

IMPROVEMENT & AVOIDANCE

SOCIAL MEDIA RISK MANAGEMENT

Legal certainty in social networks

Illegal content in comments on corporate websites or in postings on corporate social media channels is both an ethical and a legal problem. With social media risk management from Arvato CRM Solutions, companies avoid legal risks and damage to their image.

User-generated content has become an integral part of the Internet and plays an important role in the marketing mix. But companies have no control of what users post on their corporate websites and social media sites while at the same time the number of communication platforms continues to grow. This makes it increasingly difficult to keep track and quickly respond to things such as content that foments hatred or gives instructions on how to commit a crime.

Arvato CRM Solutions offers social media risk management to help you maintain control of what third parties post on corporate sites and social media channels.

Risk prevention in two ways

Our social media risk management can be performed in two ways, which can also be combined with each other:

- A team checks user-reported posts based on current legislation and guidelines defined by the company. If a post violates the law and/or the guidelines, we work together with the client to determine how to proceed with the post.
- A system based on artificial intelligence (AI) automatically checks and evaluates posts and attached media content such as images and videos. As in manual processing, the analytical result is compared with the client's guidelines. ↘

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- ⦿ Checking user-generated posts for illegal content
- ⦿ Enforcement of company-defined codes of conduct in all online channels
- ⦿ Content checks are carried out by a professional team of moderators
- ⦿ Systematic automation through an individually configurable AI system

In the case of automatic testing, we configure the AI system specifically for the requirements of our clients and then initiate a continuous training process. For this purpose, a team of experts regularly checks the results of the AI system and corrects or confirms each individual analytical result. These training activities according to the "supervised learning" approach enable the AI system to assess the content of user posts with increasing accuracy and thus to reliably process a growing proportion of reported posts. The human team takes care of quality assurance with random samples and only needs to check a small part of the post itself. If necessary, our team, in consultation with the client, will also report relevant posts to the responsible authorities.

Technical know-how and human expertise

Our team of developers, computer linguists and machine learning experts assembles an individual system for each client, configures the algorithms according to the specifications and performs initial training of the AI. In contrast to pure technology providers, we combine implementation of AI components with a professional team of moderators who are specially trained to evaluate content according to the law and the client's guidelines. This team is responsible both for the continuous maintenance of the content in the context of machine learning and the operative execution of service without AI components. The hosting of the AI components as well as the manual editing of content is performed from our modern company locations which meet all data protection requirements. And of course, our team draws on our extensive industry expertise to design each specific customer solution. Would you also like to minimize the risks to your company in Web 2.0? Please contact us – we will be happy to advise you!

OUR EXPERTISE, YOUR BENEFITS

- ◎ Scaling of services according to your requirements, from your Facebook page to full coverage of all customer touchpoints on the web
- ◎ In-house specialists for computer linguistics and machine learning systematically implement your individual requirements in a content check
- ◎ Posts are checked and processed in compliance with all data protection regulations
- ◎ You maintain an overview and control of all content on corporate websites and social media channels
- ◎ You avoid legal risks as well as damage to your business and image

Any further questions? Please get in touch with us.

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We build on technology and profound experience to create a differentiated experience for your customers and greater trust for you. But most important for your success are our 45,000 employees, who make sure that customers are satisfied at more than 100 sites in 27 countries and in 35 languages.

Driven by technology. Differentiated by experience. Powered by people.