

Common pitfalls of community management

31 March 09

eModeration, the moderation and community management company, is developing a series of blog posts focusing on how to manage an online community effectively. The first of these, *Pitfalls of Community Management*, answers the common question: "why isn't my community performing the way I'd like it to"?

eModeration details the most common pitfalls that brands across all sectors should avoid when they create and run an online community; and gives advice on how to overcome them. They are:

- Failing to engage with members: using the wrong tone of voice, for example
- Overtly pushing a brand, or message to community members
- Not keeping the content on the community areas fresh
- Making it difficult for new people to join in the community
- Not signposting the community effectively, so it's difficult to navigate
- Not allowing free conversations
- Not allowing members to openly discuss your brand (both positive and negative)
- Not responding quickly enough to feedback, questions, complaints, or abuse reports
- Not resourcing the community effectively by not dedicating sufficient talent, money or time
- Lack of promotion, so no-one knows it's there
- Hiding terms of service, or making them hard to understand
- Not understanding what members might gain, or want from the community
- The brand hasn't fully bought into the community, or doesn't understand its purpose.

For information on these pitfalls, and how to overcome them, see <http://blog.emoderation.com/2009/03/pitfalls-of-community-management.html>

The next in eModeration's series of posts about Community Management will focus on best practice in managing communities, and will be available in the next two weeks.

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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.

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