

Moderation Handbook

How to moderate on HU Communities

Nexus and Meta Business

[Last Updated: December 2023]

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Welcome!

Hi there,

Welcome to the HU Moderation Team! This handbook provides an overview of how we moderate conversations in our communities. As you will see, moderation encompasses a wide range of topics and issues. While this handbook is a good starting point, you will continue to learn with practice. After you review this handbook, follow up with your community leads with any questions and for additional training. We look forward to working with you!

Best,

The HU Moderation Team

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Health Union Moderation Concepts

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What are HU's Moderation Core Concepts?

HU's Moderation Core Concepts are a set of standards we abide by while engaging with our community members. By embodying these concepts, our communities will foster trust and respect between our members and moderators.



Meet people where they are



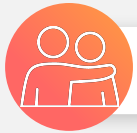
Unconditional Positive Regard (UPR)



Focus on Building Relationships



Provide Fair Balance



Stay Neutral



Publicly Addressing Critics and the 2-Response Rule



Minimize Banning/Deleting When Possible



Maintain a Safe Community

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HU's Moderation Core Concepts

Our goal as Moderators at Health Union is to meet people where they are in their journey with a chronic health condition.

We strive to ensure our members are heard, connected with relevant information pertaining to their condition, feel comfortable with our platforms, and feel safe in our community.

By building strong relationships with our community, we become a trusted and comforting resource for people when they are in need of finding information or to simply looking to be heard.

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Pause-Detect-Connect with UPR

Even if we disagree with a community member, we approach everyone with Unconditional Positive Regard (UPR). UPR is the basic acceptance and support of a person regardless of what the person says or does.

It helps to Pause - Detect - Connect.

By pausing and taking a step back we can better detect where they are coming from. After we detect, we can make a stronger connection by responding with UPR, connect them to relevant information, or simply let them know they are heard.

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Focus on Building Relationships, Not Immediate Outcomes

Building long-lasting relationships is one of the most important things about being a Moderator at HU.

Keep in mind that these are real people on the other end of the computer.

Take time to ask questions, learn about their experiences, follow up with people who mention starting treatments or having surgery, get to know your community, and link to site resources.

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Provide Fair Balance When Necessary

Many individuals post personal opinions as though they are true facts. Do not argue or try to convince them otherwise. Do not engage in a debate.

Thank them for sharing their experience and provide fair balance in the reply. Most of the time, it's sufficient to acknowledge: *"While everyone reacts differently to different treatments, we are so happy to hear you are doing well!"*

For example: In response to "ABC cured my [XYZ]."

Fair Balance: "Hi Susie Q, We're so glad you're feeling better! While there is no scientific consensus on a cure for [condition] and treatment responses can vary, it's so great to hear you're doing well. Sending positive thoughts your way.
- Anthony, Team Member"

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Embrace the “Non-Answer” Answer

Many visit our communities looking for answers and medical advice. While we can’t give medical advice, we don’t want someone walking away feeling like they didn’t get anything from us except a suggestion to talk to their doctor.

Example: “I wish so much I had an answer for you, but we can’t give medical advice . If you haven’t already, it’s best to talk with your doctor about this. In the meantime, I’m hoping this article/forum on XYZ will help. Please keep us updated on how you are doing! Warmly, John (Team Member)”

Always include the safety measures (i.e., no medical advice, suggest contacting doctor), but also make it so that people feel like they walked away with something of value by providing a link, asking a question, making a connection, etc.

Side note:

Any time you suggest speaking with a doctor or specialist, it’s good to include “if you haven’t already” since many people have already asked their doctor with insufficient response. That’s why they’re asking us. Don’t frustrate them further by failing to acknowledge this.

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Staying Neutral

We do not take sides in arguments or express opinions - even if you have a strong personal opinion on the subject.

Allow members to have their own experiences and opinions. This is especially important concerning discussions around alternative medicine.

However, if the comment is medically incorrect/inaccurate, or if medical advice is given, you should provide fair balance.

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Publicly Addressing Critics and the 2-Response Rule

It is in the nature of our business to be criticized for being "in cahoots" with "Big Pharma."

We do not delete these comments. We are transparent about who we are because:

1. We have nothing to hide.
2. It's a great opportunity to explain our business for those who are silently thinking the same thing!

In your moderation response, guide critics to the HU About Us and/or FAQ section. If the argument continues, limit responses to max of 2. In your second response, guide them to contact@sitename.com to discuss their concerns.

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Data Privacy

If the user has any questions regarding data privacy, data collection, selling data, etc., please direct them to the HU Privacy Policy and/or privacy@health-union.com.

Response: Hi [member] - Thanks for asking and being a part of [site name]. To learn more about [site]'s parent company, Health Union, and how we manage data privacy, please feel free to visit us at health-union.com/privacy-policy. Thank you!
Anthony (Team Member)

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Minors (Underage Users)

As stated in our Terms of Use, our communities are only for individuals ages 18 years or older.

If a user explicitly says they're under the age of 18 on our sites (Facebook & Instagram do not apply, please hold off on responding and notify your community leads (contact@sitename.xyz).

Example: On MultipleSclerosis.net a member says "I am 16 and just diagnosed with XYZ condition."

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Minimize use of the “Big Guns” (Banning/Deleting)

We are deliberately (very) slow to delete comments and ban users.

Why? Our communities are one of the few places where members can get support and connect. This is also why we practice UPR - someone may just be having a horrible day.

We only ban someone when the safety of the community is at risk, spam accounts, or if the user is repeatedly breaking rules despite warnings.

When someone violates a rule, private message them with a copy of their comment, inform them the comment was deleted for violating community rule(s), and link to the rules. If possible, allow them to revise their comment and suggest reposting. See example of how to handle rule violations in our Moderation Best Practices document linked in the portal!

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Situations Requiring Emergency Care

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Situations Requiring Emergency Care

If a community member mentions experiencing new/different symptoms or possible drug side effects, direct them to seek medical attention immediately, either by contacting their healthcare provider or by visiting an Emergency Room.

If there is an indication that someone may be at risk for suicidal behavior, homicidal behavior, domestic violence or other high-risk behaviors, please notify your community leads.

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Moderating on HU Websites

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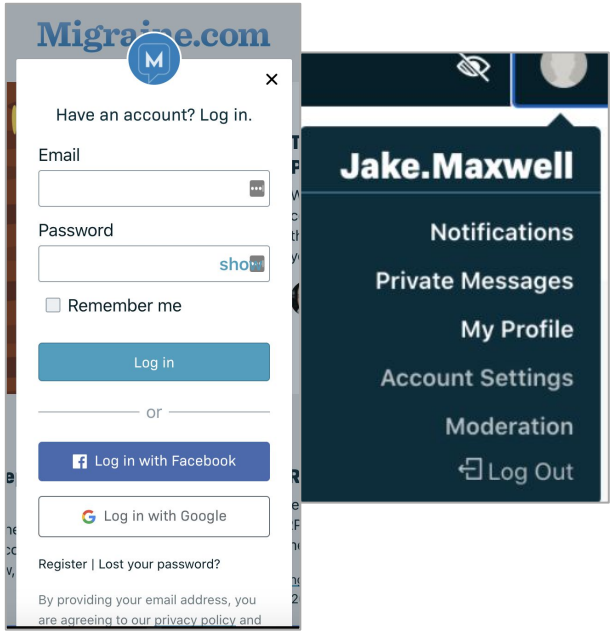
Accessing Sites, Moderation Dashboard & WordPress Admin

Logging into Sites:

- You'll use the same login information (email address and password) to access all sites
- Access the moderation dashboard in your user profile drop-down (see image on far right)

Helpful Links:

- Moderation Dashboard: www.sitename.xyz/moderation (ex: www.copd.net/moderation)
- Sites Homepage: www.sitename.xyz (ex: www.copd.net)



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Replying & Tagging

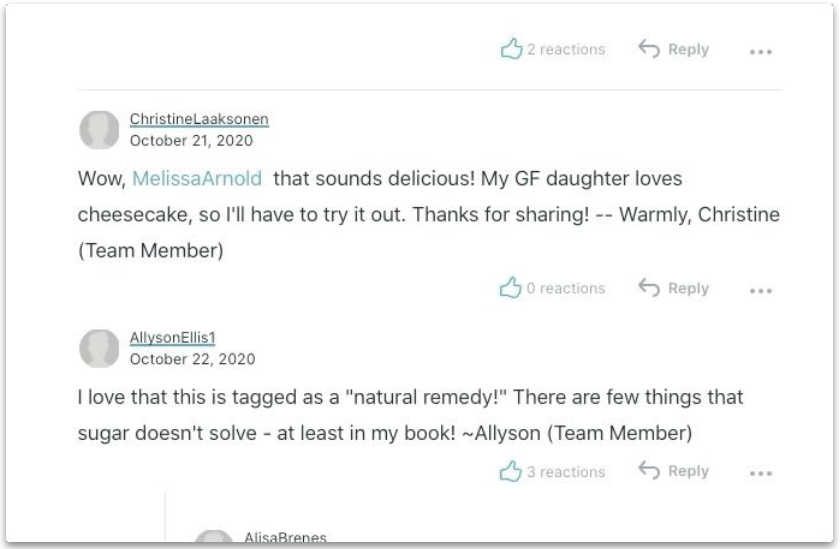
All HU websites have multiple areas where members can engage with the community (Stories, Forums, & Articles).

Each area has a section where members can comment and reply to each other.

To reply to a specific comment, click “reply” under that comment and write your response in the text box and press “Post comment”.

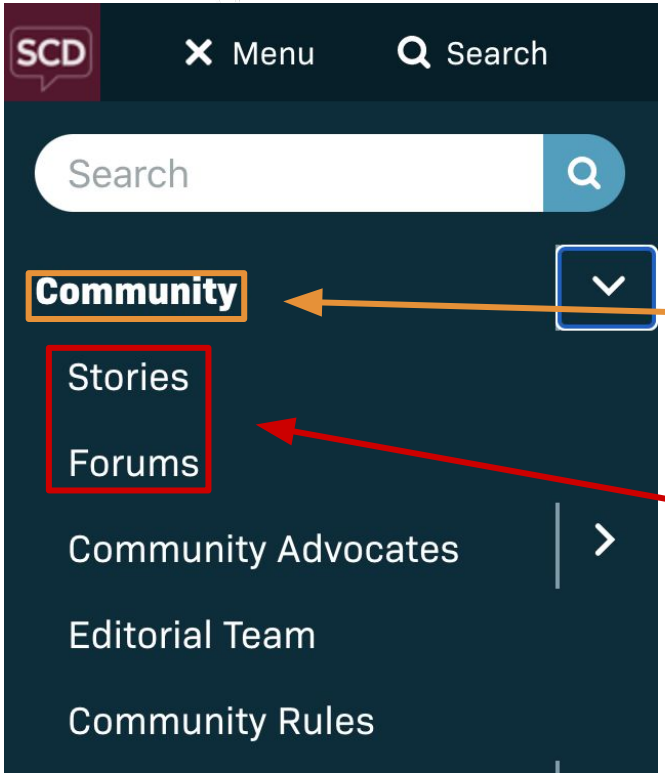
When replying to a comment, the original commenter should automatically be tagged in the response.

To tag someone else in the comment/reply, use the “@” symbol as usual.



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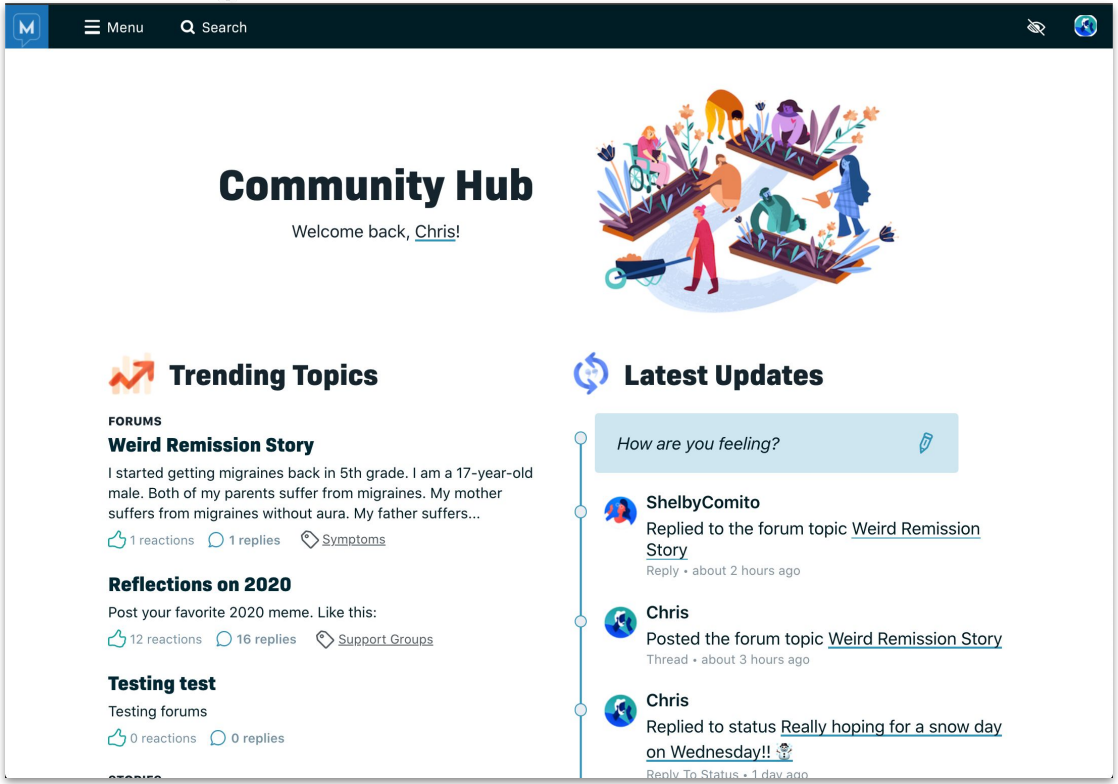
Finding Activity to Moderate

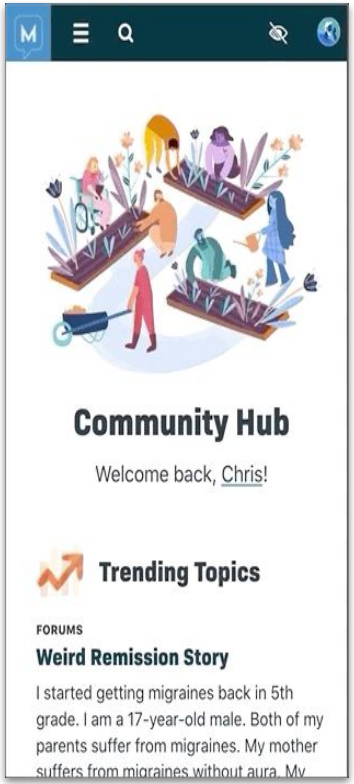


- Use the dropdown Menu, located in the top left, to navigate the site.
- Click “Community” to be taken to the community hub and view recent member activity.
- Click the arrow next to “Community” to view Stories & Forums for more conversations to moderate!

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Community Hub (Page)





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Moderating from the Moderation Dashboard

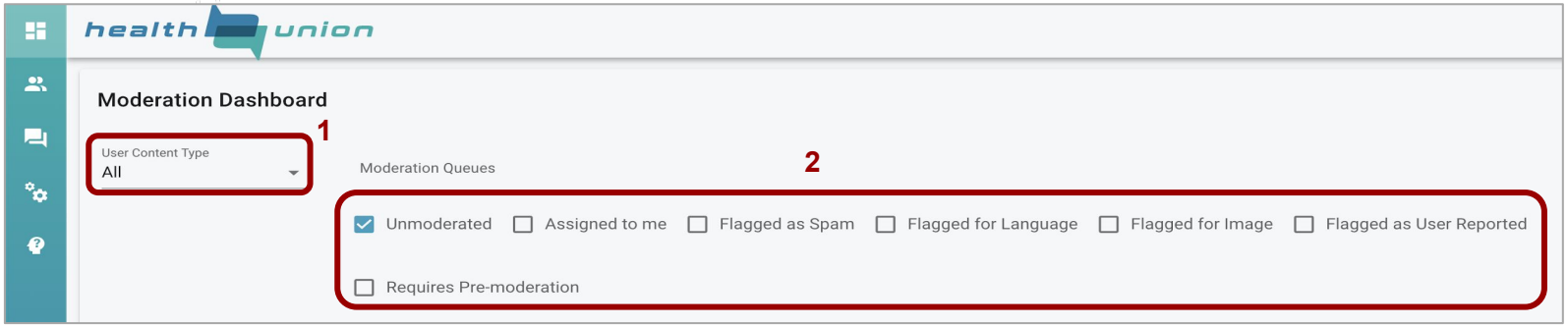


- The previous slides refer to the “Front End” or the public-facing side of HU websites.
- You may also view activity on the “Moderation Dashboard”
- Login to the “back end” of your communities site by adding “/moderation” to the end of the URL

  (i.e. Asthma.net/moderation; MultipleSclerosis.net/moderation)

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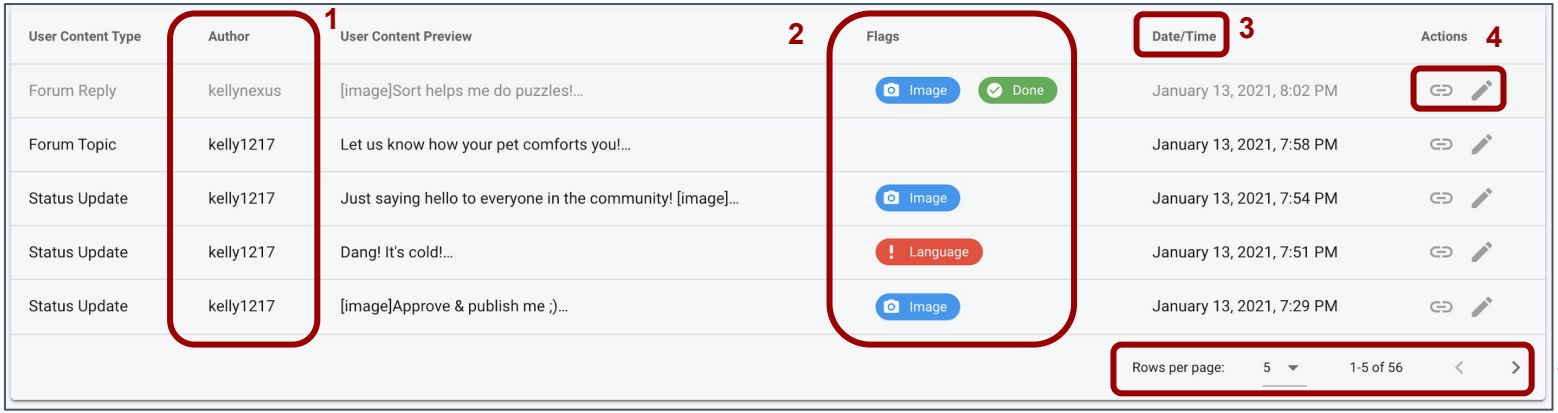
Moderation Dashboard: Content Types & Queues



1. User Content Type
   - Allows you to sort posts by user content type, e.g., forum topic, comments, etc.
   - You can leave as All or sort by type to show only one UGC activity at a time.
2. Moderation Queues
   - Unmoderated, Assigned to me, Flagged as Spam, Flagged for Language, Flagged for Image, Flagged for User Reported, Require Pre-Moderation
   - Unmoderated queue can be checked for any other queue except ‘Requires Pre-Moderation’

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Moderation Dashboard: Column Details

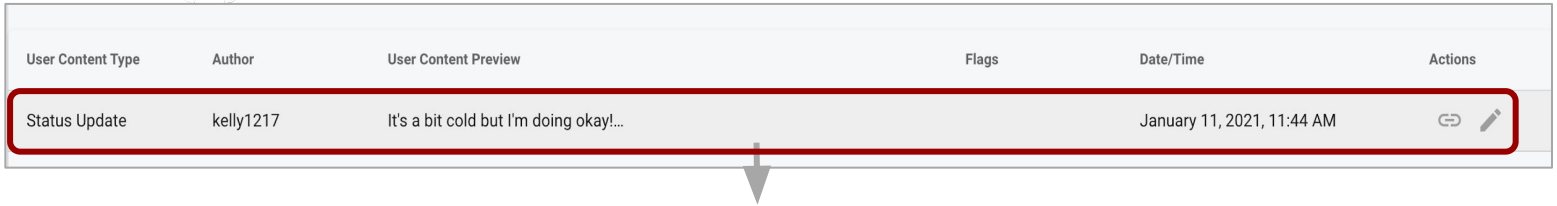


1. Author: Username of member who submitted post
2. Flags:
   - Any content in the flagged queues gets an icon in this column.
   - If content is marked as done, it'll be shaded out and get a green flag.
3. Date/Time: Time activity was posted to the site. This automatically adjusts to your time zone.
4. Actions:
   - Link/chain icon - This will take you to the activity on the front-end of the site
   - Pencil icon - This will take you to the post details where you can take various actions, e.g., mark done or reply
5. Pages/Rows Settings: Adjusts how many rows you view per page

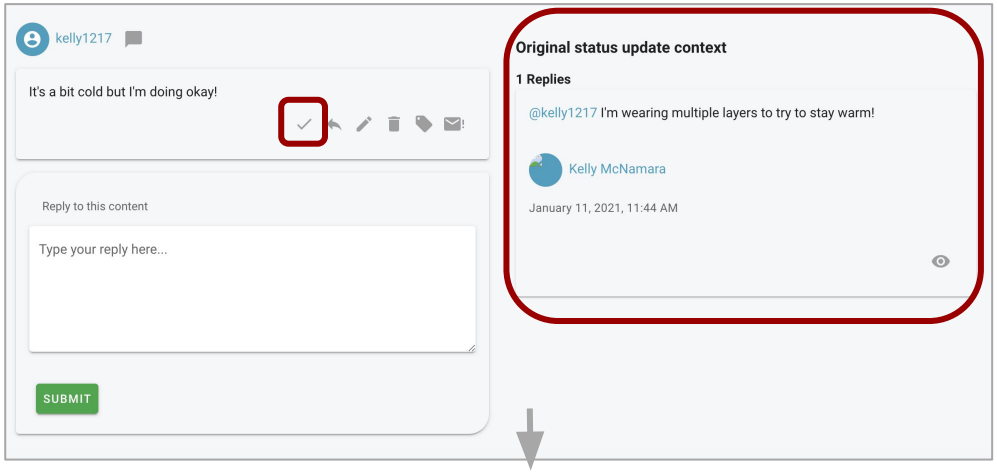
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Moderating a Post

Click the post you want to moderate, by clicking the row.



Determine if the post needs a reply, if so, click the reply button (arrow) and submit your reply.



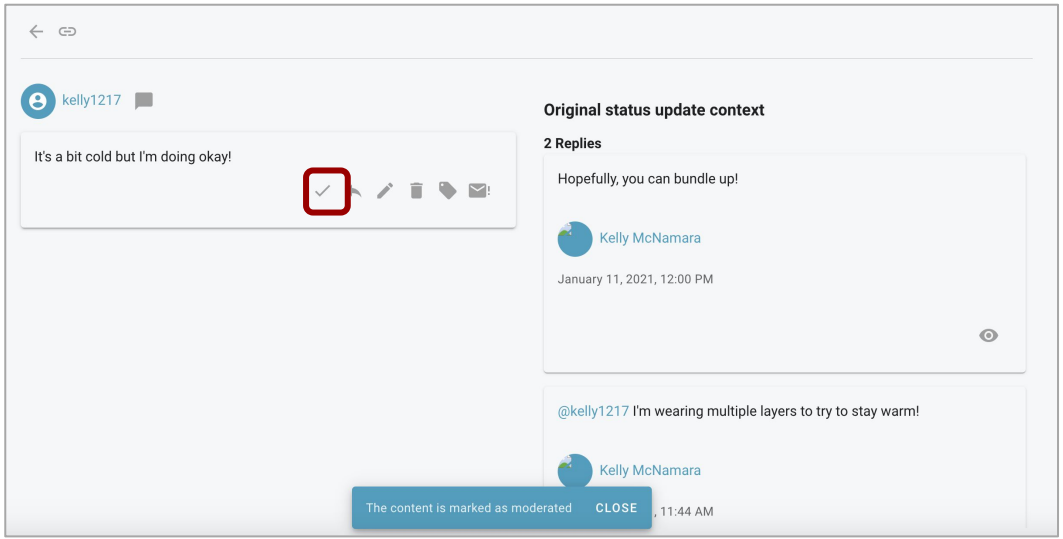
If there are other replies within the thread, you can see them all on the right hand side.

To reply to other posts in the thread, click the eye.

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Moderating a Post, continued

Once you've moderated the post, you can mark as 'done.' Once completed, you'll see a notification at the bottom of your screen that the post has been moderated. The post will then be removed from the 'unmoderated' queue on the moderation homepage.

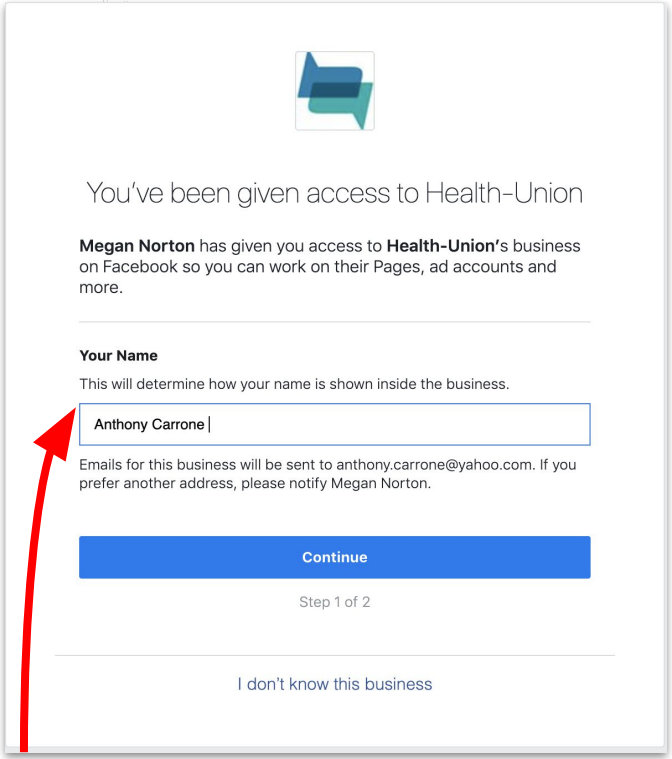


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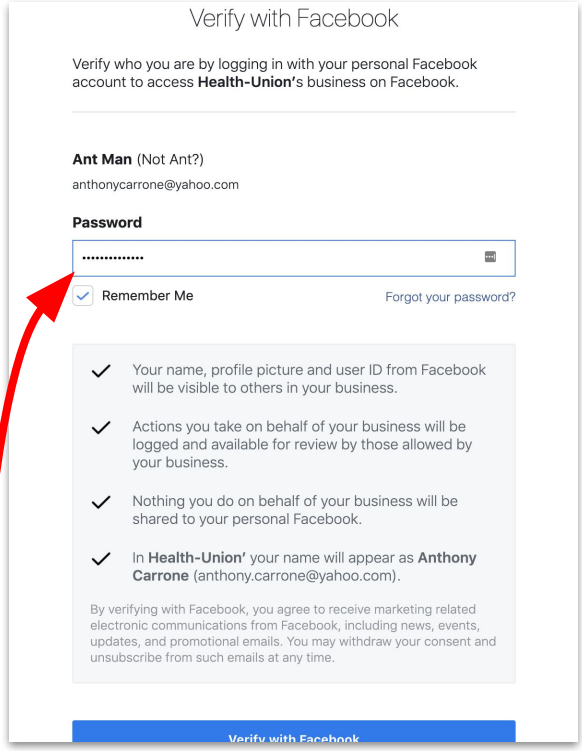
How to Set Up & Use Meta Business Suite

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Accessing the Inbox in Meta Business Suite



Step 1: Enter your name



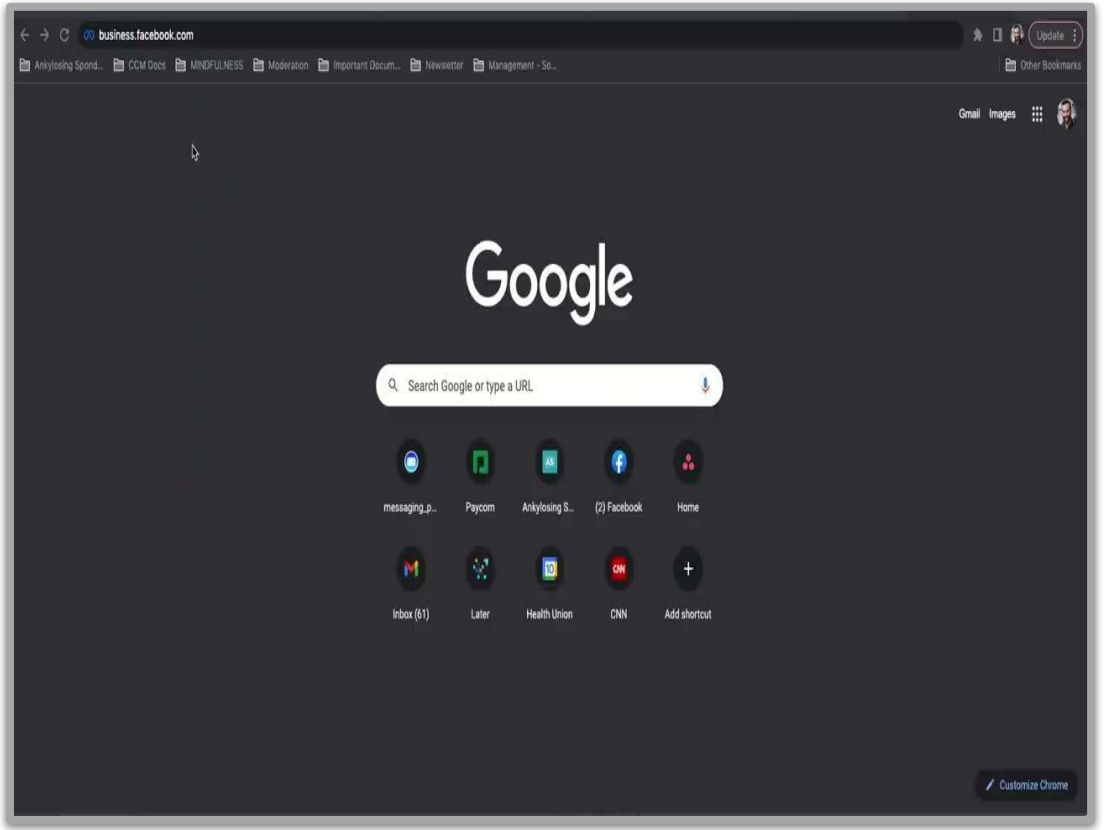
Step 2: Enter your FB Password

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Accessing the Inbox in Meta Business Suite

- Go to Meta Business Suite
- Select “Inbox” on the left side of the screen
- Moderate from the following options on that Page:
  - All Messages = FB and IG direct messages (DMs)
  - Messenger = FB DMs only
  - Instagram = IG DMs only
  - Facebook Comments = Comments from FB posts & prompts
  - Instagram Comments = Comments on IG posts

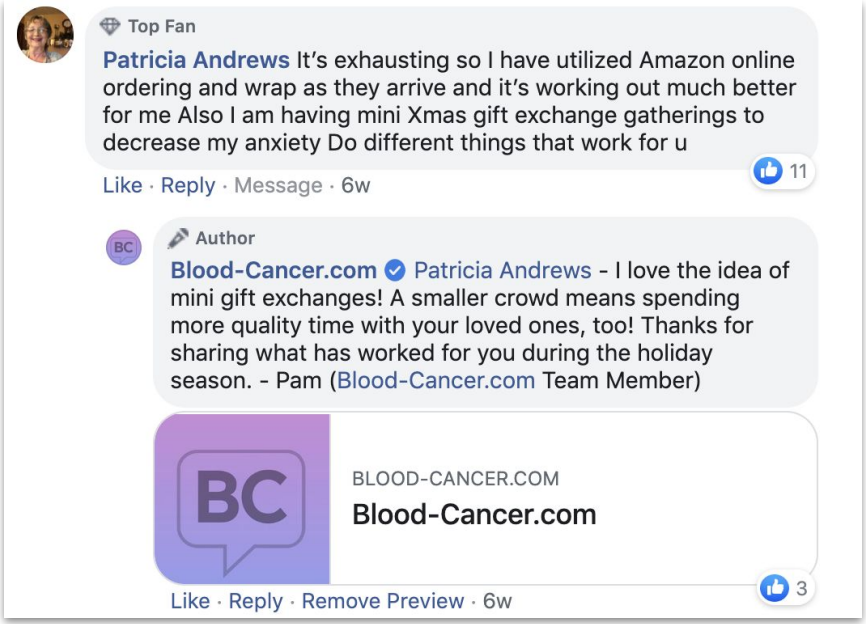
Play me!



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Responding to Comments on Meta Business Suite

- To respond to a comment, click reply, enter your response, and hit enter.
- It's a good idea to tag the person you are responding to to make sure they get a notification! (Type "@" followed by the members name to tag them)
- End your comments with a personal sign off and the link to your community. This helps show we are a team and individualizes each response.



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Additional Training

Congratulations! You've learned the basics of moderation at Health Union. For more tips and tricks, reach out to your community lead to set up an individual training. There is so much more to learn!

We are thrilled to have you on our team and look forward to working together to build relationships in our communities!



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Appendix

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Health Union Community Rules

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Community Rules

Rule 1: Activity cannot offer medical advice of any kind.

Rule 2: All activity must relate to the subject of a health condition or living with a health condition. Conversations about politics, race, ethnicity, nationality, religion, gender, gender identity, sexual preference, body image, age, or disability must be in the context of the health condition.

Rule 3: Activity that Health Union determines to be threatening, harassing, abusive, violent, sexually explicit, or obscene will be removed and account deleted.

Rule 4: Activity that promotes, encourages, coordinates, or provides instructions for harmful activities, such as suicide, self-injury, or eating disorders, is not permitted and will be removed.

Rule 5: Do not encourage any illegal activity. Posts discussing illegal activity without encouraging it is permitted so long as the discussion pertains to the conversation and health condition.

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Community Rules

Rule 6: Activity cannot contain any personal information such as an e-mail address, physical/mailing address, or phone number. Please remember that Health Union websites, like the entire Internet, are publicly viewable and discoverable by search engines.

Rule 7: We do not allow nudity or sexual content on our platform unless it specifically refers to living with the health condition. When warranted, we report violative content to the National Center for Missing & Exploited Children (NCMEC) and/or other relevant legal authorities.

Rule 8: Content must be written in English; we can only moderate comments written in English.

Rule 9: Messaging many users at once, sending repeated messages, and/or sending any form of unwelcome messaging is not permitted.

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Community Rules

Rule 10: If you copy content from another individual or website, you must provide full credit to the original author or owner. If in doubt, refrain from using it.

Rule 11: We do not allow users to offer to sell, barter, or trade any items in any way. This includes solicitations to participate in legal actions, fundraisers, offers to sell a product or service or participate in surveys, studies, invitations to join closed/private groups, etc., without the prior approval from Health Union.

Rule 12: All activity must be respectful and non-inflammatory. Personal attacks and/or bullying moderators, bloggers, writers, or fellow community members will not be tolerated. Please be careful about making statements or accusations about others by name, including other community members, employers, physicians, etc. While you should feel free to speak your mind, remember that you are accountable for all content you post. Consequently, any post that may be considered libelous will be deleted.

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Community Rules

Rule 13: Activities involving multiple comments, posts, or other communications of the same content may be interpreted as spam and deleted.

Rule 14: Profanity should be used sparingly and only in the context of living with a health condition, as some in the community may find coarse language offensive. Moderators retain the right and discretion to edit and delete such content.

Rule 15: Community members in clinical trials are expected to respect and adhere to the confidentiality guidelines of their trial protocol.

Rule 16: Completing or participating in on site activities for the purposes of cheating or gaming rewards, giveaways, and/or surveys is not permitted. If Health Union determines that you are doing so, we will void your entries and you will be disqualified.

Rule 17: Every account and its activities must be initiated by a person, not by automated bots. While AI tools can be used for accessibility purposes, content from these tools should not be directly copied and posted.

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Not sure? Get help!

- While we strive to be as consistent and transparent as possible, moderation can sometimes fall into a grey-zone based on the specific comment, the individual, and the context of the conversation.
- Comment deletion and member banning are especially sensitive areas that will frequently require consult.
- Other sensitive areas include personal attacks, potentially libelous statements, and comments that are political in nature.
- For responses to frequently asked questions/comments, see our Moderation Best Practices FAQ
- If you're not sure, please reach out!

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Contacting Your Community Leads

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How to Contact Community Leads

Reach out to us with *any* questions! Emailing the contact@ email listed for your community will send an email to both of your community leads.

Community	Community Lead Contact Email	Nexus Login
AdvancedBreastCancer.net	contact@AdvancedBreastCancer.net	https://AadvancedBreastCancer.net/moderation
AdvancedOvarianCancer.net	contact@AdvancedOvarianCancer.net	https://AdvancedOvarianCancer.net/moderation
Allergies	contact@Allergies.net	https://Allergies.net/moderation
AlzheimersDisease.net	contact@AlzheimersDisease.net	https://AlzheimersDisease.net/moderation
AnkylosingSpondylitis.net	contact@AnkylosingSpondylitis.net	https://AnkylosingSpondylitis.net/moderation
Asthma.net	contact@Asthma.net	https://Asthma.net/moderation
AtopicDermatitis.net	contact@AtopicDermatitis.net	https://AtopicDermatitis.net/moderation
BladderCancer.net	contact@BladderCancer.net	https://BladderCancer.net/moderation
Blood-Cancer.com	contact@Blood-Cancer.com	https://Blood-Cancer.com/moderation
ChronicDryEye.net	contact@ChronicDryEye.net	https://ChronicDryEye.net/moderation

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How to Contact Community Leads

Community	Community Lead Contact Email	Nexus Login
Chronic-Hives.net	contact@Chronic-Hives.net	https://Chronic-Hives.net/moderation
Chronic-Kidney-Disease.net	contact@Chronic-Kidney-Disease.net	https://Chronic-Kidney-Disease.net/moderation
COPD.net	contact@COPD.net	https://COPD.net/moderation
Cystic-Fibrosis.com	contact@Cystic-Fibrosis.com	https://Cystic-Fibrosis.com/moderation
Endometriosis.net	contact@Endometriosis.net	https://Endometriosis.net/moderation
EpilepsyDisease.com	contact@EpilepsyDisease.com	https://EpilepsyDisease.net/moderation
Heart-Failure.com	contact@Heart-Failure.com	https://Heart-Failure.com/moderation
HepatitisC.net	contact@HepatitiscC.net	https://HepatitisC.net/moderation
H-I-V.net	contact@H-I-V.net	https://H-I-V.net/moderation
HSDisease.com	contact@HSdisease.com	https://HSdisease.com/moderation
InflammatoryBowelDisease.net	contact@InflammatoryBowelDisease.net	https://InflammatoryBowelDisease.net/moderation

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How to Contact Community Leads

Community	Community Lead Contact Email	Nexus Login
IrritableBowelSyndrome.net	contact@IrritableBowelSyndrome.net	https://IrritableBowelSyndrome.net/moderation
LungCancer.net	contact@LungCancer.net	https://LungCancer.net/moderation
Lupus.net	contact@Lupus.net	https://Lupus.net/moderation
MacularDegeneration.net	contact@MacularDegeneration.net	https://MacularDegenetation.net/moderation
Mental-Health-Community.com	contact@Depression.Mental-Health-Community.com contact@Bipolar.Mental-Health-Community.com contact@Postpartum.Mental-Health-Community.com contact@Schizophrenia.Mental-Health-Community.com	No HL moderators at this time
Migraine.com	contact@Migraine.com	https://Migraine.com/moderation
MultipleSclerosis.net	contact@MultipleSclerosis.net	https://MultipleSclerosis.net/moderation
Myasthenia-Gravis.com	contact@Myasthenia-Gravis.com	https://Myasthenia-Gravis.com/moderation
ParkinsonsDisease.net	contact@ParkinsonsDisease.net	https://parkinsonsdisease.net/moderation
PlaquePsoriasis.com	contact@PlaquePsoriasis.com	https://PlaquePsoriasis.com/moderation

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How to Contact Community Leads

Community	Community Lead Contact Email	WordPress Login
ProstateCancer.net	contact@ProstateCancer.net	https://ProstateCancer.net/moderation
Psoriatic-Arthritis.com	contact@Psoriatic-Arthritis.com	https://psoriatic-arthritis.com/moderation
RareDisease.net	contact@RareDisease.net	https://RareDisease.net/moderation
RheumatoidArthritis.net	contact@RheumatoidArthritis.net	https://rheumatoidarthritis.net/moderation
Sickle-Cell.com	contact@Sickle-Cell.com	https://Sickle-Cell.com/moderation
SkinCancer.net	contact@SkinCancer.net	https://SkinCancer.net/moderation
Sleep-Disorders.net	contact@Insomnia.Sleep-Disorders.net contact@Narcolepsy.Sleep-Disorders.net contact@RestlessLegsSyndrome.Sleep-Disorders.net contact@SleepApnea.Sleep-Disorders.net	https://Insomnia.Sleep-Disorders.net/moderation https://Narcolepsy.Sleep-Disorders.net/moderation https://RestlessLegsSyndrome.Sleep-Disorders.net/moderation https://SleepApnea.Sleep-Disorders.net/moderation
SocialHealthNetwork.com	contact@SocialHealthNetwork.com	https://SocialHealthNetwork.com/moderation
SpinalMuscularAtrophy.net	contact@SpinalMuscularAtrophy.net	https://SpinalMuscularAtrophy.net/moderation
ThyroidEyeDisease.net	contact@ThyroidEyeDisease.net	https://ThyroidEyeDisease.net/moderation
Type2Diabetes.com	contact@type2diabetes.com	https://type2diabetes.com/admin

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Heath Union Community Experience Coordinators 101

Who are they and what do they do?

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Community Experience Coordinators

Community Experience Coordinators (CEC) are part-time employees and serve as an extension of the Community Team at Health Union.

The role of CECs is to:

- Help maintain a safe & supportive environment for our community members and assist the community-specific team with moderation needs.
- Implement Health Union's online community moderation strategy and guidelines, review and respond to user-generated content within websites' forums, comments, and on social media such as Facebook.
- Enforce community rules and help to manage spam.
- Help to identify content gaps within their communities.

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Community Experience Coordinators, cont.

Every community at Health Union has a CEC aligned to it. CECs are assigned to individual communities in the following manner:

- One of 3 therapeutic areas: General Medicine, Immunology, or Oncology/Neuro/SHN/Rare Disease.
- CEC support is provided as-needed based on community engagement levels.

How are CECs different than community-specific Health Leaders (HLs)?

CECs	Health Leaders
Part-time HU employees	HU Contractors
Minimum hourly moderation requirements	No minimum requirements
CECs may or may not be personally impacted by the health conditions they cover	HLs have a personal interest in the communities they support (most are living with the condition, others are caregivers or allied healthcare professionals who treat individuals with the condition).

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Admin vs. Moderator Responsibilities

Action:	Admin	Mod	Notes
Mark or unmark posts as ‘done’	X	X	
Approve & publish pre-moderated content	X	-	Any post with images will need to be approved & published. Additionally, threads can be marked for pre-moderation but this will be used very sparingly.
Reply to posts	X	X	
Edit UGC	X	-	Only edit UGC if there’s an obscenity (to add characters), a major typo, or personal info. Keep in mind we seldomly edit user’s content as it changes the context of their post.
Delete UGC	X	-	UGC will only be deleted if it is deemed spam.
Tag (assign) other moderators or admin	X	X	Only appears in mod dashboard and not on front end.
Close comment threads	X	-	We will not close a thread unless absolutely needed. Community leads will manage.
Mark threads for pre-moderation	X	-	We will not mark a thread for pre-moderation unless needed. Community leads and high risk team will manage.
Manage forum categories	X	-	Add / edit categories to forums topics.
Feature a forum thread	X	-	Community leads will manage as this is what will appear as featured on the front end.
Send private messages	X	-	
React to content	X	X	Currently, available on front-end only
@mention other members	X	X	
Create, edit, and/or delete user accounts	X	-	Community leads and Help Desk only will manage.

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