



Trust & Safety is a Team Sport

A deep dive into
cross-department collaboration
strategies

Justin Davis
Founder & CEO, Spectrum Labs



Why investing in T&S matters - downside



Bad Press

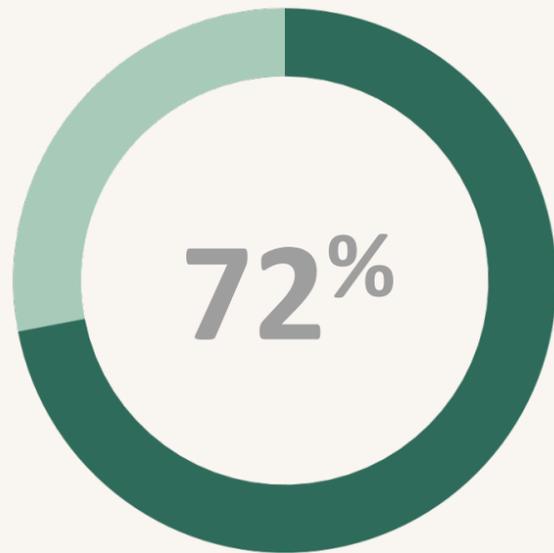


Players Leave

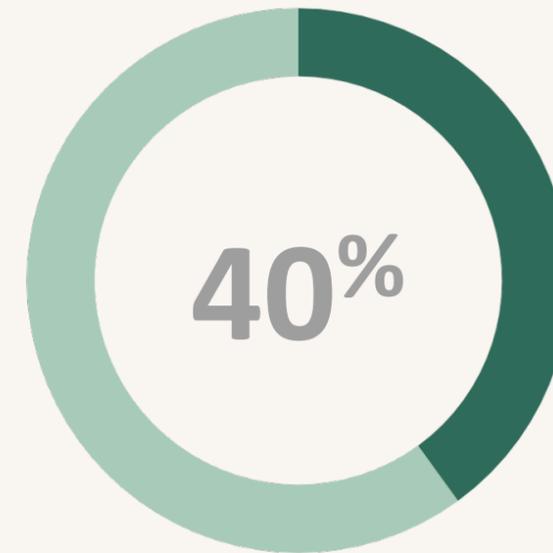


Players don't report reliably

Harassment drives players away

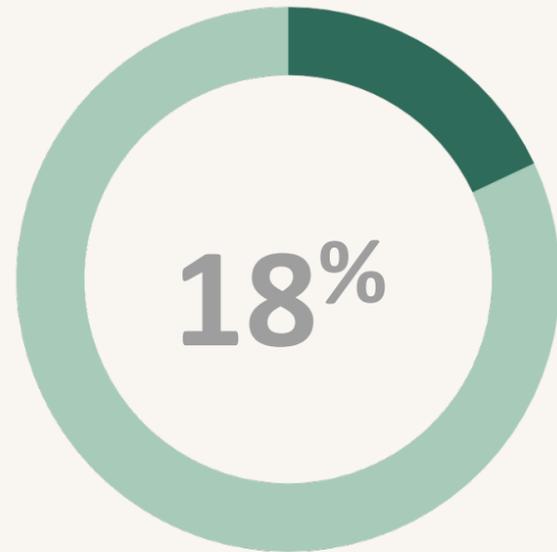


of people feel they have been **severely harassed** on a digital platform

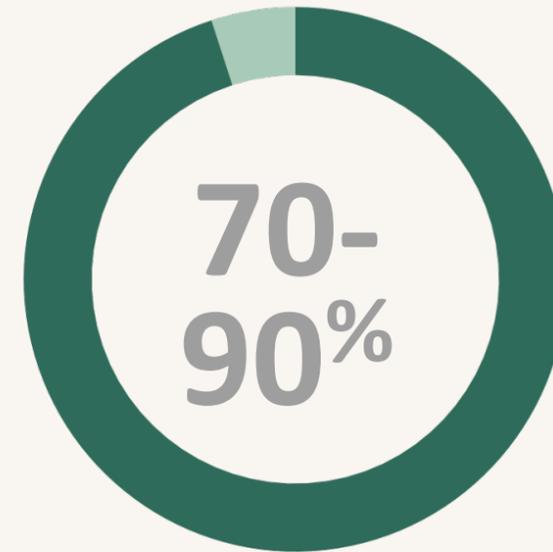


of gamers have **abandoned** a platform due to harassment

Player reporting is not enough



of people have **EVER** reported another player online



of player reports turn out to be **false** and are dismissed

Why investing in T&S matters - upside



Brand
Reputation



Gamers game



Competitive Differentiator

Teamwork Makes the Dream Work



This requires collaboration with *all sorts* of teams



Product



GDC[®]

GAME DEVELOPERS CONFERENCE | July 19-23, 2021 | #GDC21

Product

Could you include player reputation in your matching algorithms to encourage positive engagements?

Product

Do your chat products have a holding state that can be used to introduce layers of education and penalties to respond to harmful behaviors?

Product

Can all social features be turned off for various amounts of time at the player level to enable escalating punishments?

Product

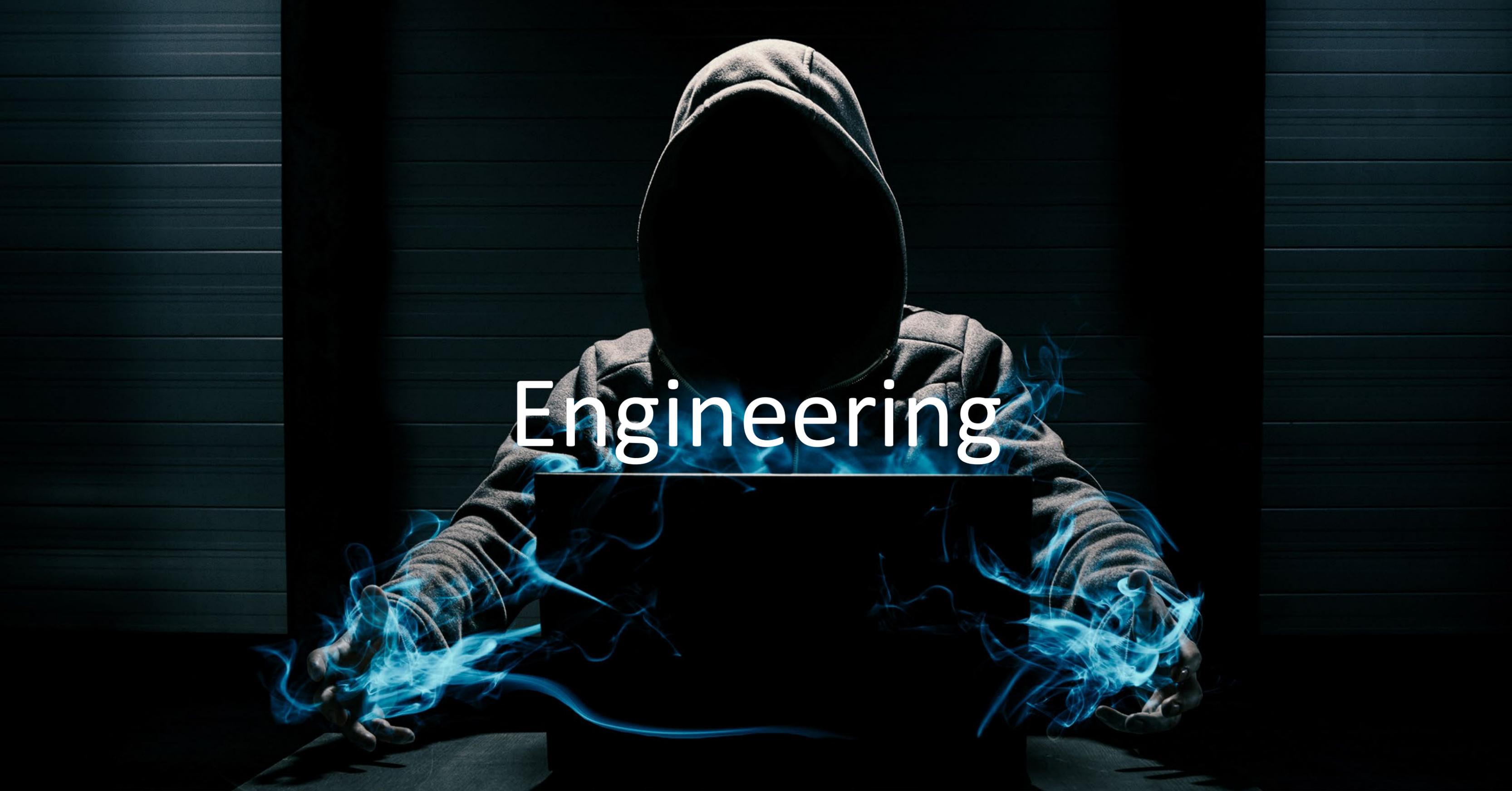
Does you have a way to communicate with your players directly in the platform so you can respond to different incidents correctly - i.e. sending suicide prevention hotlines when a player exhibits signs of self harm?

Product

Is there a strong player onboarding process that sets the right expectations for how new players can be a positive community member?

Product

If working with players who are under 18 is there an onboarding process for their trusted adult as well?



Engineering

Engineering

Are you storing the right UGC data in a way that allows you to do a big picture analysis and be compliant with data privacy policies?

Engineering

What metadata fields are available in what's being stored that can help fuel your analysis?

Engineering

Data In

Is there a data pipeline in place so you can implement real-time detection into the platform?

Engineering

Data Out

Are there webhooks available to connect your moderation queue to internal player behavior and content management systems to issue punishments?

Engineering

Suggestion

Make sure the back end of your platform is built and configured in a way that allows for the right visibility required for attaining Trust & Safety goals.



Marketing

Marketing

Do you want to portray your platform's safe community as a differentiator in-market?

Suggestion

Think about platforms for kids - parents want to know that they are taking their kid's safety very seriously. You can work with marketing to showcase your efforts and success stories.

Marketing

Are you issuing Transparency Reports?

Suggestion

Big players like Facebook and Discord have started to issue these to show their commitment to safety. You can do the same with close alignment with marketing to ensure the right brand voice and image.

Marketing

Is your marketing messaging aligned with your community guideline expectations?

Suggestion

For example, if you're working to combat a spam problem you don't want your marketing material to have ease of signing up as a core communication pillar. Likewise, if your guidelines restrict adult content you don't want your brand image to be overly provocative.



Policy / Legal



GDC[®]

GAME DEVELOPERS CONFERENCE | July 19-23, 2021 | #GDC21

Policy / Legal

Does the new region you're launching in have different local laws you need to be aware of?

Policy / Legal

Do your community guidelines and terms of use ensure the right balance of safety and privacy for your company?

Policy / Legal

Do you know the proper path to cooperate with law enforcement for escalated cases?

Policy / Legal

If/When/How do you allow parents to access data for their child's accounts between the ages of 13-18 in case there needs to be an intervention?

A photograph of two men in dark suits and sunglasses. The man in the foreground is holding a black walkie-talkie to his mouth. The man in the background is holding a black mobile phone to his ear. The background is a wood-paneled wall.

Security & Privacy

Security & Privacy

Do you need to store any PII? If yes, how is this being done to protect your players?

Security & Privacy

What information should your team have access to in order to moderate safely while protecting your players' privacy?

Security & Privacy

Do you have vendor certifications to ensure any processing of your data is being handled in a secure way with the right levels of protections?

Security & Privacy

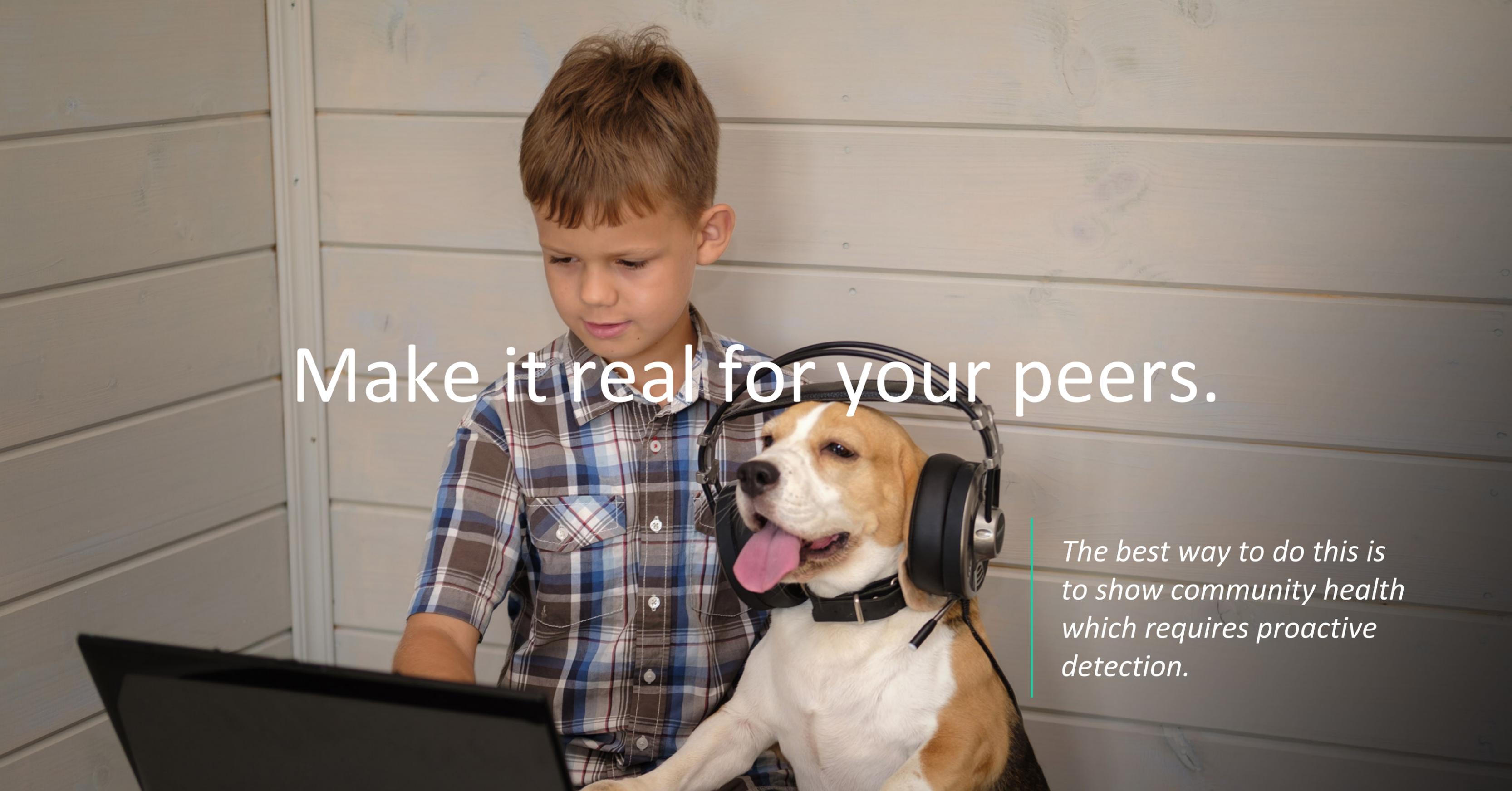
Is your moderation team properly trained to be compliant with your internal security protocols?

How do you get
the cross-team
collaboration
you need?





Be visible.



Make it real for your peers.

The best way to do this is to show community health which requires proactive detection.



Suggestion:

Include an immersive exercise in content moderation for new hires to get to know the community they're creating. This can help them understand who uses the platform, how they're using it, and want to keep them safe in their continued use of the platform.



Educate your peers.

“I published guidelines in our internal resource center to educate others in the company of what the risks are. Now our product team comes to me with questions wanting to protect our users instead of me having to chase them down. People want to do the right thing, but they don’t necessarily have the background to know all the ins and outs of user safety, so education helps”



Aoife McGuinness
Trust & Safety Lead | Wildlife Studios



Speak the same language.

Use the right vocabulary to align on KPIs and goals to help your peers connect with your player safety initiatives.

DAUS? App Reviews? Retention?

A person wearing a full white protective suit, including a hood, a large white respirator mask covering their nose and mouth, and clear safety glasses. They are also wearing black nitrile gloves. The person is sitting at a wooden desk with a silver laptop in front of them. Their hands are raised in a questioning or explanatory gesture. On the desk, there are stacks of papers, a calculator, and a telephone. The background shows a blurred office environment with a bookshelf and a potted plant.

Implement a Safety By Design Process



Suggestion:

Partner with your Security/Privacy team to make this an all encompassing single step for your product counterparts to review security and safety together.

Fix it together.



“We’ve created a great partnership with product where conversations have turned from uneducated blame on moderation for not being able to catch everything to more of a ‘thanks for bringing up an important safety issue in our product, let’s help you x it together.’”



Joel Silk
Senior Director, Moderation | Roblox

Get external validation for your efforts!



OASIS CONSORTIUM



#TSCollective

Recap: 6 Takeaways

1 Present

2 Check
User Reviews

3 Align on Initiatives

4 External
Validation

5 Proactive Detection

6 Executive Sponsor