How The Detroit Pistons Protect the Integrity of Their Social Media Channels

The Mod.

Using Respondology's *The Mod*, the Pistons hide ugly and useless hate, spam and toxic comments in their social media. The result is toxicity-free social presences, round the clock protection, and social media teams repurposed from manual moderation to optimizing content and engaging positively with fans.

Required AI Filtering *and* Human Moderation

The Mod utilizes intelligent Keyword Filtering technology and a team of 1k U.S. based Moderators to remove toxic comments from the Pistons' social posts in moments. Keyword filtering alone is not enough; 52% 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 the Pistons' brand and fans enjoyed clean social presences 24/7/365 (49% of comments hidden were at night, weekends or holidays). Meanwhile, their social 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 Team's Brand (Just A Few Examples...)

- i need cheerleader to say rape so i can cut that contract Kraft did it 😆 18 million off my f**kin books...
- i post conspiracy theories that the government doesn't want you to know about 👀 could you check me out
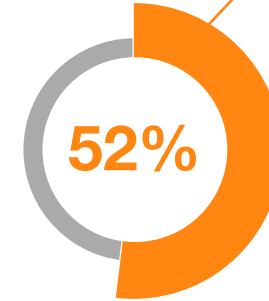
"The Mod helps cleanse spam and insensitive content from our social channels, saving massive hours of manual moderation."

- Mike Donnay
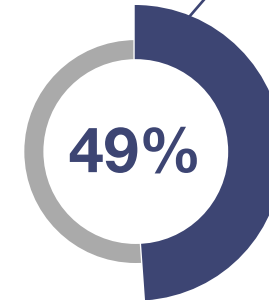Vice President, Brand Networks

Human Moderation
52% of comments eluded Keyword Filtering Tech, requiring Human Review.

52%

24/7 Protection
49% of comments made after business hours.

49%

Brand Safety
7% of comments deemed unsafe for teams and players.

7%

Email us for a demo: demo@respondology.com

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