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A GUIDE TO CONTENT MODERATION FOR E-COMMERCE BUSINESSES

Based on the experience of 80 +
e-commerce brands.



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INTRODUCTION

CONTENT MODERATION:
A PATHWAY TO
BUSINESS SUCCESS





The rise of user-generated content (UGC) has demanded more attention from companies. It might be seen as positive progress as companies get more exposure, but UGC also implies the power to detrimentally affect a company's reputation. In order to solve this, content moderation was born.

Content moderation is key to review and determine whether the information shared by customers is correct.



Content moderation is when an online platform screens and monitors UGC based on platform-specific rules and guidelines to determine whether or not the content should be published on the online platform.

Content moderation solves a prevalent issue in e-commerce: the negative effect of social media.

Based on our experience with 80+ clients, these are the most important things you need to know when using content moderation to build business success:

- Content moderation basics
- Why should you care about content moderation?
- The case for integrating automated and human moderation
- Horatio's Impact on your Content Moderation Services



CONTENT MODERATION BASICS



Content moderation is generally described as **“the screening of inappropriate content that users post on a platform”**. Its relevance has grown with social media, as consumer voices have risen in importance.



The content moderation process starts when users submit content to their websites, which then undergoes a screening process (also called the moderation process). Throughout screening, user content is assessed to confirm whether it upholds regulations.

Moderation actions should be swift to prevent any harm to users and the platform. If it doesn't satisfy the guidelines, the content gets flagged and removed. This can be done due to: violence, offensiveness, extremism, nudity, hate speech, copyright infringements, and more.



There are many different ways to moderate content. Depending on the company, a different type of content moderation might be best, as each one possesses its own variations to the process. Amongst the types of moderation processes we find:



PRE-MODERATION



POST-MODERATION



REACTIVE MODERATION



DISTRIBUTED MODERATION



AUTOMATED MODERATION



NO MODERATION

01



PRE-MODERATION

In these situations, the content is reviewed before it goes live in the first place.

02



POST-MODERATION

Companies that use this system are continuously reviewing content as soon as it goes live.

03



REACTIVE MODERATION

This one is based on the model that social media users each have the ability to report or flag content, with the capability to further explain their reason for their report.

04



DISTRIBUTED MODERATION

Rarely used, but still a system you may encounter, distributed moderation relies on a consensus of community members who cast their votes on specific content.

05



AUTOMATED MODERATION

This refers to moderation that relies strictly on artificial intelligence (AI).

06



NO MODERATION

This is when companies have either no content moderation or no real system for their content moderation beyond the bare minimum. This is a very dangerous situation to be in and should be avoided at all costs.



The end goal of content moderation is to ensure the platform is safe to use and adheres to the brand's Trust and Safety program. This is, by ensuring that nothing illegal, harassing, or inappropriate is associated with the brand. It has been widely adopted by social media, websites and apps, marketplaces, forums, and similar platforms.

It is also essential in preventing possible crises, as monitoring what is being said maintains you up-to-date with public opinion and can alert you early on in case something has gone awry.

WHY SHOULD YOU CARE ABOUT CONTENT MODERATION?



Content moderation is an important part of any online platform or community.

- It helps provide a safe and secure environment for users.
- It protects your brand and reputation, all while providing a safe space to engage with customers and users.
- It provides insights that can be obtained from your customers and their experiences, expectations, and perceptions of your company.





Content moderation helps to ensure that all content posted is suitable for the platform, free from offensive or inappropriate material, and within the guidelines of the website. It helps to monitor user behavior and boost website traffic, conversion rates, and online visibility.

By utilizing content moderators, a website, forum, or social media account can remain protected from any undesirable content. **As a powerful branding tool, UGC is one of the essential steps in building your brand as a safe space that your customers can connect with.**



Content moderation provides your customers with a safe space to share their views and questions, and also allows you to interact with them on a more personal basis, making them feel appreciated.

A genuine and welcoming response from your organization will improve the likelihood of them engaging with you in the future.

The Case for Integrating Automation and Human Moderation





Bridging the gap between both automated moderation and human moderation would provide brands with the optimal strategy to reap the most benefits. They should be working together to produce optimum results for moderating content so they can leverage their advantages as they can successfully cover each other's weak spots.



Human moderation takes place when humans manually monitor and screen UGC. In order to accomplish this, the human moderator follows platform-specific rules and guidelines to protect online users by keeping unwanted, illegal, inappropriate content, scams, and harassment away from the website.

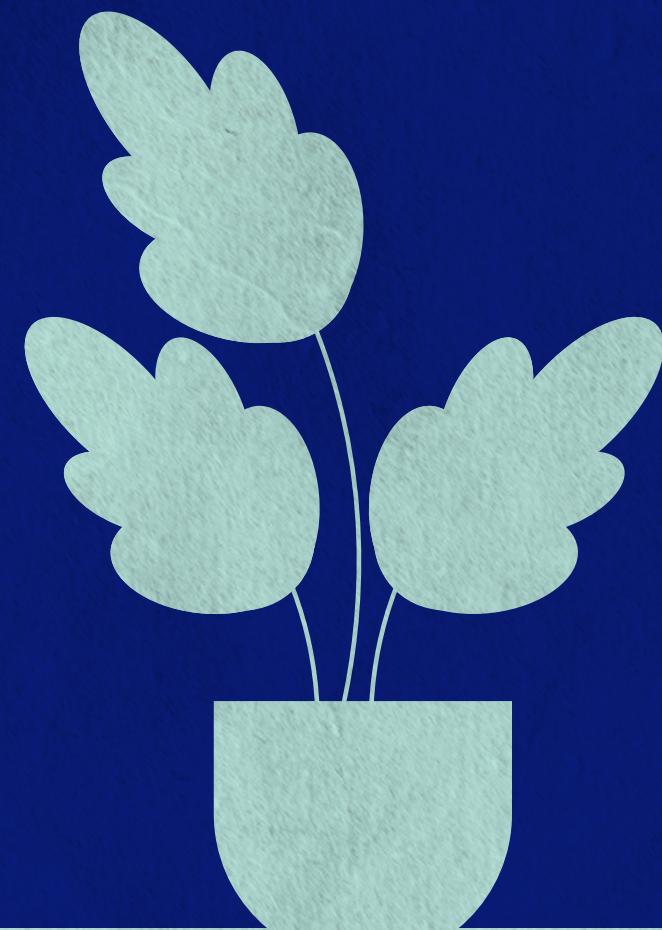
Also known as manual moderation, **human moderation has the advantage of being able to judge user intention and therefore makes content moderation more efficient and adaptable.**



Automated moderation exclusively uses AI to moderate content. It is quick and can use generic data to handle the most common issues by leveraging filters or rules that can be modified at any given point and time as the company continues to evolve.

This means that when automated and human moderation are properly integrated, content moderation is taken to the next level.

HORATIO'S IMPACT ON YOUR CONTENT MODERATION SERVICES





Due to the growing relevance of the digital world, all users have received more exposure to risks of harm. As a response, Horatio has built a team of dedicated agents to guarantee that your website is moderated with leading technologies, accompanied by a nuanced approach to protecting your content.

Our meticulous attention to detail and empathetic touch is directed toward making sure that your team and digital assets are provided with the highest protection available. Under this driving mission, Horatio ensures optimal results for your brand.



We protect your people

A lack of trust and safety leads to a loss of users. Horatio focuses on building effective Trust and Safety programs that safeguard an inclusive and secure environment for users. Simultaneously, these features allow your platforms to flourish.



We reduce your risk.

All users can be exposed to harm, fraud, or other behaviors outside of your brand's community guidelines. Our team will create a safe and inclusive environment for users, allowing platforms to build and maintain relationships while growing in size and diversity of audience.



We optimize your brand experience
Our extensive network of experienced reviewers besides our latest artificial intelligence (AI) technology can help you moderate content at scale. Horatio partners with social networks, apps, gaming, community platforms, and streaming services that keep their platforms safe and secure.



CONCLUSION

The Imperative Need for Content Moderation Outsourcing



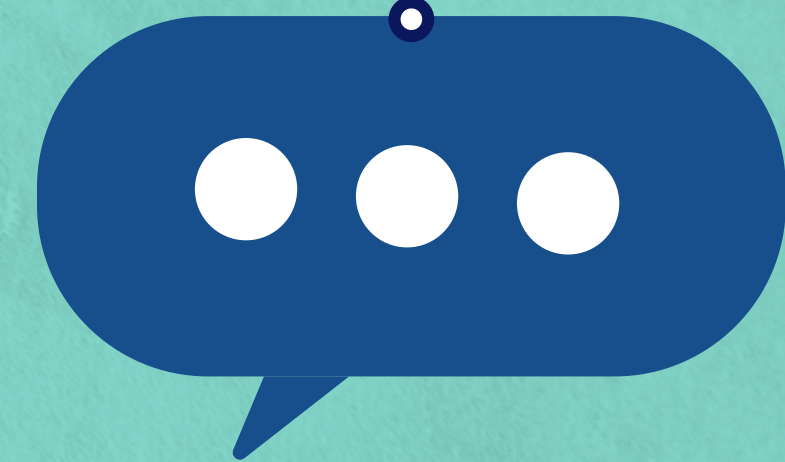
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It is essential for the success of any business to manage its content correctly, yet it can be a lengthy process and require specialized skills to appropriately handle content and take action in different situations.



For this reason, many organizations delegate their content moderation to outside sources. This allows them to still reap the advantages of customer connection, research, and assistance without having to expand their workload and without needing to become an authority in content moderation.



Outsource your content moderation today and reap the benefits of having our expertise and industry know-how at your side.



Learn more at hirehoratio.com