

How an NBA Team Protects Its Brand and Players' Social Media Presences from Threats and Toxicity

Your team has the hard-earned comment real estate to listen and relate to fans, just for trolls to litter comment streams with a barrage of negative, toxic, and spammy content. They tarnish a team's brand image, discourage athlete and coach engagement, absorb resources, and clutter comment sections highly valuable for connecting with fans and sharing news. A major NBA team uses Respondology's comment moderation tool, *The Mod*, to solve these problems. Results were toxicity-free social presences, off-hours performance, and social media management teams repurposed from manual moderation to optimizing content and engaging positively with fans.

Required AI Filtering and Human Moderation

The Mod utilizes AI-Keyword Filtering technology + a team of 1k U.S. based Moderators to remove toxic comments from NBA teams' and players' social posts in moments. AI Filtering alone is not enough; 76% of ugly comments were hidden by the Human Moderation Team. The tool is also discreet as toxic comments are hidden from everyone except the troll to avoid inflaming the situation, which is especially important in sports.

Resources Reallocated Toward Generating Revenue, While Enjoying 24/7/365 Protection

The Mod is working every moment of every day, so this team's brand and players enjoyed clean social presences 24/7/365 (39% of comments hidden were at night, weekends or holidays). Meanwhile, this team no longer spent valuable time moderating social accounts but refocused on fan engagement and content optimizations.

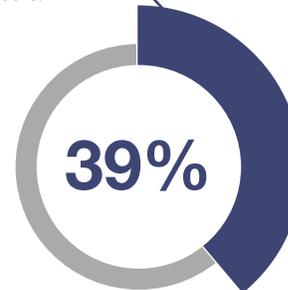
You Don't Want These Comments Associated With Your Clients (Just A Few Examples...)

- 👤 [Player's Name] is ugly as hell // [Player's Name] has pu**sy ass throws // [Player's Name] deserved every ass beating he got and more. // [Player's Name] is a bum ass
- 👤 I'm down for a 3some. what about u guys?
- 👤 Can someone help me? Looking for my big breast cover? Feeling narrow on the chest 🙄🙄🙄🙄
- 👤 YOU DUMB ASS MFS DON'T KNOW SHIT ABOUT BASKETBALL GTFO
- 👤 Hi I'm a graphic designer... Kindly message me if you need quality artworks such as: Cartoon portrait 🔥 Illustrations 🔥 Logo designs 🔥 Album cover 🔥 Song cover art 🔥

*Toxic comments containing expletive keywords have been manually obfuscated with askterisks

24/7 Protection

39% of comments made after business hours.



Human Moderation

76% of comments eluded Keyword Filtering Tech, requiring manual Human Review.



Brand Safety

5% of comments deemed unsafe for teams and players.

