COMMUNITY AUDIT

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Book a no-cost, no-obligation *Community Audit* with Two Hat's Director of Community Trust & Safety, *Carlos Figueiredo*. A co-founder of the *Fair Play Alliance* and speaker at events including GDC, RovioCon, and Content Moderation 2019, Carlos will provide a customized community analysis along with the latest content moderation resources and best practices.

Top 3 Reasons You Need a Community Audit

- Uncover how your online community is operating in comparison to similar communities
- Identify proactive solutions to moderation challenges in anticipation of changing legislation
- Learn how to prevent user churn, encourage positive interactions, and protect your brand

What to Expect

- Initial meeting to establish your biggest community concerns and challenges
- Two Hat Director of Community Trust & Safety Carlos Figueiredo will analyze your community and prepare a customized report
- Final meeting to discuss results and recommendations
- The report - packed with resources and best practices – is yours to keep!

What People Are Saying

"*We have updated our community guidelines based on Carlos' recommendations.*"

"*This was an awesome call! We intend to apply several key concepts from your report.*"

"*You are a Community Protection Service that empowers us to protect our users.*"

Audit Samples

COMMUNITY SUMMARY

You host a vibrant community of users who love your product and aren't afraid to share their opinions. Users can create profiles, upload images and leave comments on images, and contribute to public and private chats. The community is growing quickly and users are forming social bonds on your platform, increasing stickiness and retention.

CONCERNS

- Your main concerns are pornographic images and hate speech & misogyny in chat
- You are worried that one bad experience on your platform could lead to a PR nightmare and user churn
- You're not sure if upcoming social media legislation will apply to your platform, and you don't know where to start looking for a solution

CHALLENGES

- You currently employ a team of 5 moderators who review user-reported items, but the community is growing quickly and manual review is taking up too much time
- You've had complaints from the community that reports aren't being actioned on, and abuse/harassment in chat is being overlooked
- User experience is important to you, so it's crucial that you don't over-filter - you want users to be able to express themselves

HIGH-RISK AREAS

Summary

- Public chat is your highest risk feature and should be more closely moderated

- Community guidelines are not easily accessible

- Reliance on manual work to moderate user reports can lead to harmful content being posted for too long or even missed, damaging your brand and community

- Not leveraging nuanced automated systems that identify and block high risk text and images unnecessarily exposes your moderation team to high-impact content and negatively impacts their well-being

Book your community audit today! GET STARTED

WHAT YOU CAN EXPECT

Audit Samples

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For more information, please visit **www.twohat.com**
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