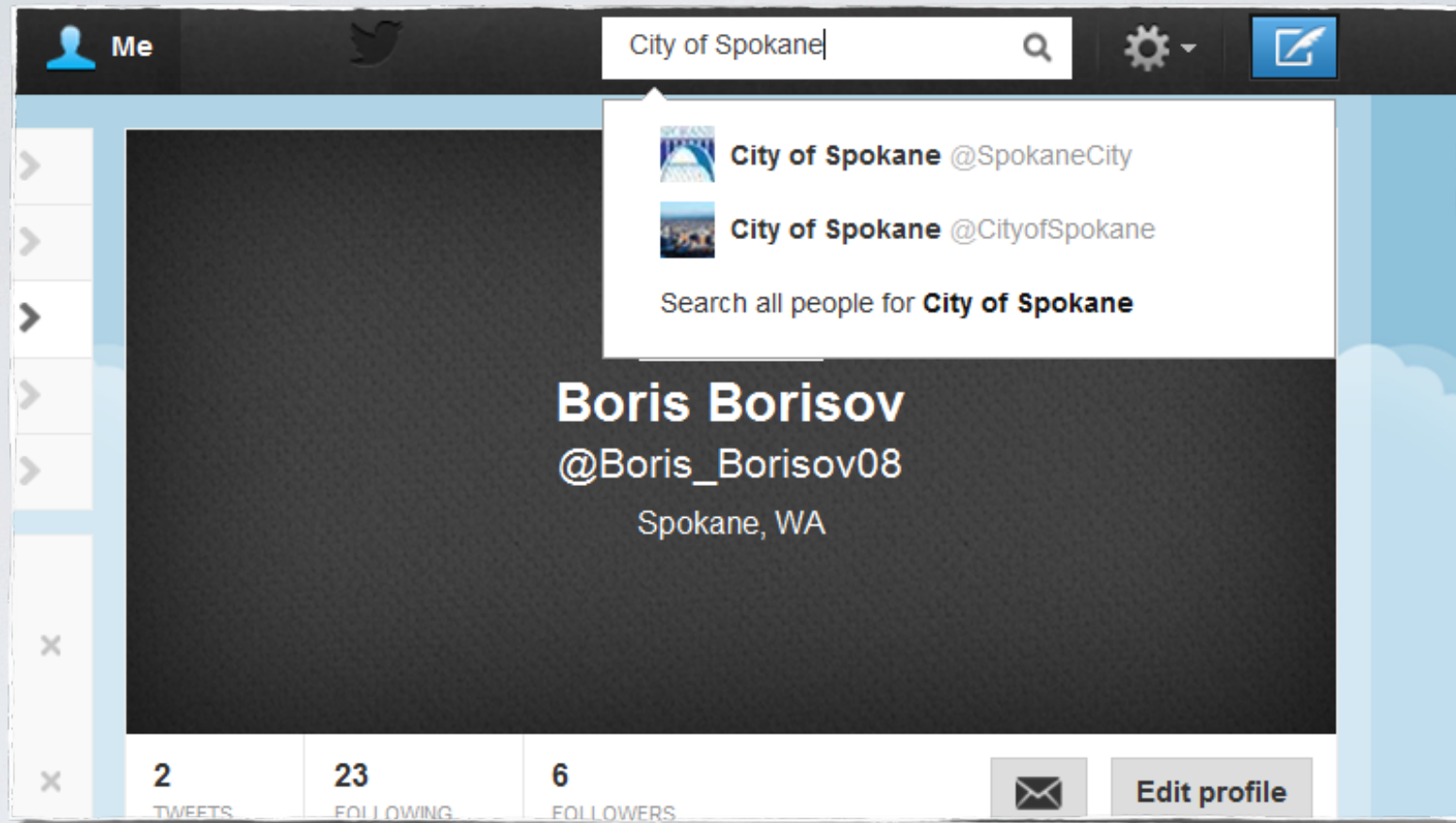
# FOLLOWERS



People can also follow you.



# FOLLOWING



You can follow people, organizations, businesses, etc. by searching.

# FAVORITES

The screenshot shows a Twitter interface with a dark header bar containing navigation icons for Home, Connect, Discover, and Me. The main content area displays the profile of Boris Borisov (@Boris\_Borisov08) from Spokane, WA. The profile card shows 2 tweets, 23 following, and 6 followers, along with an 'Edit profile' button. Below the profile, the 'Favorites' tab is selected, showing a list of tweets saved by the user. The left sidebar contains links to 'Favorites', 'Lists', 'Who to follow' (with a list of accounts like Regence BlueShield, Step UP and Go, and SpokesmanReview), and 'Trends' (with hashtags like #MagnaCarta, #SCOTUS, and #PutEricRobertsInAMovieTitleTwice).

Home Connect Discover Me

**Favorites**

Lists

Who to follow · Refresh · View all

**Regence BlueShield** @Regence...  
Follow Promoted

**Step UP and Go** @StepUPandGo  
Follow

**SpokesmanReview** @Spokesma...  
Follow

Popular accounts · Find friends

Trends · Change

#MagnaCarta Promoted

#SCOTUS

Adams Morgan

J. Cole

#PutEricRobertsInAMovieTitleTwice

**Boris Borisov**  
@Boris\_Borisov08  
Spokane, WA

2 TWEETS 23 FOLLOWING 6 FOLLOWERS

Edit profile

**Favorites**

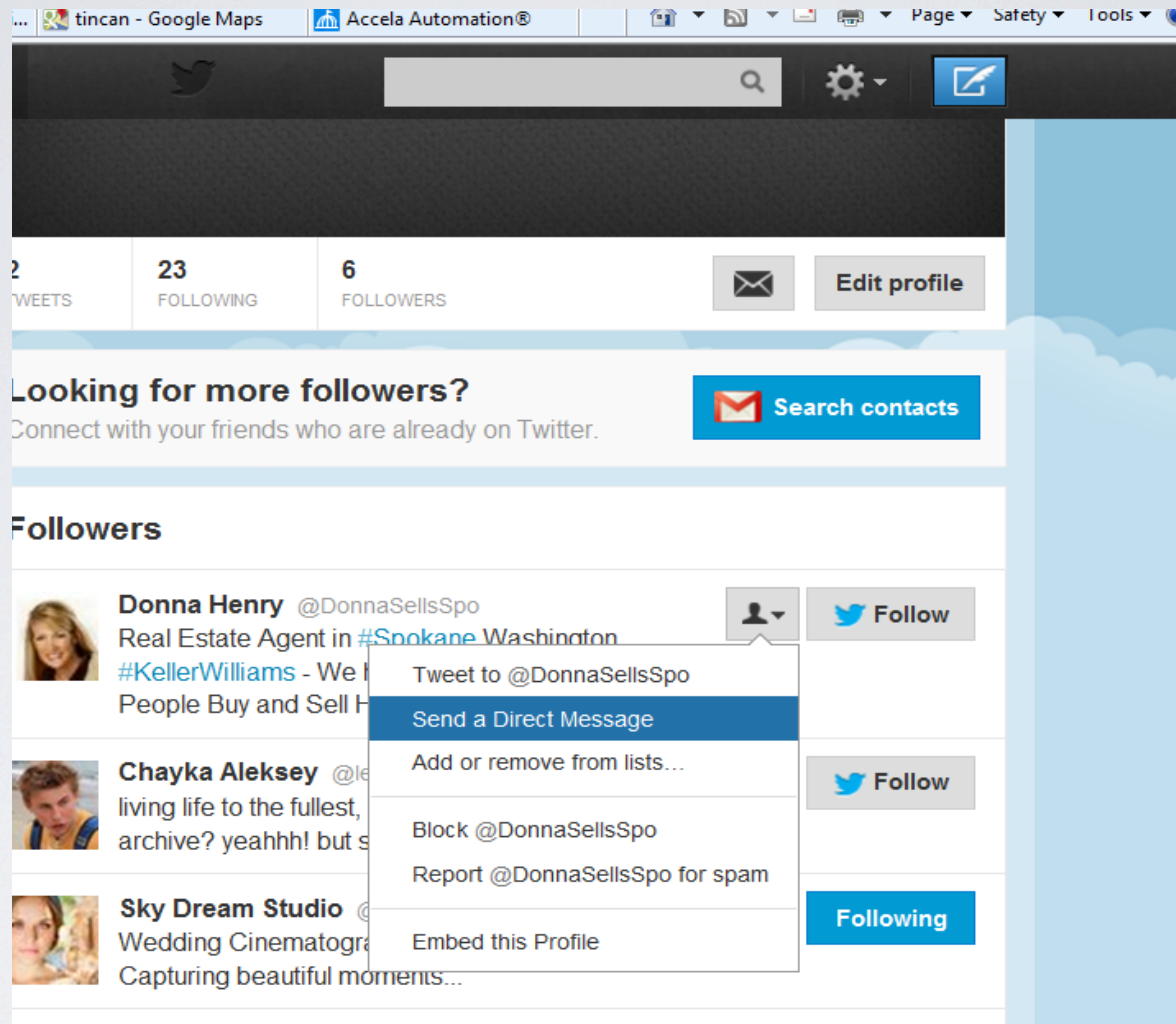
**Weitzman Studios** @StevenWeitzman 5h  
"The Capitol had many statues and this of Frederick Douglass will hold a special place in our hearts and in our Capitol" -Speaker Boehner  
Expand

**Boris Borisov** @Boris\_Borisov08 21 Jun  
Summer is here!  
Expand

You can save tweets you like in one place by using Favorites.



# DIRECT MESSAGES (DM)



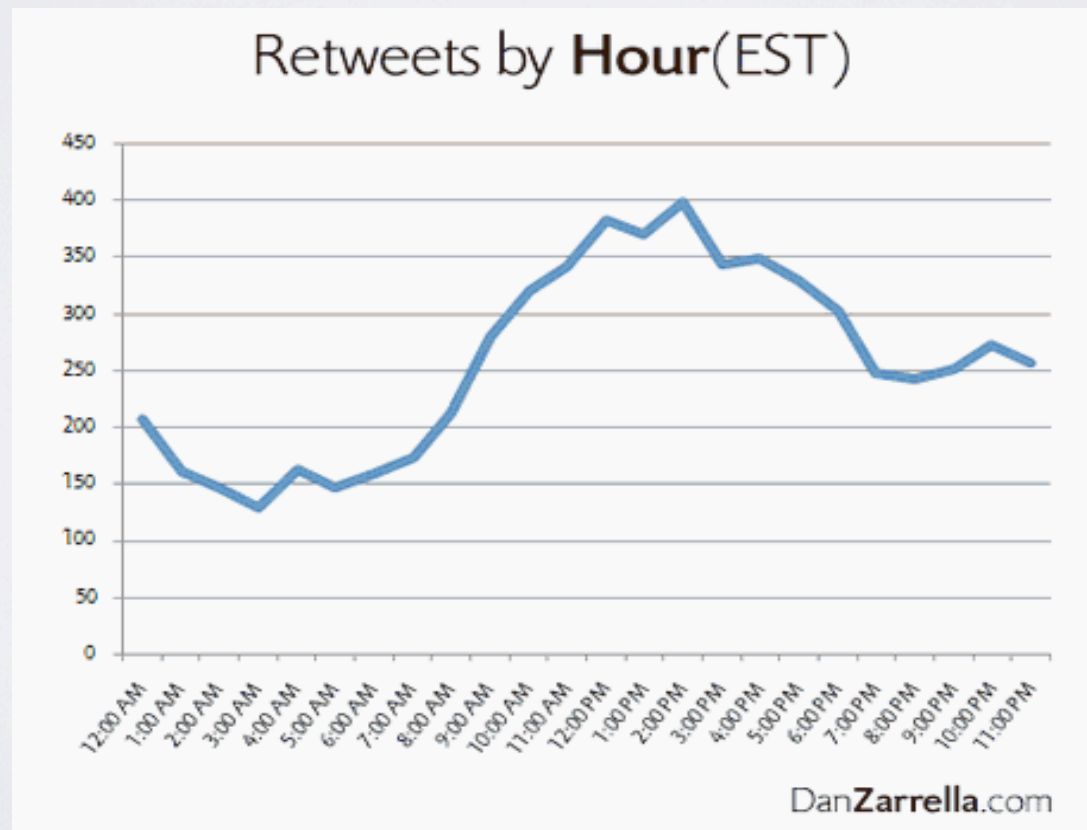
You can privately message your followers using direct messaging.

# RETWEET

**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.

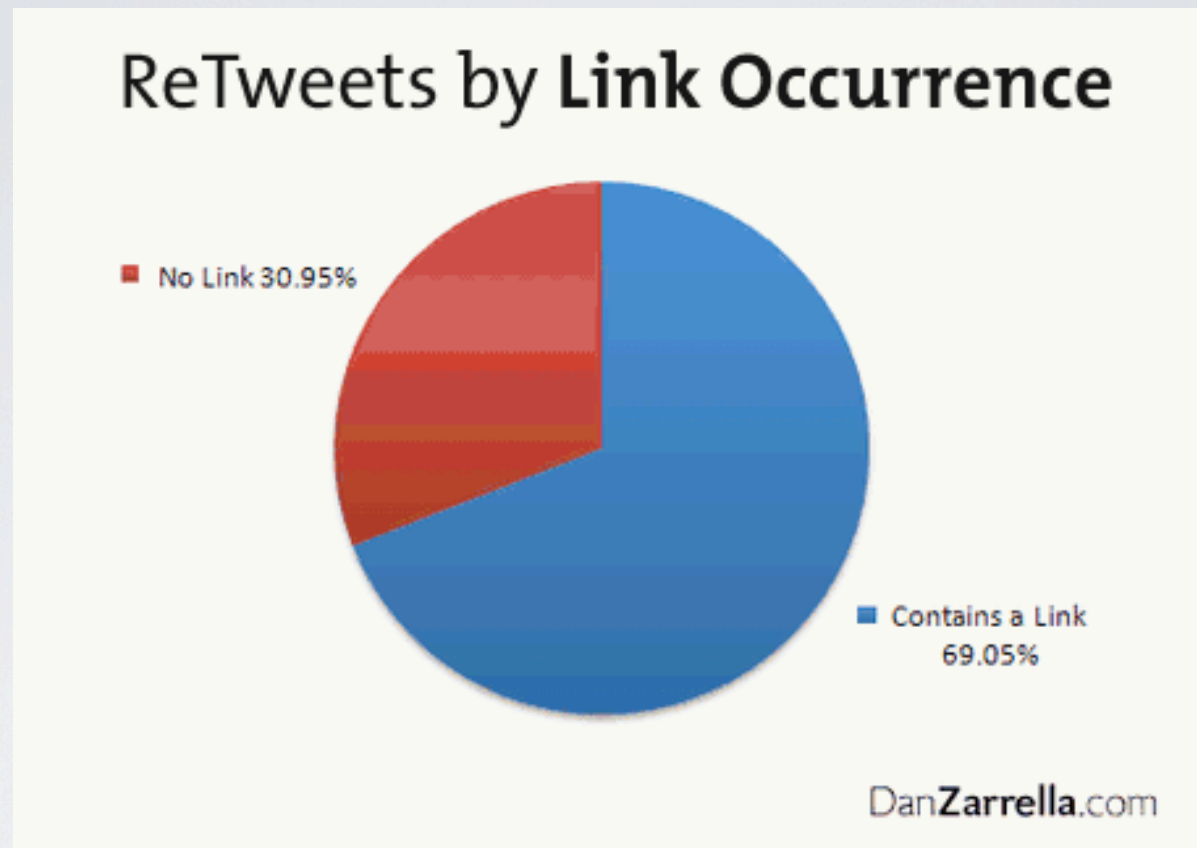
## **Best Time to ReTweet:**

I. Monday through Wednesday 9am to 6pm





# LINKS



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

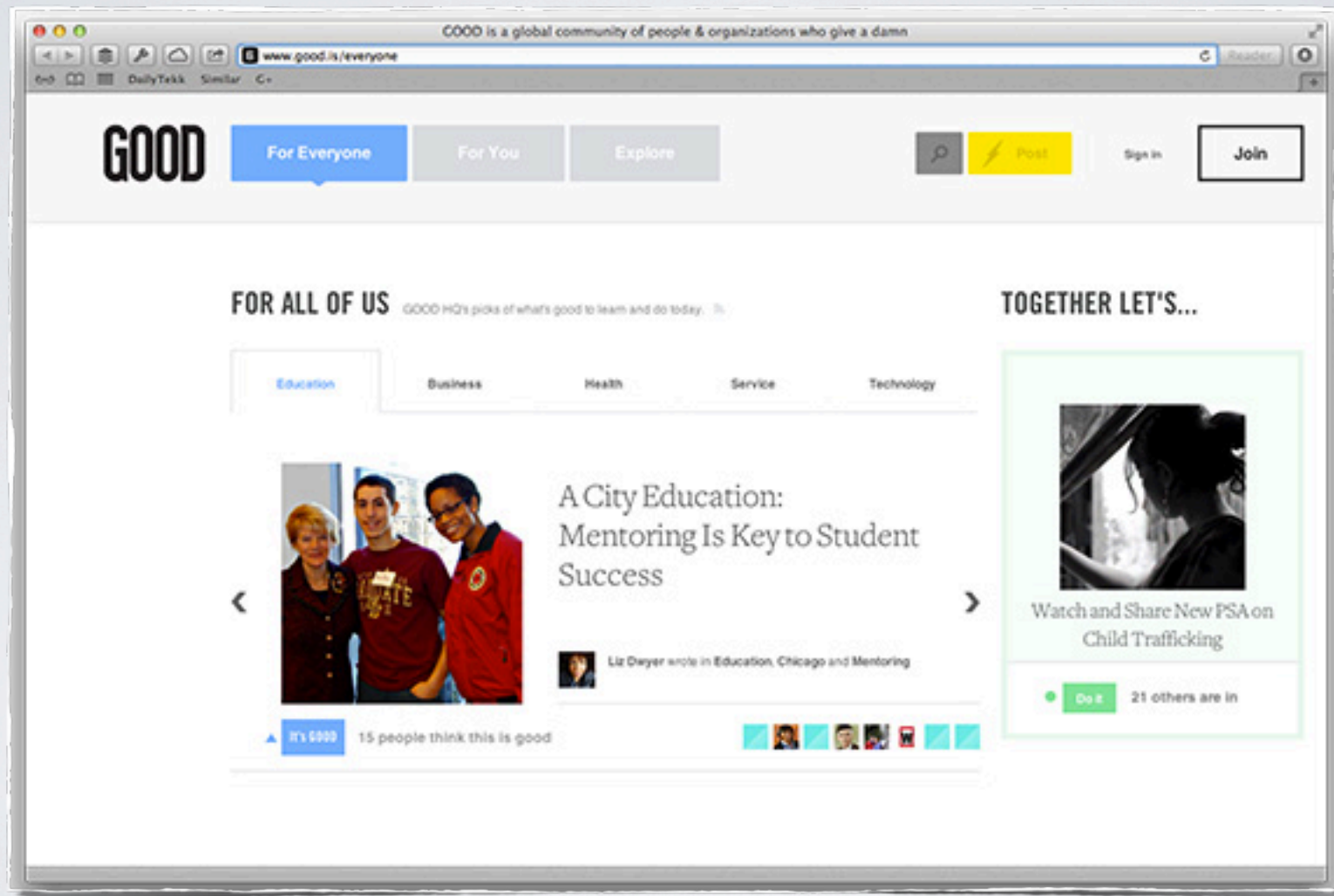
## **Go Mobile.**

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.



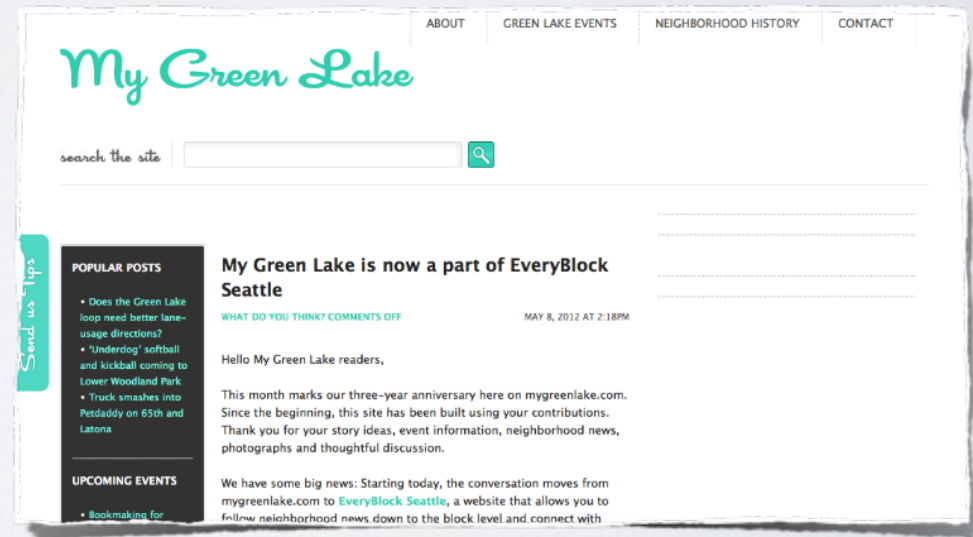
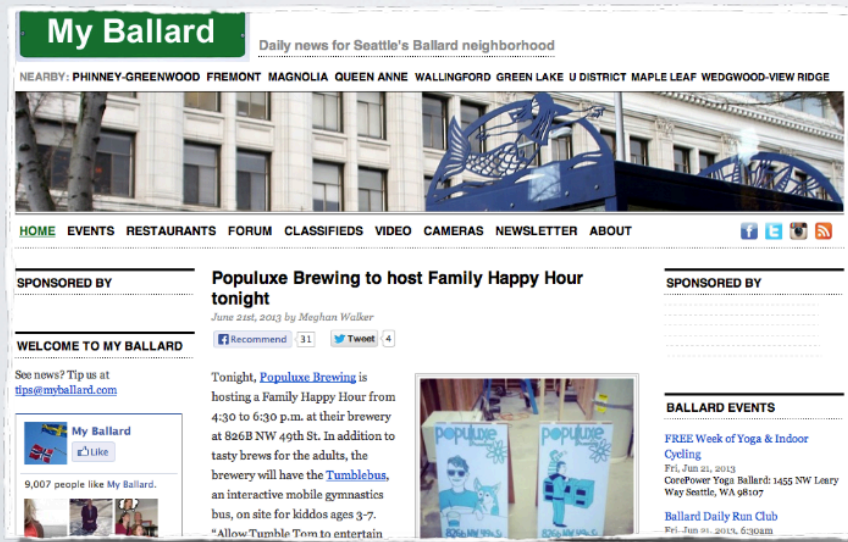


# BLOGGING



# 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 Pads Open](#)



photo courtesy of SP Easter Egg Hunt



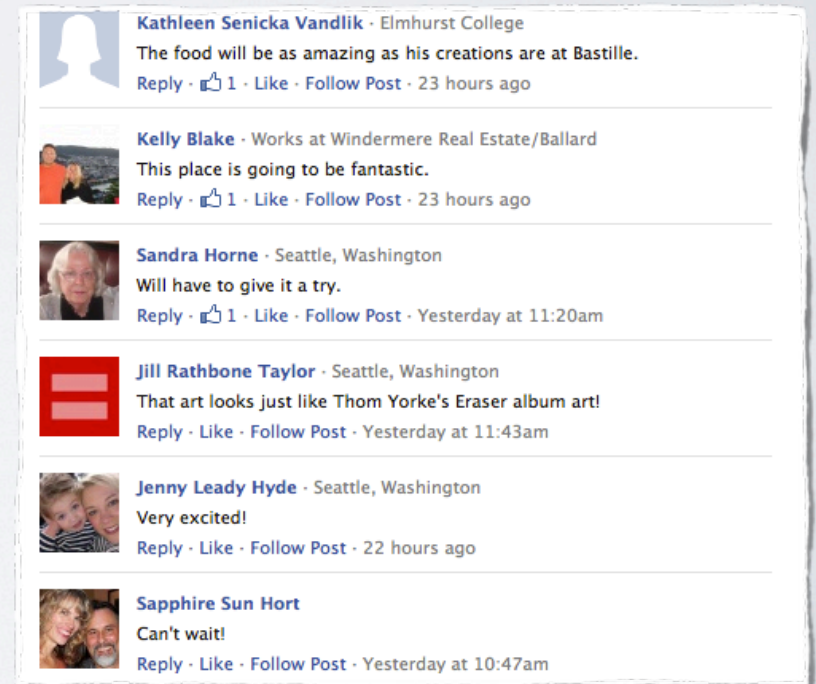
# IMPORTANCE OF BLOGGING

- **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.



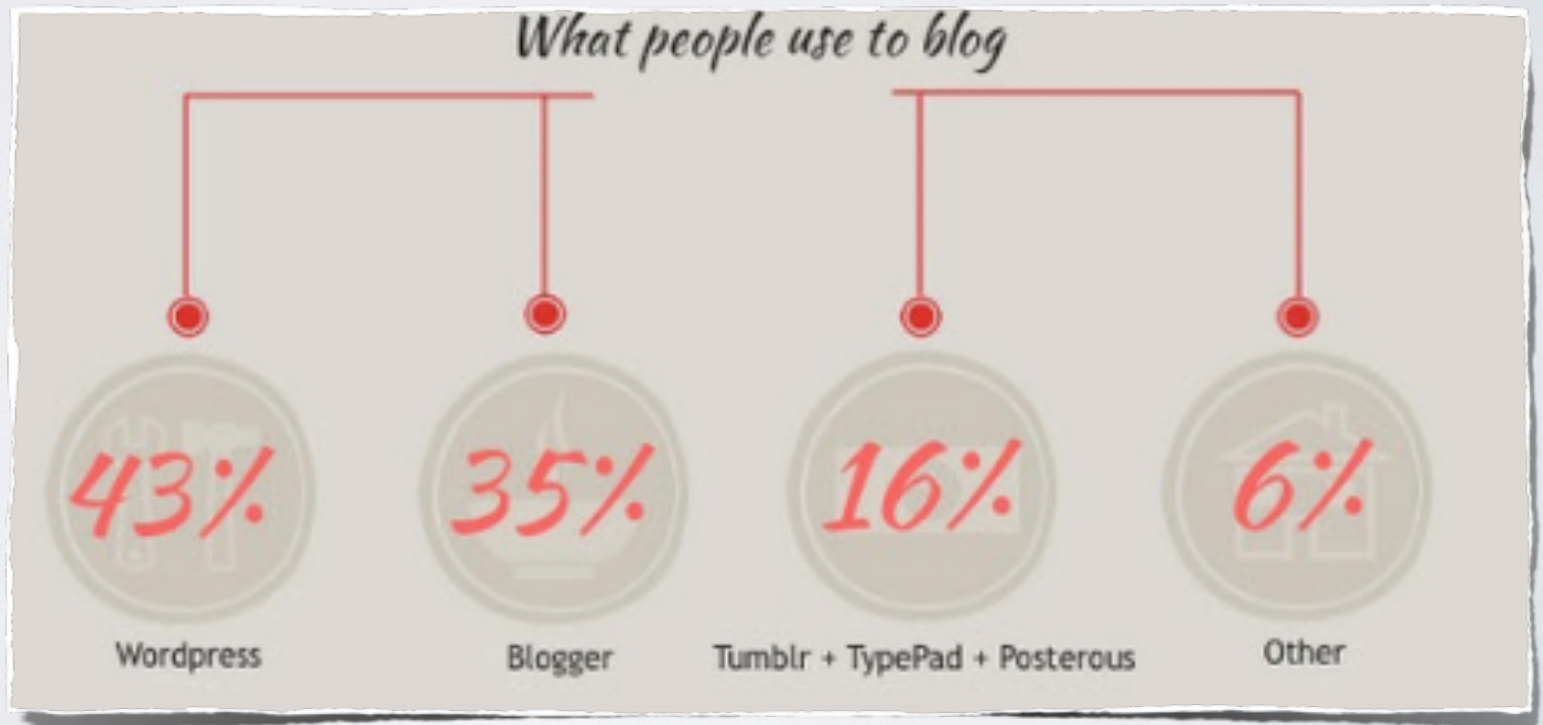
# GUIDELINES FOR A SUCCESSFUL BLOG

- 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





# 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

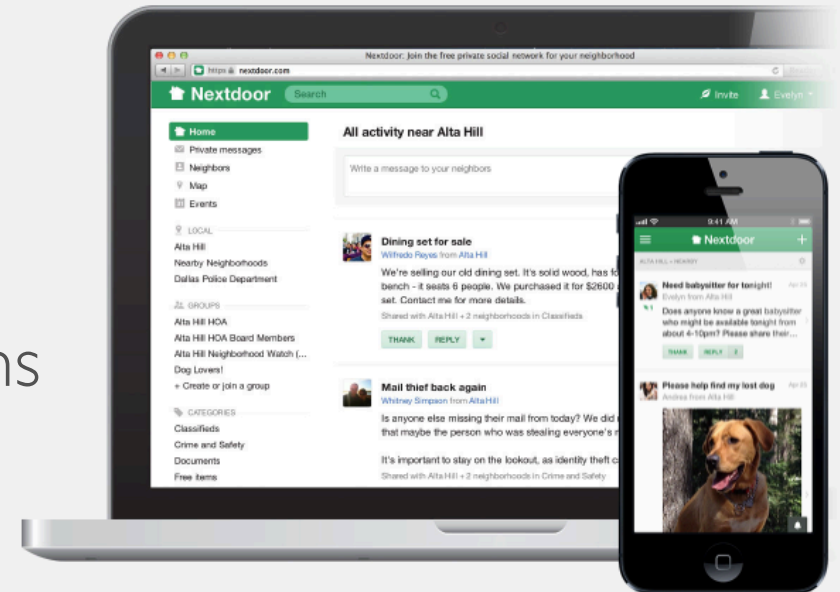
- [http://emersongarfield.org/  
wp/](http://emersongarfield.org/wp/)





# 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





# PRIVACY & SAFETY



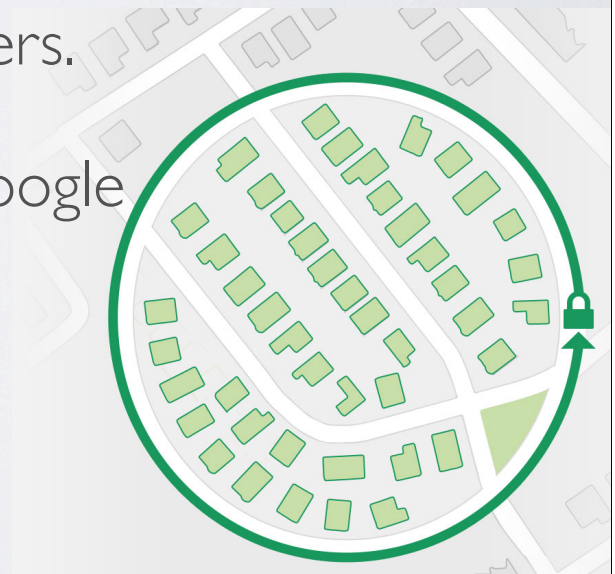
- Every neighbor has to verify their address.
- Every neighbor signs in with their real name. Just like in person.



- 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



**Nextdoor**




**JOIN OUR NEIGHBORS FOR:**  
**Joint Meeting of Comstock and  
Manito/Cannon Hill**

**WHEN** June 25, 2013 at 07:00 PM


**WHERE** Wilson Elementary Cafeteria  
911 W. 25th Street

**RSVP** [nextdoor.com/join/mbvqwa](http://nextdoor.com/join/mbvqwa)



Jackie Caro (W 29th Ave) invited you:  
"Joint Neighborhood Council Meeting for Manito Cannon Hill and  
Comstock. Come learn what is going on in the neighborhood!"

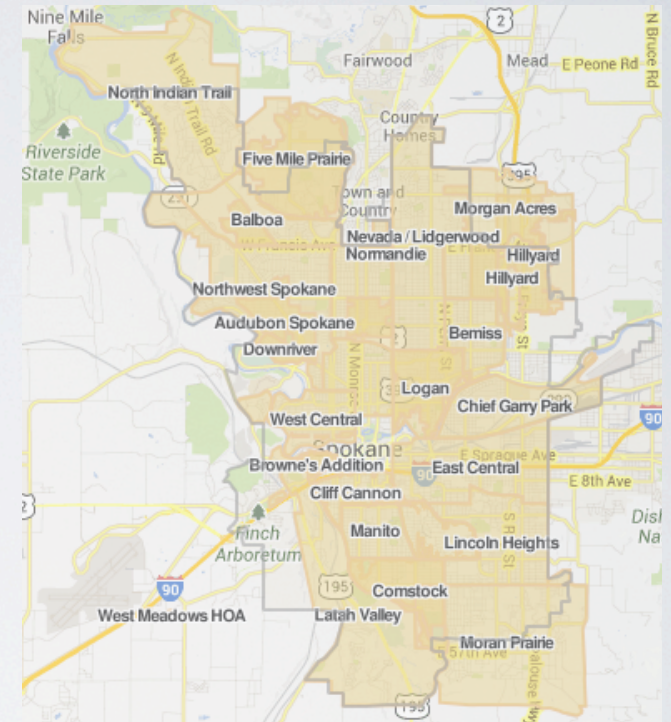
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 **Nextdoor** Comstock



# 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.



**JOIN OUR NEIGHBORS AT**

**Nextdoor** Camino Miguel Vista Mar Orinda



Your neighbor, Sally K., invites you to join: "We've used Nextdoor to find lost pets, share babysitters, and stop car break-ins."

**TO JOIN, VISIT:**

<http://nextdoor.com/join/5de2sm>



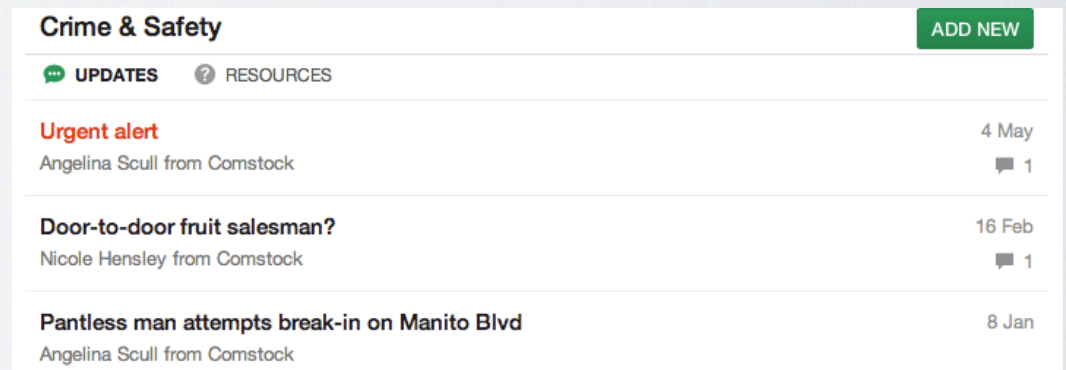


# HOW IS IT DIFFERENT FROM A NEIGHBORHOOD MAILING LIST?

- 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?

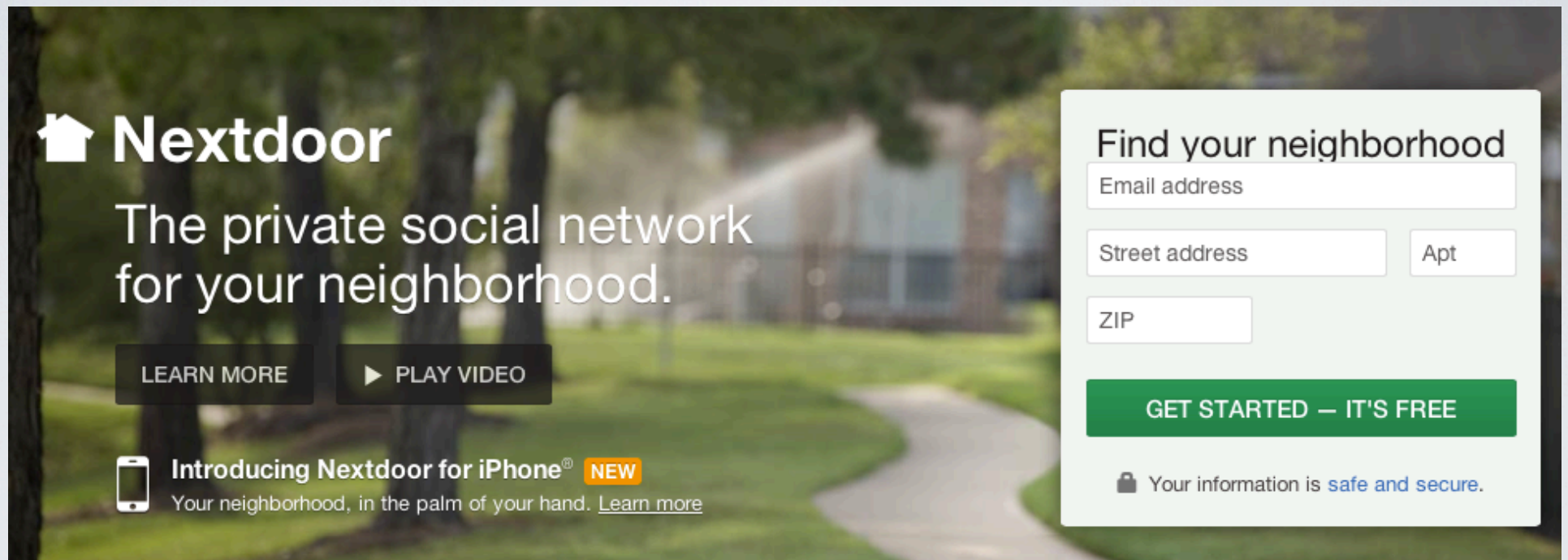
- Address verification to help ensure that the people on Nextdoor are really neighbors.
- A neighborhood directory.
- A neighborhood map.
- Ability to create public or private groups (sub-groups).
- Ability for users to control their email settings based on the types of messages they want to receive.
- 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

The image shows a screenshot of the Nextdoor website's landing page. The background is a blurred photograph of a suburban street with green lawns and trees. On the left side, the Nextdoor logo (a house icon) is followed by the text 'Nextdoor' in a large, bold, white font. Below this, the tagline 'The private social network for your neighborhood.' is written in a smaller white font. Under the tagline, there are two dark buttons: 'LEARN MORE' and 'PLAY VIDEO'. At the bottom left, there is a small icon of an iPhone next to the text 'Introducing Nextdoor for iPhone®' and a small orange 'NEW' badge. Below this, it says 'Your neighborhood, in the palm of your hand.' followed by a 'Learn more' link. On the right side, there is a white box with a green border titled 'Find your neighborhood'. Inside this box, there are three input fields: 'Email address', 'Street address', and 'ZIP'. The 'Street address' field is split into two parts: 'Street address' and 'Apt'. Below these fields is a large green button with the text 'GET STARTED — IT'S FREE'. At the bottom of the box, there is a small lock icon followed by the text 'Your information is safe and secure.'

 **Nextdoor**

The private social network  
for your neighborhood.

[LEARN MORE](#) [▶ PLAY VIDEO](#)

 **Introducing Nextdoor for iPhone®** **NEW**  
Your neighborhood, in the palm of your hand. [Learn more](#)


**Find your neighborhood**

Email address

Street address Apt

ZIP

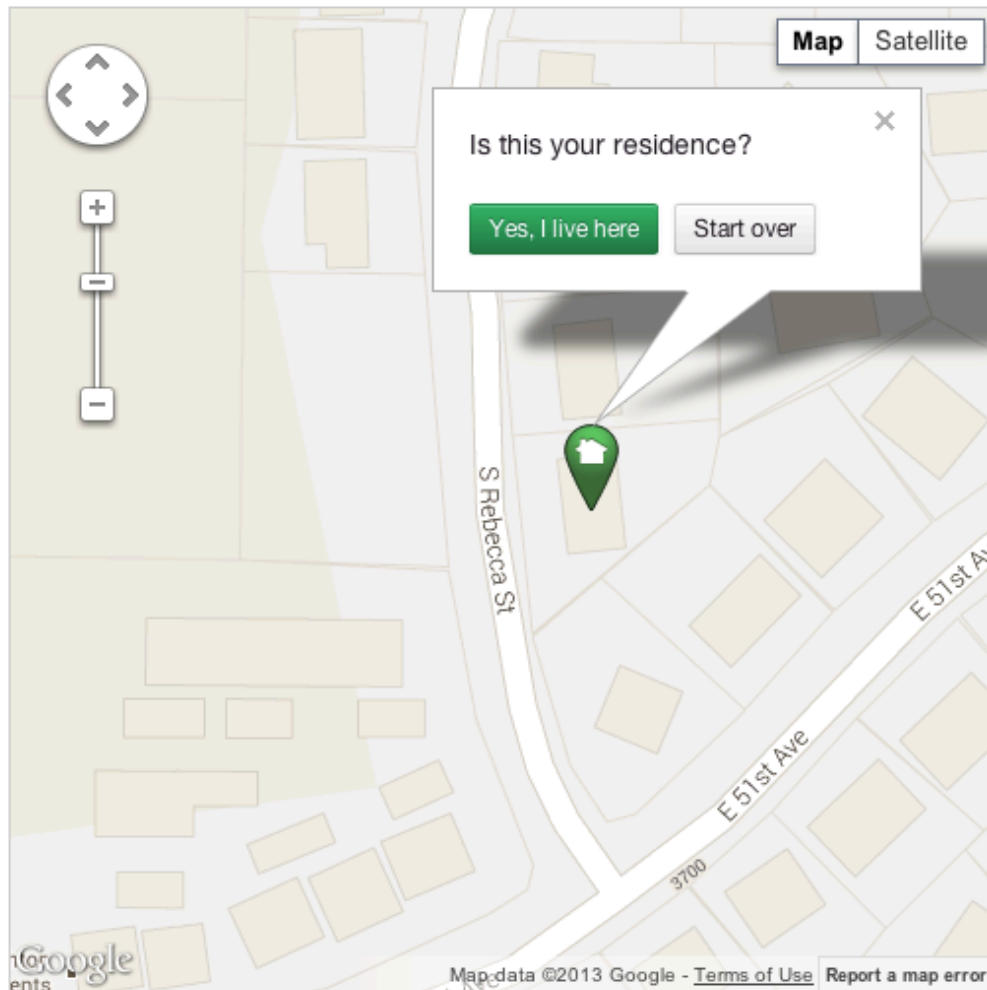
**GET STARTED — IT'S FREE**

 Your information is [safe and secure](#).

# LOCATE YOUR ADDRESS

## Help locate your exact address

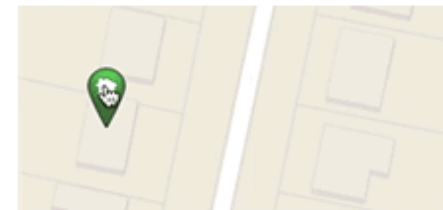
5011 S Rebecca St, Spokane, WA



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!

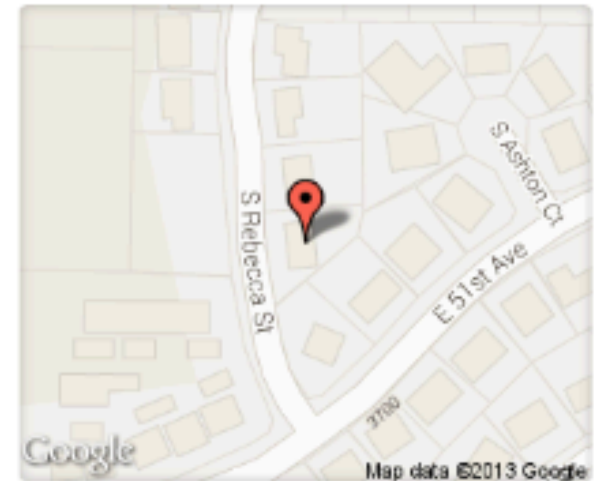
**First, tell us about your neighborhood...**

Neighborhood name

How did you hear about Nextdoor?

Why are you interested in bringing Nextdoor to your neighborhood?

**Your home**



# 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](#)

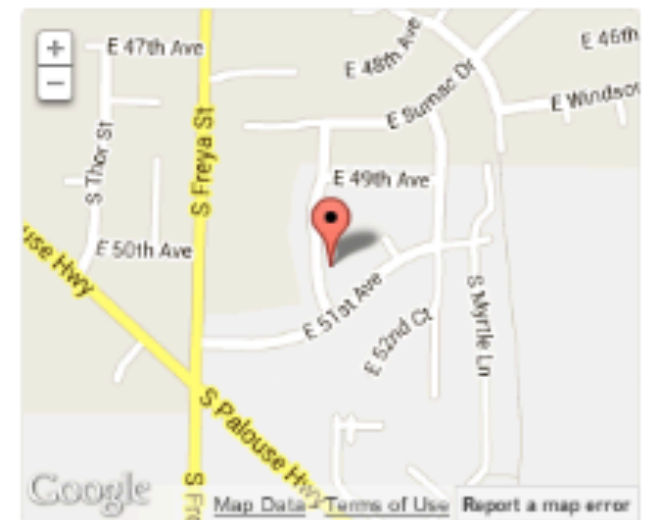
Email address

Choose a password

Have an invitation code? ☒ No ☐ Yes

Create my account »

## Your neighborhood

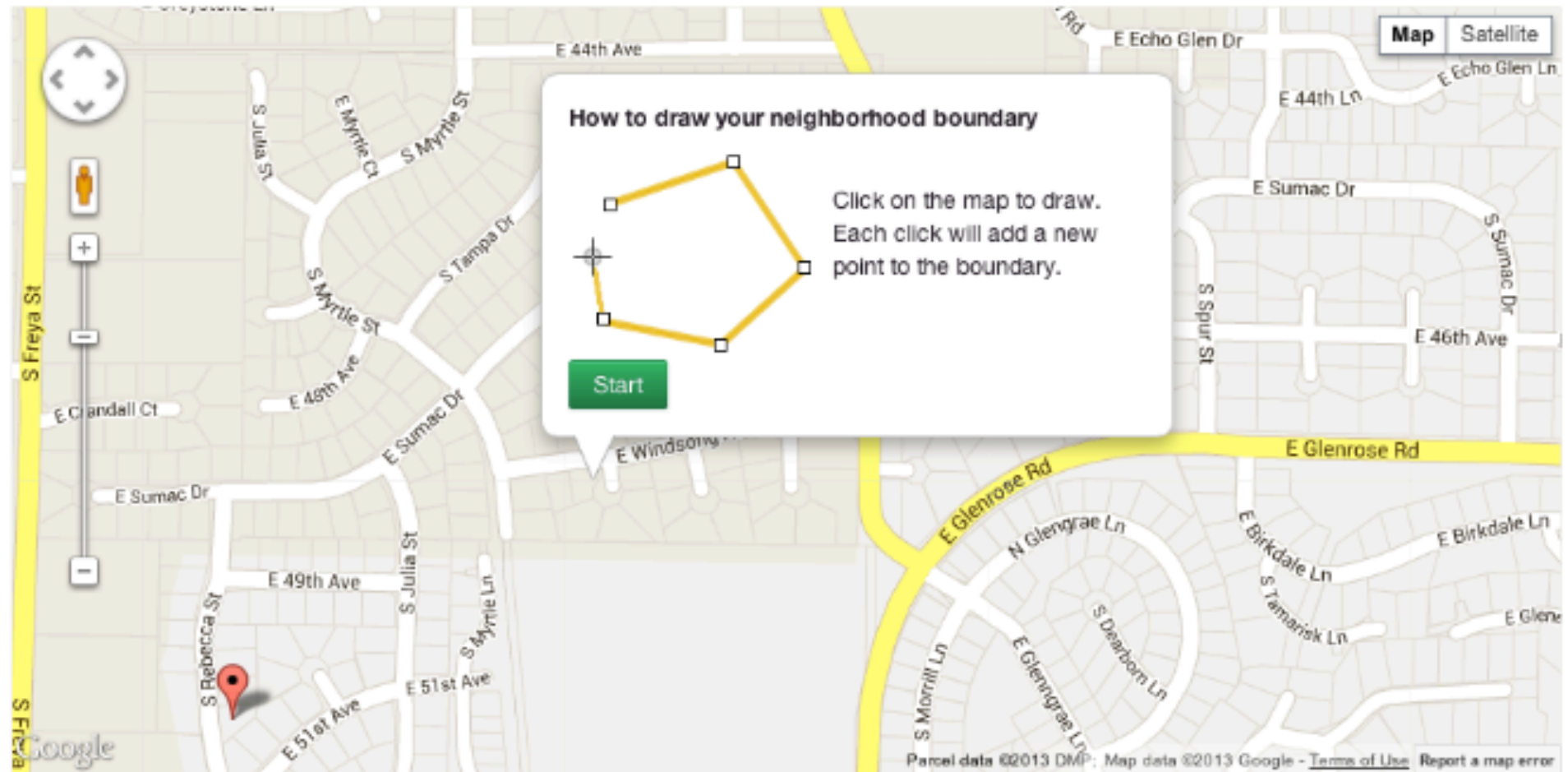


Questions about your neighborhood boundary?  
Please [contact us](#).



# Step 1 of 2: Please draw your neighborhood boundary

Need help? [Contact support](#)



## 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.

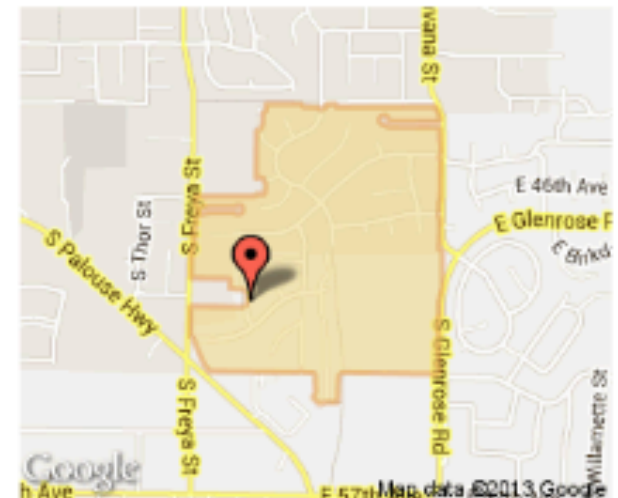
It's important to choose a name that your neighbors will recognize.

Neighborhood Name

**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.



Neighborhood size: 323 households



## 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.

## 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.



Continue »

[Help](#)



# Introduce yourself.

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

Profile photo



Use Facebook Photo

Or, upload from your computer:

Choose File

no file selected

When did you move to Ashton Heights?

Select month



YYYY

What do you love about your neighborhood?

Enter the things you love about Ashton Heights

Do you have a spouse or partner?

Name

Email address

Are you part of a neighborhood watch group?

☐ Yes ☐ No

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.

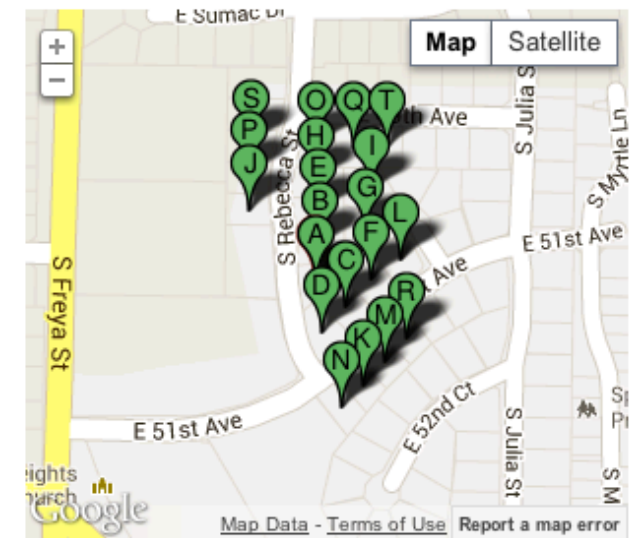
We'll print and mail postcards **for free** to your 20 closest neighbors who aren't already Nextdoor members.



Select your neighbors · [Preview postcard](#)

- |   |  |
|---|--|
| <input checked="" type="checkbox"/>  5005 S Rebecca St   | <input checked="" type="checkbox"/>  3706 E 51st Ave    |
| <input checked="" type="checkbox"/>  4921 S Rebecca St   | <input checked="" type="checkbox"/>  4920 S Ashton Ct   |
| <input checked="" type="checkbox"/>  3709 E 51st Ave     | <input checked="" type="checkbox"/>  3708 E 51st Ave    |
| <input checked="" type="checkbox"/>  3703 E 51st Ave     | <input checked="" type="checkbox"/>  3702 E 51st Ave    |
| <input checked="" type="checkbox"/>  4915 S Rebecca St   | <input checked="" type="checkbox"/>  3702 E 49th Ave    |
| <input checked="" type="checkbox"/>  3715 E 51st Ave     | <input checked="" type="checkbox"/>  4908 S Rebecca St  |
| <input checked="" type="checkbox"/>  4914 S Ashton Ct    | <input checked="" type="checkbox"/>  3710 E 49th Ave    |
| <input checked="" type="checkbox"/>  4907 S Rebecca St   | <input checked="" type="checkbox"/>  3714 E 51st Ave    |
| <input checked="" type="checkbox"/>  4908 S Ashton Ct   | <input checked="" type="checkbox"/>  4902 S Rebecca St |
| <input checked="" type="checkbox"/>  4914 S Rebecca St | <input checked="" type="checkbox"/>  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!



-  You
-  Your neighbors

# 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.

## Home

Inbox

Neighbors

Map

Events

LOCAL

Ashton Heights

Nearby Neighborhoods

CATEGORIES

Classifieds

Crime & Safety

Documents

Free items

General

Lost & Found

Recommendations

GROUPS

+ Create or join a group

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About Blog Guidelines Help  
Jobs Privacy Press Safety

## Activity from Ashton Heights only

1 NEIGHBOR



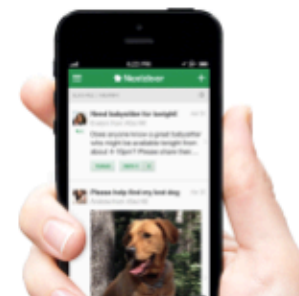
Post a message, event or urgent alert to neighbors



### 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



## 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](#)

# 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](mailto:jcaro@spokanecity.org)