



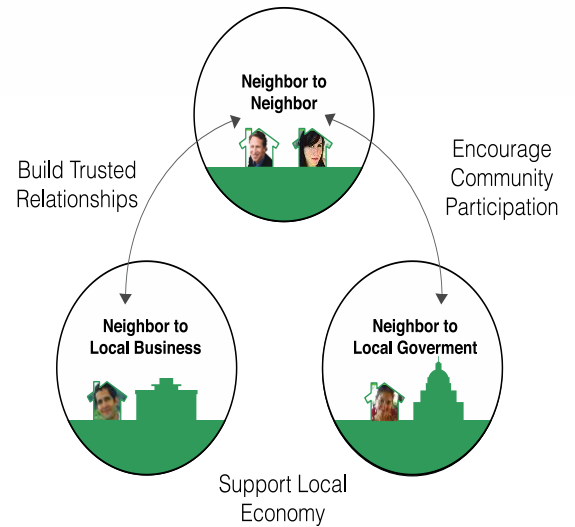


Becca Taylor
 Nextdoor Field Organizer, Central San Diego
 850-206-4043 Btaylor@nextdoor.com

Nowadays we have social media for just about anything except for the most important community – the one right outside our door.

Nextdoor is a free, private, online social network designed specifically for your neighborhood. It’s used for anything from organizing Neighborhood Watches to forming carpool groups and sharing local recommendations. You decide.

<p>Private </p> <p>Privacy is critical to creating a safe, trusting environment</p> <ul style="list-style-type: none"> Private and secure neighborhood websites Real names and address verification Nothing is indexed by search engines 	<p>Local </p> <p>A product built-ground up for the neighborhood</p> <ul style="list-style-type: none"> -Location is the network’s organizing principle -Designed to connect neighbors, not friends -Creation of offline growth mechanisms (postcards) 	<p>Useful </p> <p>Utility makes the service an essential resource</p> <ul style="list-style-type: none"> Recommendations Classifieds Local events Crime and safety Civic issues
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Our goal is to create a trusted environment where people can feel comfortable knowing they are talking to actual neighbors. In order to do so, we require that members verify their address before joining their neighborhood on Nextdoor.

(Note: We value your privacy and will never share your information or sell it to third parties.)

Address Verification Process:

- Phone call to a listed number registered to home address
- Last four digits of Social Security number matches home address
- Credit card billing address which matches home address. We NEVER store your credit card and it costs you nothing.
- Postcard with a unique code sent to home address. This is free and usually arrives within 3-4 days.

Neighbors who know each other, look out for each other.

93% say it's important for neighbors to look out for one another.

Over 67% of homeowners feel safer when they know their neighbors.

35% of people who know their neighbors reported that they've shared information with them about crime & safety.

79% of people that use an online neighborhood forum talk with their neighbors at least once a month in-person.

Nextdoor

“Social networks in a neighborhood lowers crime, improves public health, and raises test scores.”

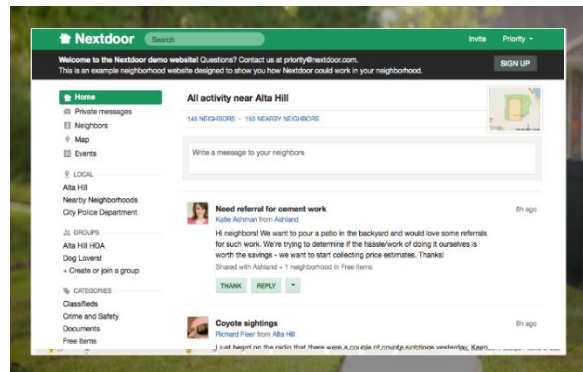
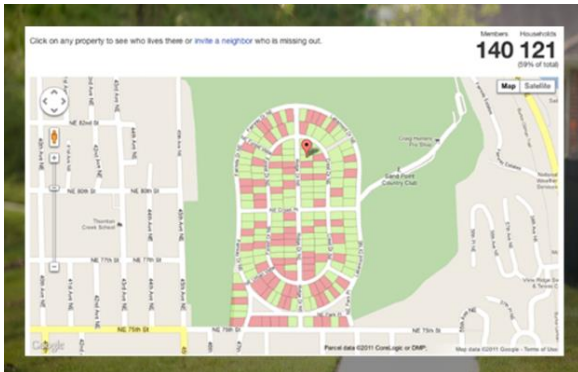
Robert Putnam
 Harvard Professor and Author of Bowling Alone

Nextdoor Alta Hill (Neighborhood Demo):

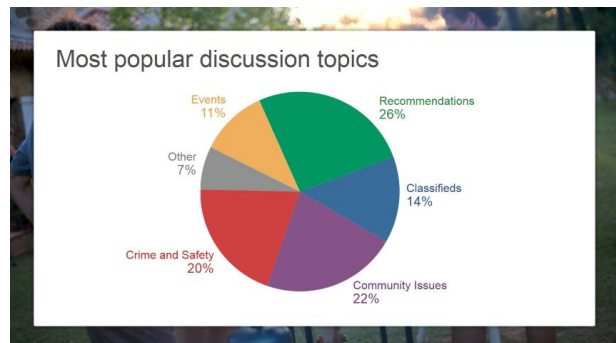
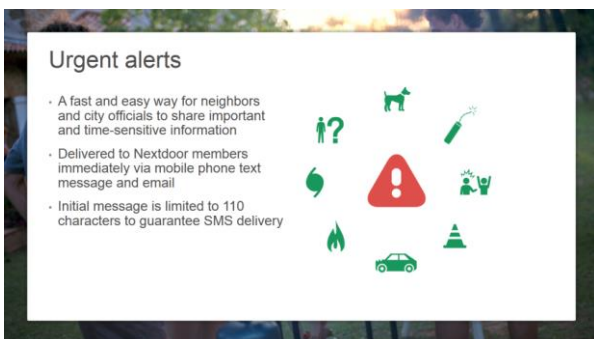
You choose to share as much or little of your information as you want in your personal profile.

Your neighborhood features include:

A map based directory, private groups, nearby neighborhoods, private messages, events planner, and a newsfeed that has 7 posting categories: Crime & Safety, General, Classifieds, Documents, Free Items, Lost & Found, and Recommendations.



Note: Under settings you can choose to post to only your neighborhood, or to share with your nearby neighborhoods. Also, you have the option to mute anyone or any category you don't want to hear from.



Nextdoor Stats:

- Over 1 in 5 neighborhoods are using Nextdoor nationwide! On average, 70 new neighborhoods launch a neighborhood website every day.
- There are 550 neighborhoods in San Diego County so far.
- Nextdoor has partnered with more than 160 city agencies (ex. San Diego Police Department)

Steps you can take today:

- Start or join your Nextdoor neighborhood
- Be a Lead in your neighborhood
- Invite your neighbors and friends to join Nextdoor
- Share useful information with your neighborhood
- Create a group within your Nextdoor neighborhood
- “Thank” or reply to neighbors and city posts
- Share your neighborhood stories with us
- Work with me, your Nextdoor Field Organizer!

Any questions? We'd love to hear from you! Join the conversation @Nextdoor or on our Facebook page <https://www.facebook.com/nextdoor> Nextdoor Intro video---->

