

# MAINTAINING YOUR NEIGHBORHOOD COUNCIL SOCIAL MEDIA ACCOUNTS

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Presented by: Building Stronger  
Neighborhoods Committee



# Maintaining a Neighborhood Council Facebook Account

- You will need a personal Facebook account to create, join or administer a neighborhood page. If a valid neighborhood page already exists, the current admin(s) will have to add you as an admin or editor (under Settings > Page Roles). Be sure to fill out all background information on the page (under Settings > General). This will help Facebook better target your neighborhood's audience.
- When posting, try to use relevant, decent-quality images and hashtags to make the post more visible and appealing. Cross-reference other Facebook pages in the body text by using the @ symbol to mention partners, businesses, and community organizations. Take advantage of the ability to create events (Page > Events) and encourage other Facebook users to RSVP.
- Consider boosting your posts or an event. Facebook advertising is cheap and allows you to specifically target your neighborhood!

# Maintaining Your Neighborhood Council Webpage (Wordpress)

WordPress sites can be created through wordpress.com, self-hosted, or maintained through the City. There are pros and cons to each method:

- WordPress.com: Currently ranges from free up to \$8/month. Different price tiers will bring different benefits. Free is naturally the most affordable but also the most limited in terms of storage space and functionality.
- Self-hosted: Most expensive option of the three on account of domain (e.g., .org, .com) and hosting costs, yet offers the most customization, functionality and autonomy.
- City: Least expensive but functionality is very limited. The City also exercises some oversight over content for obvious legal reasons.
- WordPress and other blogs are ideal for long(er)-form content that will be truncated by Facebook and Twitter. A good example of such content is descriptions of planning issues or explanations of CDBG funding projects. Blogs also provide an easily searchable, accessible archive for neighborhood content—not least past minutes and agendas—that, unlike Facebook, does not require platform membership to access.
- Once the primary admin account has been created, multiple users can administer or contribute to a WordPress blog. The WordPress control panel is fairly intuitive, and no HTML knowledge is necessary to create an appealing, informational page or post. When posting, be sure to include a relevant, decent-quality photo when one is available. This can be uploaded into the post itself or added as the post's "Featured Image." It also helps to add categories and tags to contextualize the post and make it more searchable.

# Maintaining a Neighborhood Council Nextdoor Account

- Nextdoor resembles Facebook with a neighborhood focus. Its neighborhoods—better thought of as location-based groups—tend to be delineated by the arbitrary boundaries drawn by users who might not necessarily be involved in (or even aware of) Spokane’s neighborhood council system. When you sign up, you will be automatically placed in whatever group has been created for your area or asked to create a new group if none already exists.
- Nextdoor’s strength and weakness is that it allows users to address specific groups – but only the groups that allow outside notifications; these are not necessarily in close proximity to your own. Its chief uses tend to be alert-style information about crime, lost animals and events, but it is very insular and does not currently allow any automated method of cross-posting content from other platforms.
- Signup is straightforward but does require an address verification step. Participation is on an individual basis; there is no means for a neighborhood council to post as an organization on Nextdoor. For this reason, Nextdoor “ambassadors” for the neighborhood council are useful.
- **Nextdoor App: A Guide to Using the Neighborhood Social Network**  
<https://blog.hootsuite.com/how-to-use-nextdoor/>

# Maintaining a Neighborhood Council Twitter Account

- Twitter accounts have a single login/password. This info will have to be shared among those who maintain the feed, although each user can keep his or her client (e.g., Tweetbot) of choice.
- With a limit of just 280 characters, Twitter is most effective when used to direct your followers to content of interest elsewhere (e.g., newspaper articles, blog posts), provide brief updates and event reminders, and engage positively and constructively with others who are using the platform through mentions (also using the @ symbol) and retweets.
- Schedule your tweets in advance! We recommend using TweetDeck or Hootsuite.