



Connect with Your Novi

City provides several avenues for residents to stay informed

You are about to hop in your car after a long day at work and a text message from 888-777 pops up on your phone.

The text is from Nixle, a free text message and email notification system used by Novi's Public Safety team, and it gives you a heads up that the road you use to get home is closed due to an accident. You breathe a huge sigh of relief that you are going to avoid sitting in that mess, find an alternate route and make it home in time before dinner gets cold.

Nixle is just one of many free tools the

City of Novi uses to communicate with residents, and more than 3,000 people take advantage of the up-to-the-minute messages. The Public Safety team also encourages residents to sign up for the Emergency Notification System, which allows residents to receive important emergency notifications to their cell phones when they are away from home.

On the social media front, Novi utilizes Facebook, Twitter, Instagram and Nextdoor to not just push messages but facilitate conversation between the City and its residents, businesses and visitors.

The Novi Facebook page has nearly 4,800 "likes" and posts range from event promotion and recaps to important reminders and City highlights. Separate Facebook pages also are used by Novi Parks and Novi's Older Adult Services.

The Studio No.VI video

Where you can find us

	Facebook.com/CityofNovi
	Twitter.com/CityofNovi
	@CityofNovi
	YouTube.com/TheCityofNovi
Website:	cityofnovi.org
	Nixle.com (search for Novi)

team, which also has its own YouTube channel (YouTube.com/TheCityofNovi), utilizes Facebook to air its various shows – Construction Update, After the Gavel, Engage, Update Novi, Behind the Badge and Beyond Books. They also have gone "live" on Facebook from the State of the City Address, Spring Palooza, Police and Fire Awards and more. From May to July of this year, nearly 23,000 video views were recorded, a number that continues to grow.

The City uses Twitter in a similar vein to Facebook, but pushes more urgent messages on the platform. There are more than 1,908 Twitter followers on Novi's Twitter account and nearly 1,300



for Novi Parks. Instagram is a still-growing platform city officials plan to use to share stories and photos from people and events happening in the community.

One of the fastest growing social media accounts for the City has been Nextdoor -- a private social network that allows residents and their neighbors to talk online. Novi has an account where it can share information with residents, but does not have the ability to see what residents are talking about in their neighborhoods. The site has nearly 6,000 members, including about 4,700 claimed households. It has proven to be a great tool for connecting directly with residents and answering their questions.

Communication doesn't end with social media, either.

Novi's website - cityofnovi.org - has been visited more than



500,000 times this year, and even functions just like an app for your smartphone. You can add the icon to your home screen so

everything you need is one-touch away. Not only can you report an issue or request assistance on the website, but you can also send a text message to (248) 278-7611 and an employee will respond.

E-newsletters

– I am Novi, Destination Recreation, Novi Business Connection and Drive, Ride, Walk – are also used to share important information with residents, with more than 23,000 active contacts getting these newsletters on a bi-weekly or monthly basis.

The City takes a great deal of pride in being open and transparent with information, preferring to be proactive as opposed to reactive when it comes to the business of the city. You can find links to our various social media channels and sign up for our e-newsletters at cityofnovi.org.

