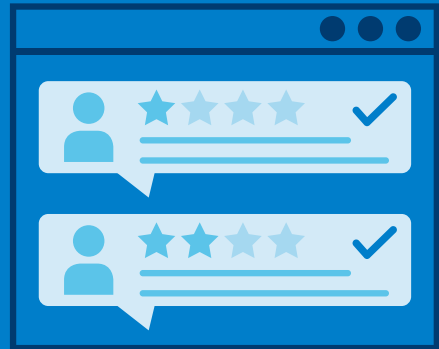


Featuring Online Customer Reviews: A Guide for Platforms



Review collection



1.

2.



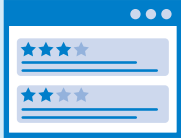
Review moderation

Review moderation is the process of monitoring and managing user-generated content on a platform. It involves identifying and removing inappropriate, offensive, or spammy reviews to maintain a safe and trustworthy environment for users. This process is crucial for businesses that rely on customer feedback to improve their products and services.

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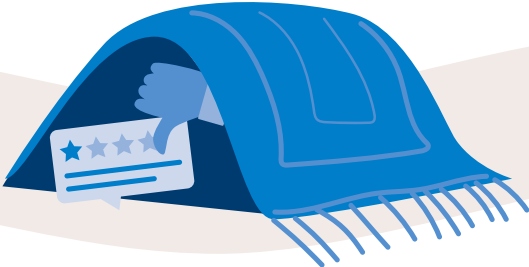
1. Identify inappropriate content: This involves monitoring reviews for keywords, phrases, or images that are flagged as potentially harmful or offensive.
2. Investigate flagged content: Once a review is flagged, the moderation team should investigate the content to determine if it violates the platform's guidelines.

Review publication



1.

2.



Review publication

(continued)





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