

Transparency Report 2022

February 2023

nextdoor

2022 #LoveYourNeighbourhood submission from
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About this report

Nextdoor is committed to creating a welcoming platform, offering neighbors around the world a place to build authentic connections, both online and in real life. The need for connection is real and lasting, and Nextdoor is a place where neighbors can naturally come together to help make their local communities better.

In last year's inaugural Transparency Report, we outlined Nextdoor's purpose to cultivate a kinder world where everyone has a neighborhood they can rely on. We shared the various measures we've taken to invest in neighborhood vitality by setting clear guidelines and using a combination of human review and technology to encourage the behaviors that support our purpose.

In this year's report, we:

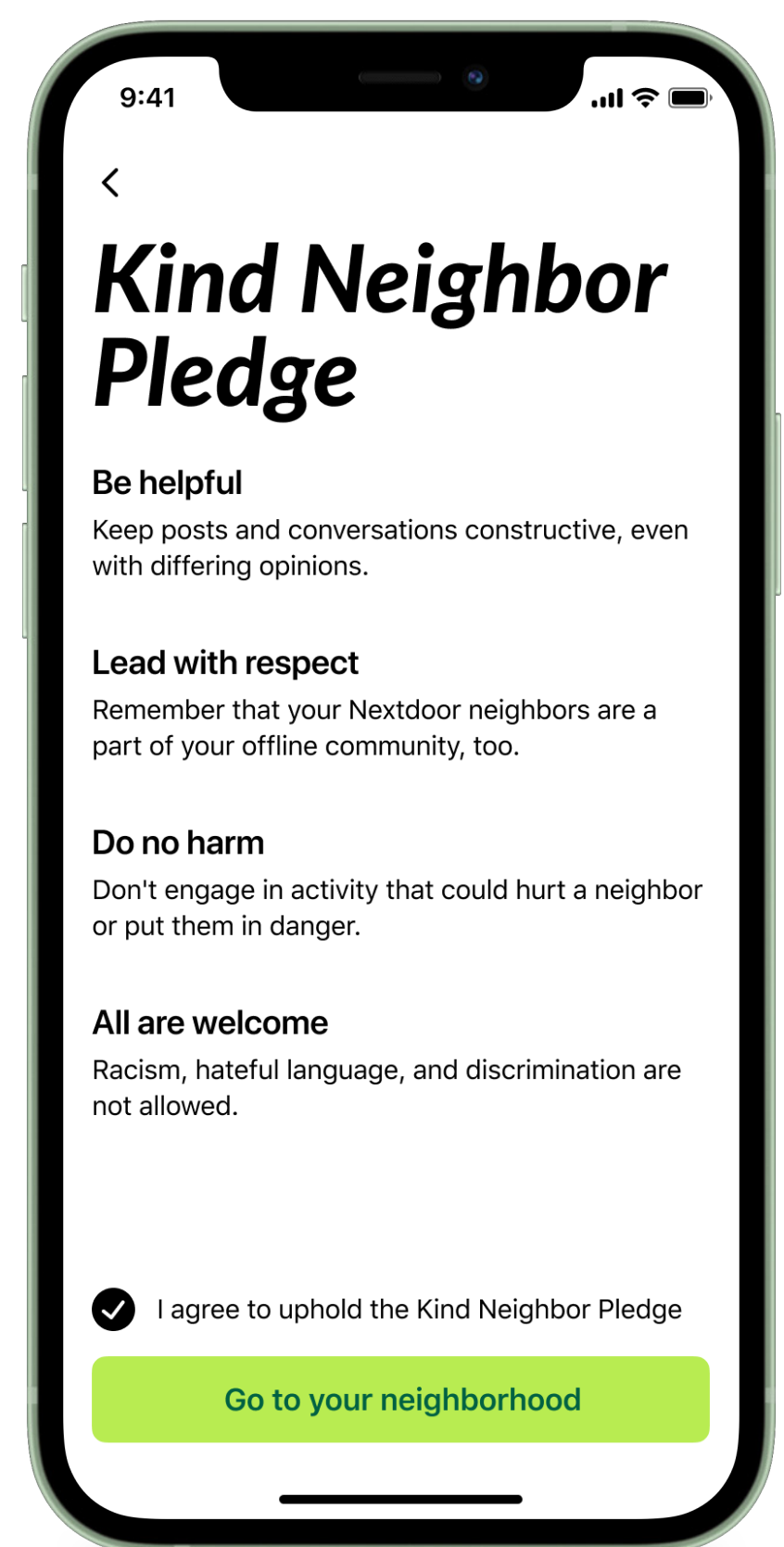
- Dive deeper into why increasing the vitality of neighborhoods is at the core of many product and policy ambitions,
- Deliver updates on the strength and efficiency of our unique localized community moderation system,
- Share how we've invested in the platform to support over 75 million verified neighbors, 3.6 million claimed businesses, and 5,000 public agencies across 11 countries,
- Demonstrate the success of our interventions to reduce the volume of reports of harmful content,
- Provide transparency into our responses to government requests for user-generated content and user information.

What is neighborhood vitality and why do we invest in it?

A neighborhood with vitality can be characterized by a strong sense of community where neighbors, businesses, and public agencies can depend on each other to exchange valuable information, goods, and services. With more than 75 million verified neighbors, 3.6 million claimed businesses, and 5,000 public agencies active on the platform, the relationships sparked on Nextdoor connect millions of people back to the original social network – the neighborhood.

Nextdoor is committed to developing leading-edge product technology that encourages neighborly interactions and promotes neighborhood vitality. Over the past year, we have iterated on core features that prioritize the vitality of neighborhoods on Nextdoor and in the real world, implementing updates driven by predictive technology and machine learning to help cultivate a kinder world where everyone has a neighborhood to rely on:

- **Verification of real people & real businesses:** Since Nextdoor launched in 2011, we've required **everyone to sign up with their real names and addresses** to foster mutual accountability and ensure that connections and conversations are authentic.
 - This year, we worked to accelerate our verification process to improve the neighbor experience while maintaining the safety and trust that neighbors expect. We also added similar improvements to the verification process for businesses who are an equally critical element of each neighborhood.
- **Kind Neighbor Pledge:** Upon joining Nextdoor, all neighbors must agree to our updated Kind Neighbor Pledge, which is a commitment to be helpful, treat everyone in the Nextdoor community with respect, and to do no harm. It's an opportunity to establish norms and expectations for our platform, and encourage prosocial behavior.
- **Kindness Reminder:** The Kindness Reminder automatically detects offensive language that may violate Nextdoor's Community Guidelines and encourages the author to edit their content before they publish. It was the first of our core product features to introduce moments of friction aimed at slowing people down and combating bias. The Kindness Reminder delivered even better results in 2022: neighbors who received the reminder edited or withheld their post 36% of the time (up from 35% in 2021).
- **Feed choice:** Nextdoor provides neighbors with the option to view their feeds chronologically (sorted by recent activity or posts) rather than curated by feed-ranking technology. Additionally, neighbors now have more advanced choices to opt out of seeing certain types of reported content while they are under community or Nextdoor Operations staff review.
- **Research to promote civility through platform design:** The results of a study Nextdoor completed with The Justice Collaboratory at Yale Law School were published this year. The study explored whether social media platforms can be designed to encourage more civil conversations among neighbors¹ while promoting individual and community well-being. The results validated one of Nextdoor's core beliefs: that building human-centered products can positively shape the civility of conversations. Accordingly, we'll continue to invest in quality engagement via our design and structure, enabling our platform to promote civility and other prosocial behaviors.



Moderation **by and for** Real Neighbors

Nextdoor's Community Guidelines are designed to keep interactions on the platform safe and productive. They are enforced by real people who live in the local neighborhoods they moderate and are supplemented by paid Nextdoor Operations staff as well as technology, all of which work to detect three main categories of guideline-violating content:

- **Hurtful:** Content that neighbors consider uncivil, e.g., insults, rudeness, name-calling.
- **Harmful:** Content that Nextdoor considers fraudulent or unsafe, e.g., violent or graphic.
- **Other:** Non-local content, spam, content posted in error.²

The trust and safety of our neighbors is a core tenet of our platform. Localized community moderation ensures that conversations on the platform are reflective of the real world and content reports are handled expediently. Our efforts in moderation make it easier to offer safe spaces for neighbors, while the verification of real people enables a platform where change and support can happen in real life.

- **Community moderators:** Our community moderators are volunteers who are active, local Nextdoor neighbors with access to moderation tools that they use to enforce Nextdoor's Community Guidelines. While local community moderators review most types of guideline-violating content, reports of certain types of harmful content, like misinformation and discrimination, are sent directly to Nextdoor Operations staff for review and actioning.³ Neighbors are invited to be volunteer community moderators based on a variety of engagement factors with the Nextdoor platform.
- **Reporting violations:** Any neighbor is able to report content that may violate Nextdoor's Community Guidelines. When content is reported by neighbors or identified by our automated systems, volunteer community moderators can vote on whether or not they think content violates the Guidelines. If a neighbor believes a moderator in their community is exhibiting bias, they are empowered to report them to Nextdoor Operations staff for review. Volunteer community moderators have no insight into neighbor reports, nor do they have any ability to take action on a neighbor's account.

In 2022, Nextdoor's 210,900 volunteer community moderators reviewed 92% of all reported content (1.7% of all pieces of content), and removed 57% of reported content in a median time of 5.1 hours. The remaining reported content was reviewed by paid Nextdoor Operations staff or automatically removed, as detailed below.

In the following section, we share new product features, and then deep dive into moderation data.

2. Until Q3 2022, "Other" included improperly posted commercial content. In Q3 2022, we removed the Community Guideline that prohibited commercial content posted in the main newsfeed.

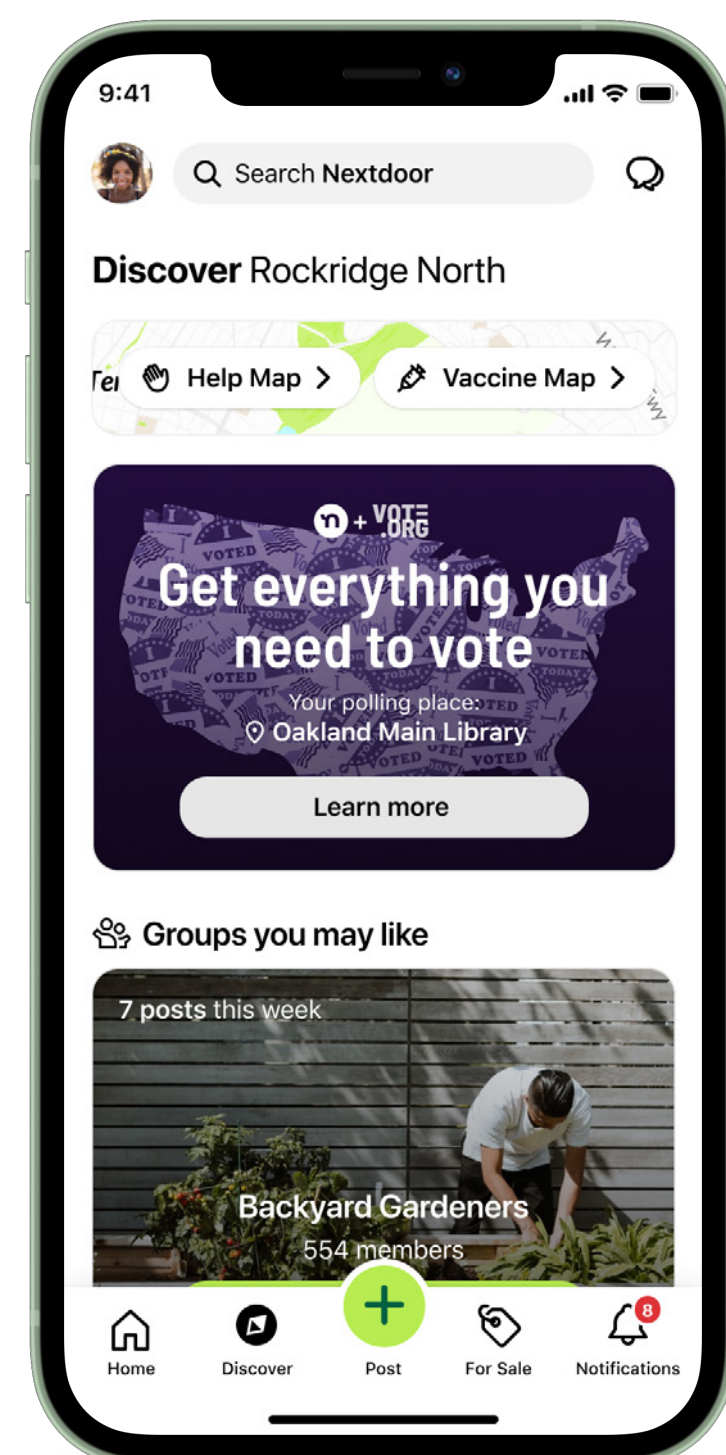
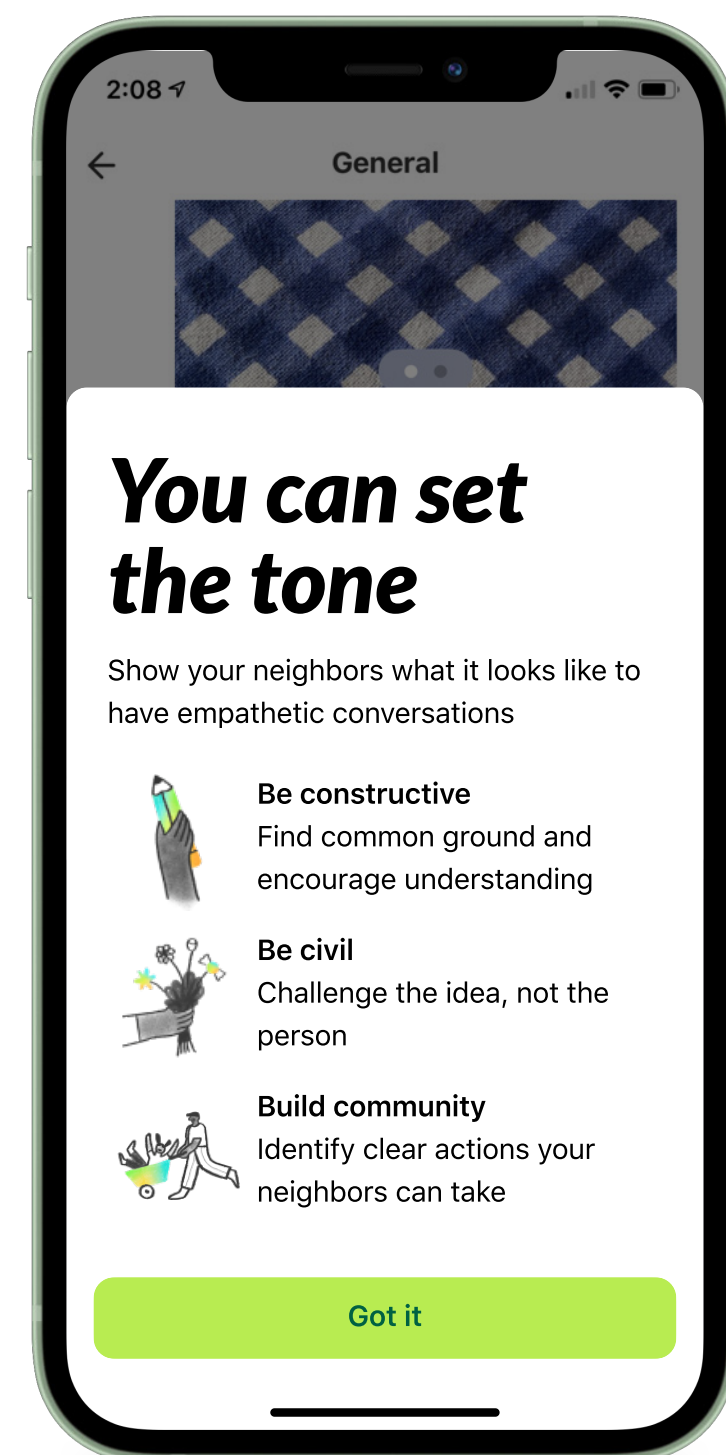
3. Some reports of multi-guideline-violating content are reviewed by both community moderators and our trained Nextdoor Operations staff. When this occurs, a decision by either moderator to remove content is determinative, with appeals available.

New Investments in Neighborhood Vitality

In 2022, we built new features to enhance the quality of engagement and increase the trust and fairness of our moderation system. This will continue to be a focus throughout 2023.

- **Launched notifications for removed content & enabled in-product appeals:** In early 2022, we introduced additional transparency and appeals processes for neighbors whose content was moderated by the community. Neighbors were notified if their post or comment was removed via community moderation, with insight into which guideline it violated and a chance to appeal the decision by submitting the same content or an edited version for additional review. 6.5% of those content moderation decisions were appealed, and 11.4% of those appeals were successful.
- **Constructive Conversations Reminder:** This new reminder utilizes predictive technology to cultivate kindness and increase civility. Machine learning completes a holistic review of comment threads and encourages neighbors looking to join the conversation to set a more constructive tone as they reply. This feature is rooted in social psychology and expands on Nextdoor's previously launched features, like the Kindness Reminder, which add moments of friction within the platform and help slow people down, ultimately fostering more productive conversations. The technology was honored in Fast Company's Innovation by Design Awards.
- **Election resources:** To support the 2022 US Midterm Election, we partnered with public agencies⁴ on Nextdoor, Vote.org, NAACP, Advancement Project, and Lawyers' Committee for Civil Rights to identify and promote nonpartisan resources that support voter registration, polling place identification, and election protection information. Additional in-app modules encouraged neighbors to share their election day plans with one another and carpool to the polls. Collectively, we served up content that was viewed nearly 130 million times by neighbors in support of our partners and drove three times as many actions to Vote.org compared to the 2020 election.

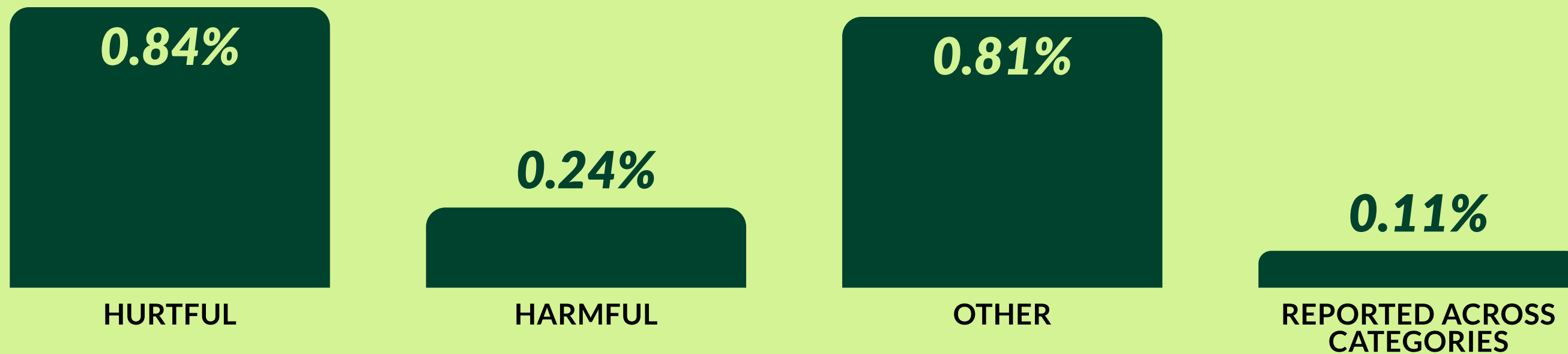
Additionally, we produced a new election civility reminder, which reminded neighbors to engage in local political conversations in a constructive way. Neighbors who encountered the reminder edited or withheld their contribution nearly 30% of the time.



4. [Research](#) from the Bipartisan Policy Center demonstrates that state and local chief election officials are highly trusted for delivering election information across political party affiliation, age, and other key demographics.

Moderation on Nextdoor

Reported Content, As % Of Total Content

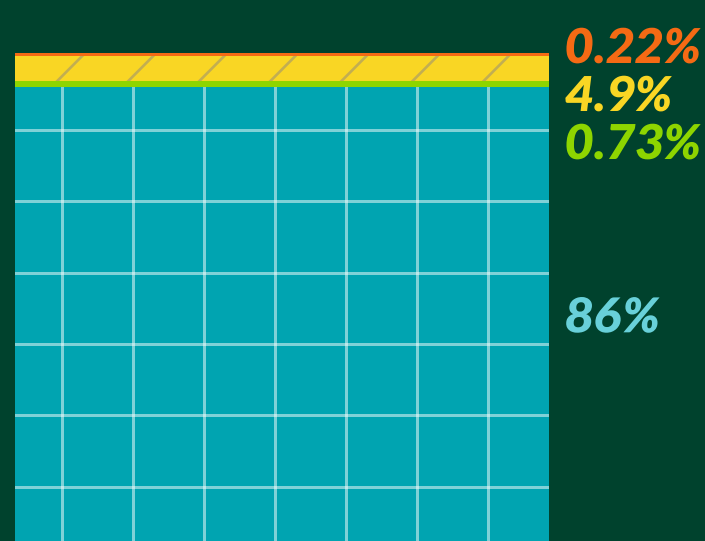


Community Review

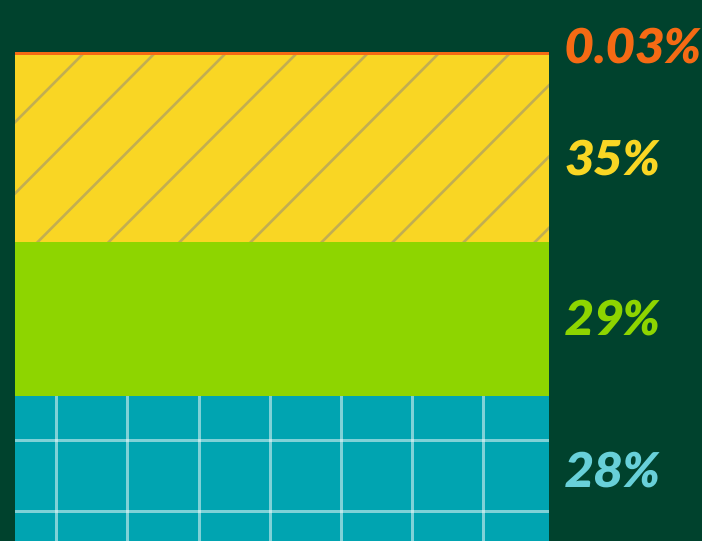
Nextdoor Operations Staff

Both Community & Nextdoor Operations Staff

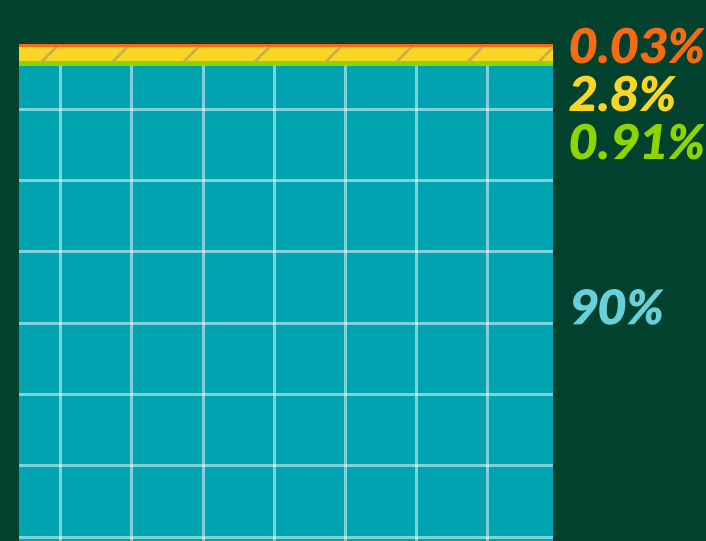
Automation



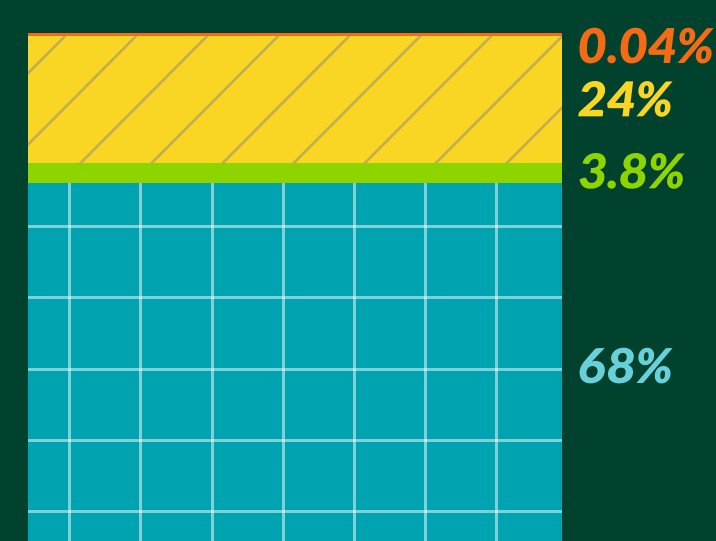
Hurtful Content Reviewed, by Reviewer



Harmful Content Reviewed, by Reviewer



Other Content Reviewed, by Reviewer



Content Reported Across Categories Reviewed, by Reviewer

Median Time To Removal, Community Review



HURTFUL



HARMFUL

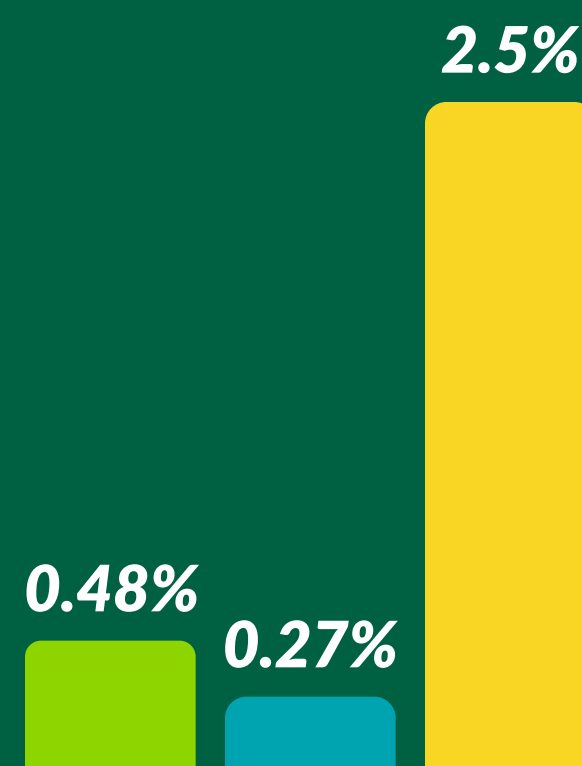


OTHER

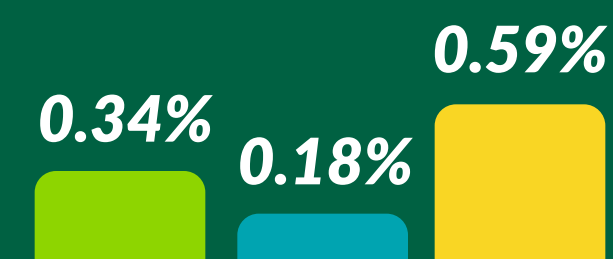


Median Time To Removal, Nextdoor Operations Staff Review

HURTFUL HARMFUL OTHER



Percent Of All Neighbors Whose Accounts Were Reviewed



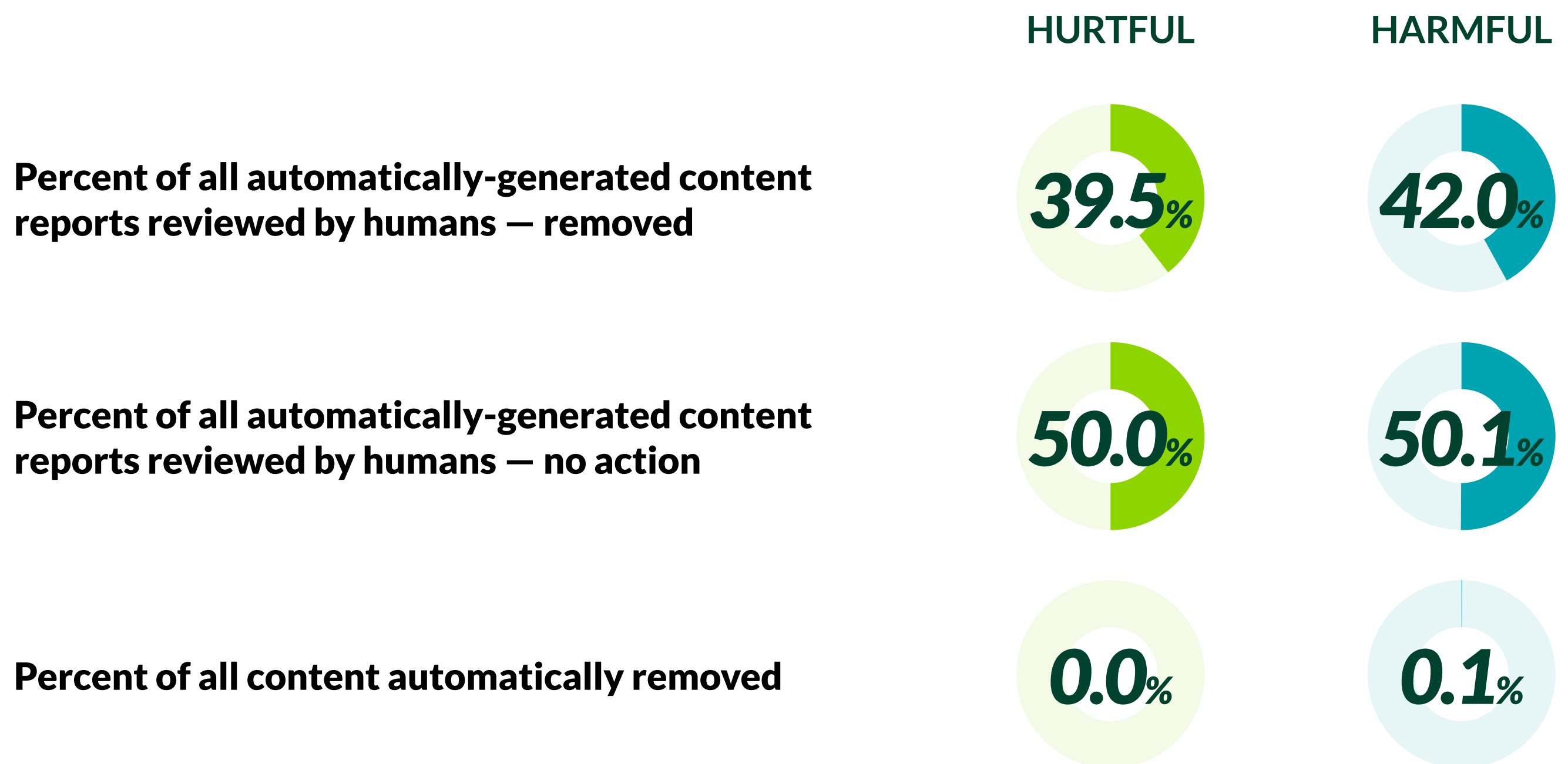
Percent Of All Neighbors Whose Accounts Were Suspended (Temporarily or Indefinitely)

Data for this report does not include duplicates across reporting categories.

Other: Non-local content, spam, and content posted in error, including commercial content until Q3 2022.

Automated Reporting & Review

We use automation to help identify content for human review as well as moderate user-reported content.



Responding to Government Requests for Neighbor Information

Government agencies around the world can, by law, request neighbor information for civil, administrative, and law enforcement reasons from Nextdoor. In this report, we've included information about the raw number and type of requests we received from government agencies in 2022 for over 75 million verified neighbors.

Prior to providing information to government agencies, each request is reviewed to make sure it satisfies applicable laws.⁵ From there, it is determined whether content is available and can be provided.

2022 United States Government Requests for Information

Nextdoor received 41 requests for information within the U.S. in 2022, and proactively filed one Cybertip report with the National Center for Missing and Exploited Children (NCMEC).

	Raw Number of Requests	Provided Content	Provided Non-content Only	Preserved	No Data Found	Rejected	Number of Accounts Impacted
COURT ORDER	3	0	3	0	0	0	3
EMERGENCY REQUESTS	3	0	3	0	0	0	6
PRESERVATION REQUEST	6	0	0	6	0	0	0
SEARCH WARRANT	8	8	0	0	0	0	9
SUBPOENA	19	0	12	0	1	6	17
CIVIL	2	0	0	0	0	2	0
CHILD SAFETY (CYBERTIP REPORTS) ⁵	0	1	0	0	0	0	1

2022 International Government Requests for Information

	Government Information Requests	Some Information Produced	Raw Number of Accounts Impacted
UK	18	18	18
NETHERLANDS	5	5	8
AUSTRALIA	3	3	3

5. See [Nextdoor's Privacy Policy](#) for more information.

6. Child Safety Reports were disclosed voluntarily by Nextdoor, and not in response to a government request.



It starts with a wave