Moderation Tool Preferences

Preferred Option	Pros	Cons	Solutions		
In-Built into the Platform	Provides client with complete package	Will take longer to achieve than a plug-in	To address the delay to market we recommend building the mod tool in phases		
	Provides higher quality service by being able to tailor product to specific needs of client	Initial development costs will be more expensive than plug-in option	Phase 1	Basic platform moderation e.g.	
				Moderate text, pics, accept, refer, delete, ban, report, edit, search, notes	
	Provides option of additional management service fees	Taking time to develop in-house system will delay whole product to market	Phase 2	Improved platform moderation e.g.	
	Increased option of moderation training services or providing a moderation service package			Cross platform functionality, automated moderation function, basic analytics, video moderation, tagging, approved replies, mobile functionality	
	Reduces our own costs in the long run as we wouldn't have to pay for a 3rd party package to service Campus	Increased responsibility for Tech Team re development and ongoing support	Phase 3	Advanced platform moderation e.g.	
		In-House would not provide social listening		Avanced analytics, schedule tweets/FB posts, crisis alerts, language suppport	

Secondary Option	1st Choice	Keepcon	Cost = ?	2nd Choice	Spredfast	Cost = ?	3rd Choice	Sprinklr	Cost = ?
	Feature			**Feature**			**Feature**		
3rd Party Plug-in	**Platforms covered**	Facebook, Twitter, YouTube, Instagram, Viafoura, Whatsup, Disqus, Forums, Blogs, Websites, any social network with an API, and also can be used with emails to provide customer care response automation.		**Platforms covered**	Facebook, Twitter, Instagram, YouTube, Google+, LinkedIn, forums - can be personalised according to need		**Platforms covered**	Facebook, Twitter, Instagram, YouTube, Google+, LinkedIn, forums - can be personalised according to need	
	User Friendliness	Best of both worlds: has both CRM and moderation capabilities. Keecon has an impressive track record of building effective user interfaces for large moderation and community management teams; they are dedicated to improving user experience and efficiency. The interface is clean and very intuitive, little training is needed.		**User Friendliness**	Interface is smooth and easy to get used to, although full capabilities do require some training		**User Friendliness**	Interface is smooth, very similar to Radian 6. Full capabilities require training. UX can be personalised to a certain extent.	
	Content Posting Ability	Publishing features are not available, however, tool can be used with other platforms such as Hootsuite to provide this.		**Content Posting Ability**	Can publish links, images and text. Allows image editing and link shortening in platform. Cannot publish videos.		**Content Posting Ability**	Can publish links, images and text. Can tag posts to track specific campaigns or service messages. Offers templates to keep things uniform. Can target posts through tool. Cannot publish videos to Twitter.	
	Analytics	Pre-programmed widgest that make reporting really easy, are combined with customisable reports which include reports on topics, timelines, volume, responses, sentiment analysis, share of voice, engagement figures. They also offer live dashboards which are custom built to track personalised benchmarks.		**Analytics**	Excellent analytics, at brand, audience and conversational levels. Aims to be actionable. Suggests influencers and possible relevant trending topics.		**Analytics**	Offers in-depth analytics on paid, owned and earned media. Analytics include sentiment, spam detection, intent, influencer level, relevance, engagement levels. Customisable reports. Can add personalised benchmarks.	
	Sentiment Tracking	Option to combine automated and manual sentiment analysis using rules and machine learning to track sentiment for greater accuracy. Allows for benchmarks and alerts to be set against these. Sentiment can be broken down to spot trends.		**Sentiment Tracking**	Analyses sentiment per conversation as well as general trends and responds. Accurate and easy to read.		**Sentiment Tracking**	Tracks sentiment and allows benchmarks to be set for varying campaigns/tags for reporting.	
	Content Management Ability	Sophisticated workflow system that can automatically route, assign messages and suggest responses from a pre-approved list based on topic, questions, influence or keywords for faster response times. Approved replies can be stored and allocated to tags to increase accuracy of responses. Can add notes and check off once resolved. Keepcon can also send push alerts for set parameters, such as high-profile content or crisis alerts on certain words/themes which can be customised.		**Content Management Ability**	Smart work-flows automatically assign based on keywords. Good automatic moderation and filtering functionality.		**Content Management Ability**	Can automatically route and assign messages based on sentiment, influence or keywords. Triages messages and betters response times using sophisticated macros.	

	Social Listening	Social listening combined with machine learning reduces noise of normal social listening tools, can be personalised to listen for keywords, rival brands etc. Creates good dashboards to track customer journey, reputation, trends, etc. Provides more context than similar tools, for example identifying what caused a spike in mentions. Includes historic data.	Social Listening	Collects information about audience and influencers, can be tailored to listen for keywords, brands, mentions.	Social Listening	Named "the most powerful (listening) technology in the market" by Forrester. Finds trends, produces searchable data fields and reports. Monitors over 20 networks 24/7.
	Promoted Post Data	Doesn't support promoted posting at the moment. Comments on dark posts are currently pulled into Keepcon, which means these posts can be moderated in the tool.	Promoted Post Data	Supports some types of promoted post and has budget-management facilities.	Promoted Post Data	Can create Twitter, Facebook, Instagram ads. Suggests content that should be promoted based on response. Can vary adds for testing.
	Performance	This tool is fairly recent entry into the moderation software market, but the approach to moderation and social media customer care management if refreshingly cutting edge that can combining highly sophisticated automation with high touch moderation to achieve high levels of accuracy but also manage spikes in traffic. We believe the cutting edge capabilities of this tool place it in our best of class category.	Performance	Considered one of the best in class. Interface can be clunky, and training is required to use all functions well. Generally robust.	Performance	Another leading tool. Can be sluggish at times. Training is necessary to fully learn all the features. Some posting issues have been reported although support is generally very good.
	Language Support	Tool can be used for all languages, additional machine learning functionality currently in English, Spanish, Portuguese and Catalyan	Language Support	Over 50 languages, but not listed individually.	Language Support	Over 30 languages.

Moderation Wish List		
Able to process posts/clear a queue (see what's been actioned, by whom and when)	Able to choose post / pre mod	Pop Up Posts (alerts, warnings etc)
See whole posts	Change time messages are viewed in queue e.g old to new and back again	Run reports for stats: daily, weekly, monthly etc
See whole pics	Able to move a post	Able to tag content to monitor rejected reasons
Standard functions: Accept, Reject, Refer, Report & Edit posts	Able to leave notes	Search function
Ban User	To see post in context in front end	Video Moderation
Send user Private Messages	Click on a user and see everything they've posted	2 step verification registration process
Go to users account direct from a post	Users able to report posts themselves & block users	Social listening tools
Multi-Platform functionality - platform, FB, Twitter etc	Select template responses	Ability to schedule posts/tweets etc
Block urls & other filtering options	Able to have more than 1 mod working at a time	Monitor volume of posts moderated & by whom
Private channel access		Monitor time of moderator actions