

IHS DAILY BUSINESS GUIDES

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Editing And Moderating Content

A robust online presence is an absolute necessity for businesses in the hospitality industry. Websites, social media platforms, and other digital channels are powerful tools for reaching a broader audience, engaging with customers, and showcasing your brand's unique identity.

However, with great digital power comes great responsibility. The content you put out reflects your brand and values, making it vital to ensure that your digital platforms maintain a professional and inviting atmosphere. That's where content moderation and editing step in to shape the guest experience.

In this Daily Business Guide, we delve into these strategies, providing you with the insights and tools you need to master content editing and moderation and enhance your online presence.

WHY CONTENT MODERATION AND EDITING MATTERS

Your online content is the face of your business. It's the first point of contact for potential customers and a virtual representation of your brand. When executed effectively, it can engage, inform, and even delight your audience. However, the wrong content can drive potential customers away and tarnish your reputation. This is why content moderation is critical. It ensures that every piece of content aligns with your brand image, is free from errors, and maintains a respectful tone.

CHECKING THE COPY

- Is the content well-written and exciting for the target reader?
- Does the post flow well, and is it easy to follow?
- Is the lead compelling and clear on what the post is about?
- Is the grammar and punctuation correct?
- Has the author used provable and relevant statistics?
- Where appropriate, are those statistics attributed and linked to the source?
- Is there a clear and relevant call to action?
- Has any word count restriction been achieved?

STRUCTURE AND FORMATTING

- Is the content in short sentences and not over-long paragraphs?
- Does the content include bullet points or highlighted text?
- Does the content flow include headers (H2/H3)?

HEADLINE

- Is the headline clickable, compelling and interesting?
- Has the author included target keywords?
- Does the headline meet the 65-character limit?

KEYWORDS

Are keywords included in the body text in a natural 'spoken' language style?

LINKS

Are both internal and external links included?

IMAGES

- Are all images royalty-free and named appropriately?
- Have all images been resized to assist with load time?

SEARCH

- Is the topic/content theme in line with business objectives/strategy?
- Does the topic address readers' questions or needs?
- Is the content optimised for search?

CONTENT DISTRIBUTION

- Can the post be republished on other platforms?
- Can the post be repurposed into a video, image, infographic, X (formally Twitter), or other social media post?

CONTENT CALENDAR

- Is the post complementary to the creation and posting schedule?
- Does the post refer to the next scheduled post?

MODERATION

- Is there a designated team or people responsible for moderation?
- Is there a content calendar time scale for creation, editing and moderation pre-publishing?
- Establish a well-defined set of content guidelines, including brand voice, appropriate language, and any industry-specific standards.
- Consistent monitoring is key. Regularly review all content for accuracy, relevance, and tone.

- Leverage automated content moderation tools to flag and filter out inappropriate or offensive comments and posts.
- Don't sacrifice quality for the sake of frequent posts. Ensure that every piece of content adds value and maintains your brand's credibility.
- Encourage UGC, but carefully moderate it to ensure it adheres to your guidelines.
- Be prepared for unexpected situations and have a crisis management plan to respond effectively to negative comments or feedback.
- Train your team in content moderation. They should understand your content guidelines and be familiar with appropriate responses to different scenarios.
- Your moderation strategy should be flexible and evolve with your brand. Periodically revisit your content guidelines and adjust them as needed.

REQUIRE CONTENT ADVICE AND ASSISTANCE?

Looking for help? The IHS Marketing Team can support all your marketing needs, including content creation, video development, website and social media audits, research and analysis, actions and activity.

Visit the www.insidehs.com/dailyupdate page for more information. Follow Inside Hospitality Solutions on [LinkedIn](#) and subscribe to our [monthly newsletter](#).

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