



Moderating Online Communities

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Why Moderate?

- All interactive elements that allow the general public to post free text or pictures are a potential risk to the company or content provider and potentially to children.

This risk includes defamatory or libellous material, obscenity and abusive or intimidating comments and the ability for grooming behaviour to take place.


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Day to day moderation **issues**

- Abusive comments (including racial hatred, violent content, homophobia etc.)
- Anti-social behaviour (multiple posting, nonsensical comments)
- Spamming (commercial advertising)
- Brand reputation management

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Specific threats to **children's safety**

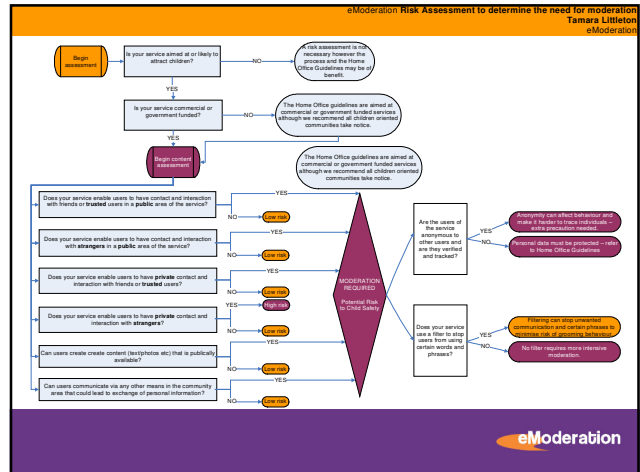
- Children posting personal information (e.g. email address, mobile phone numbers and leading to the 'jigsaw effect')
- Potential for grooming behaviour by paedophiles
- Obscene content

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When should you Moderate?

- Refer to Home Office Guidelines on moderation (“Good Practice Guidance for Moderation of Interactive Services for Children”)
- Conduct a Risk Assessment

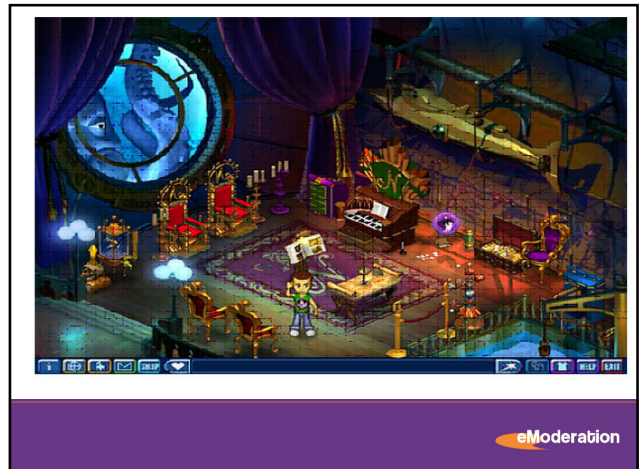
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How do you moderate?

- Moderators can be home based or on site (e.g. TV studio)
- Types of moderation
 - Pre-moderation
 - Post-moderation
 - Sample moderation
 - Reactive moderation
- Guidelines
- Technical filters
- Supervision
- Escalation

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Who does the moderation?



- Recruitment
 - CRB checks
 - Face to face interviews
 - Code of conduct
- Training
 - Recognising grooming patterns
 - Escalation process
 - Legal implications (e.g. obscene material)



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