

City of San Rafael

NextDoor Guidelines

The City's use of NextDoor is part of its on-going efforts to communicate and engage with the public. This document provides staff with guidelines on appropriate topics and uses for the social media platform.

NextDoor posts should be geographically specific and pertain only to the people in that neighborhood or surrounding neighborhoods. NextDoor allows a post to be viewed by selected specific neighborhoods. Below is a list of appropriate topics for NextDoor posts.

Topics

- Road closures and construction impacts
- City meetings / workshops in or related to an area
- Neighborhood-specific safety tips
- Emergency Preparedness tips
- Congratulations to residents in area for special achievements
- Feedback on hyperlocal issues
- Neighborhood events

Questions to consider when writing a post

1. Is this message geographically specific and relevant to this neighborhood?
2. What outcome do you want to achieve?
3. Are you providing a strong takeaway for the reader?
4. Will this be perceived as "spam" by recipients?
5. Did you write the post in an enticing way?

General guidelines

- Keep it short, like a Tweet or Facebook post
- Write in a conversational but professional tone
- Direct readers to content on City website using links
- Don't include an entire news release; just a synopsis and link to the full release
- Include contact information so readers can follow up if they have questions or want further information
- Adhere to the City's Social Media Use Policy and Posting Guidelines
- Include the following text at the end of every post:
The City of San Rafael can post to this Nextdoor Neighborhood, and can respond to replies and direct messages. The City cannot view posts made by others or comments made on those posts.

Responses from the public

Do not post to NextDoor if you do not intend to monitor feedback and responses from the public. Respond to all direct messages and comments in a timely manner and the same way you would an email or letter from the public. Correct blatant misinformation and answer questions but do not engage with inflammatory language or rhetorical questions.

Attachments:

Social Media Use Policy and Posting Guidelines

<https://agencysupport.nextdoor.com/customer/en/portal/articles/1963358-quick-start-guide-for-agency-users>