



“Level 1”

SOCIAL CARE



THE GROUND FLOOR OF COMMUNITY MANAGEMENT

Efficient, cost-effective moderation designed for high-volume needs, focusing on triaging, comment removal, and standardized responses.



CREATING VALUE BEGINS WITH THE BASICS

Inbound volume needs to be addressed quickly, labeled efficiently, routed appropriately, and answered correctly.

Brand teams who are overwhelmed or understaffed, after all, cannot deliver successfully on customer experience.



MANAGING THE RISK, HANDLING THE NOISE

The pervasive risk of a tide of negative sentiment requires constant attention and mitigation. Our core moderation services, available 24/7 in more than a dozen languages, include:

- Real-time comment triaging
- Flagged content removal
- Automated and semi-automated responses



SPEED, QUALITY AND PRICE

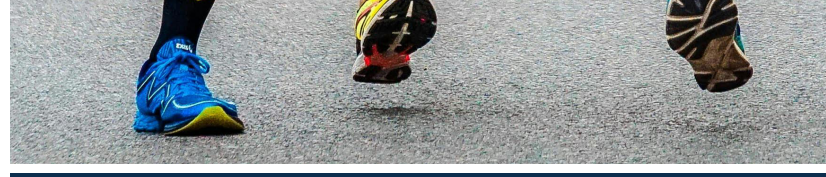
We know that some brands need an economical moderation solution to do simple work, absent the budget for a fully loaded moderation program. That's why we offer our efficient, effective “Level 1” Social Care services, with capabilities for around-the-clock monitoring for your brand.

Let's connect! sales@socialfactor.com (817) 708-2500



RAPID RESPONSE

Community Management for
Top Apparel Brand Increases
Engagement 54%



THE SITUATION

A top apparel brand, in partnership with one of our creative agency partners, aimed to strengthen the brand's social media presence across TikTok, Snapchat, Instagram, Facebook, as well as X (formerly Twitter) and Threads. The objective was to cultivate a more engaged, positive community while preserving a consistent brand voice across diverse platforms. This effort was put to the test when a viral video triggered a sudden spike in negative sentiment and a high volume of critical commentary directed at the brand.

OUR SOLUTION

Social Factor partnered with the agency partner in question to implement a responsive, platform-aware community management strategy designed to protect the brand's reputation while reinforcing its voice. Our support included:

- **Always-On Monitoring & Moderation:** Provided weekday, weekend and holiday coverage to ensure timely, consistent engagement across all social platforms.
- **Crisis Escalation & Communication Protocols:** Rapidly identified the viral video's impact and escalated to our agency partner for coordinated response planning and approvals to ensure brand messaging remained unified and accountable.
- **Sentiment Tracking & Actionable Reporting:** Conducted real-time sentiment analysis and delivered strategic insights that empowered the client to course-correct and re-engage their audience effectively.
- **Channel-Specific Community Strategies:** Developed nuanced moderation playbooks tailored to each platform's unique audience behaviors, with distinct tones, priorities and response cadences for X, TikTok, Threads, Snapchat, Instagram and Facebook.

RESULTS

Through fast execution, deep collaboration, and targeted engagement strategies, Social Factor and our agency partner achieved:

- **Reputation Recovery:** Swift, thoughtful responses helped stem the flow of negativity and reestablish trust with the brand's online community.
- **Elevated Engagement:** Post-crisis, the brand saw a 14% increase in positive interactions on Hootsuite and a 54% native engagement lift, signaling successful audience reactivation and sentiment shift.
- **Strengthened Strategic Partnership:** The effective collaboration between Social Factor and our agency partner established a robust framework for handling future social media challenges.

