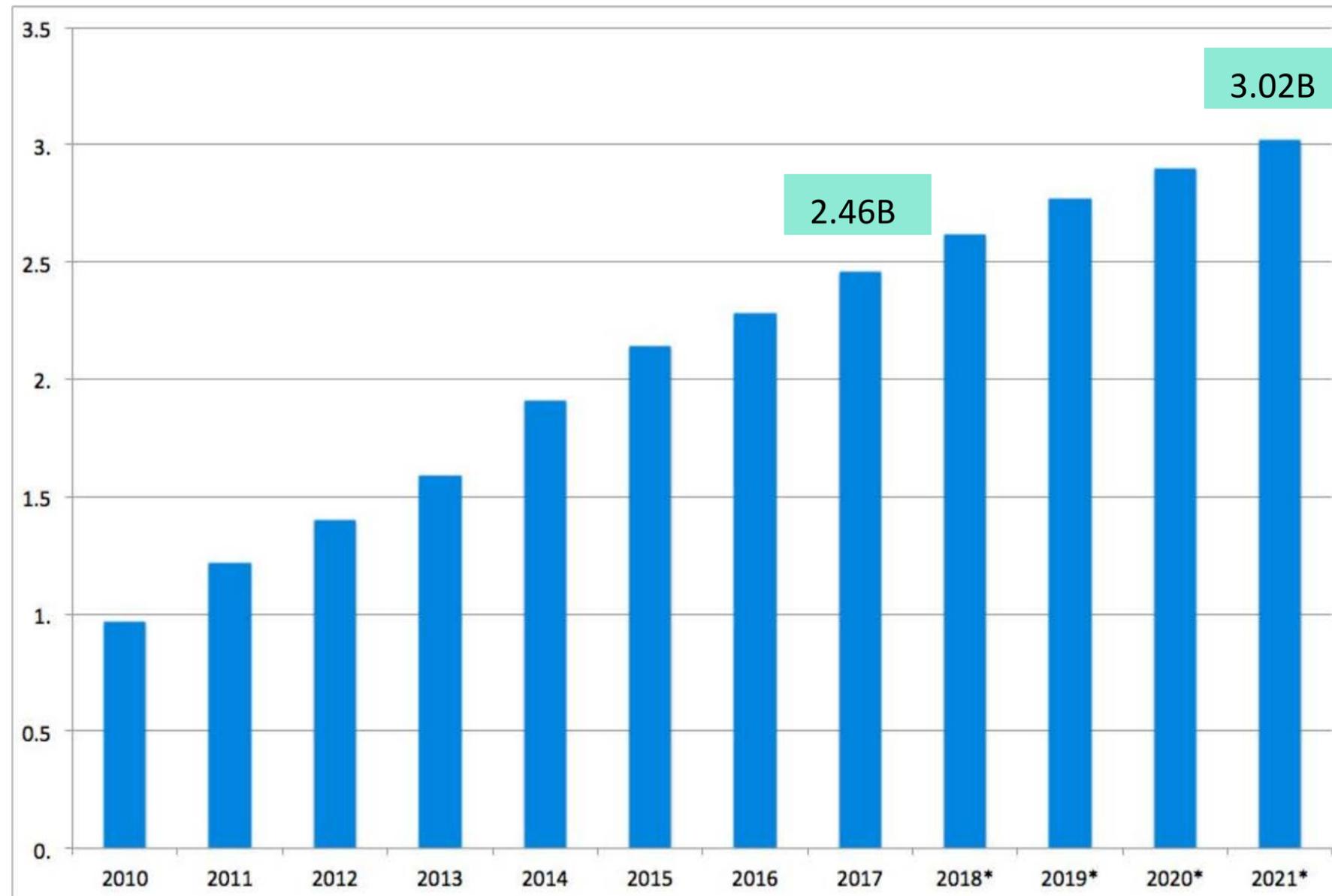


# **New Technology: Social Media Trends**

**Trevor Johnson**  
**Online Communications Manager**  
**Prince William County**

There are now  
almost 2.5 billion  
social media users

Number of social media users (in billions)



Source: eMarketer, taken from [Statista](#) (2017)



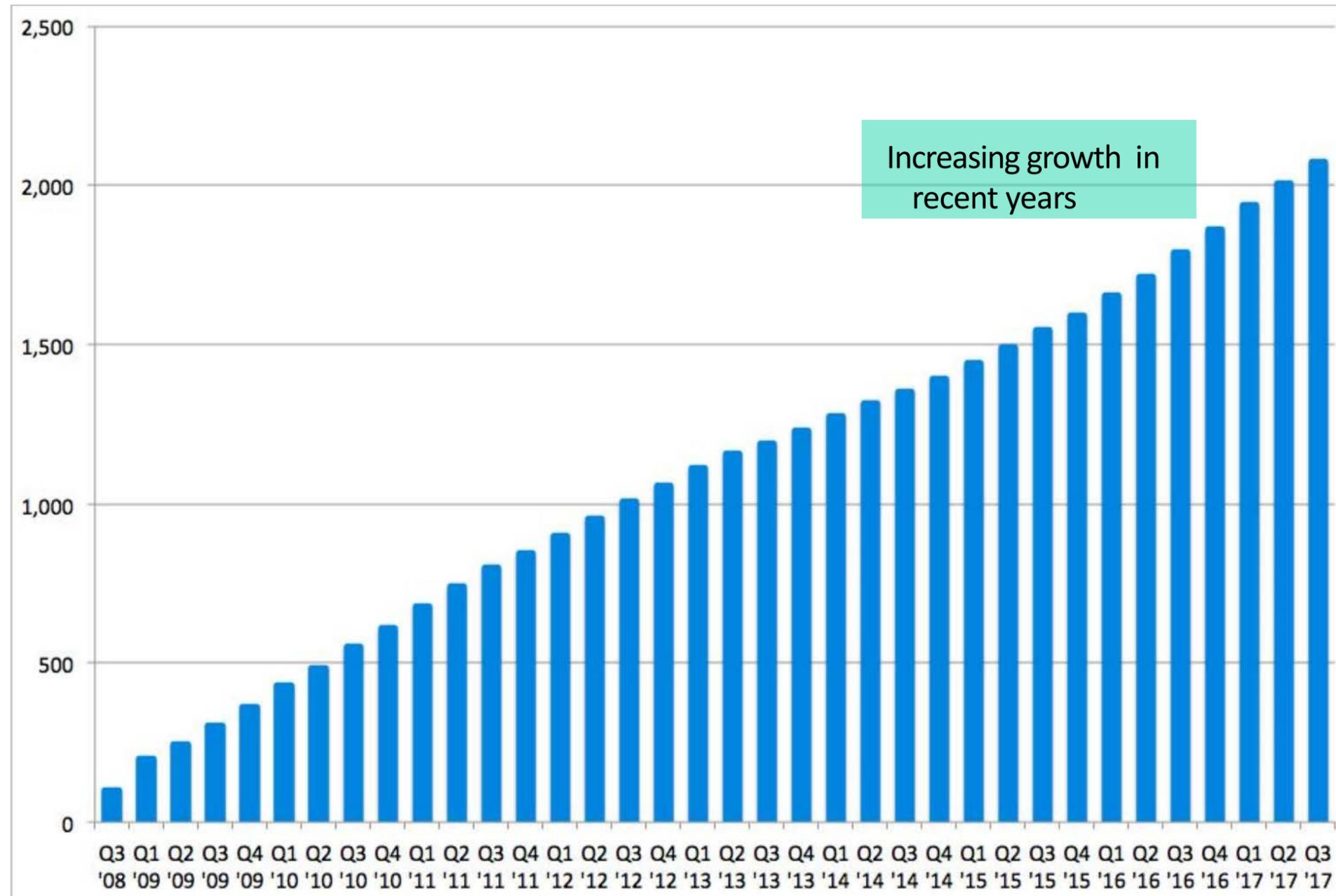
The world population is  
estimated to be 7.6 billion

**1/3**

of the world population is  
now on social media

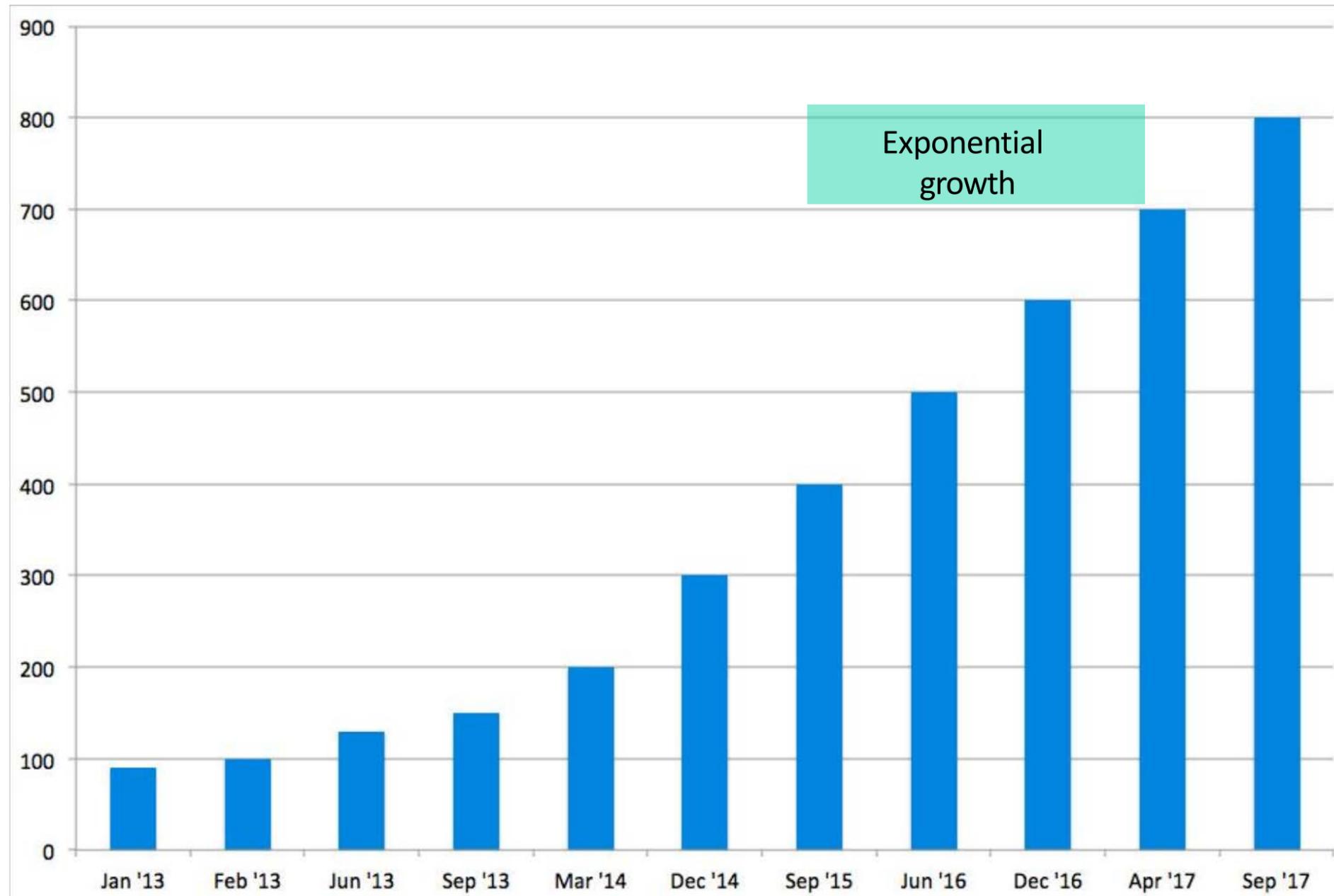
# Facebook - 2.07B

Number of monthly active users (in millions)



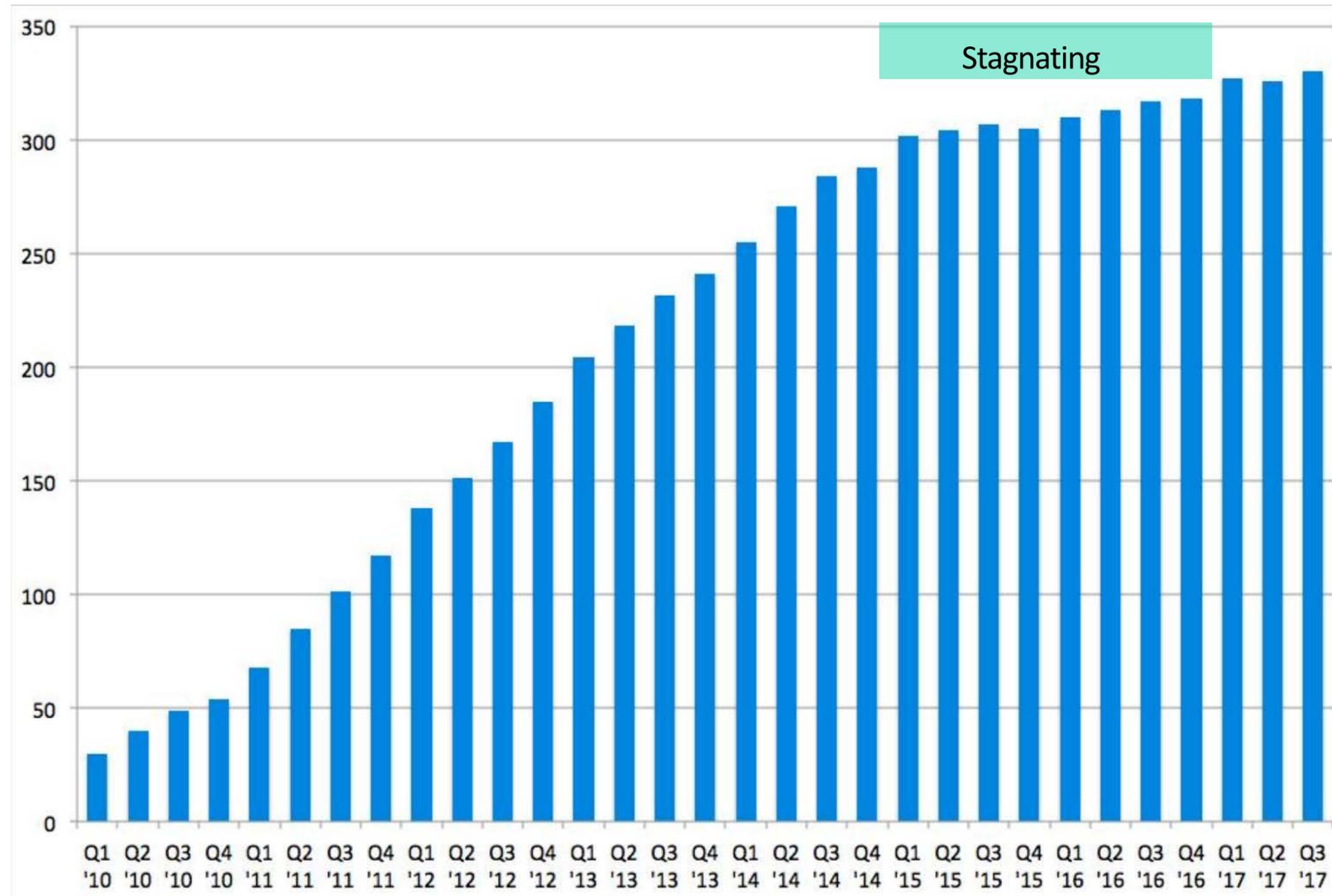
# Instagram - 800M

Number of monthly active users (in millions)



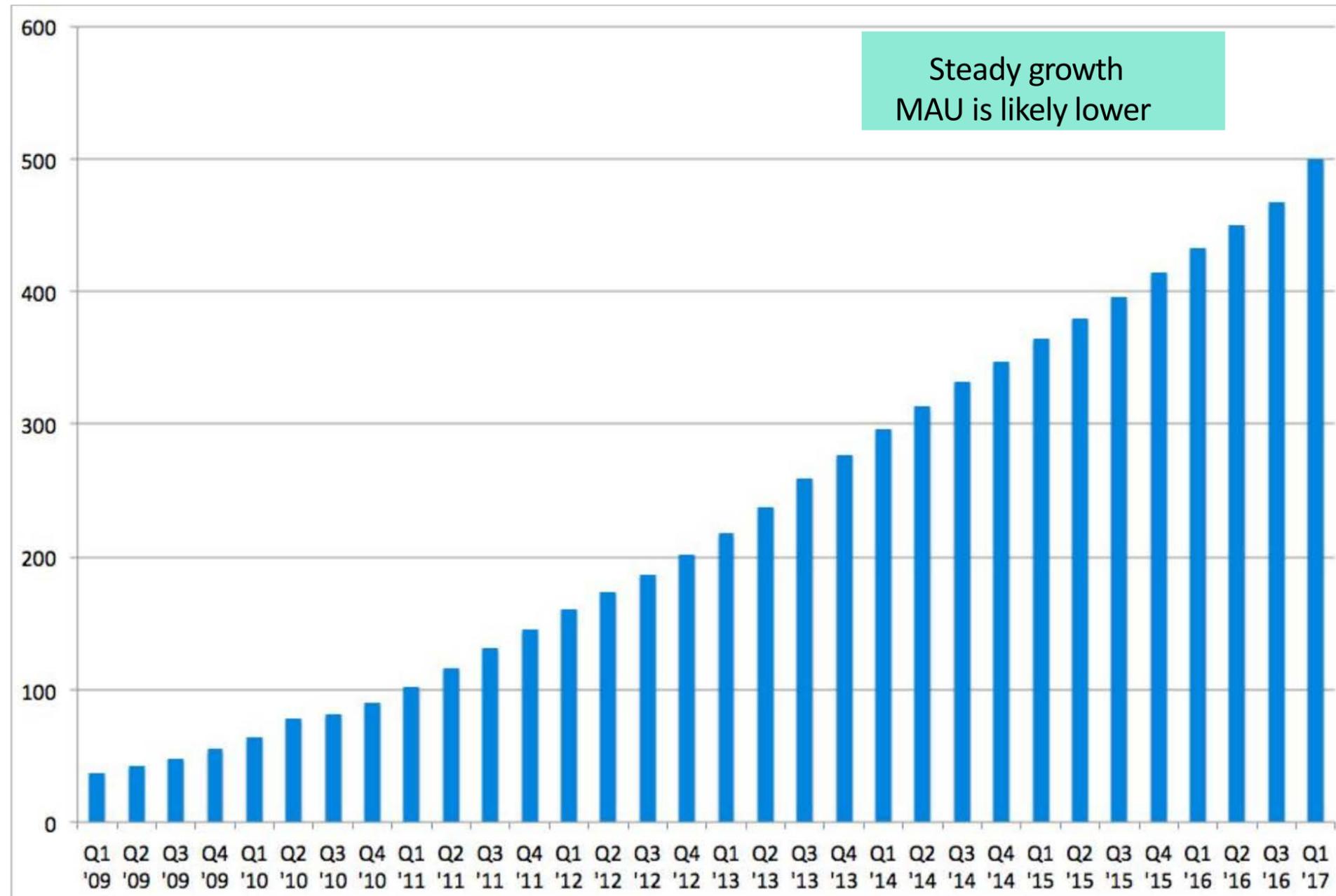
# Twitter - 330M

Number of monthly active users (in millions)



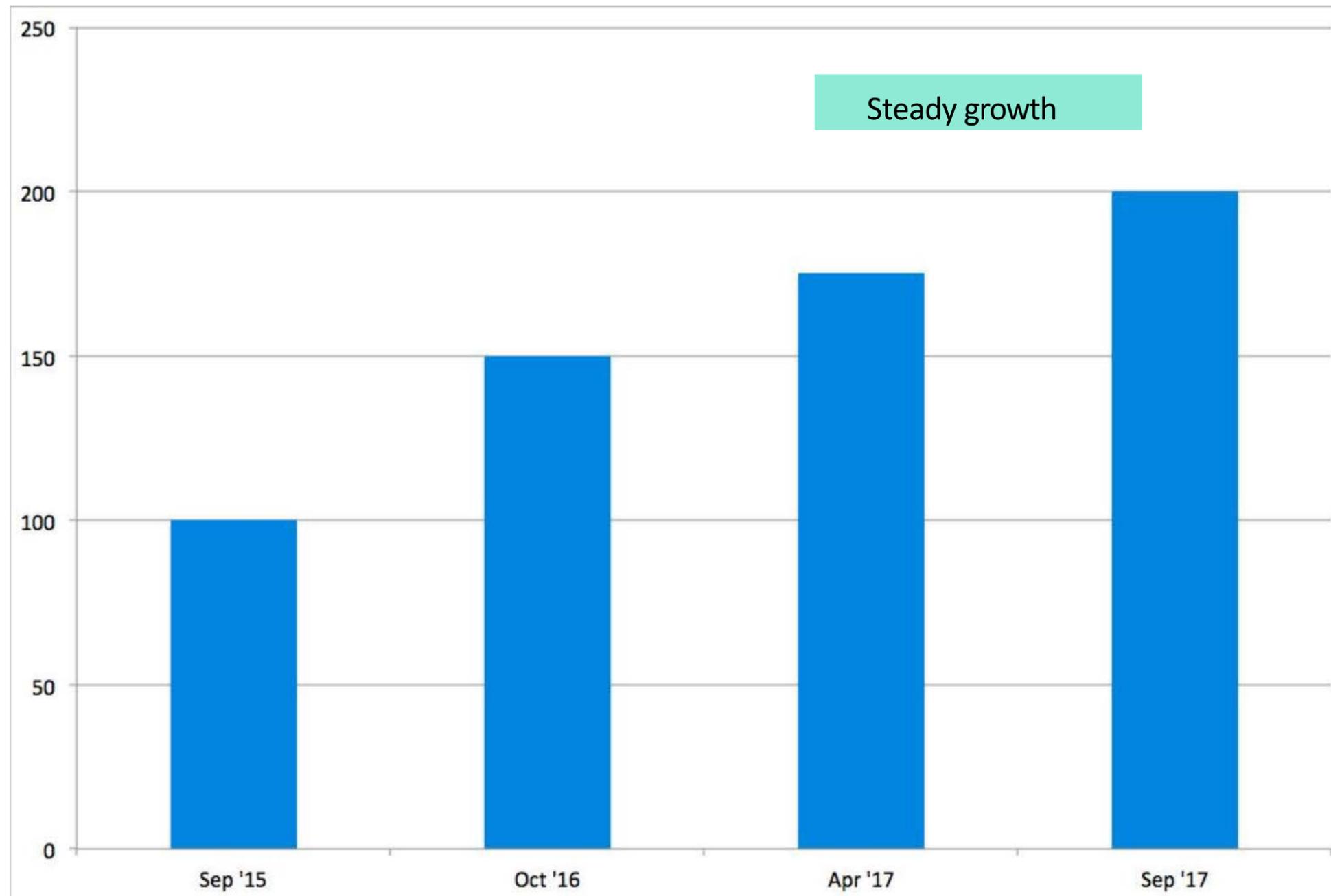
# LinkedIn - 500M

Number of members (in millions)



# Pinterest – 200M

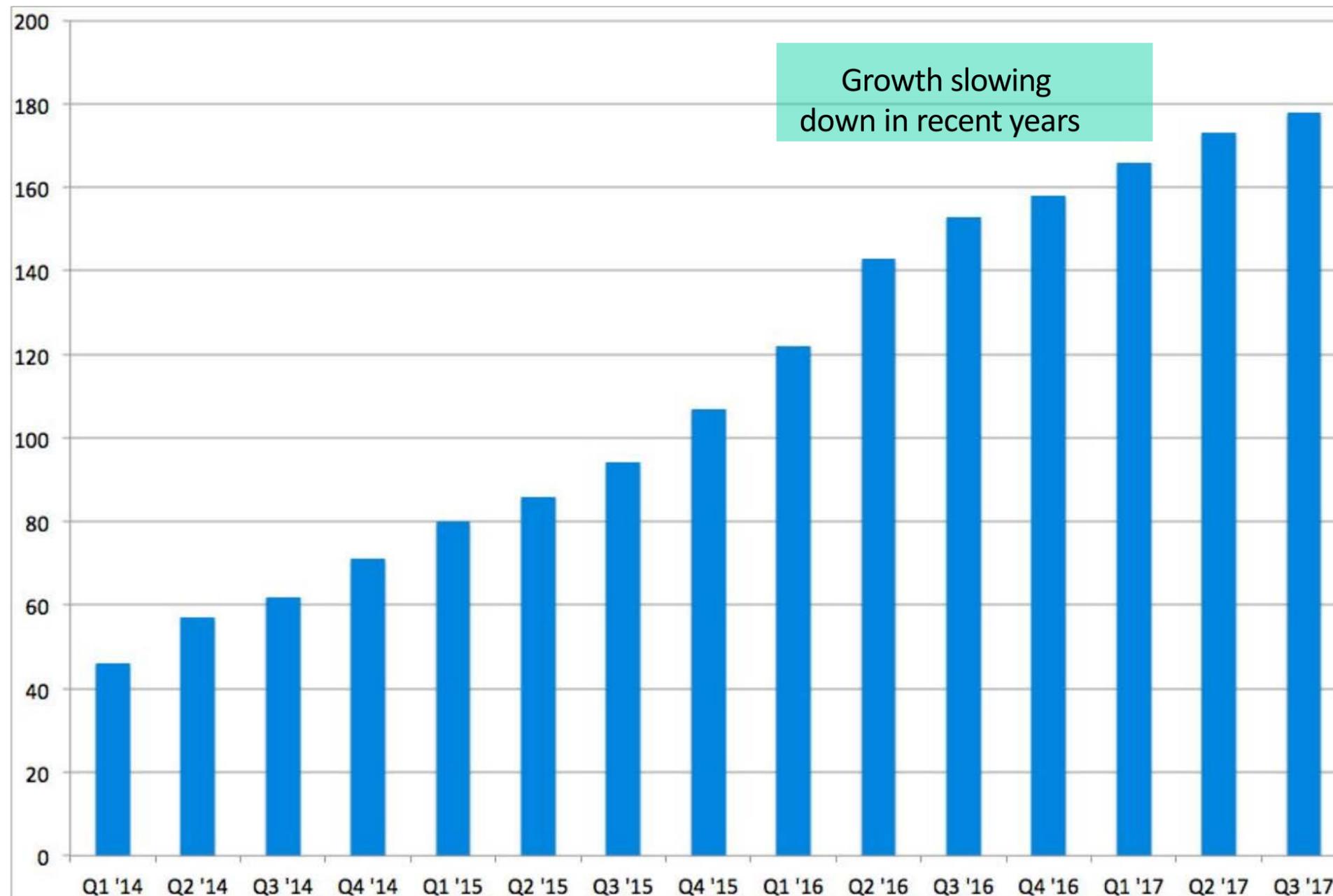
Number of monthly active users (in millions)

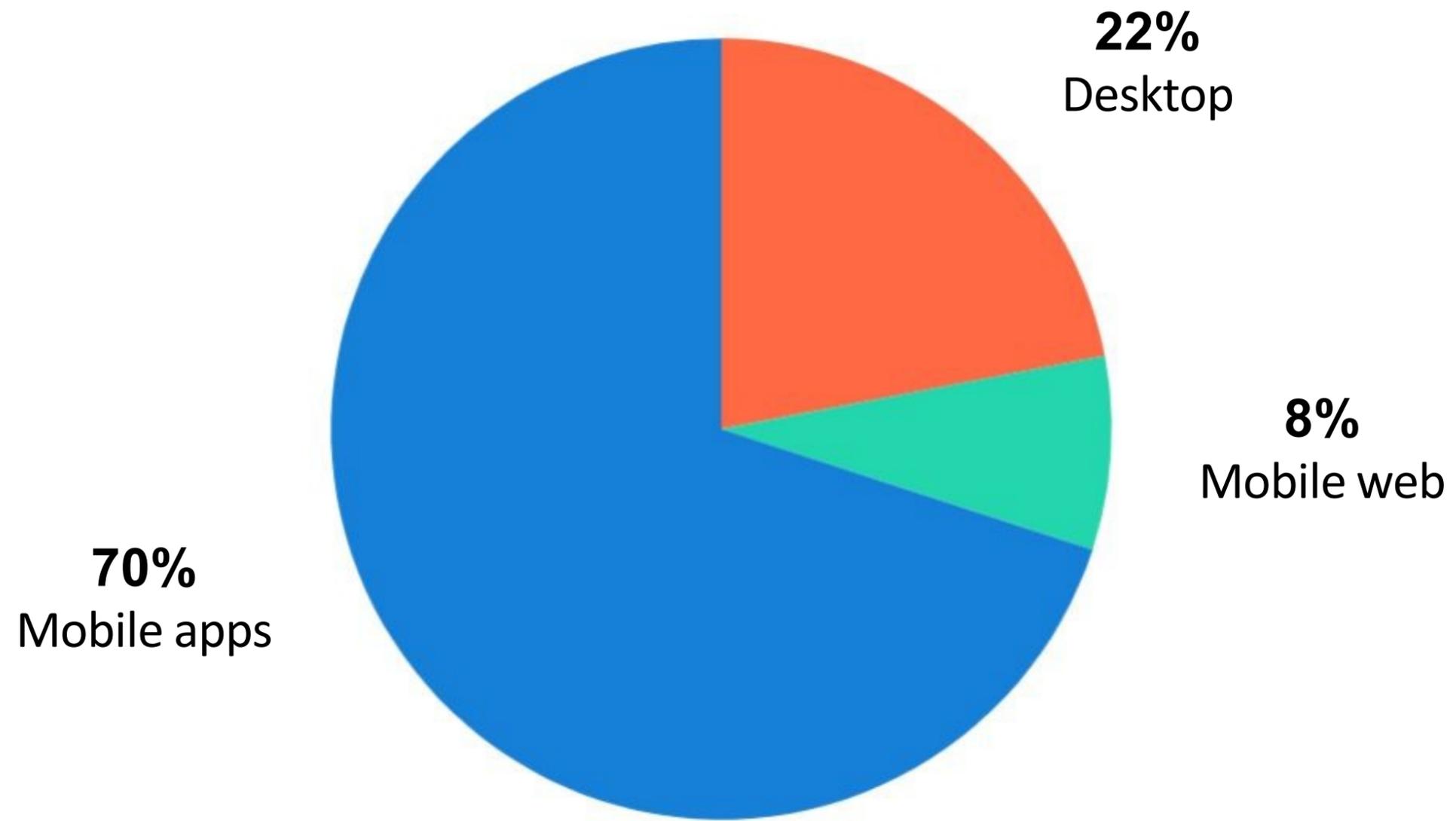


Source: Pinterest, TechCrunch, taken from [Statista](#) (2017)

# Snapchat - 179M

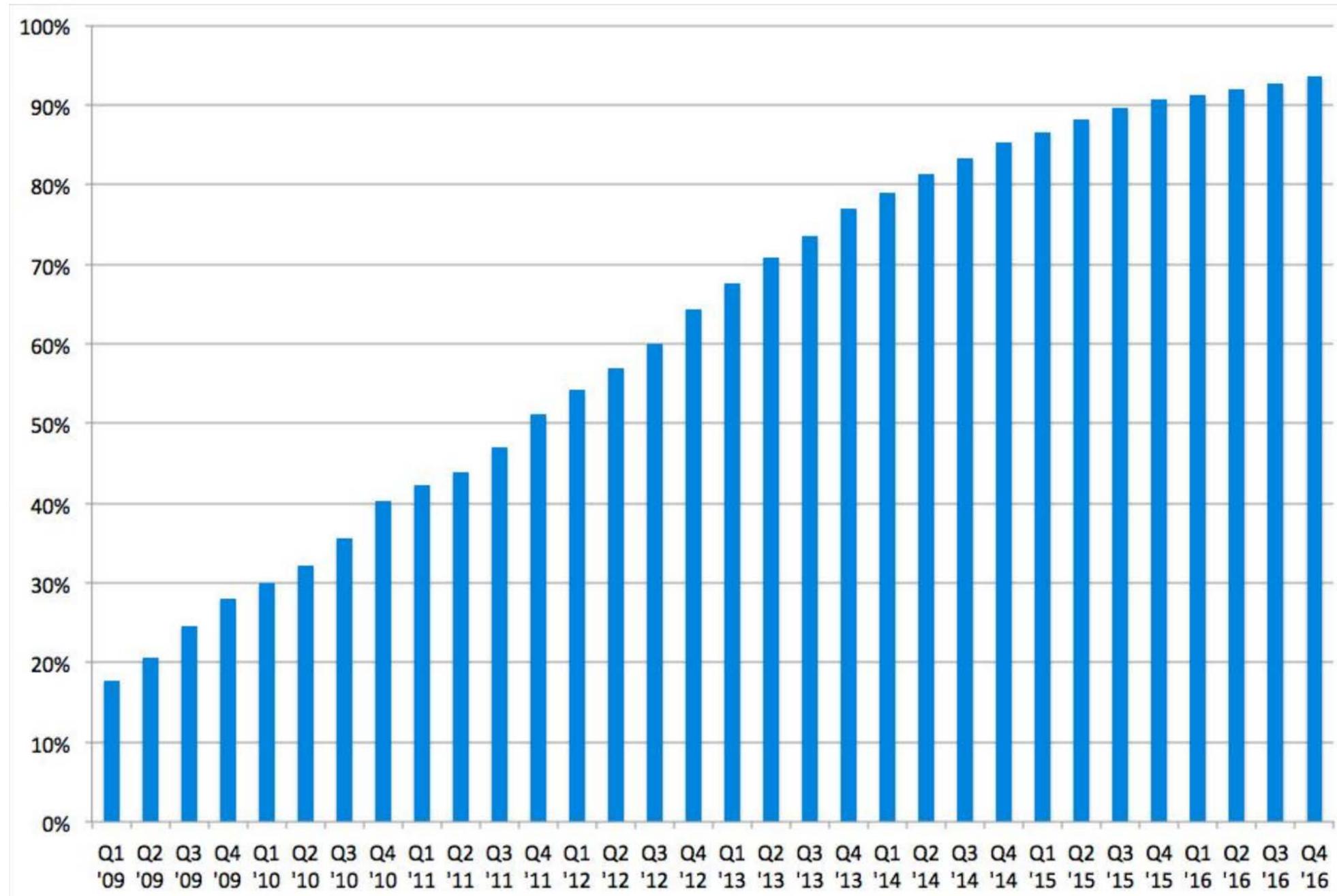
Number of daily active users (in millions)





Share of digital time spent on social networking apps

# Facebook - 94% are mobile users



Source: Facebook, taken from [Statista](#) (2017a), [Statista](#) (2017b)

**56%**

would rather message  
than call a business for  
customer service

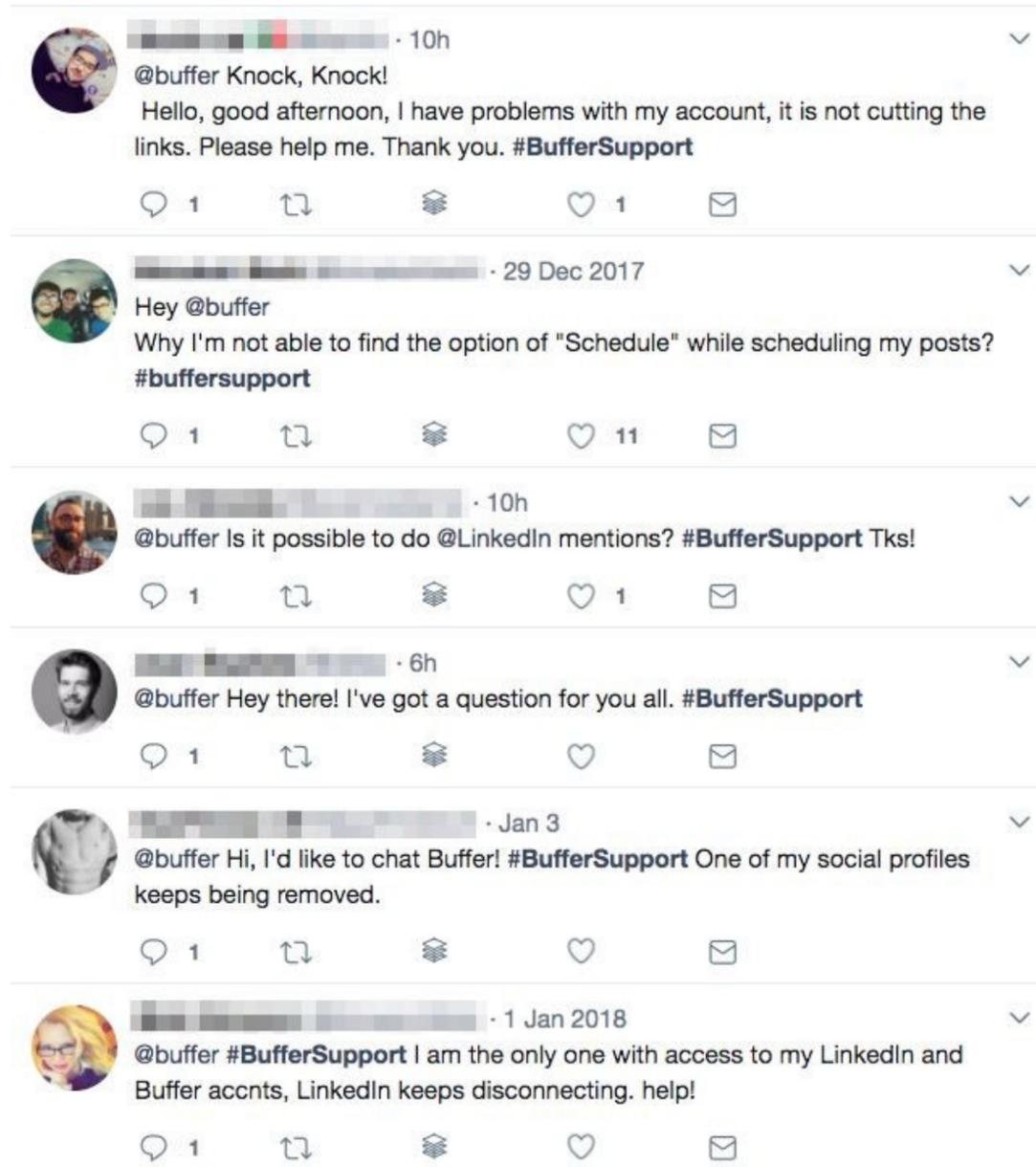
**61%**

likes receiving  
personalized messages  
from businesses

**>50%**

prefers shopping with a  
business they can message

We can no longer afford to ignore  
social customer service



↳ 1,000-people Sprout Social survey:

46% have “called out” or complained about a business on social media

↳ Ability to re-share a social media posts enables complaints to be amplified and “go viral”

↳ Social media is now the top choice for customer service

When shunned on social media...

**30%**

will go to a competitor

**26%**

will less likely use the  
company's product or  
service

When responded to on social media...

**70%**

more likely to use your  
product or service

**75%**

likely to share the good  
experience on their own  
social media profile



The neighborhood is one of the original social networks

“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



Nextdoor helps bring back a sense of community to the neighborhood

# Built from the ground-up for the neighborhood



Private  
Real names and address verification; no public access

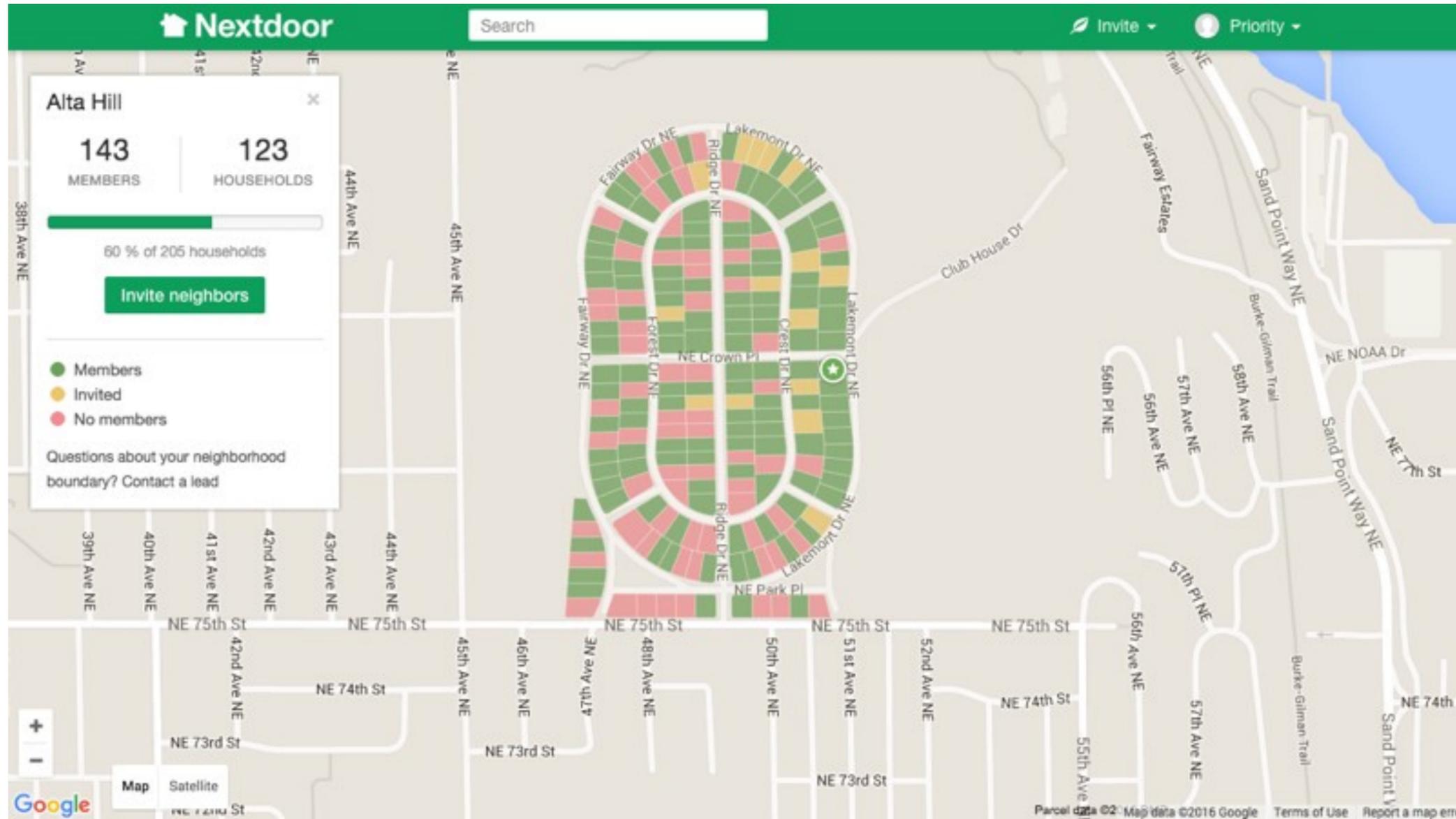


Local  
Discrete neighborhood boundaries; map-based UI



Useful  
Recommendations, classifieds, events, crime/safety, and more

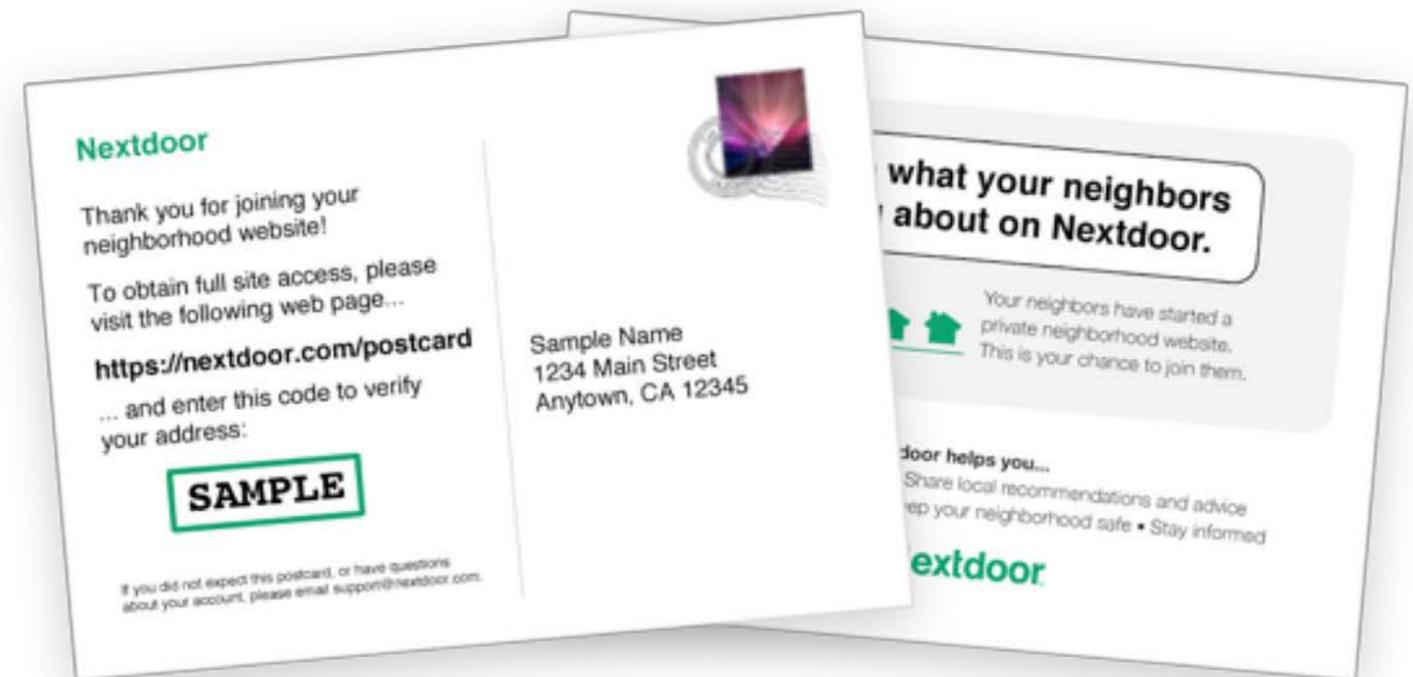
# Only neighborhood residents can join



# Address verification

Every neighbor must verify their home address using one of these methods:

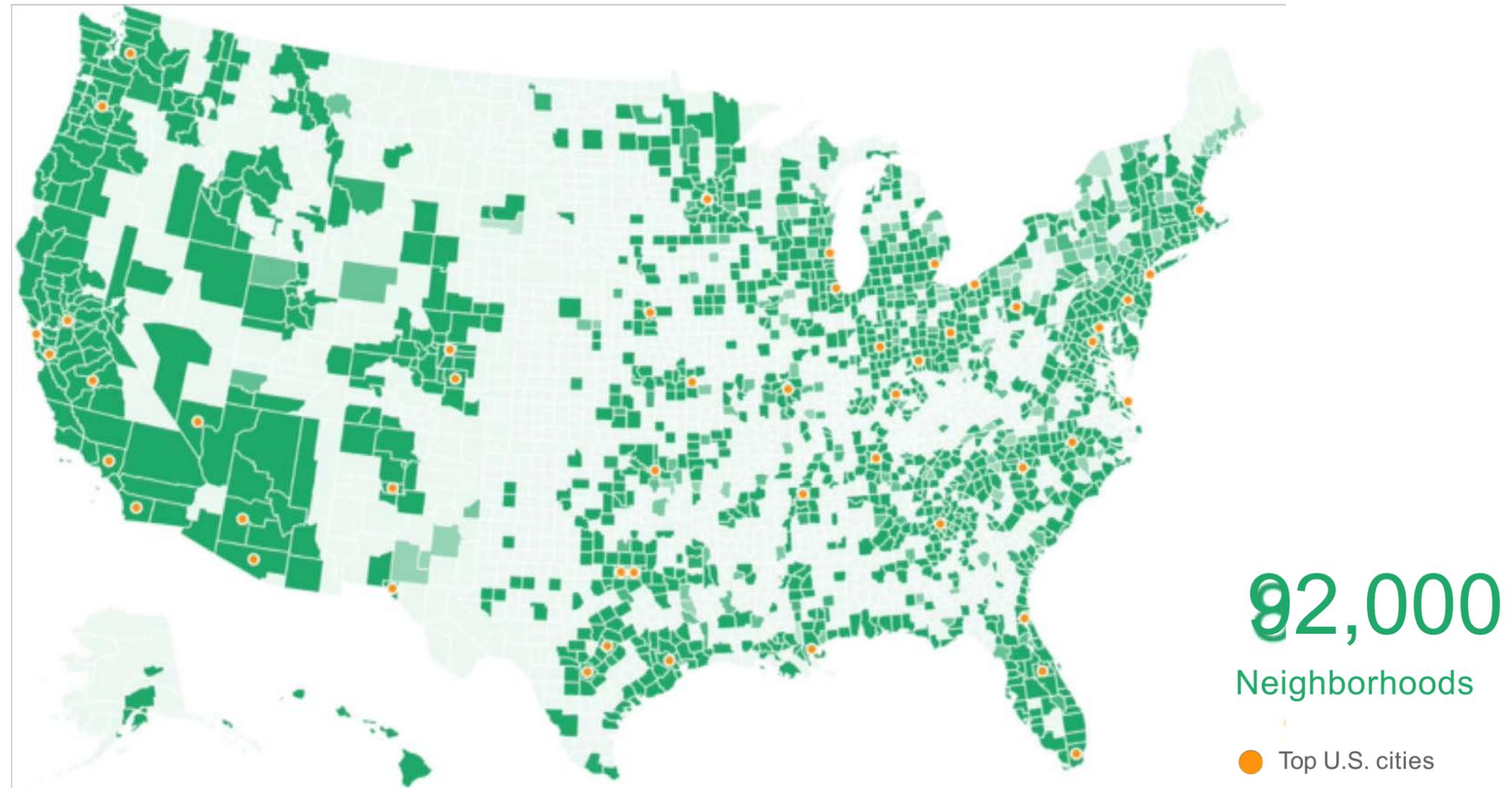
- Postcard with a unique code sent to home address
- Mobile phone or landline phone verification
- Credit card billing address which matches home address
- Email invitation from a previously-verified neighbor or through a Lead
- Social Security Number



# Share online, what you would in person

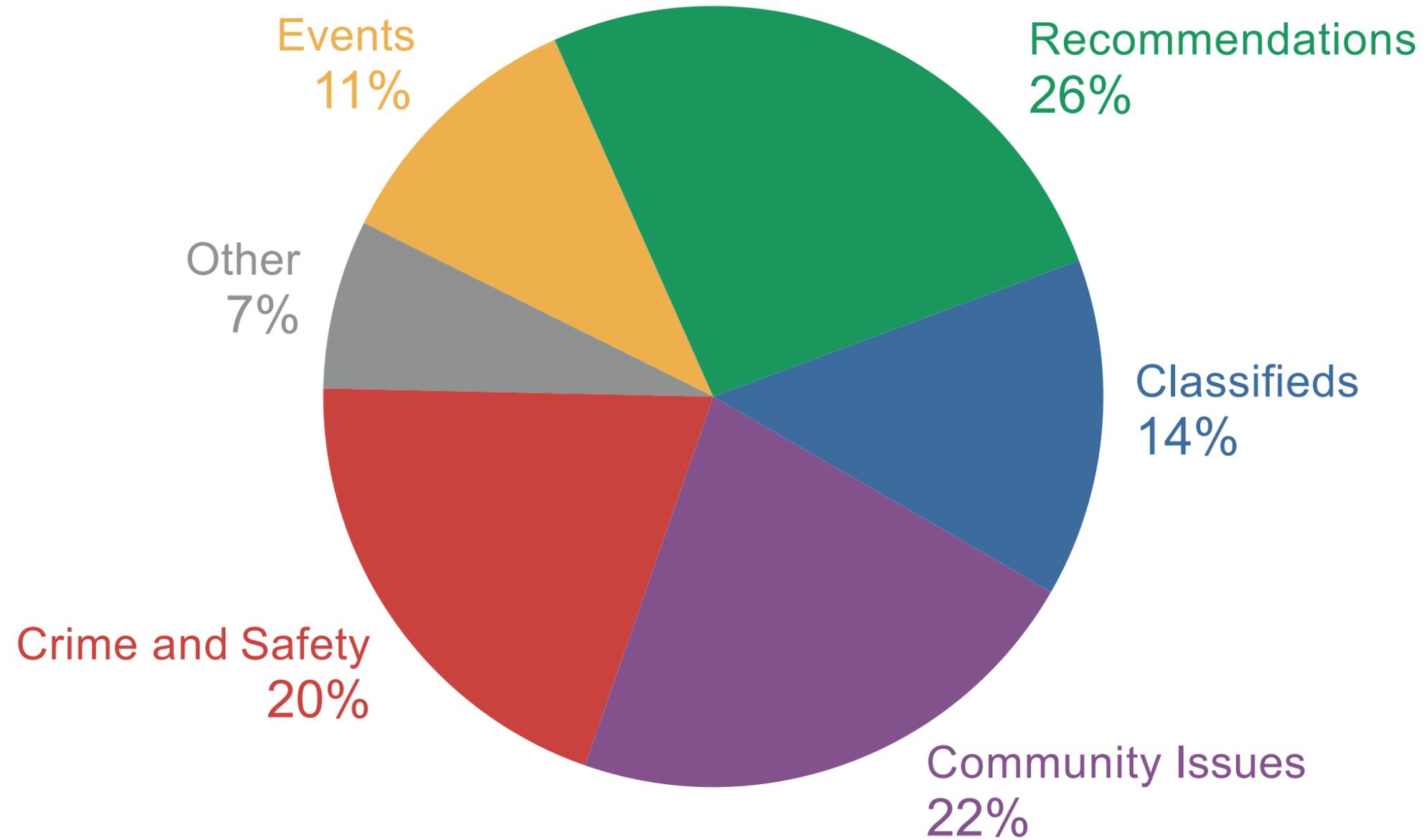
- Only you and your neighbors can see what is shared
- Every neighbor has to verify their address
- Every neighbor signs in with their real name
- Your website is password protected and encrypted
- Nextdoor never shares your information with advertisers

# Today, 50% of U.S. neighborhoods are using Nextdoor



*Green indicated neighborhood density at a county level. Based on U.S. census data.*

# Wide range of use cases



# Neighbor-to-neighbor conversation is powerful



Recommendations · Community issues · Crime and safety · Classifieds · Events

# Residents also want to hear from local agencies



Power outages · Emergency evacuations · Amber alerts · Disaster recovery

Weather alerts · CERT training · Vandalism · Traffic and construction

# Nextdoor quickly becomes a lifeline to the neighborhood



**REPUTATION MANAGEMENT  
AND  
RESPONDING ONLINE**



Michelle Lee Smith

August 12 at 2:30am via mobile · 🌐

So done with hoa living it sucks

Share



Kipp Deaton Zenger What now?

August 12 at 9:12am via mobile



Jackie Lavender Cathright ??????

August 12 at 10:54am



Kipp Deaton Zenger If it's those kids again and at the hour you posted that, you should call the cop's.

August 12 at 11:14am

09-15-2011, 08:01 PM

ubiq10

Junior Member



Whoa. About to sign a contract in a [Moreno Valley](#) HOA. Can you provide more details?

[+] Rate this post positively





**WARNING!**

*Living In An HOA Community May Be  
Hazardous To Your Health*

812

**POSITIVE, CONSTRUCTIVE,  
AND NEGATIVE COMMENTS**

**DON'T DELETE**

**...UNLESS**

**Attacks**

**Violence**

**Threats**

**Racism**

**Offensive**

**Pornographic**

**Foul Language**

**Fair Housing Violations**

**SAVE EVERYTHING**

# THANK YOU

**Trevor Johnson**  
**Online Communications Manager**  
**Prince William County**  
**[tajohnson@pwcgov.org](mailto:tajohnson@pwcgov.org)**  
**703-792-6606**