

Social Media Best Practices for Nextdoor

5 WAYS TO WRITE AN ENGAGING POST



1.) SHARE TOPICS OF INTEREST

- An emergency/crisis situation
- Be specific, share the who, what, when, where and why and then the details
- Crime watch and safety tips

Share neighborhood specific success stories whenever possible! Positivity wins! Requests for feedback or help are also a great way to engage.

2.) DEVELOP A SCHEDULE FOR POSTING

- Neighbors usually like to hear from you once a week
- Avoid "spamming" or sending too many messages in a short period of time that are not relevant, nor useful, or don't apply to the individuals who are receiving them



3.) CONSIDER THESE QUESTIONS:

- What is the message?
- Who is the desired audience?
- What is the outcome you wish to achieve by sending the message?

4.) SOCIAL MEDIA "LISTENING"

"Listen" to the needs of the neighborhood. What issues are important? How are others communicating? How can you use clear language to address issues and provide answers? Remember, if you have a question you can always use CP Connect 2.0. Listen to what is coming into the media stream and construct answers to effectively help provide the answers.



5.) BE INFORMATIVE AND APPROACHABLE



- Limit your subject line to 50 characters or less
- Keep the body of the message short and to the point and break up the message in short paragraphs or use bullets
- Link to other sources (see resource on linking)
- Attach a relevant image to capture attention
- Attach PDFs, avoid using Microsoft Word Docs for attachments
- Establish guidelines for posting ahead of time so everyone knows the expectations



NEIGHBORHOOD RESOURCE FILES 2018

Sources: Nextdoor

Tips https://agencysupport.nextdoor.com/customer/en/portal/articles/1734871-tips-to-write-an-engaging-post?b_id=4452