

5 Ways

To Promote Trust and Safety Within

ONLINE COMMUNITIES

Communities allow organizations to identify customer preferences, address their queries, and gain valuable insights about the needs of their target audience. However, all this is possible if customers perceive your community as a safe space to interact, engage, and learn.



WHAT ARE SAFE SPACES?

A safe space enables people to express, share, and learn, freely.



It is invulnerable to internal and external safety concerns like-



Bullying



Trolling



Racism



Hacking



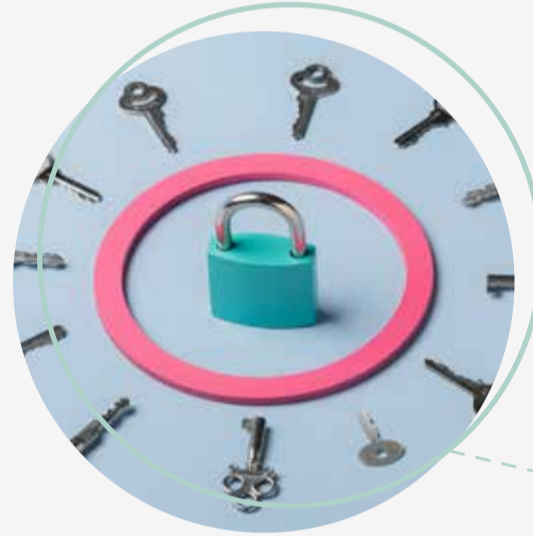
Data breaching

5 TIPS FOR KEEPING ONLINE COMMUNITIES SAFE

Online communities are digital spaces where members come together to share thoughts, ideas, and wisdom. For that to happen organically, it is important that the community members feel safe and encouraged.



Here are 5 proven tips to ensure safety within your online community-



1 Leveraging a Community Platform Equipped With Robust Safety Features

Every 11 seconds^[i], a cybersecurity attack is carried out. Minimize the vulnerabilities by choosing a platform with robust security features like firewalls, HTTPS connections, proxy servers, and more.

2 Incorporating a Transparent Data Collection and Usage Policy

97%^[ii] of internet users expressed their concern over organizations misusing their personal data. Thus, it is important you build trust with your members by exercising a transparent data collection and usage policy.

Moreover, about 82%^[iii] of US smartphone users are willing to share their location if they understand the benefits. It means, if you can convey the reasons why you are collecting their data and how it will benefit them, they will willingly provide you with the necessary information.



3 Defining Guidelines and Sticking to Them

45%^[iv] of community members have agreed to be frustrated with the bullying and offensive language. Thus, brands need to have guidelines in place to enable members to engage in harmony.



4 Limiting Access to Restrict Unnecessary Exposure to Threats

Lack of logging and monitoring the access is one of the top 10 web vulnerabilities identified by OWASP^[v]. Thus, having some restrictions in place like limited login access, lifetime of inactive accounts, access on public connections, etc., can reduce web security threats.



5 Practicing Flexibility and Inclusivity

According to a study^[vi], 28% feel respected, 24% feel themselves, 21% feel appreciated, 19% feel heard, and 18% feel a sense of belonging in communities. You need to foster all of these regardless of your members' age, gender, nationality, profession, etc. In a nutshell, be flexible and inclusive to foster a healthy environment within your community.



Using these tips, you can foster a safe environment in your online community combined with quality member engagement. It ultimately results in a better conversion rate and ROI.

WISH TO BUILD A SAFE AND VIBRANT COMMUNITY?

Talk to us!

Drop us a line at info@grazitti.com, and we'll take it from there.

Statistics References:

- [i] <https://www.embroker.com/blog/cyber-attack-statistics/>
- [ii] <https://hbr.org/2015/05/customer-data-designing-for-transparency-and-trust>
- [iii] <https://www.emarketer.com/content/brands-are-getting-more-transparent-about-data-collection>
- [iv] <https://peerboard.com/resources/online-community-statistics>
- [v] <https://owasp.org/www-project-top-ten/>
- [vi] <https://www.linkedin.com/pulse/online-community-statistics-50-stats-know-2021-peerboard>