



MONDAY MODERATION MATTERS ANALYSIS

Who: @DanielleCohn

Post: [Instagram](#)

Account Statistics

Followers	3,552,698
Total Posts	1,185
Total Likes	128,149,447
Total Comments	3,831,413

Post Statistics

Likes	172,217
Comments	4,098
Toxic Comment %	1%

Keyphrase Group Statistics

Mild Swearing	114
Severe Swearing	0
Sexual References	85
Political References	11
LGBTQ References	20
Racist Remarks	1
Religious Remarks	0
Controversial Subjects	11
Viral Events	0
Drug References	1

Toxicity Examples

Category	Comment
Mild Swearing	damn i can totally say that you photoshoped your image 🍌
Mild Swearing	damn that airbrushing is worse than james charles
Mild Swearing	you looked like a damn demon child
Mild Swearing	cover that cottage cheese damn
Sexual Reference	no you just became a skank
Sexual Reference	why you trying to show off your boobs when you really don't have any
Sexual Reference	no ur pretty much a fourteen year old pornstar
Sexual Reference	skank
Sexual Reference	this gave me a boner
Sexual Reference	your boobs are circled your boobs are triangle and saggy
LGBTQ Reference	gay
LGBTQ Reference	gay like lowkey so gay
Racist Remark	your hairline go back to slavery
Controversial Subject	u should go commit suicide
Controversial Subject	anyone else wanna rip her extensions on

Note: Danielle Cohn's mother and manager, Jen, does a great job at moderating severe swearing out from a keyword standpoint using Instagram's keyword and profanity filtering tools.

However, as seen above, keyword filtering fails to remove comments in categories including controversial subjects and sexual references. And, hate that alludes the keyword filtering still flows through.

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