

**FOR IMMEDIATE RELEASE**

**#47-17**

**NYC EMERGENCY MANAGEMENT PARTNERS WITH NEXTDOOR,  
THE PRIVATE SOCIAL NETWORK FOR NEIGHBORHOODS**

*Partnership Allows Agency to Send Hyper-Local Updates to Residents on the  
Private Social Network*

**November 1, 2017** – The New York City Emergency Management Department today announced that it has started using [Nextdoor](#), the private social network for neighborhoods, to improve citywide communications by connecting with residents on a hyper-local level. Through this new partnership, NYC Emergency Management is able to engage with Nextdoor neighborhoods by providing resources and information that can help their communities stay prepared for emergencies.

With Nextdoor, New York City residents create private neighborhood websites to share information, including neighborhood public safety issues, community events and activities, local services, and even lost pets. NYC Emergency Management is able to post information, such as important news, services, programs, free events, and emergency notifications to Nextdoor websites within the city.

“NYC Emergency Management engages with New Yorkers in more ways than ever before,” said **Allison Pennisi, Director of Communications for NYC Emergency Management**. “We are proud to partner with Nextdoor to work with our communities and help encourage emergency preparedness.”

Nextdoor is free for residents and City government agencies. Each New York City neighborhood has its own private Nextdoor neighborhood website, accessible only to residents of that neighborhood. Neighborhoods establish and self-manage their own Nextdoor website and the NYC Emergency Management is not able to access residents’ websites, contact information, or content. All members must verify that they live within the neighborhood before joining Nextdoor. Information shared on Nextdoor is password protected and cannot be accessed by Google or other search engines.

NYC Emergency Management joins more than 2,500 public agencies across the country using Nextdoor to build stronger relationships with residents.

Those interested in joining their neighborhood’s Nextdoor website can visit [www.nextdoor.com](http://www.nextdoor.com) and enter their address. Agencies interested in connecting with residents on Nextdoor can visit [www.nextdoor.com/agency](http://www.nextdoor.com/agency).



**Emergency  
Management**

## NYC EMERGENCY MANAGEMENT DEPARTMENT

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