



Social media is becoming more important than ever before as 85 per cent of consumers expect their brands to be interactive. The ownership of multimedia properties brings a heavy responsibility to your brands, your company and your consumers. How are you carrying the load? Let us help.

## About ICUC

As the leaders in moderation services we minimize the risk by providing intelligent moderation powered by real people. You can be confident that we will protect, and secure your company as we have since 2002 for some of the world's largest brands. Who we are is what we do.

## Our Advantage

### **Trust. Us.**

**Our Experience** - We don't work from a template. Customized strategies fit your needs. Our service is unmatched by any other moderation company out there.

**Our People** - Seasoned multi-lingual specialists moderate user-generated content for the world's biggest companies.

**Our Reliability** - No matter what time or time zone, we are always available. Try us.

**Our Customer Service** - We understand our clients. Our customized solutions focus entirely on your needs. That's why we're first in class.

**Our Flexibility** - Most companies say they're flexible, we really are. You will not find a more customer service focused company on the planet. We promise you.

## What we Deliver

Whether you are starting from scratch or looking to support a current website, we can help you with the following when it comes to managing and moderating your online website. We can provide consultation and best practice guidance or we can simply get you started:

- Content Moderation Guidelines
- Community Terms of Use
- Content posting guidelines & FAQ
- Content escalation policies
- Community Engagement Principles
- Moderation Technology Efficiency Analysis
- Reporting Set Up

## Moderation Services

Specializing in providing context and perspective on the comments, images, video or audio contributed to your site. Our social media moderation service will moderate your website based upon your content and community guidelines.

Common types of social media moderation that we deliver include:

- Social Media Moderation (Facebook, Twitter, MySpace, etc.)
- Community & Content Moderation
- Media Moderation
- Chat Moderation
- Live Event Moderation
- Contest Moderation

## Reporting

ICUC Moderation Services Inc. believes in helping clients achieve their core objectives for each project. Through this mission, ICUC thinks it necessary and beneficial to provide customized reports tracking usage trends.

- Reporting styles are entirely customizable and include both qualitative and quantitative research.

## Platforms

