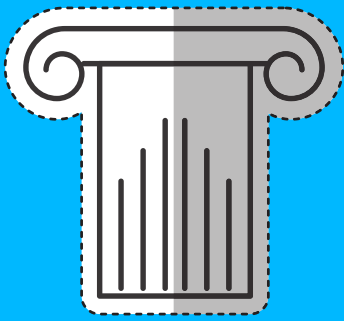


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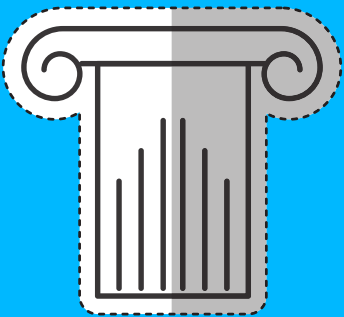
SIX ESSENTIAL PILLARS OF A HEALTHY ONLINE COMMUNITY

CHECKLIST



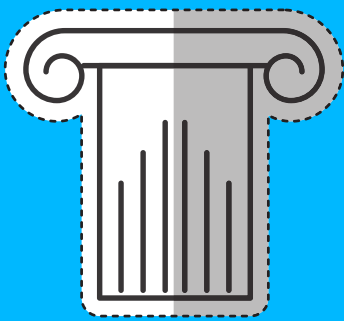
SAFETY BY DESIGN

- Consider community health & safety from the design phase
- Revisit blind spots as product and features change
- Use intuitive moderation tools
- Use intuitive reporting system for your users



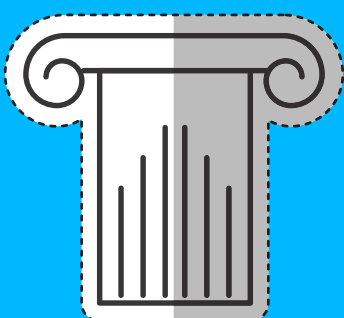
TEAM WELL-BEING

- Commit to team well-being as a group
- Have recurring talks about the impact of high-risk content
- Encourage each team member to have a wellness plan
- Revisit this often and ensure it's a priority



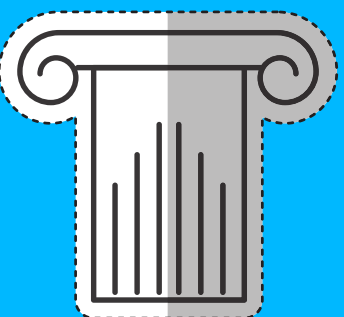
COHESIVE MESSAGING

- Place Community Guidelines/Code of Conduct at the forefront
- Display timely and clear warning messages
- Roll out progressive updates when introducing new safety features



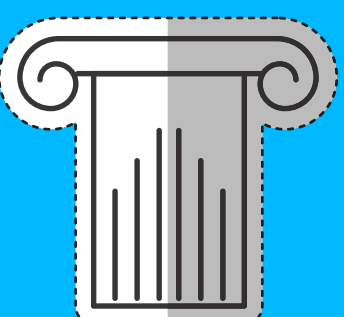
EDUCATION

- Combine education with cohesive messaging
- Involve your community and encourage them to share feedback
- Don't rely on education alone



ENFORCEMENT

- Use progressive sanctions with a chance to reform
- Go beyond punishment — encourage positive behavior
- Remember, users are human and they can have a bad day
- Bonus: Rally the community around a good cause for real and lasting impact!



MEANINGFUL WORK

- Apply automation to handle clearly innocuous and clearly harmful content
- Leverage tools to monitor your community's pulse from multiple angles, including data science reports, live chat, and spending time in the product with your community