

We've got you covered.

The correct tone of an online community will ensure a brand's success, while the wrong one will cause others to fail. Social Engagement Moderation can help grow your online presence through guided observation and interaction that create a tone appropriate to your individual community. Don't take a risk in leaving people behind, keep your users happy and online.

## About ICUC

Since 2002 we have been leading the industry in social media moderation services, intelligence and social management strategy. We live online everyday, all-day. You can be confident that we will protect, and secure your brand while engaging, listening and learning from your customers. Who we are is what we do.

## Social Engagement

### New Communities

- Pre-launch - ICUC will research and familiarize themselves with your community in order to be able to fully integrate and organize topics and post conversational descriptions prior to the site going live.
- Post-launch - ICUC will provide ongoing content contribution, including relevant discussion, responses, and orientation to new users, acting as a host or community manager to the online community.

### Established Communities

- ICUC will engage users and act as an official presence on behalf of the brand or company. Customers want to be heard and social engagement moderation can ensure that your customers are receiving the support they demand online.

## Who manages your social engagement?

A Community Manager is someone who ensures that everyone in your online community is being looked after, supported and responded to. Their duties include:

- To maintain or set the benchmark of tone, conversation and manner without appearing as an authority
- To act as a liaison between management and community
- To facilitate and promote discussion and community initiatives
- To host new users and answer questions as provided by the brand or company
- To contribute to the desired brand culture through content and engagement

## Building Community

Ultimately social engagement is about building community, and ICUC Moderation Services will do whatever it takes to fulfill that objective.

- Educate users as to the site features
- Contribute relevant and quality content
- Listen to customer feedback
- Provide timely and accurate responses
- Engage users in dialogue and guide conversation
- Promote brand messaging
- Grow and cultivate community

## Languages

- English
- French
- Portuguese
- Korean
- Hindi/Urdu
- German
- Arabic
- Malay/Indonesian
- Japanese
- Tagalog
- Finnish
- Polish
- Dutch
- Punjabi
- Spanish
- Russian
- Mandarin
- Cantonese

\*Further language support available upon request.

## Contact



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