# F:\AllWorkFiles\BLFShared\BLFBrand\Logos\Main logo\RGB\BLF_Logo_RGB_0616-01.jpgModeration policy

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The aim of this policy is to ensure that user-generated content on any of the British Lung Foundation’s digital platforms is respectful to others, does not include misleading claims or information and does not distract or divert from our charitable mission.

**Platforms**

We allow and encourage user-generated content on our blog, web community and social media channels. This policy will apply to all of these and to any other digital channels that we may use in the future.

**Moderation**

1. We actively encourage participation in open and honest discussion and comment but we always reserve the right to delete or remove comments for any reason.
2. We ask that all comments and discussion should be respectful of the views of others and phrased in a friendly and constructive manner.
3. We will always delete comments that are, or may be construed as, racist, homophobic, sexist or generally discriminatory or disrespectful. We ask that anyone who observes such comments bring them to the immediate attention of BLF staff so we can delete them.
4. We do not allow spam or any comments that promote or advertise commercial services.
5. We discourage comments that promote ‘miracle cures’ or treatments that lack an evidence base.
6. When we are asked questions about health conditions we will always follow the spirit of the Information Standard and where possible refer people to our online health information or ask them to contact our helpline.
7. We will moderate comments on our blog and reserve the right to edit them before publication.
8. We will always endeavour to respond to questions on social media within a reasonable timeframe.
9. We promote a safe and supportive environment on our web community. We ask that people respect each other’s views and contribute to a supportive approach to their peers.
10. We ask that anyone using our digital services who notices anything untoward or feels in way uncomfortable about any user comments or discussion, gets in touch with our digital team.

Usernames

1. We ask that all user names, comments and discussion should be respectful of the views of others and phrased in a friendly and constructive manner.
2. We will always delete user names and comments that are, or may be construed as, racist, homophobic, sexist or generally discriminatory or disrespectful. We ask that anyone who observes such user names and comments bring them to the immediate attention of BLF staff so we can delete them.
3. We do not allow spam or any comments that promote or advertise commercial services.
4. We do not allow any user names that imply medical qualifications or experience. If a user is a health care professional, they should make this clear in their post and our moderators may ask for evidence.
5. We discourage user names and comments that promote ‘miracle cures’ or treatments that lack an evidence base.
6. When we are asked questions about health conditions we will always follow the spirit of the Information Standard and where possible refer people to our online health information or ask them to contact our helpline.
7. We will moderate usernames and comments on our blog and reserve the right to edit them before publication.

**Moderation – key responsibilities**

The following BLF teams are responsible for moderating user-generated content:

* Digital and marketing team – moderates content on the blog
* Helpline team – moderates content on the web community
* Press and campaigns team – moderates content where possible on social media

**How content is moderated**

User-generated content on the web community and social media is published in real time meaning that BLF teams respond or moderate reactively after it is posted. On the blog, user-generated content is moderated before publication and is checked before it is published on the website.

As we have limited resources, we ask that anyone who observes any user-generated content that may contravene this policy, reports it immediately to BLF staff.

**Digital and marketing team:**

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* **Telephone:** 0207 688 5616