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Best practices for Social and
Content Moderation

Presenter's Name: Andrew Naslund
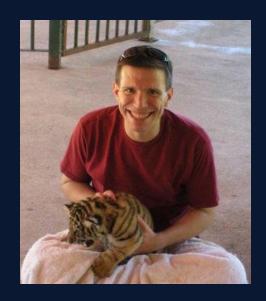
User Name: Ducksoup

Job Title: Senior Community Manager of Silly Hats

Start Date @ Wikia: March 27, 2014

FANDOMS:

- Star Trek

- Smash Bros

- Overwatch

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Bert Hall

Username: BertH

Job Title: Director, Support & Engagement

Start Date @ Wikia: July 9, 2012

FANDOMS:

- Star Trek, Marvel, Star Wars

Why are we here?

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Why are we here?

You can share how your communities handle moderation needs in different content and social situations; learn from one another.

Wikia wants to ensure the tools and guidelines we provide adequately address the evolving and differing needs of communities.

To meet this purpose, we will:
● Review what separates content and social moderation
● Discuss the importance of consistency and tone
● Break out into small groups to highlight examples

What is moderation?
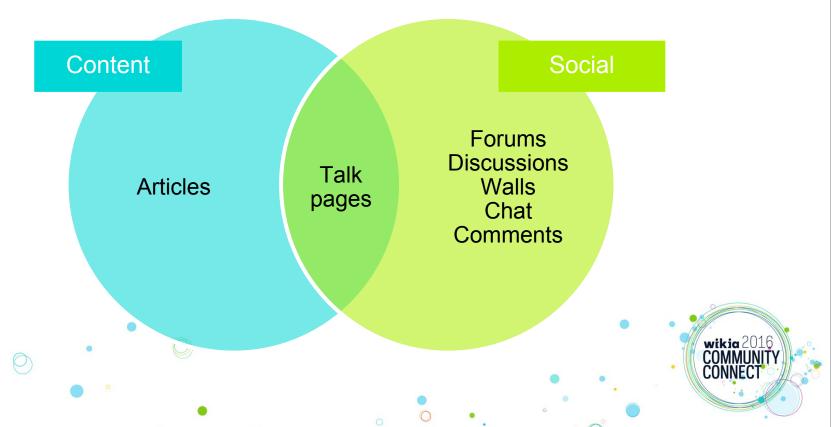
Types of moderation

Content	Social
• Quality • Accuracy • Breadth	• Productive • Enjoyable • Happy • Welcoming

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Types of moderation

Content

Social

Articles

Talk
pages

Forums
Discussions
Walls
Chat
Comments

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Best practices

Communication and consistency

How do you tell users they have done something wrong?

The first question to ask: What is the goal of doing that?

To convert bad participants/editors into good ones

Communication and consistency

What specific challenges have your communities faced?
What have been the most effective responses?
What felt like a waste of time?

Policies & guidelines

Warning & Blocking

Admins & mods confer & keep track

Links to rules in warn/block messages

Allowing chances to improve

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Content and Discussions Mods

Are they helping?

Content and Discussions mods

Content Moderator

- Article deletion
- Article protection

Discussions Moderator

- Forum and blogs management
- Chat moderation

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How are they working out?

Are you using them?

If not, what's your alternative?

Are they missing abilities?

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Content moderation

Creating and maintaining quality articles

How do you maintain quality?

Promote quality	Discourage bad edits
• Style guides • Easy-to-use layouts	• Wall/talk page advice • User blocks

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Social moderation

Putting it into practice

Styles of social moderation

Active	Passive
• Chat, Discussions, Comments • Near-realtime • Talk it out in the moment or when it's fresh	• Forums, Message Walls, Discussions, Comments • Might be delayed • May need more context

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Questions

What this is about
(this slide is not part of the actual presentation)

Big Question
How do you moderate your communities? What do you need to be more effective?

End Work Product
- Find out whether current tools and practices are working
- What tools or practices would help them be more effective

Next Steps
- Determine requirements for new tools or systems that we could provide at the platform level
- Create better resources outlining best practices and recommendations for admins/mods

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