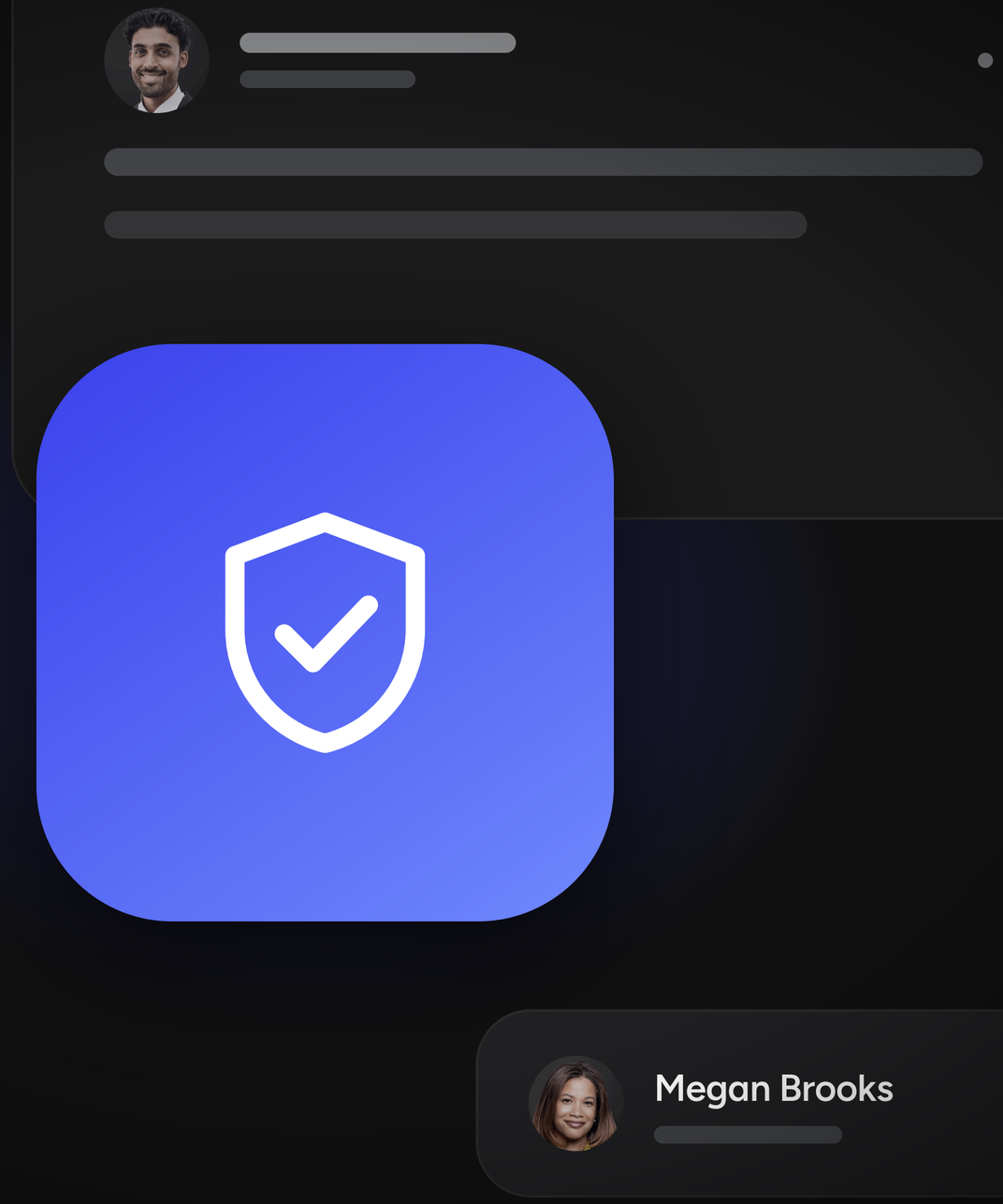
A SOCIAL.PLUS MINI GUIDE

How to establish community moderation

Education, empowerment and enforcement: the three habits that keep an in-app community safe, useful and worth coming back to.



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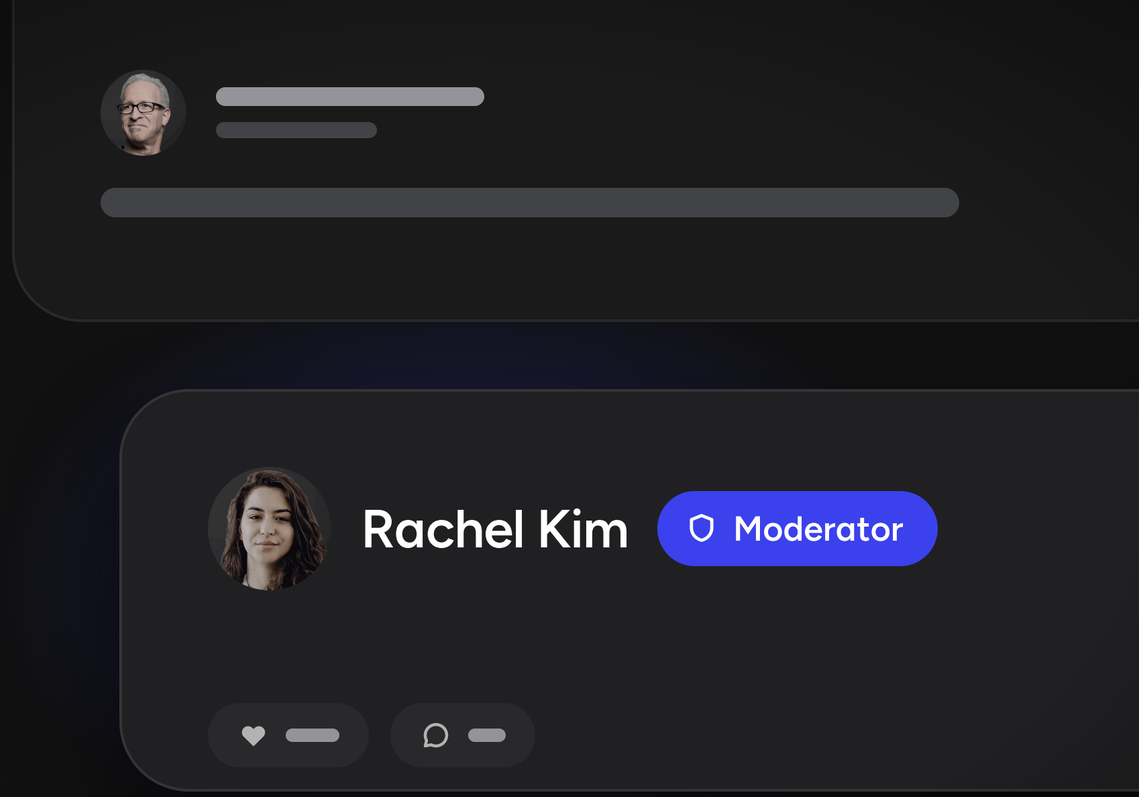
WHY IT MATTERS

Why community moderation matters

A community thrives when people answer questions, share useful resources and help each other find what they need, and when someone steps in on content that works against the group.



01

Education

Write the rules and make sure every member knows them.

02

Empowerment

Share the work with moderators and the members themselves.

03

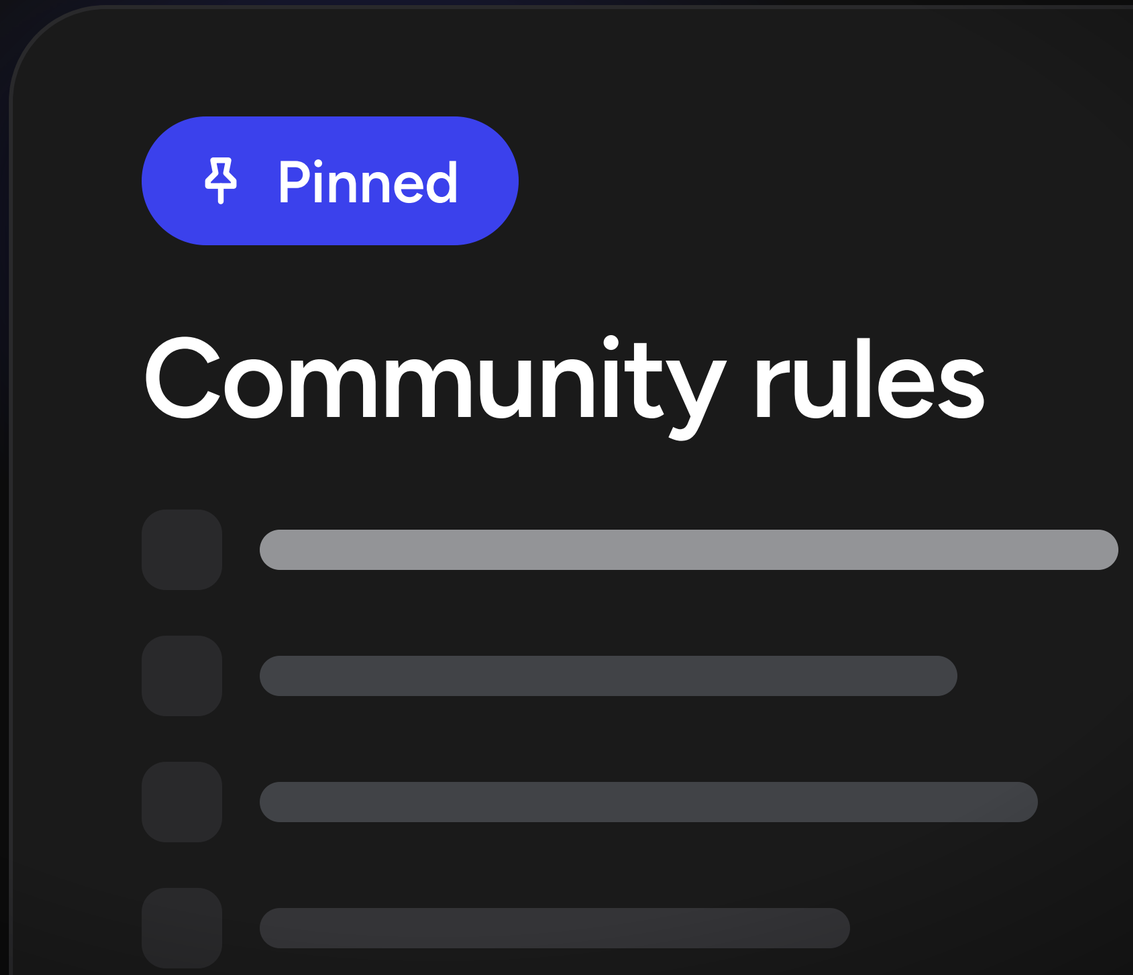
Enforcement

Act on violations and keep a record of what you did.

PART 01

Education

Set clear guidelines, and make sure every member knows them.

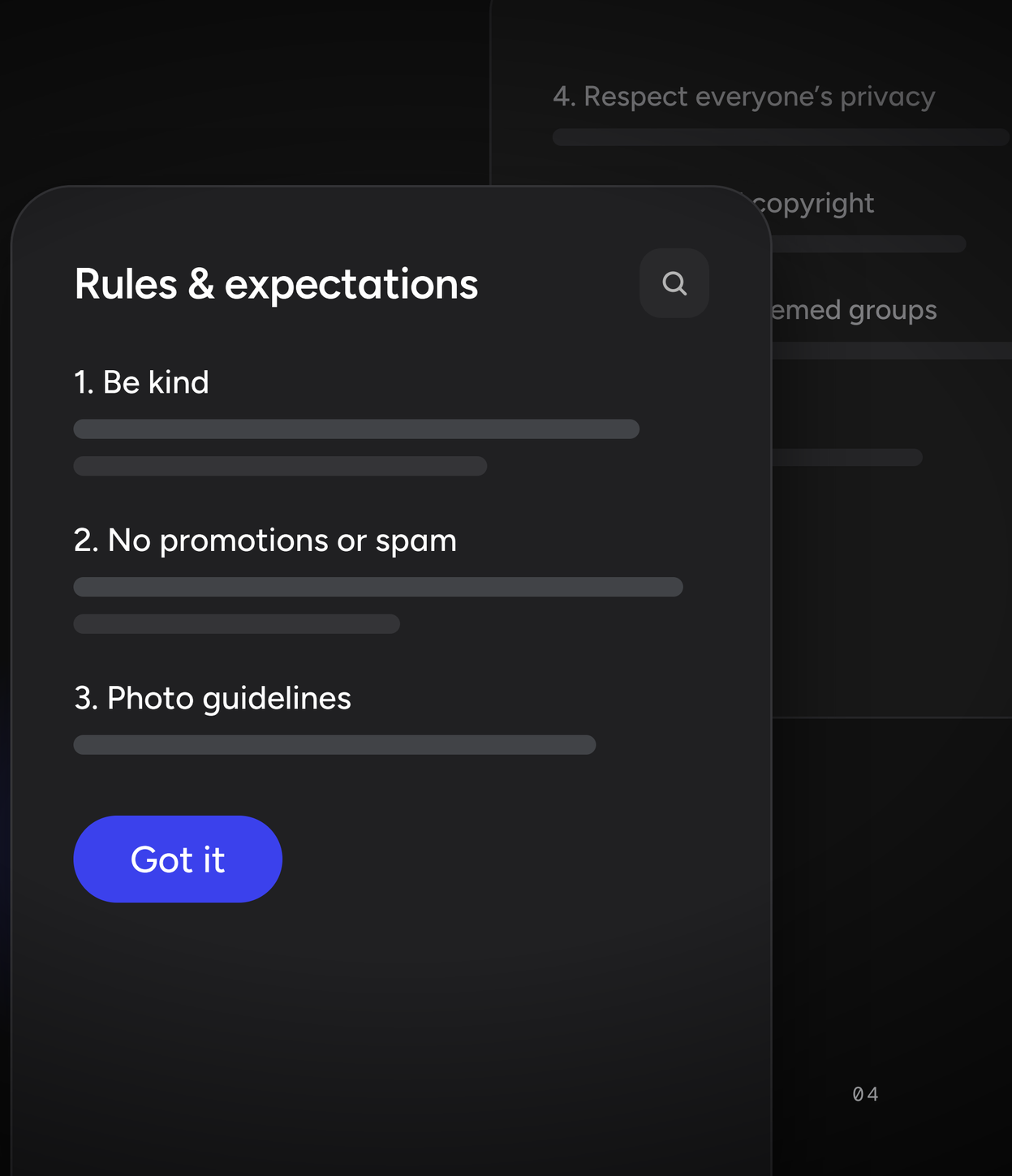


EDUCATION · 01

Create community guidelines

Tell members why the community exists. Give a short introduction to your service and how this space helps, set expectations for sharing and creating content, and note any other practices worth knowing.

Keep each rule short enough to remember, with a line or two that explains it.



EDUCATION · 02

Make sure members know the rules

Guidelines only work if people read them. Spell out the do’s and don’ts and what happens when someone breaks a rule. Be clear and concise.

Use the welcome sequence

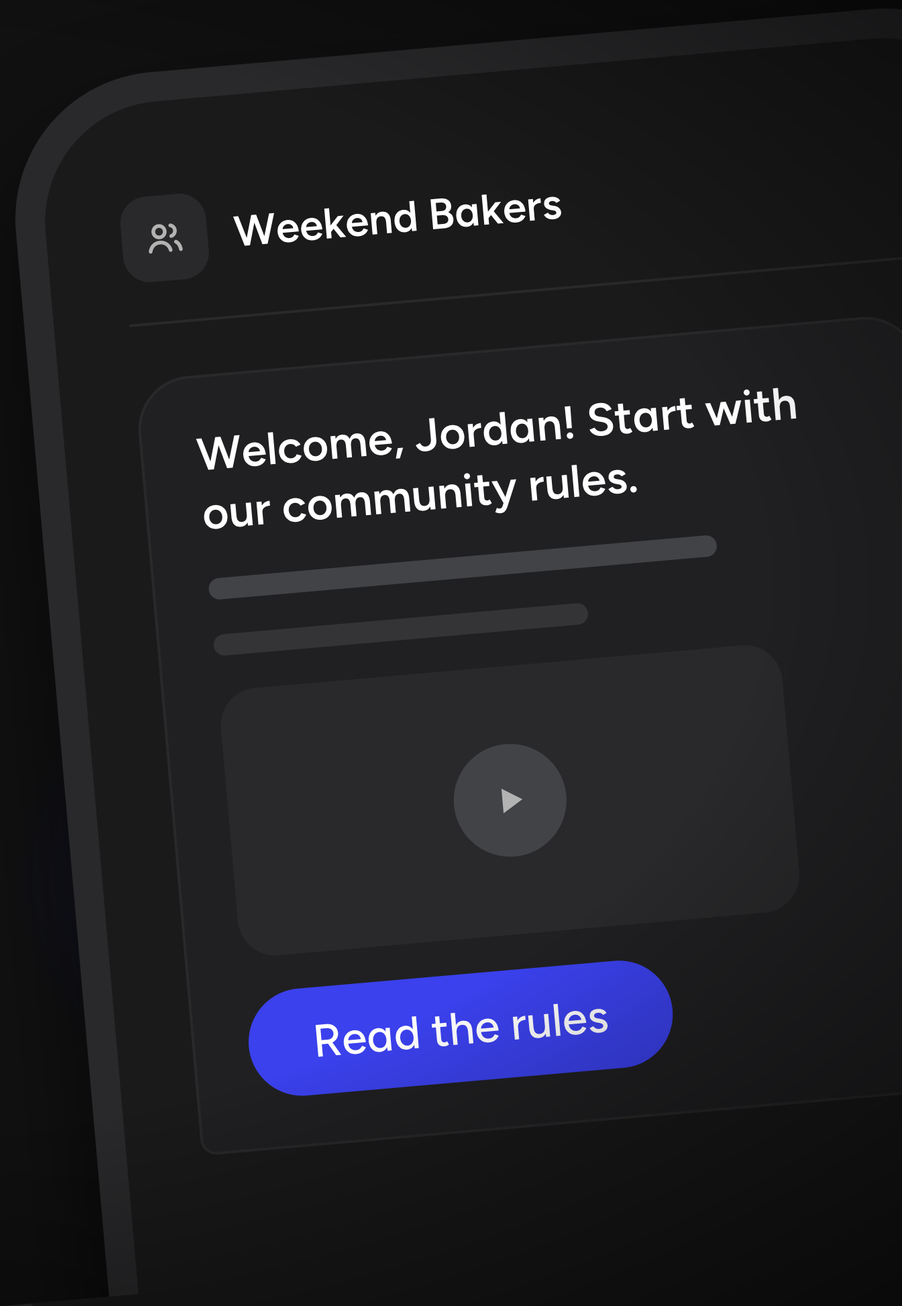
Right after joining is the best moment to learn the rules. Send an automated welcome note with the short version, or a quick intro video.

Be proactive

Share the guidelines often, and point members to where they live.

Say where questions go

Members are the best source for improving your rules. Show them where to ask questions and leave suggestions.

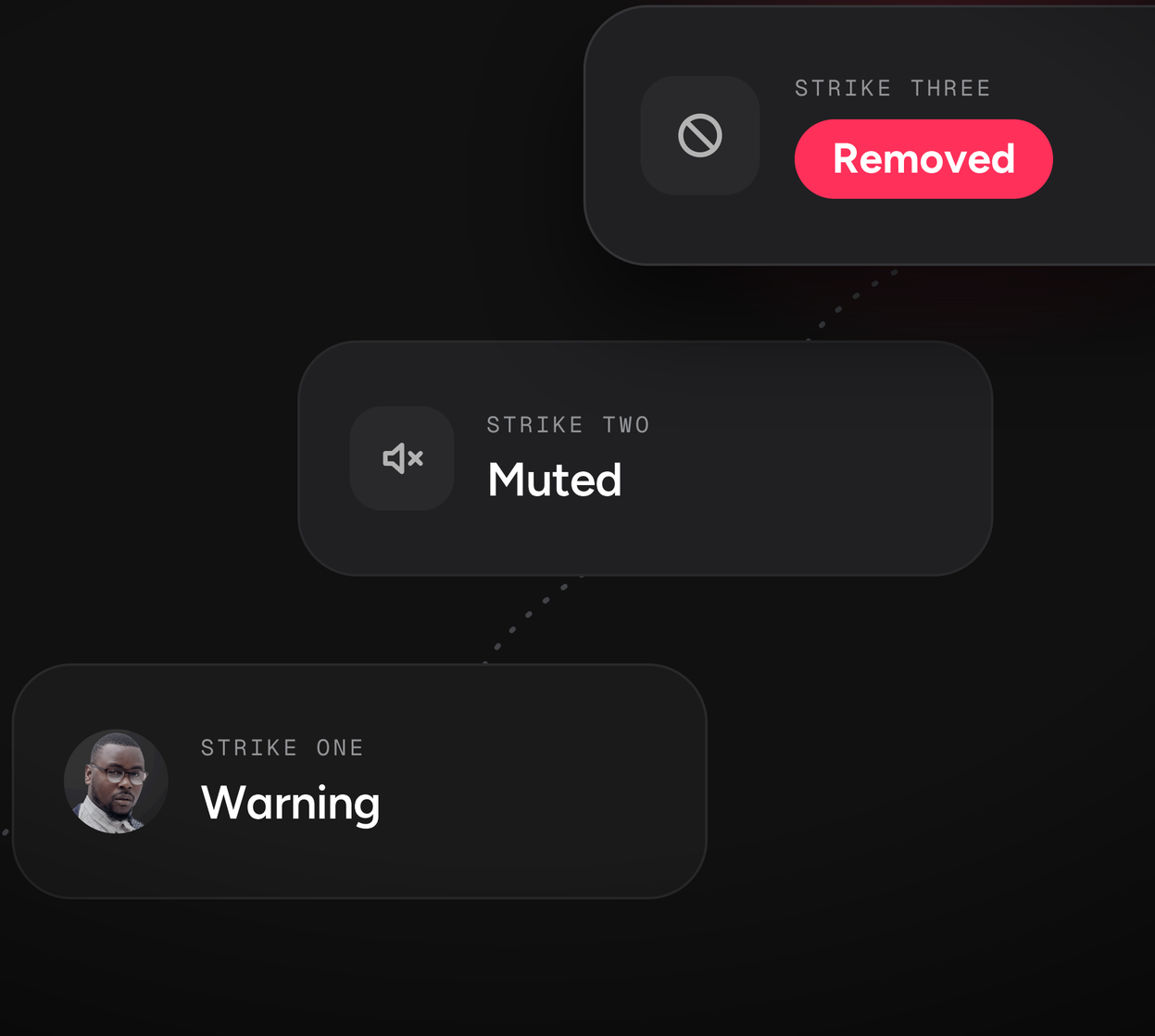


EDUCATION · 03

Set consequences for misbehavior

Decide on the rules for violations before you need them, especially for anything that makes another member feel unwelcome or unsafe. When that moment comes, acting is much easier if everyone already knows what happens next.

The setup is yours. Some communities have zero tolerance for certain behaviors and remove members right away; others use a two- or three-strike rule.

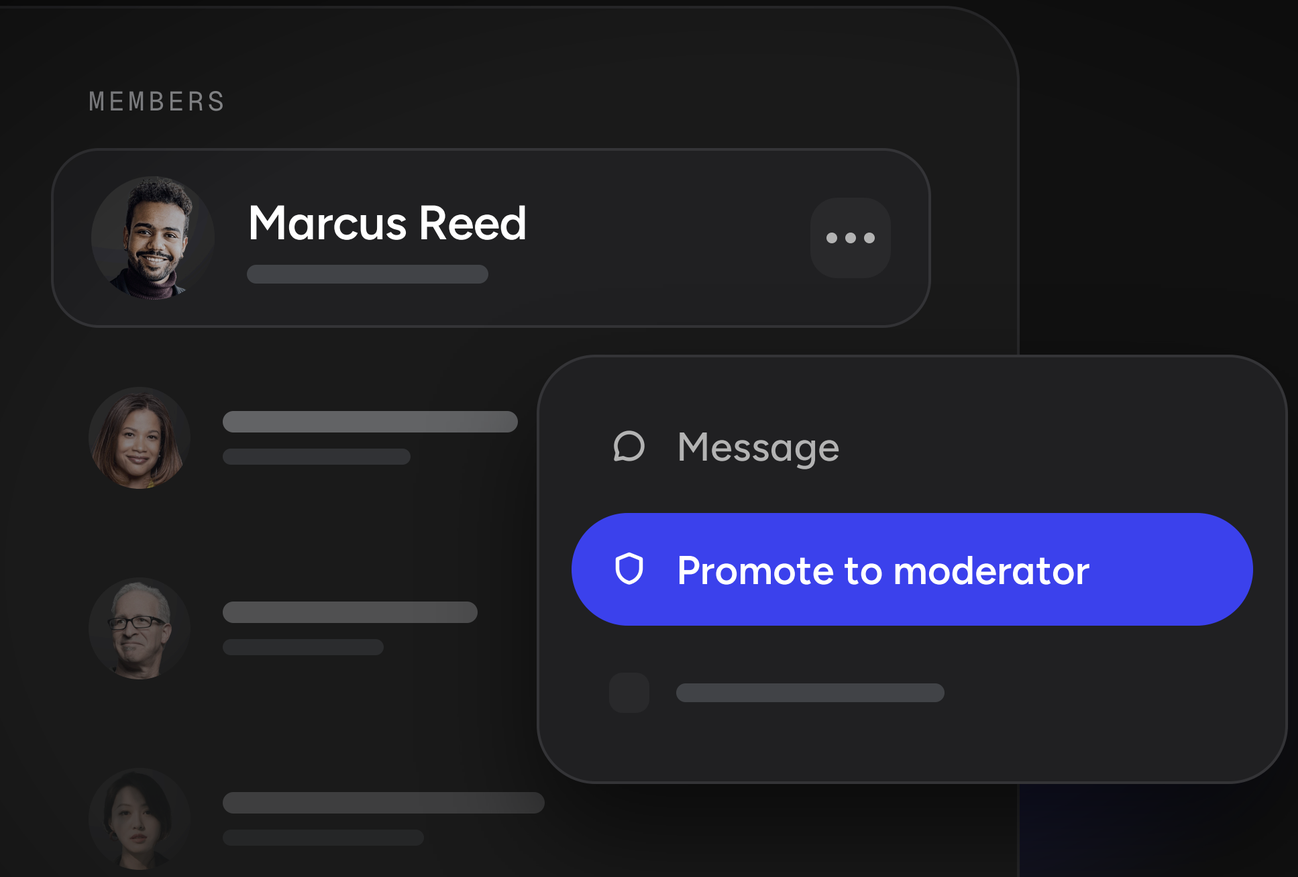


PART 02

Empowerment

Share the work with trusted moderators, and build a culture where every member helps.





EMPOWERMENT · 01

Appoint and train moderators

You don’t have to enforce the guidelines on your own. Find people you trust, who share your vision and get along well with others, and make them moderators.

Walk them through the rules, ask for their feedback on the guidelines, and show them how to handle rule-breakers.

EMPOWERMENT · 02

Empower your whole community

Official moderators matter, but moderation isn't only top-down. The best approach gives every member a part in keeping the space healthy: a culture of moderation.

Make reporting clear

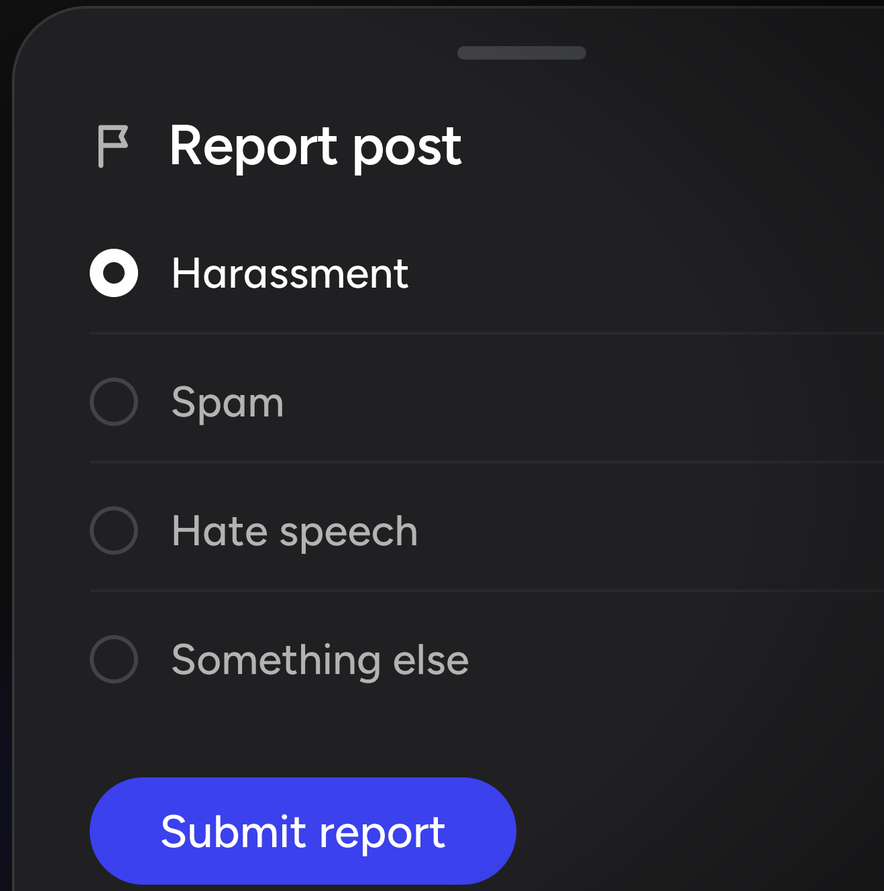
Members should know how to report a violation, who receives it and what happens next.

If you see something, say something

Personal attacks and microaggressions often go unreported by the person targeted. Encourage members to stand up for each other.

Keep the guidelines alive

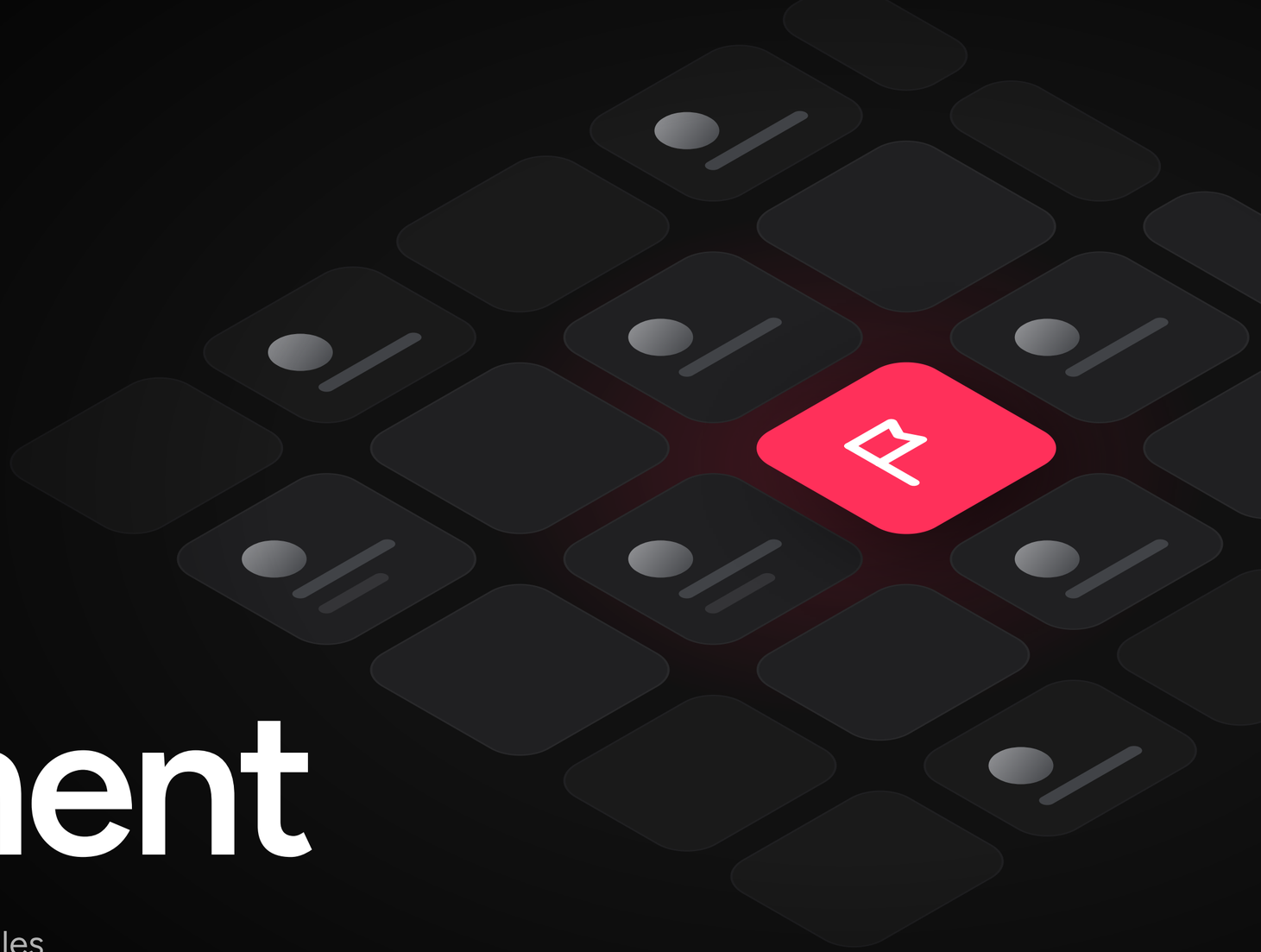
Treat them as a living document, not a fixed list. Ask for feedback often and adapt as you go.



PART 03

Enforcement

Keep a record of every decision, and act when the rules are broken.

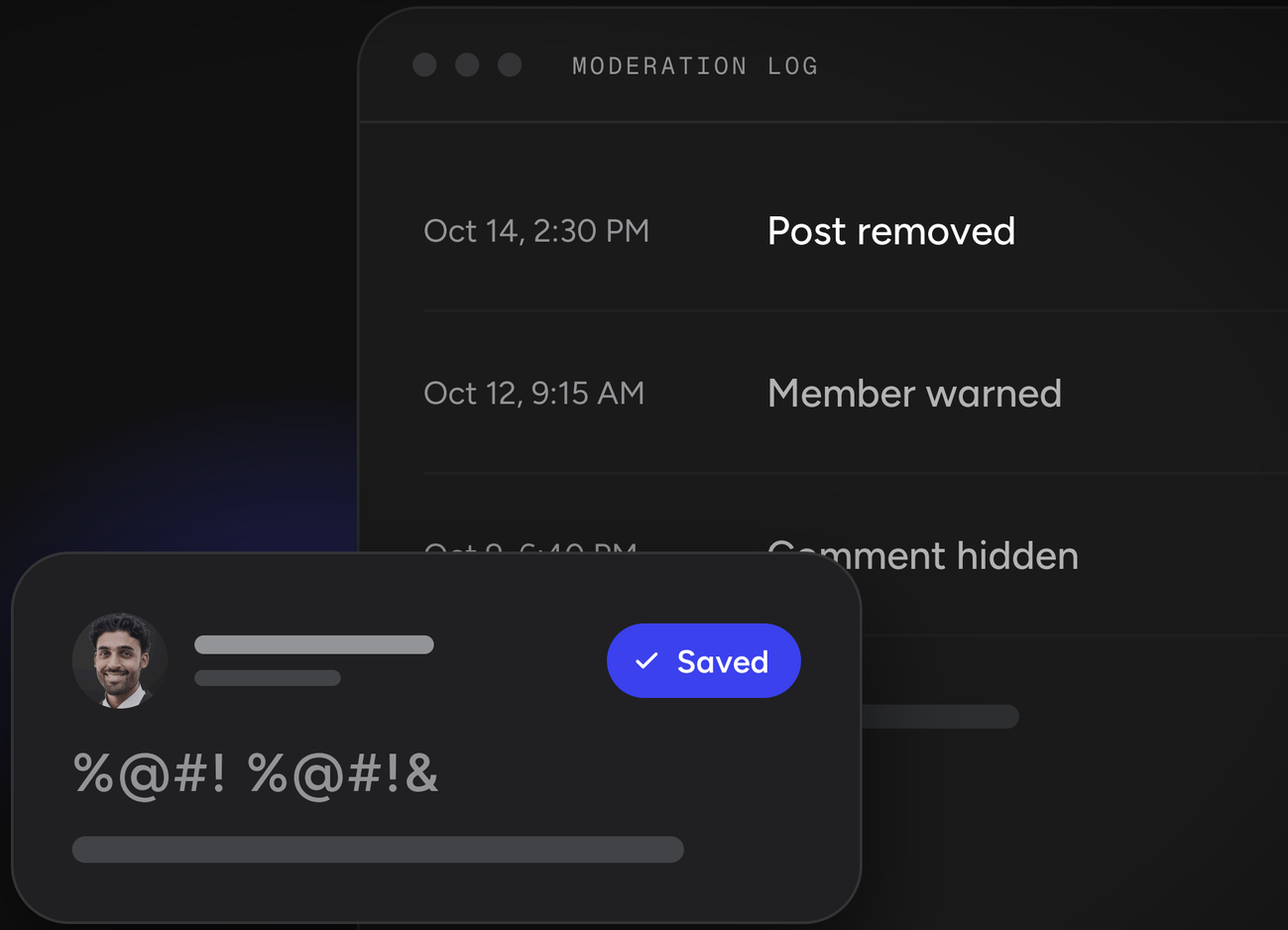


ENFORCEMENT · 01

Keep a record

Whenever you take moderation action, keep a record of it somewhere.

That can include a screenshot of an offensive post, or any messages with someone you had to discipline or remove. It helps to have them on hand if you need to refer back.





Kevin Hayes

Mute member

Remove from community

ENFORCEMENT · 02

Take action

This is the hard part. All the groundwork means little if you look the other way when rules are broken. It won't always be easy, especially the first time you discipline a member, but enforce the guidelines you created.

Dealing with one difficult member makes the community a better, safer space for everyone else.

EDUCATION EMPOWERMENT ENFORCEMENT

Thank you

Running a community comes down to three principles: education, empowerment and enforcement. Building your own in-app community? We're happy to help.

Contact Sales