Nextdoor
the future of community engagement
1. What is Nextdoor?

A social media platform for neighborhoods
Users are on Nextdoor to:

- Quickly get the word out about a break-in
- Organize a Neighborhood Watch Group
- Track down a trustworthy babysitter
- Find out who does the best paint job in town
- Ask for help keeping an eye out for a lost dog
- Find a new home for an outgrown bike
- Finally call that nice man down the street by his first name

★ Learn the nitty gritty about recycling!
2. Why use Nextdoor?

Resident motivation
Why use Nextdoor?

**Engagement**
Why residents become members…

**Volume**
Greensboro: ~285,000 residents
Greensboro Facebook Page Likes: 10,137
Nextdoor: 32,000 users as of 3/13/18

**No Character Limits**
Can add images too!

**No limitations**
When you post, it goes out to every user—you are not limited to just those that follow your agency.

**Targeted campaigns**
Have an issue in a specific area of town or neighborhood? Draw a polygon or select specific neighborhoods.

**Resident Privacy**
Agency members do not see anything except what the agency posts and residents reply.
3. Your Nextdoor Agency account
Get approval, email Nextdoor from your agency email requesting an account, and voila!
Important things to keep in mind...

All posts come from “Your Name, Recycling Coordinator of Carolinatown, Carolina”
Important things to keep in mind...

Target which neighborhoods or areas of town to share a post.
Important things to keep in mind...

You can have more agency staff members on your Nextdoor team

Cover more topics

Residents appreciate proactive communication
4. What to talk about?

There are so, so, so many topics related to waste reduction!
What to talk about

FAQs
◎ Plastic Bottle Caps
◎ Bundle Paper?
◎ Bag Recycling
◎ Does the City Landfill my Recycling?
◎ Dishes
◎ Batteries
◎ How clean does it need to be?
◎ Medicine Bottles

The WHY behind...
◎ Tanglers
◎ Plastic bags
◎ Hangers
◎ Scrap metal
◎ Needles
◎ Medical waste
◎ HWW
◎ Pizza Boxes
◎ Glass
◎ Importance of Recycling
◎ Economics of Recycling

Fun Stuff
◎ Holiday Party Waste Reduction Tips
◎ Black Friday Shipping & Handling
◎ Gift Wrap Alternatives
◎ Halloween Recycling Tips
◎ Thanksgiving gathering waste reduction tips
◎ And more!
Resident Driven

Make sure to get resident feedback. Ask them for their questions, but put it on a list and let them know you will get to the topic later.
Service Update

Please note that all Monday collections of Yard Waste and Bulk Items have been suspended for the day. As schedule and conditions permit, our crews will come back to finish these routes later this week.

1d ago · Subscribers of City of Greensboro

Lara G., Highland Park · 1d ago
Is regular trash pickup still happening then?

😊 Thanked! 1 Thank

Jean R., Three Meadows · 1d ago
Our garbage can was emptied earlier this morning.

😊 Thanked! 1 Thank

Tyler H., College Hill · 1d ago
I really like this a part of the Nextdoor community

😊 Thanked! 2 Thanks

bobbie m., Hamilton Lakes · 1d ago
Will there be pick up on Tuesday as usual?

😊 Thanked! 2 Thanks

Waste Reduction Supervisor Tori Carle · 1d ago
Bobbie M.--We won't know that until tomorrow. I will make sure to keep you updated here and also on our app, GSO Collects. Make sure to download it to get the most up-to-date service announcements!

5 Thanks

Waste Reduction Supervisor Tori Carle · 1d ago
Trash and Recycling collection has not been affected today!

4 Thanks
A few best practices

Reviewers!

- Have several colleagues review your post.
- Grammar and proper spelling are important!
Writers

• Don’t put it all on yourself to write these posts.
• Develop a style and a voice, then enlist some ghost writers.

Feel free to use the content I have already created from our website. #Recycle!
A few best practices

Reach Out!

- You WILL get crazy and off the wall questions that have nothing to do with your department…
- Don’t be afraid
- I have made so many new contacts within my own organization!
5. Avoid these bumps

I had some pitfalls along the way…
Topics a Government Agency could cover…

You.

Other Departments

- General Announcements
- Safety/Police Matters
- Special Events
- Ordinances
- Transportation
- Road Closures
- Parking
- And the list goes on
- And on
- And on
- And on

Stay within your realm of expertise….

Partner with your communications team & other departments—IF they reach out.

- Waste Reduction
- Recycling
- Service Alerts
- Composting
- Questions about related topics
6. Results?

Impressions, interactions, & individual feedback
What’s the most impressions your agency has gotten from unpaid advertising?

Nextdoor outperforms the GSO Goes Green Facebook & Twitter feeds combined...
An upward trend…

Ever Wonder Wednesday Post Views

- 12/17/2017
- 12/31/2017
- 1/14/2018
- 1/28/2018
- 2/11/2018

Views
An upward trend…
Fairfax, VA example:
Ever Wonder about Waste?

Ever Wonder Wednesday Posts

Expand/Contract Questions and Answers

How to dispose of Hangers?

What to do with old nail polish...

Plastic Bottle Caps
Ever wonder about plastic bottle caps? Had a debate about whether they are recyclable? Are they supposed to be trashed?

Here is your answer:
Recycle your Plastic Bottles with the caps ON the bottles. If the caps are placed in the recycle bin separate from the bottle, they will essentially get lost.

www.greensboro-nc.gov/wonder
On Facebook, our *GSO Goes Green* page has ~400 likes and gets a couple hundred impressions per unpaid post.

On Nextdoor, you do not pay to play. All posts are free and you do not pay to boost.

New metrics show the Impressions on the post now.
Weekly Digest

Each week, you’ll get an email with an overview of your Agency’s posts.

These are being updated and are likely to change and improve over the next couple months.
Overwhelmingly Positive Responses

Stephanie G., Guilford College

This is such a great service! Keep the recycling info flowing.

This is absolutely brilliant--

Reaching out to thousands of residents with vital ‘news we can use’ to make a real difference! Bravo!

I am a university adjunct professor and would like to see how to make it very cool to REALLY recycle among our teen and early 20’s population.

Recycling tips for Lindley Park Neighborhood newsletter

Started on 9/25

Kathy N., Lindley Park

I love the recycling information you’ve been sending via Nextdoor. I’d like to include the paper recycling piece and maybe one more in the newsletter for Lindley Park.

Can you suggest a second article? And can you send me a few photos? I can’t download the great ones you have posted on ND.

Thanks for your outreach!
Kathy Newsom
Hi Tori,

Thank you so much for the information on ever wonder Wednesdays! I look forward to it. I wonder if photographs can be recycled, i.e. those on photo paper?

Thanks!
Anne

Margo B., Hamilton Forest

Thank you so much for your response and for your posts to Nextdoor. I've learned a lot from them about recycling. I was particularly glad for your response about the lids on cans (just the other day, I put the tuna can out but the lid was separated; it never occurred to me to put it in the can and pinch the can. Now I know.).

Elaine S.

And, yes, I very much enjoy the Ever Wonder Wednesday posts. You do a really good job with that. It takes talent to make such potentially-boring material so readable. I read everything you post at NextDoor.

Waste Reduction Supervisor Tori Carle

Elaine, that is probably the best comment I could have ever gotten! Thank you so very much!!!
Thanks!

Any questions?

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All Nextdoor articles can be found online at www.greensboro-nc.gov/wonder & you have my permission to use content/photos.

Live Nextdoor page: https://nextdoor.com/agency/city-of-greensboro/?i=lpwdwfxhmpxbxbsrkdfr