



FOR IMMEDIATE RELEASE
City of Duluth Police Department

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DATE: 07/11/2014

NATURE OF INCIDENT: DPD Adopts Nextdoor Private Social Network for Neighborhoods

CASE NO.:

INCIDENT DATE :07/11/2014

INCIDENT TIME: 3pm

INCIDENT LOCATION: Public Safety Building Training Room, 2030 North Arllington Avenue

SUBJECT: DPD Adopts Nextdoor Private Social Network for Neighborhoods

BY: DPD Public Information Officer Jim Hansen (218) 390-2232

The Duluth Police Department Adopts Nextdoor, the Private Social Network for Neighborhoods

“This Partnership Will Enable the Duluth Police Department to better Communicate with Residents and Facilitate Virtual Neighborhood Watch”

The Duluth Police Department announced today a partnership with Nextdoor (www.nextdoor.com), the private social network for neighborhoods, to build stronger, safer communities with the help of residents.

This integration with Nextdoor will enable the Duluth Police Department to communicate online with our neighborhoods. Residents and police will be able to work together to improve safety and strengthen neighborhood watch efforts.

We have always invested in innovative ways to increase safety for our residents. With Nextdoor, we can help empower neighbors to keep their communities safe and connected and give them the ability to collaborate on virtual neighborhood watch efforts.

Already Nextdoor has proven to be an essential and well-adopted tool for Duluth residents. Ten Duluth neighborhoods have started Nextdoor websites.

With Nextdoor, Duluth residents can join private neighborhood websites to share information, including neighborhood public safety issues, community events and activities, local services, and even lost pets. The Duluth Police Department will be able to post information, such as safety tips and crime alerts, to Nextdoor websites within the city.

Nextdoor is free for residents and the Police Department. Each Duluth neighborhood has its own private Nextdoor neighborhood website, accessible only to residents who verify that they live in the neighborhood. Neighborhoods establish and self-manage their own Nextdoor websites and the Police Department will not be able to access residents' websites, contact information, or content. Information shared on Nextdoor is password protected and cannot be accessed by search engines.

Those interested in joining their neighborhood's Nextdoor website can visit www.nextdoor.com and enter their address. If residents have questions about their Nextdoor website, please visit help.nextdoor.com.

Lt. Chad Nagorski will be available today at 3pm in the Training Room of the Public Safety Building, 2030 North Arlington to talk about Nextdoor and show how it works.

