

NEWS



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SUNNYVALE LAUNCHES NEXTDOOR CITY PAGE

SUNNYVALE, Calif. – The City of Sunnyvale has partnered with Nextdoor – the free and private social network for neighborhoods – to launch a city page. Nextdoor has become a popular way for neighbors to ask each other questions, exchange advice and share local recommendations and information. More than 10,500 Sunnyvale residents are already members of 53 neighborhoods on the growing network. The new Nextdoor page will complement the City’s existing digital and social media channels and be used by the City to post periodic announcements and information of interest to the general community or to specific neighborhoods (e.g., meetings, crime or traffic alerts).

Nextdoor is free for residents and the City. Each Sunnyvale neighborhood has its own private Nextdoor neighborhood website, accessible only to residents of that neighborhood. Neighborhoods establish and self-manage their own Nextdoor website. All members must verify that they live within the neighborhood before joining Nextdoor. Information shared on Nextdoor is password-protected and cannot be accessed by Google or other search engines. Posts and comments within each neighborhood are private. City staff cannot access residents’ websites, contact information or content; they can only view and reply to posts on the City’s Nextdoor news feed.

Residents who are already members of Nextdoor will be able to access the City’s news feed under the City Agencies link from their account. Alternatively, residents can view the public feed at nextdoor.com/city/feed/542592. To create a Nextdoor account, visit Nextdoor.com.

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