



# CITY OF PULLMAN WASHINGTON

## Police Department

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## PRESS RELEASE

### FOR IMMEDIATE RELEASE

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### Promoting Public Safety through Nextdoor

**PULLMAN** – The Pullman Police Department will join hundreds of public agencies throughout the nation in using Nextdoor to promote public safety in Pullman neighborhoods.

Nextdoor is a free, private social network that allows members to communicate with verified residents within their own communities and neighborhoods. The Pullman Police Department intends to leverage the Nextdoor platform as a tool for forming new and improved connections with the community that it serves. Similar to Facebook and Twitter in its ability to provide real-time information at the push of a button, Nextdoor provides the unique ability to reach specific, targeted audiences within the larger Pullman community. Since members are organized by geographical location, Nextdoor has become a kind of Neighborhood Watch for the 21<sup>st</sup> Century.

Nextdoor provides an opportunity for neighbors to share ideas, collaborate, and discuss issues that are important to them, including public safety. The Pullman Police Department looks forward to empowering neighborhoods, engaging residents, and promoting crime prevention through ongoing conversations with members of our community by adding Nextdoor as a communication tool. Beginning immediately, Pullman residents can look to Nextdoor for relevant, important information such as warnings related neighborhood-specific crime, safety tips, road closure announcements, active threats, community events, incident updates, and more. Already, 6 neighborhoods, representing 46% of the City of Pullman, have launched Nextdoor websites. Neighborhoods establish and self-manage their own Nextdoor website and the police department will not be able to access residents' websites, contact information, or content.

Unlike Facebook and Twitter, membership to this social network requires verification of the individual's home address, ensuring that your Nextdoor neighbors are your real neighbors. Pullman residents are encouraged to join by visiting [www.nextdoor.com](http://www.nextdoor.com) to create a free account, or to learn more. The Nextdoor app is available for free download, giving you instant 24/7 access to community and public safety information.

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