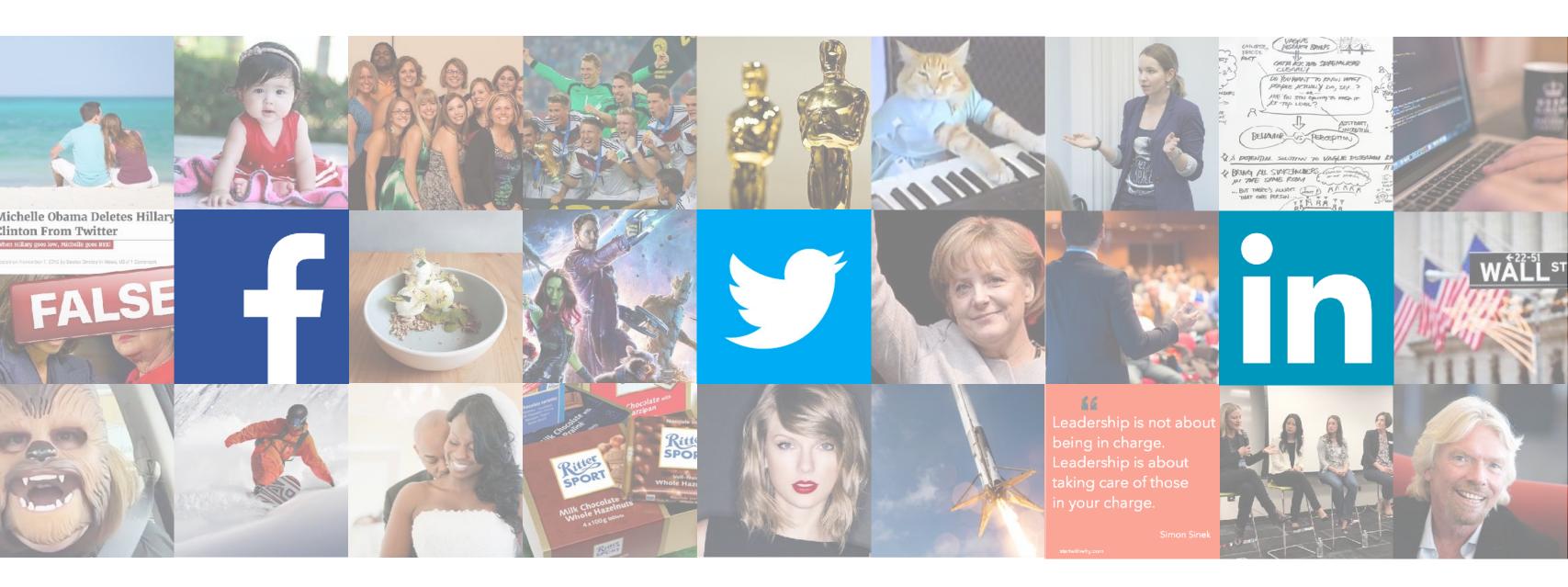




There are social networks for many important parts of our lives



Yet none of these focus on the part of our lives closest to home



Nextdoor leverages the original social network: our neighborhood



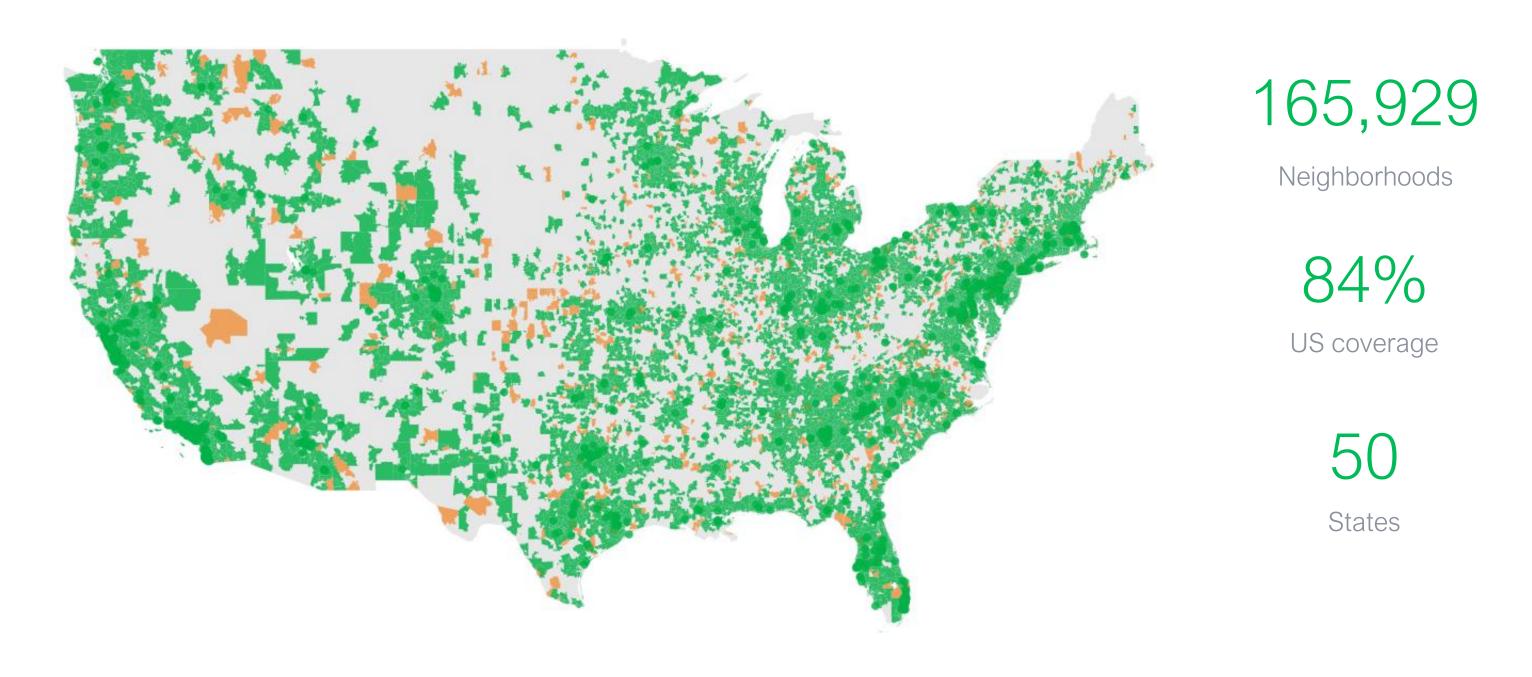
"Social networks in a neighborhood lower crime, improve public health and raise test scores. "

Robert Putnam, Harvard Professor and Author, Bowling Alone

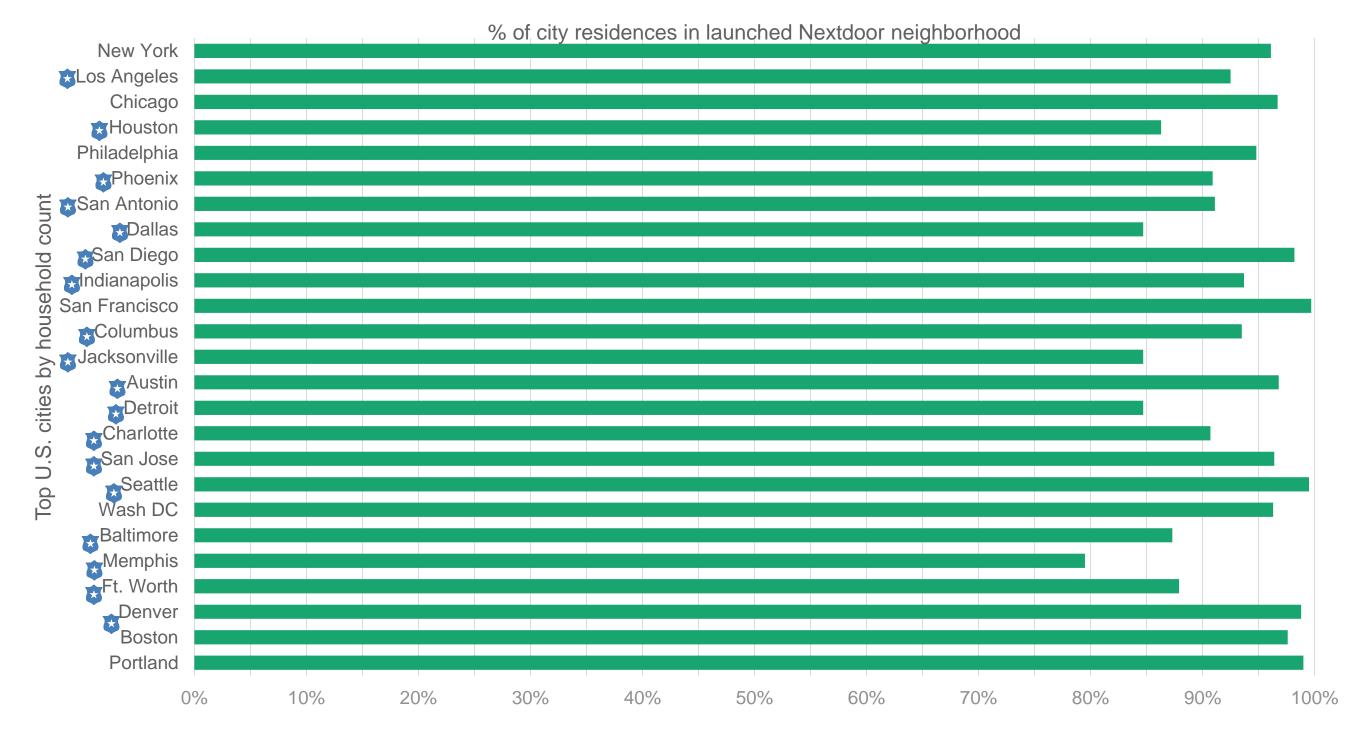
29% of Americans know only a few of their neighbors and 28% know none of their neighbors by name.

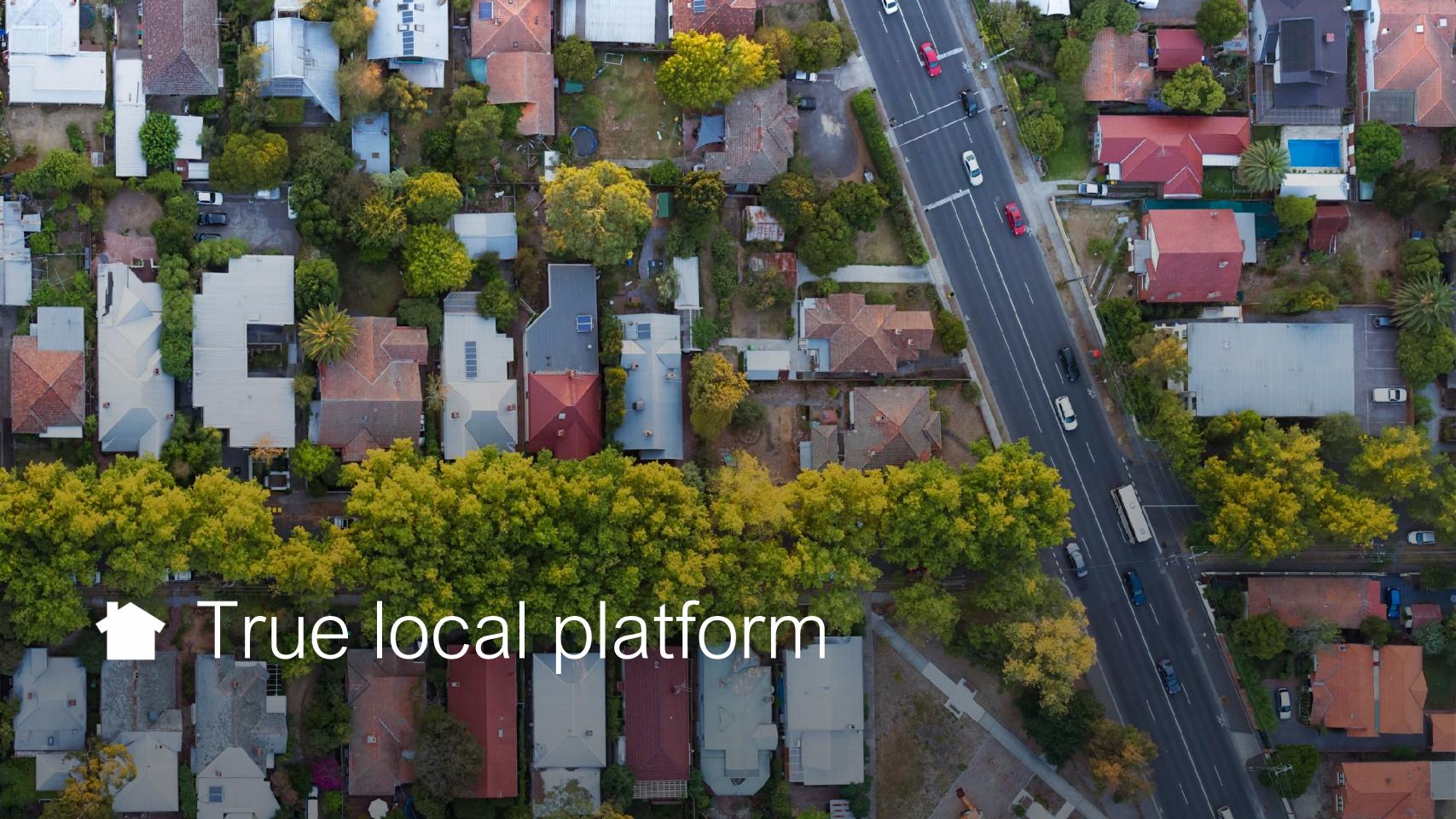
Pew Research Center, June 2010

We already cover 84% of US households and continue to grow fast

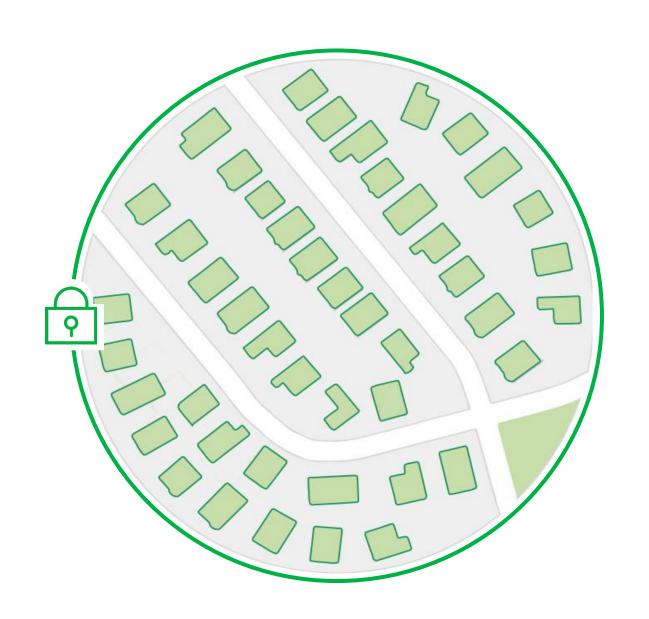


In fact, 90% of the neighborhoods in the top 25 cities use Nextdoor





A product built from the ground-up to be a true platform for local





Verified Identity

Address verification, real name, content is not available publicly



Neighborhood boundaries

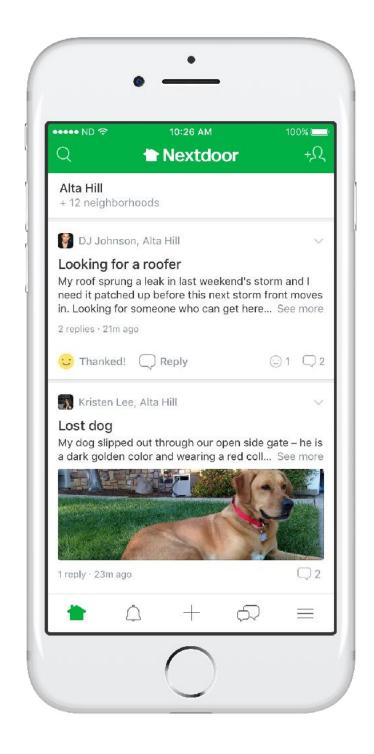
Discrete geographic boundaries, address determines access

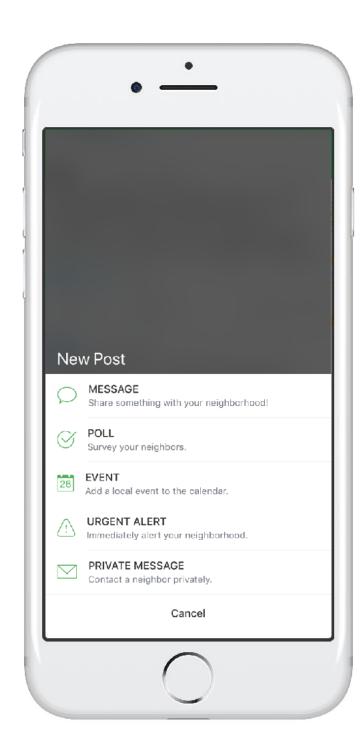


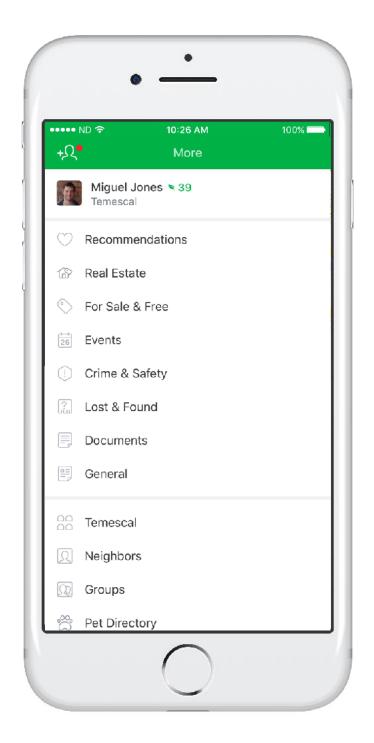
Local context

Utility rather than self-expression; community is the common focus

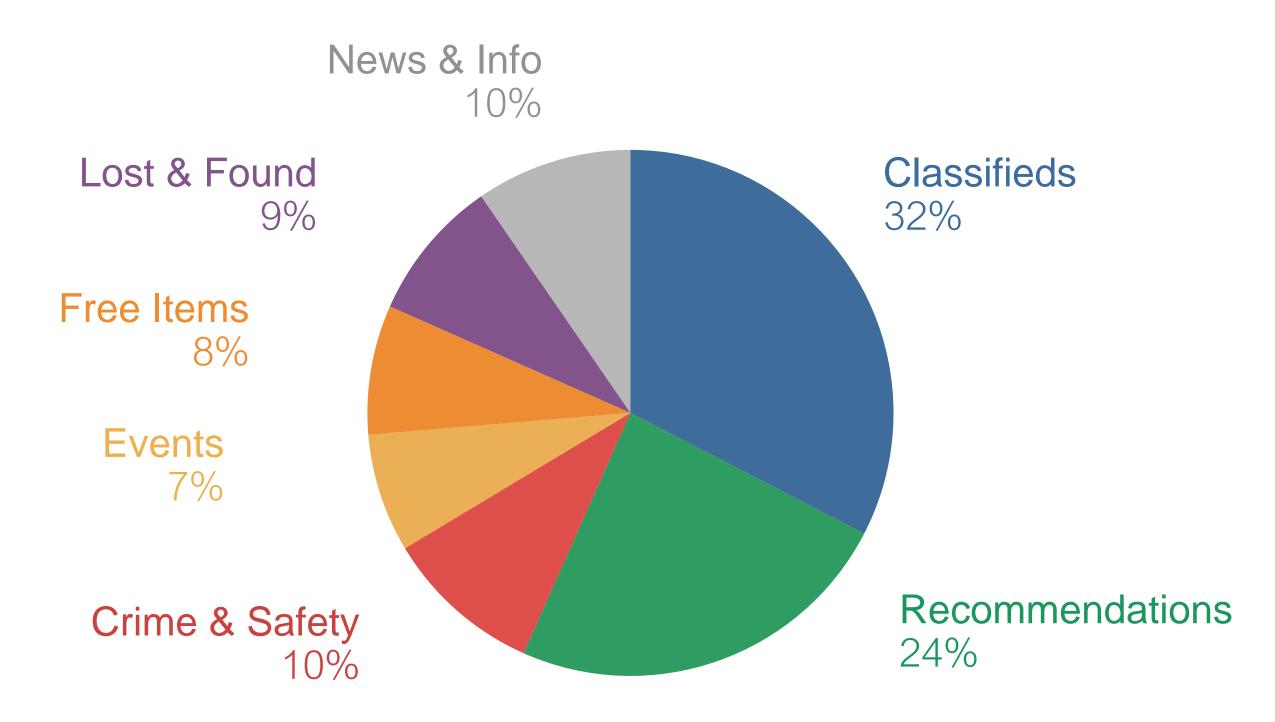
Everything about the platform is grounded in real world utility



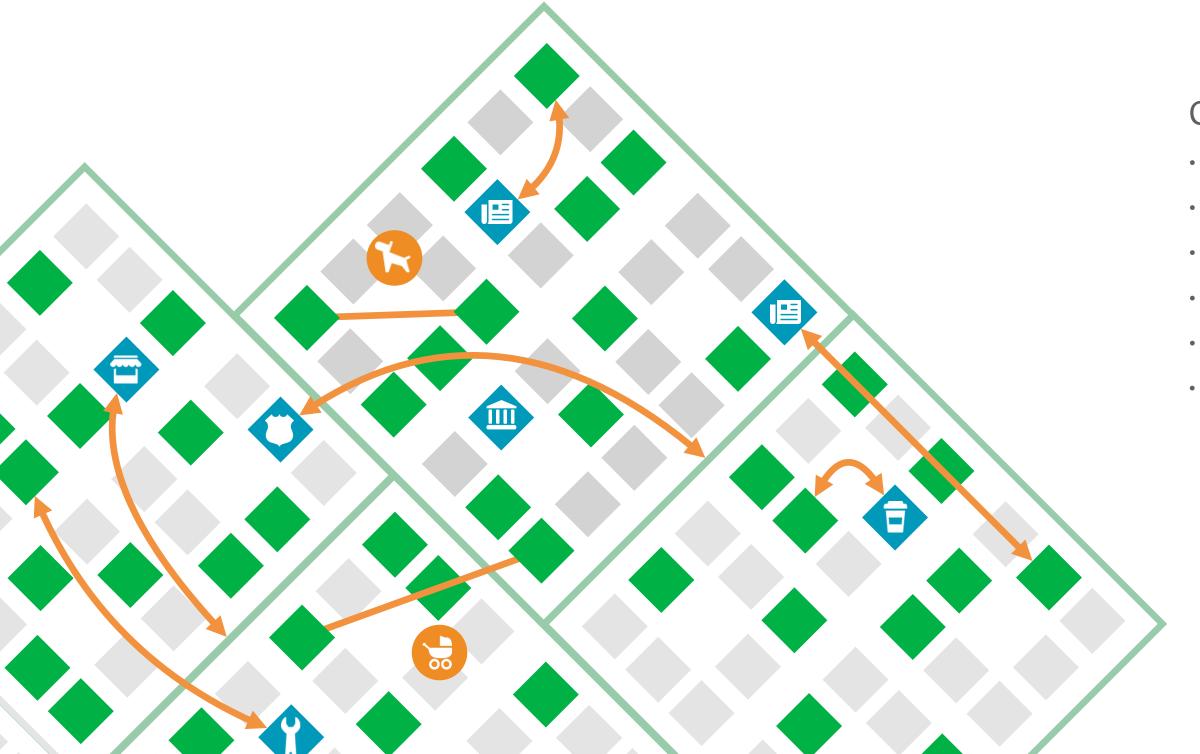




Important local discussions happen every day on Nextdoor



We have expanded the neighborhood conversation to include local agencies, businesses and news partners



Community

- Neighbors
- Nearby neighbors
- · City, Police, Fire
- Other city agencies
- Local businesses
- News partners



Nextdoor helps your news organization engage the local community



Post localized news stories

- Hyper-targeted
- Automatically subscribed
- Replies and private messages



Engage with local communities

- Find out what main street America cares about
- Increase traffic with viewers

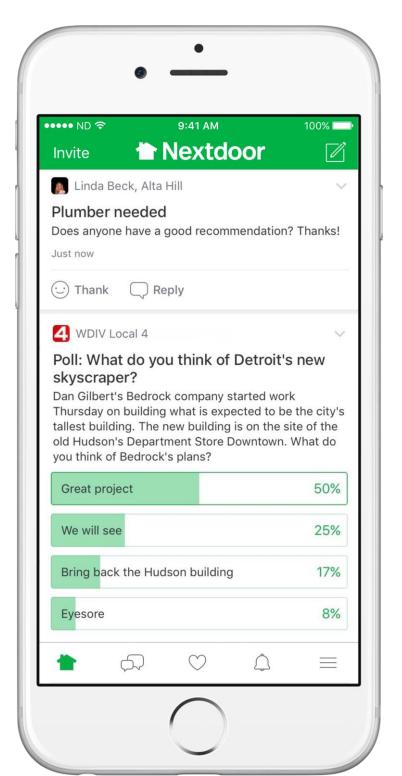


Source content for your stories

- Post open ended questions or a poll
- Request tips, and join the discussion about posted stories

Polls are an easy and effective way to source timely, local content

- Survey your audience on a variety of topics from community issues such as homelessness or unexpected utility bills, to lighthearted topics such as local favorites
- Share with one, many, or all target area(s), which allows reporters to compare and contrast responses across the readership area
- Source engaging content for a monthly Nextdoor
 Community Insights column, or for additional color to add to a story. Editors can select a different beat to host the column each month.



News on Nextdoor is working for many local news organizations











































Marin Independent Journal















News organizations and members alike find this partnership valuable



"Using Nextdoor to connect our news stories within specific communities has enriched and enhanced our readers' comments and discussions. The readers are more focused on how the story affects their community—many times offering suggestions on how to make their neighborhood a better place."

Beth O'Malley, ReaderEngagement Editor at the St. LouisPost-Dispatch



"I want to commend you on joining with the Impact news services. As a community lead, I am excited that this information will be available to Cornerstone Community residents as part of their Nextdoor experience. It adds a new dimension to your services."

Nextdoor member, Anthony A.,in Katy, TX

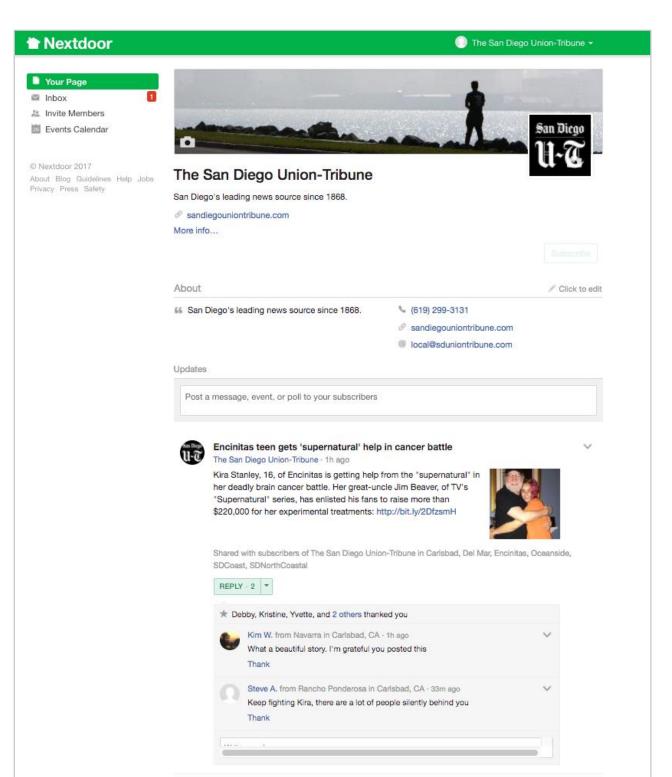


"Nextdoor really stands out from other social platforms because of the level of audience engagement. This has allowed us to further open up a two-way conversation with our audiences in a space where they are congregating every day, and for them to not only react to but contribute to our reporting by acting as sources or providing tips."

— Holly Kernan, Vice President of KQED News

The San Diego Union-Tribune partnership overview

- Launch: January 2017
- Posting access: 1,500 neighborhoods in San Diego County via one, many, or all (31) target areas
- Reach: nearly 500,000 verified residents
- Posts:
 - Have shared nearly 1,000 stories/posts with local communities
 - The most engaging posts have received more than 500 comments and 300 thanks each



The San Diego Union-Tribune



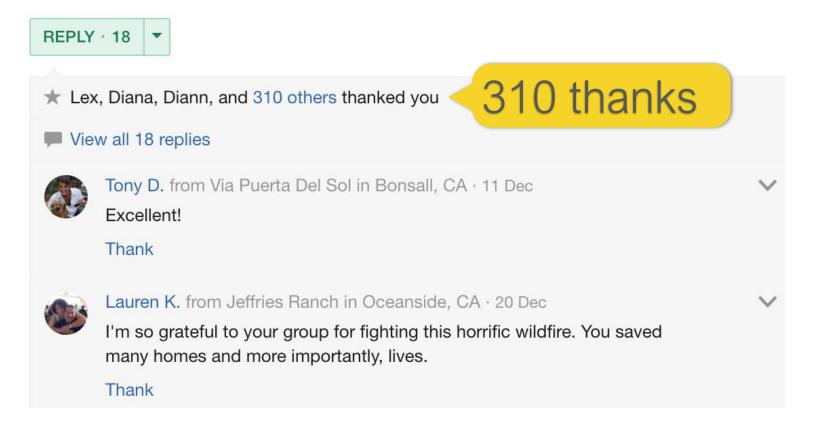
Three former firefighters save 5 homes in their Bonsall neighborhood

The San Diego Union-Tribune · 8 Dec

"You talk about firestorms — this was definitely one," said Don Philippbar, 60, a self-employed cabinet-maker and onetime fireman. "It was a little freaky inside it; kind of like a tornado passing right over you." http://bit.ly/2Aow77L



Shared with subscribers of The San Diego Union-Tribune





Top San Diego restaurants sued over minimum-wage surcharges on dining bills The San Diego Union-Tribune · 21 Nov

Lawsuits have been filed against more than a dozen San Diego restaurants and dining groups claiming they are defrauding their patrons by illegally tacking on a surcharge to customers' bills that many operators have been using to defray increasing labor costs. Read more: http://www.sandiegouniontribune.com/busi...



Lawsuits claim top San Diego restaurants defraudi... More than a dozen restaurants have been sued over surch... SANDIEGOUNIONTRIBUNE.COM Shared with subscribers of The San Diego Union-Tribune REPLY · 49 65 thanks ★ Jay, Karen, Pamela, and 65 others thanked you View all 49 replies Janet H. from Pepper Drive in El Cajon, CA · 6 Dec I heard the Corvette Diner des this too! Thank Eleanor J. from North Park Burlingame/Altadena in San Diego, CA · 11 Dec I was just at C-Level. Saw the 3% notice. As I at a \$18 ahi tuna stack with about \$4 worth of ingredients. I guess it was too hard to just change the price to \$18.54.

The San Diego Union-Tribune

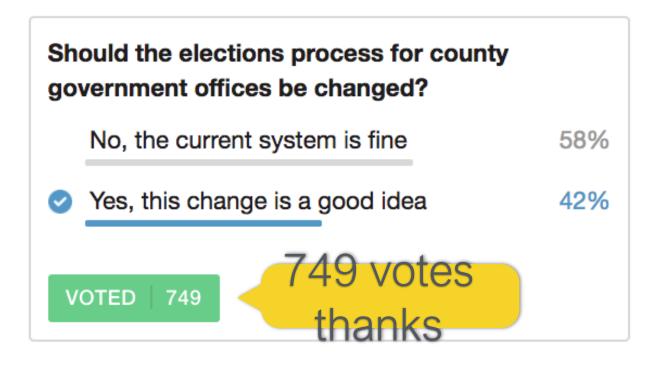


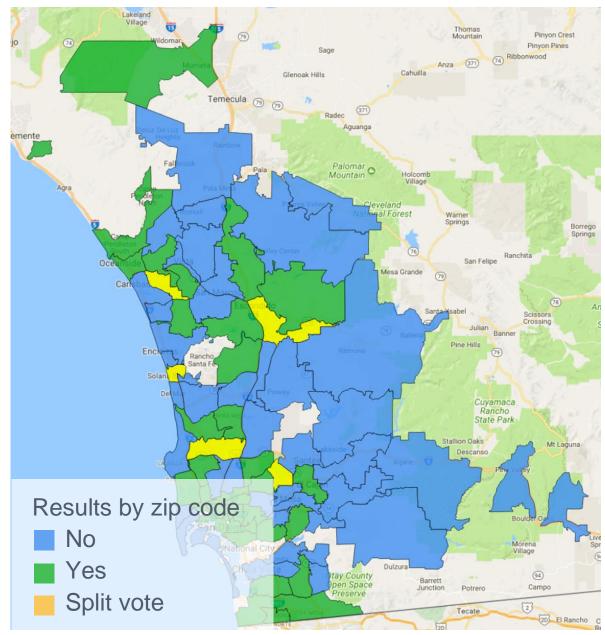
Poll: Should the elections process for county government offices be changed?

The San Diego Union-Tribune · 20 Jan

A labor-backed political committee has launched an effort to require all elections for county offices to go to a November runoff, a change that could help progressive candidates since Democratic turnout is usually higher in general elections than primaries.

Current law declares candidates that receive more than 50 percent of the vote in a primary election the winner. The signature drive led by ... View more





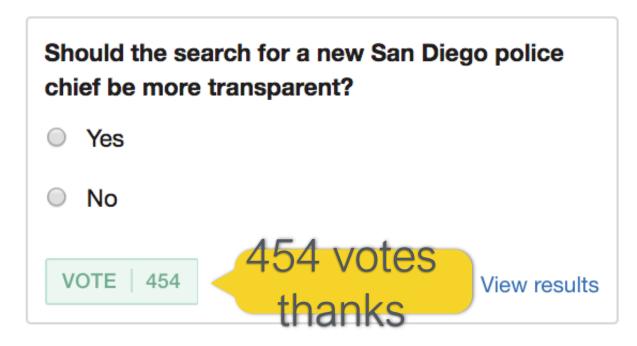
The San Diego Union-Tribune

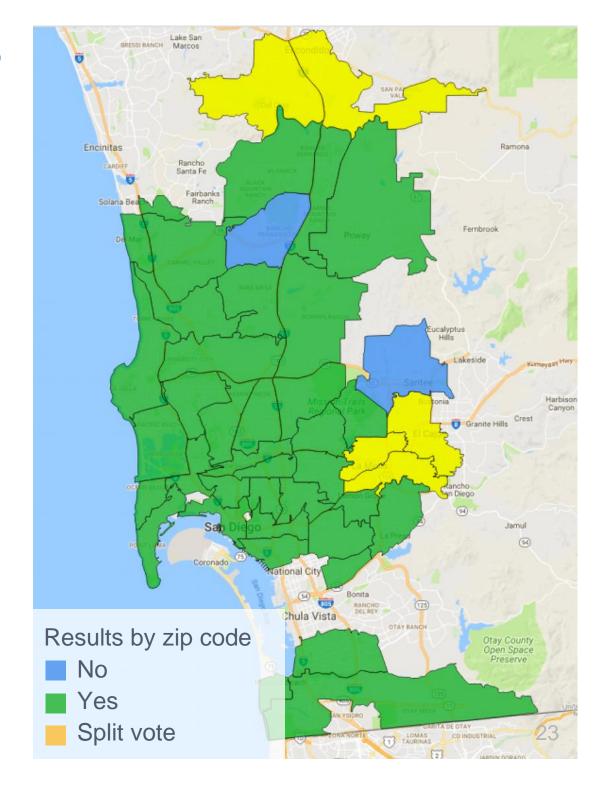


Poll: Should the search for a new San Diego police chief be more transparent?

The San Diego Union-Tribune · 18 Jan

There's movement in the search for a San Diego police chief — although not in public. Six unidentified finalists interviewed with community leaders on Tuesday. They interviewed with law enforcement experts on Wednesday. The public doesn't know who's applying — or even who did the interviews. The mayor has released a list of organizations represented on the community panel, but has resisted … View more





*Nextdoor



