ArchiveSocial
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How to Avoid the "Troll Toll"

ArchiveSocial's Guidelines to Managing Online Trolls

1 Have A Social Media Policy

○ A policy establishes rules for conduct on your page. Consult with legal on your social media policy if you do not have one. You should post your policy on every platform and your website. Get started with our social media policy template.

2 Create A Comment Moderation Guide

○ A comment moderation guide should allow moderation of inappropriate and irrelevant content while still respecting relevant opinions, and First Amendment concerns. Train your staff.

○ Get started with our comment moderation guide. Know what you can moderate. This includes:

→ Commercial Solicitation and Advertisements
→ Cyber Bullying
→ Defamation
→ Direct Threats
→ Intellectual Property or Copyrights
→ Inciting Illegal Acts
→ Malware/Phishing
→ Off-topic/Spam
→ Personally Identifiable Information

3 Use the Tools You Already Have

○ Posts can be reported for:

→ Inferiority, Contempt, Disgust
→ Mocking Victims
→ Exclusion, Segregation
→ See Platforms for Full List

○ Block words not allowed on your page and set your profanity filter to "strong" if (and only if) your legal team/policy allows.

○ Reconsider Facebook's badges for "top fans" if your top fans are all trolls.
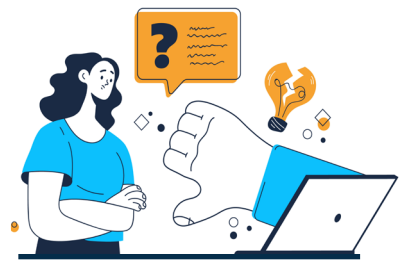
Trolls can often muddle a social media ecosystem and wreak havoc on an account. Typically, trolls are off-topic, attacking, profane, disruptive, and intend to provoke. And mishandling a troll can result in serious risks to you individually, risks to your agency, and the chance for costly litigation. Below are some best practices you can follow to help mitigate online trolls while maintaining compliance.

4 Try Not To Turn Off Comments

- This is not a long-term strategy. Social media is meant to encourage interaction. Before hitting delete, embrace the opportunity to ask questions, provide information, correct misunderstandings, and show a different side of the story.

5 Follow Best Practices

- Have a policy readily visible - refer to it as needed in your responses.
- You don't have to answer everything, especially rhetorical questions.
- Don't post contentious topics at 4:30 p.m. or Fridays.
- Tread very carefully if responding with humor.
- Not everything needs to be on social media.
- Be cautious responding to groups as your page.
- Think of what can go wrong before you make ANY post.
- Build a loyal audience.
- Create and publish a response policy so people know what to expect and train your staff.

6 During a Crisis or Disaster

- Don't use the words "today," "tomorrow," or "yesterday."
- Be fast, be brief, be direct and be accurate, but be careful.
- Remember "Preliminary" and "From what we know as of now."
- Update posts throughout the day and mark old posts outdated.
- Consider turning off commenting on outdated posts.

7 Make Sure You're Archiving

- Social media is open 24/7, and no policy or moderator is foolproof, so protect your agency by archiving records of every post and comment, especially those you plan on deleting, and monitoring for key terms and phrases for a quick resolution.

For more information on how ArchiveSocial can keep your agency in compliance with public records law, schedule a demo or visit ArchiveSocial.com.