How to become a Lead on Nextdoor
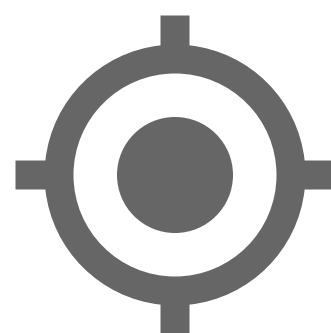
5 STEPS FOR HELPING YOUR NEIGHBORHOOD RUN MORE SMOOTHLY

1.) WHAT DOES A LEAD DO?

- Moderates and votes to remove message that violate Nextdoor Guidelines
- Adjusts neighborhood boundaries
- Verifies unverified members
- Edits the About section in the neighborhood feed
- Promotes others to Lead status
- Reports issue to Nextdoor for action

2.) HOW ARE THEY CHOSEN?

- Leads can be founding members of their Nextdoor site, and are automatically given lead status when the neighborhood reaches at least 10 verified members.
- A person who actively invites members may be given Lead status automatically by Nextdoor.
- Leads can add other Leads in the neighborhood. Nextdoor recommends at least two Leads (in different households) per neighborhood.

3.) WHO ARE MY LEADS?

On the left side menu of your Newsfeed you can select the Leads tab at the top to find your Lead. If you would like to contact a Lead, click message next to the Lead you would like to contact.

If you want to add a Lead to a neighborhood, click your profile picture in the top right corner and select Lead tools. Tap Add a new Lead, search for the neighbor you want to add, select the neighbor's name and click confirm. To remove a Lead contact Nextdoor.

4.) TIPS FOR MODERATING COMMENTS

As a Lead you are responsible for reviewing reported content, reporting content to Nextdoor that violates policies, and removing content.

Nextdoor has both Community Guidelines and a Nextdoor Member Agreement. Discussions can also be closed to prevent any further comments on a post.

5.) BECOMING A LEAD

Nextdoor recommends the following characteristics for a Lead:

- Active in the local community
- Large social or professional networks
- Known and respected in the neighborhood
- Involved with a neighborhood group
- CERT member
- Neighborhood crime watch member
- Recruits new members actively
- Encourages discussion
- Helps resolve issues and neighbors use the site effectively

NEIGHBORHOOD RESOURCE FILES 2018

Sources: Nextdoor Tips https://help.nextdoor.com/s/article/What-makes-a-good-Lead?language=en_US