

Socially-distanced Halloween: Nextdoor app shows users how their neighbors celebrate

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store.

Users can find these characters by using the smartphone camera through the Treat Map in the app.

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Halloween will look a little different this year as Americans pivot to socially-distanced trick-or-treating and make sure every costume is paired with a mask.

Nextdoor launched its yearly trick-or-treating map that allows [users](#) to see how their neighbors are celebrating Halloween amid the pandemic.

Users can choose to post whether they are adorning their house with haunted decor, partaking in pumpkin projects, such as jack-o-lanterns, or participating in a costume wave parade across the neighborhood.

The social networking app will also allow families to plan a Halloween night sightseeing route.

To add a home to the Treat Map, users can tap into the Nextdoor app or visit nextdoor.com/halloween to login or create a Nextdoor account.

Nextdoor also partnered with Party City to launch an augmented reality experience to bring "virtual visitors", or Halloween-themed cartoons, into a user's home, neighborhood or local Party City

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