

## New community management service from eModeration

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eModeration, the user-generated content moderation company, has launched a new community management service to help clients create, grow and improve online communities.

Community management is the process of nurturing and guiding online communities in whatever form they take: message boards, chat rooms, forums, member comments, blogs and other social media products. Done well, it can help to build brand loyalty, and develop strong relationships between a company and its audiences.

eModeration has developed three service packages for clients, to support them in whatever stage they are at in developing a community:

### **Setting up a new community**

This is for companies that want to create a new community, or add to an existing community – for example, launching a new virtual world experience to an existing site, or relaunching an existing site, with a new community strategy. Some of the services that eModeration provide as part of this package include: objective and strategy creation; market research; defining community products and tools; seeding programmes; moderation tools; advising on tone, culture and content to fit brand values; writing user guidelines, help information, community rules and FAQs; and best practice consultancy.

### **Strategic analysis and health check – for existing communities**

This is for companies that have an existing community, but want to make it work better for them. eModeration will: assess what is working and what isn't; evaluate the community goals; create or enhance a community integration strategy; evaluate and recommend community tools and products; evaluate and advise on tone and culture; and lead the overall change management process.

### **Ongoing community management**

This service allows companies to outsource their ongoing community management to eModeration's team of community experts. The key aim of this service is to encourage positive participation by users in the community; and to assess progress and success of the community. The ongoing community management package includes: hosting communities, including seeding message boards and encouraging discussions and contributions from users; daily checks to ensure the community is functioning properly; continual feedback on how to improve how it is working; integration with a brand website; writing community newsletters and creating content from user contributions; keyword tracking and buzz monitoring; beta testing for new features; and ongoing analysis of trends, competitors and industry insights.

Tamara Littleton, CEO of eModeration, says: "We've been seeing more and more demand for community management services from clients for whom we already provided content moderation. There has been such fast development in the last few years that increasingly, clients are turning to specialists to run their communities for them.

"Social media is growing in relevance to brands' customer strategies. Developing brand loyalty now is more about building dialogue with customers through communities, and less about one-

way communication. Interacting through communities is becoming particularly important in an economic environment where we're seeing a drop in traditional advertising."

eModeration's current and past client list includes Cadbury Schweppes, L'Oreal, Disney, ABC, Canon, Coca-Cola, GE, Dizzywood, ITV, MTV, News International, Nokia and Procter & Gamble, among others.

For more information on eModeration's new community management service, see [www.emoderation.com](http://www.emoderation.com).

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### **About eModeration**

Founded in 2002, eModeration Limited is an international, specialist user-generated content moderation company. It provides 24-hour community management and content moderation to clients in the entertainment and digital publishing industry and major corporate clients hosting online communities and consumer-driven projects.

eModeration's CEO and founder, Tamara Littleton, has an established background in editorial quality control, fault escalation and process management gained from previous work as the Product Delivery Director for Chello Broadband and Online Operations Manager for BBC Online, where she managed the world's first ISO 9000-accredited team for digital publishing management and monitored over 400 BBC websites. Tamara Littleton is a member of the Home Office Internet Taskforce for Child Protection on the Internet which brings together government, law enforcement, children's agencies and the internet industry, who are all working to ensure that children can use the internet in safety. She was also the Chair of e-mint, the online community for community professionals from 2006-2007.

eModeration's team of moderators and staff are the key to eModeration's success and excellent client list. eModeration draws on the expertise of carefully recruited and trained moderators located mainly in the US and Europe with specialist editorial and community moderation skills, which are matched uniquely to the client. The company can moderate 24/7 in more than 30 languages. All its moderators are managed online from eModeration's headquarters in London, United Kingdom.

### **Further press information:**

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