

Quick Guide

Getting Started with Nextdoor & Class Intercom

Now you can claim and leverage your school's Nextdoor profiles using Class Intercom, the powerful school social media management platform you already trust. Here's everything you need to know about getting started with these two powerful tools.

Why Nextdoor?

Schools across the U.S. are finding value in maintaining a presence on Nextdoor—curating and publishing content, engaging with Nextdoor users, and thinking strategically about using this popular and valuable social networking channel. Here's why.

Local Reach

Nextdoor offers schools a powerful way to connect with local families by leveraging its neighborhood-based reach, making it easier to promote events, share updates, and foster community engagement in a trusted, localized environment.

Active Users

Nextdoor currently boasts 45 million+ weekly active users, providing schools with a unique opportunity to reach a broad and engaged local audience. With such a large user base, schools can effectively share updates, promote events, and foster community involvement, ensuring their messages reach the right audience with high visibility and timely engagement.

Discussion Forum

Nextdoor is a platform for local discourse, including timely and relevant discussions among citizens interested in bond issues, tax levies, and other civic considerations. Schools benefit from having opportunities to lead those conversations and actively engage in them.



Having a presence on Nextdoor helps us contribute to and lead conversations happening in local communities about our schools, educators, and students.

-School PR & Communications Professional



Types of Content for Nextdoor

Wondering what kind of content should be reserved for Nextdoor audiences? Here are a few types of posts to consider sharing on the platform.



Updates & Announcements

Posting updates helps schools control messaging by providing clear information that keeps families informed about important events, changes, and issues.



Coverage of Programs & Initiatives

Content that highlights programs and initiatives showcases achievements, promotes involvement, and strengthens local support by keeping families engaged.



Staff Highlights

Staff stories help schools humanize their teams and their efforts, connecting local community members with the actual people behind the mission to increase buy-in.



Student Storytelling

Content that shares student stories celebrates achievements, highlights growth, and fosters pride by engaging families and inspiring the broader community.



Get Started Now

Learn more about the Class Intercom and Nextdoor partnership and how to get started by visiting the link below.

classintercom.com/partner/nextdoor/