Strategies for Web Comment Moderation

Created by Contentini (http://contentini.com)

Pre-Publish Moderation Tactics

Strategy/Description	Unwanted Noise	User Engagement	Resources Required
Disable/disallow commenting	Nil	Low/Passive	Low
Moderate all comments and publish selectively based on quality or relevance	Low	Medium – could be seen as PR censoring	High – timely response to new comments required
Moderate all comments and publish everything that doesn't contravene your Commenting Policy	Low	Medium - High	High – timely response to new comments required
Moderate all comments and post everything (except for spam) but embarrass or undermine hateful commentators	Medium	Medium – High Potential to have conversation shift to moderation tactic	High – quick response to new comments required and possibly technical skills to automate solution

Post-Publish Moderation Tactics

Strategy/Description	Unwanted Noise	User Engagement	Resources Required
Allow people to post anonymous comments directly	High	Medium – High Some legitimate users might be put off if website is littered with spam	Medium – High You will likely have to deal with a lot of spam using this method
Allow people to post comments directly, but force them to link their identity to what they say	Medium	Medium – High	Medium
Create an online community around your website and force people to register and verify their identity before being allowed to publish comments	Low - Medium	Medium – High May deter more casual readers from commenting	High at first, then once the community mechanism is set up, medium.

Add-On Strategies to Consider
- Allow users/visitors to vote for or flag comments to aid in moderation.
- Close commenting on articles after a certain amount of time has passed to limit the amount of open content for moderators to manage.

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