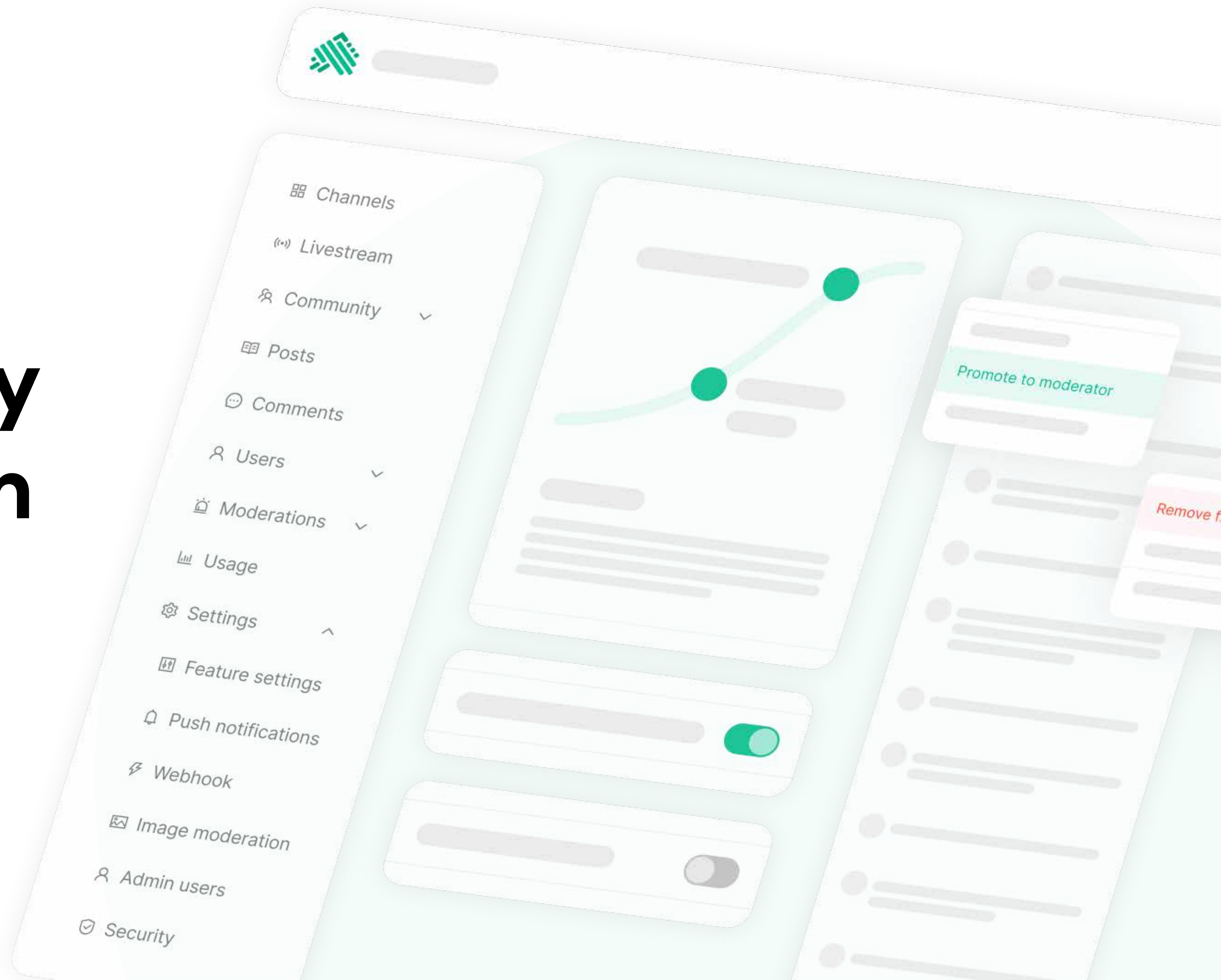


How to Establish Community Moderation

An Amity Mini Guide



Why is Moderation Important?

Community Moderation is essential to truly help your community thrive. A successful community requires one or more people to help answer questions in our community, share valuable resources, and help other members find answers while also moderating inappropriate content that does not support the community in a positive manner.

While establishing your community moderation, policies and procedures can be broken into 3 key sections:

Education

Empowerment

Enforcement

Education

Create community guidelines

Tell your community why they are here. Short introduction of your service and how this community space can be of any help to others. What expectations are for sharing and creating content, and occasionally information on community's other practices.

Rules & Expectations

1. Be kind

2. No promotions or spam

3. Photo guidelines

4. Respect everyone's privacy

5. Content and copyright

6. Respect the themed groups

7. Rule breaking

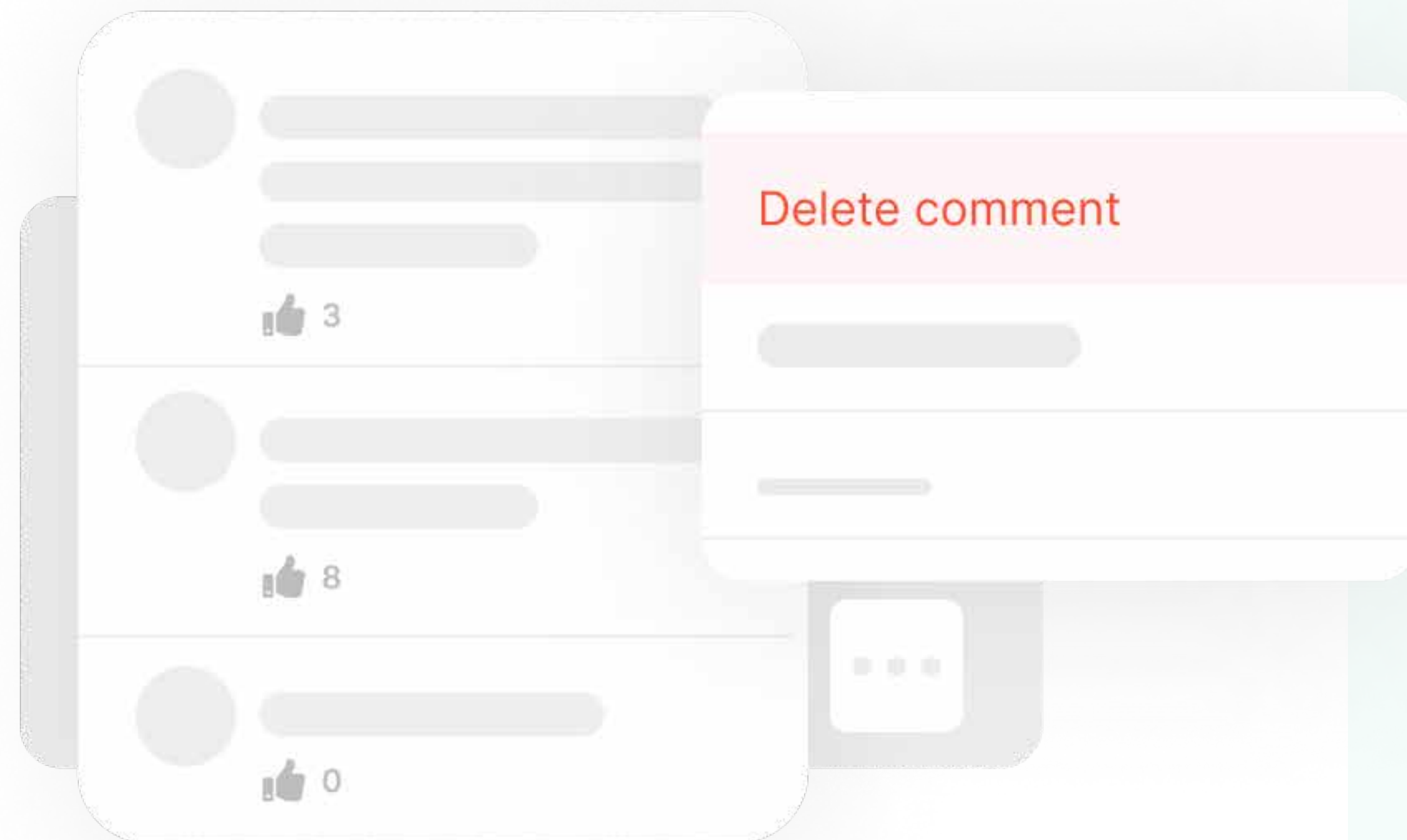
Make sure members are aware of the rules

If you have created the guidelines, make sure your members are aware of them. This includes Do(s) and Don't(s) as well as the action towards rule's breaker. Be clear and concise.

Here are some best practices for how to educate your members about community guideline:

- **Use the welcome sequence:** the best time for members to learn about your community guidelines is right after they join! An automated welcome note sent along the short rules is always a great start. You can even include a video introducing them.
- **Be proactive:** Frequently sharing your guidelines or guide your members to where to find them.
- **Tell members where to go with questions:** Best way to learn and improve your guidelines for your community is from people who are in there. Make sure to point out where they can ask questions or leave some suggestion for your community.

Establish the consequences for misbehavior

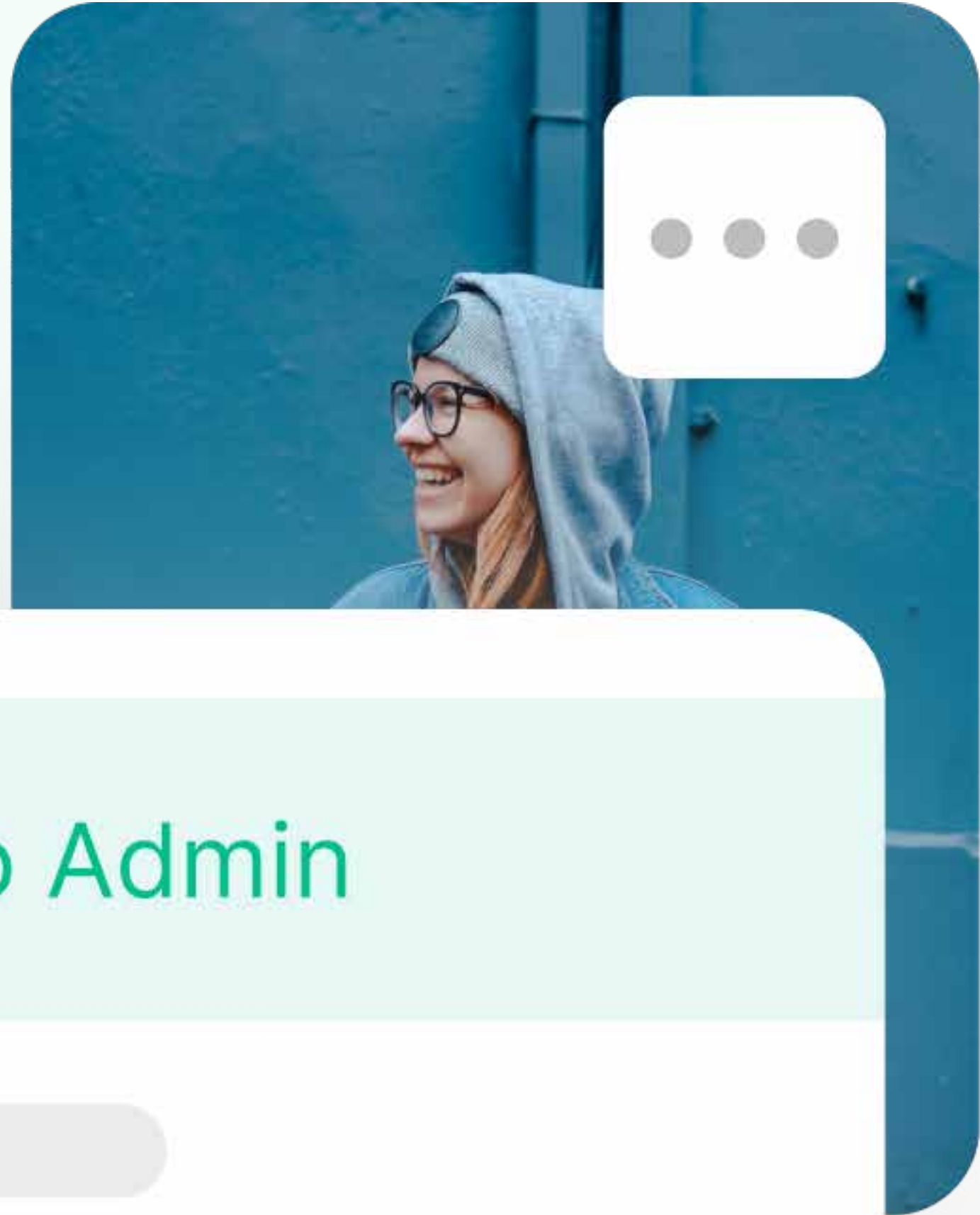


It's important to create a rules for violations. This is especially vital when a member has done something that makes another member feel unwelcome or unsafe.

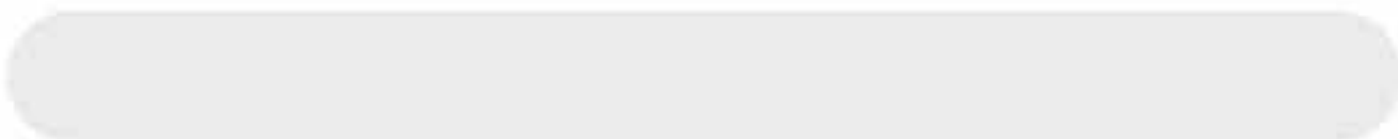
And if and when that moment comes, it will be much easier to discipline the member if you establish beforehand what the consequences will be.

You can choose exactly how you want to set this up, and it will depend on your style. Some communities have a zero tolerance for certain behaviors and will kick members out immediately. Others have a two or three-strike rule.

Empowerment



Promote to Admin



Appoint and train admins

You don't need to enforce your community guidelines single-handedly. Identify people you trust in the community, people who get your vision and interact well with others, and deputize them to be your moderators.

Walk through the rules with them. Get their feedback on the community guidelines. And show them how to deal with rule-breakers.

Empower your whole community

Official moderators are important, but moderation isn't just about top-down authority. The best community moderation approaches empower the whole community to create the best possible space: a culture of moderation.

Here are some ways you can empower your community members to build a moderation culture:

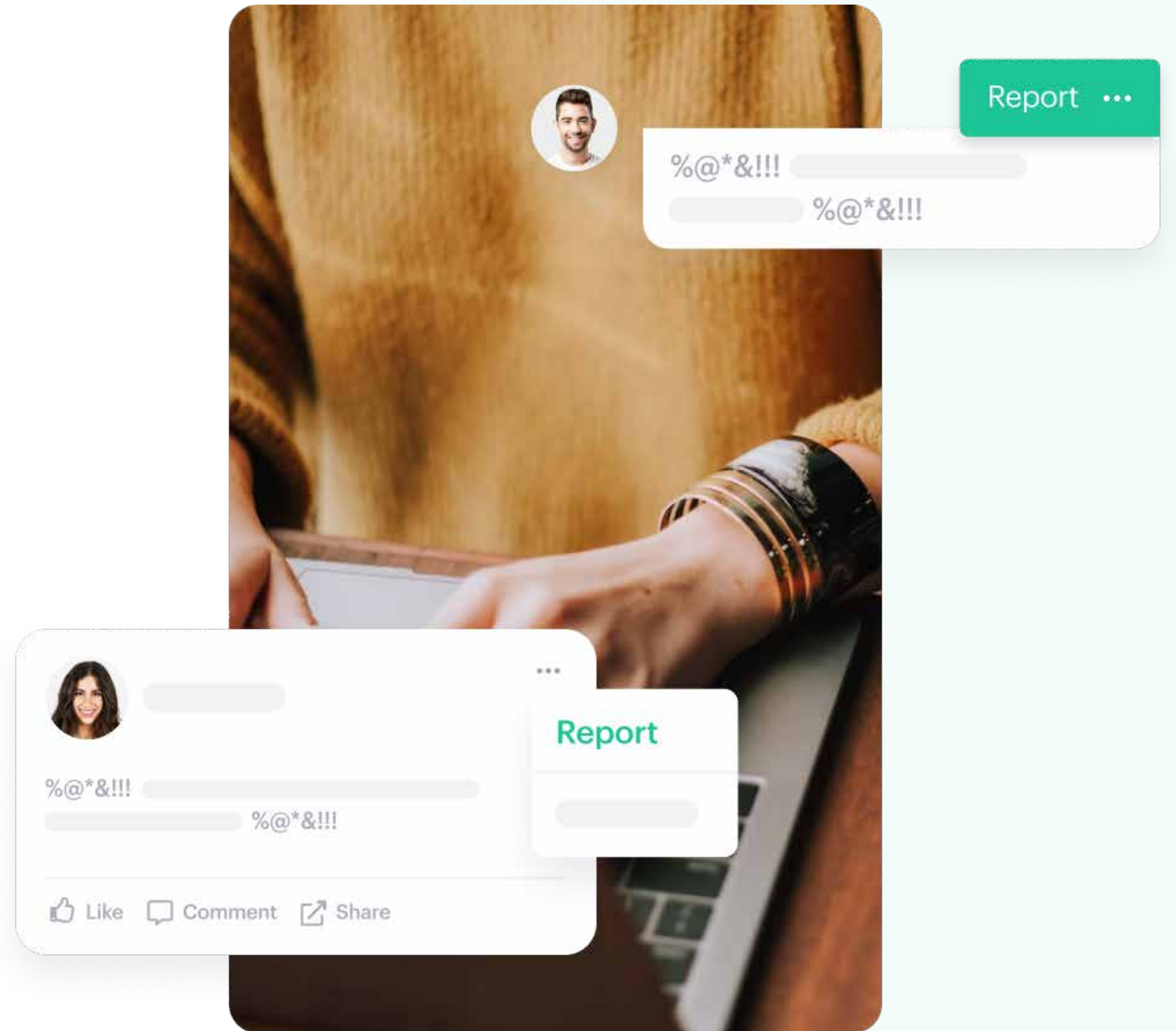
- Make reporting processes clear: make sure your members know how to report violations, who to report them to, and what the process will be for handling these reports.
- Encourage 'If you see something, say something': personal attacks or microaggression often go unreported by the victim. Encourage your members to stand up for others when they feel someone is being attacked.
- Get member feedback on community guidelines: don't just make the community guidelines a set of rules that must be adhered to. Make them a living document. Ask for feedback on them often and adapt them as needed.

Enforcement

Keep a record

If you've taken action on a community moderation, consider keeping a record somewhere.

This might include a screenshot of an offensive post or any correspondence you have with someone you've had to discipline or remove. It's helpful for you to have these to refer to if needed.





Remove from community

Take action

This is the hard part. All this background work doesn't do much good if you look the other way when the rules get broken. It will be hard at times, especially the first time you discipline a member, but take action to enforce the guidelines you've created.

Even if it's difficult, remember that the challenge of dealing with one member will make your community a better, safer space for many others.

Thank you!

Managing a community boils down to a few essential principles: Education, Empowerment, and Enforcement. Dive into this convenient mini-guide to learn more about effective community moderation.



Interested in building your own community?

We're happy to help! Contact us at amity.co