

## Getting Started with Stack Overflow Enterprise

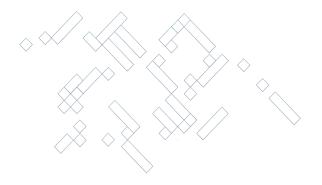
A Guide for Community Managers and Moderators



## Intro

Our Getting Started Guide is meant to provide new customers with guidance on the roles and responsibilities of the administrative team implementing a Stack Overflow Enterprise Community for their organization. This guide is written for community managers and moderators of an internal Stack Overflow Enterprise instance, not the users.

This guide will provide information on understanding key tasks required for basic moderation, how to use moderator tools, and tips on workflows and advanced features.







# Get Ready

## Prepare



One of the best investments you can make in your new Stack Overflow Enterprise Community is preparing a clear plan for implementation which starts with building your project team.







It doesn't take a huge team to manage a Stack Overflow Enterprise community. While most communities become self-policing in time, your team will want to be a little more deeply involved early on in order to ensure its initial growth. You should identify people to cover the following key roles in your platform management. And it should be noted, the same person can cover more than one role.



## Project Owner

Your internal Champion



## 1 Community Manager

The leader of your Community 8 - 10 hours per week



## 3 - 5 Moderators

The nurturers for your Community 15 - 30 minutes per day



## Site Admin/Developer

Manages and maintains the technical controls of your system 1 hour per month



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The Project Owner (sometimes also known as the Executive Sponsor) lends his or her influence to the project within your organization by becoming its champion. Having that person's full support and participation—from the planning stage until the go-live date and beyond—is absolutely critical.





#### Own the Business Case for the Project

Champion the project at the executive level to secure buy-in Understand your organization's business processes Communicate your organization's vision, goals and expectations

#### Facilitate Internal Coordination

Provide strategic and tactical support Secure project resources Remove roadblocks



## **Community Manager**



Your internal Community Manager is the person in your organization who will ultimately be most responsible for launching, growing, and maintaining your internal community. Depending on the size of your organization, you'll likely only need a single Community Manager at the start of it, but you'll also want to make sure they're well supported by organizational leaders who are committed to the success of your community.





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#### Be the face of the Community

Represent the community to new users Educate senior managers on value and evergreen benefits Collect and act on feedback Consult with teams on how they can best use the site

#### Support the growth of the Community

Promote within your organization Celebrate successes Identify and develop leaders and mentor users Organize contests or promotions to encourage use

#### Help the Community succeed

Create guidelines and strategies for growth Guide behaviors for a healthy community Handle escalated moderation or user issues Communicate with the SOE support team on updates and issues



## **Moderators**



Moderators are human exception handlers; they are there to deal with those exceptional conditions that could otherwise disrupt your community. Building a good moderator team who can be a positive influence on the community, and also focus on handling questions or cleanup work will free up your Community Manager to focus on growth and influencing culture.





#### Guide the Community

Ensure community guidelines are being followed Comment to positively influence behaviors Welcome new users and acknowledge contributors Advocate for site usage



#### Work the Review Queues

Evaluate new posts Review suggested edits

## Follow up on Flagged posts

Keep site on-topic Mediate to resolve disputes



## Key Differences between Community Managers & Moderators?

#### **Community Manager**

A Community Manager is in a position of oversight. They are the experts on the community and the culture in which it resides and are the key champion for it inside your organization. They should have a clear vision of where they want the community to head and how to get there.

They set policy, define strategy, and own the tactics to move the community to the desired outcome.



#### Moderators

Moderators are on the front lines. They are working review queues, following up on flagged posts, and commenting to help improve the overall context of questions and to positively influence community behaviors.

A good moderator knows how and when to use moderator tools and also works to ensure community guidelines are being followed.

#### Simplest way to remember the difference?

The Community Manager defines the rules. The Moderators act to ensure they're followed, and the community is healthy.

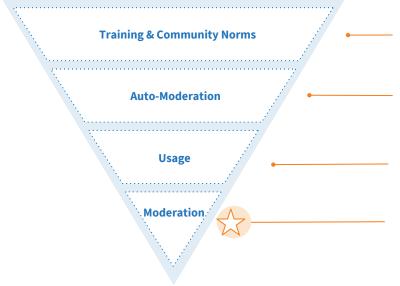




# Get Set

## The 4 Layers of Community Management

Before we dive into the responsibilities of Moderators, it's important to understand the layers of Community Management that exist naturally within Stack Overflow Enterprise. We call Moderators the "exception handlers" because we encourage them to act only when these specific situations arise.



SO Enterprise helps users take the right actions the first time, by training them on the system and providing helpful tips and examples of good contributions

As usage expands the community contributes feedback (voting, commenting, editing) that helps create and surface the best information and keeps the community clean

Tools built into Stack Overflow Enterprise constantly monitor actions by users and prevent them from making mistakes or performing harmful activities

Moderators review and respond to any exception cases surfaced by the users or system. This is the area this guide focuses on.



# Moderate

## **Moderator Team Responsibilities**



As a moderator, your actions represent the community, so you will be held to a higher standard of behavior. Your goal is to guide the community with gentle but firm intervention, respect your fellow community members at all times, and demonstrate fairness and impartiality in your actions. You should plan to spend about 15 - 30 minutes per day performing moderator tasks.

#### **Primary Responsibilities**

Following up on flagged posts Evaluating new posts Reviewing suggested edits Editing tags Editing questions Closing duplicate questions Commenting to prompt information to improve question context

#### Additional Tasks

Whenever possible, try to leave frequent comments on posts where you've taken a moderator action, explaining the reasoning. This is important so that community members can learn the norms of the community and the moderation policies.

Help keep the site reasonably on topic by closing, migrating, or removing blatantly off-topic questions.

In the case of serious disputes, communicate directly with users via email to help mediate and resolve those disputes.

**Tip:** The ideal moderator does as little as possible, but those little actions may be powerful and highly concentrated. Judiciously limiting your use of moderator powers to selectively prune and guide the community is the true skill of moderation.



## **Moderator Superpowers**

Moderators have some special abilities that are necessary to handle those rare exceptional conditions that crop up in your community.

#### Moderator votes are binding

Any place voting exists — close, open, delete, undelete, offensive, migration, etc — that vote will reach the threshold and take effect immediately if a single moderator casts a vote.

#### Moderators can lock posts

Locked posts cannot be voted on or changed in any way.

#### Moderators can protect questions

Protected questions only allow answers by users with more than 10 reputation.

#### Moderators can see more data in the system

This includes vote statistics and user profile information.

#### Moderators can take action affecting users

Includes placing users in timed suspension, and deleting users if necessary.

#### Moderators can perform large-scale maintenance actions

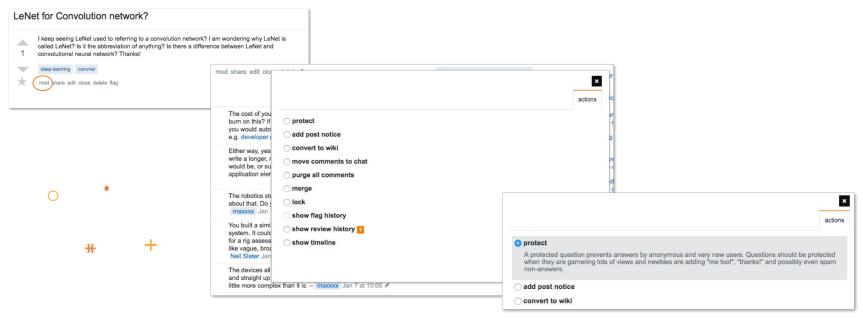
This includes merging questions and tags, tag synonym approvals, and so forth.

**Tip:** Moderators are empowered to take care of issues that users cannot usually do for themselves. You should strive to give community mechanisms a chance to work first.



## **Moderator Superpowers**

Additionally, you have action options on Questions and Answers that regular users do not. Clicking on "**mod**" below a post will show you the options available. Selecting an option will give you the definition for each action so you can select the most appropriate.





## **Moderator Superpowers**

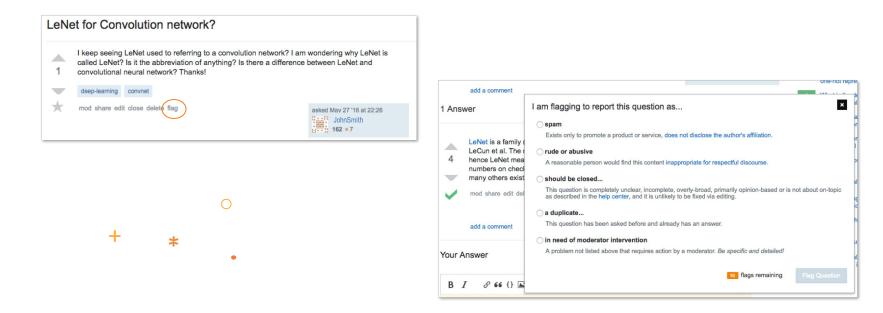
Moderators can close questions immediately. While general users also see the **close** option and can cast a vote to close, additional votes from other users are required to complete the action.

LeNet for Convolution network?	
I keep seeing LeNet used to referring to a convolution network? I am wondering why LeNet is called LeNet? Is It the abbreviation of anything? Is there a difference between LeNet and convolutional neural network? Thanks!	Why should this question be closed? X
deep-learning convnet	<sup>104</sup> ◯ duplicate of
mod share edit close belete flag ested May 27 16 at 22:26	Ine This question has been asked before and already has an answer.
<u>162</u> ≈ 7	she Off-topic because
	This question does not appear to be about on-topic, within the scope defined in the help center.
	◯ unclear what you're asking
\	Co Please clarify your specific problem or add additional details to highlight exactly what you need. As it's currently written, it's hard to tell exactly what you're asking. See the How to Ask page for help clarifying this question.
	⊖ too broad
	Please edit the question to limit it to a specific problem with enough detail to identify an adequate answer. Avoid asking multiple distinct questions at once. See the How to Ask page for help clarifying this question.
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$\diamond$	ec Many good questions generate some degree of opinion based on expert experience, but answers to this question will tend to be
$\land \land \land$	ed almost entirely based on opinions, rather than facts, references, or specific expertise.
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	votes remaining vote to close
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## **Moderator Tasks**

The most common required moderator task is to follow up on flagged posts. Every post contains a small flag link, which anyone with 15 reputation can use. Posts can be flagged as spam, offensive, or just general "needs moderator attention" with an explanatory comment or link.





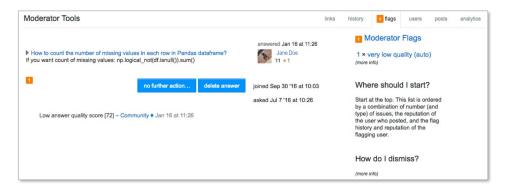


## **Moderator Tasks**

Once flagged, a post increments a flag count that shows up in the top nav bar for every moderator.



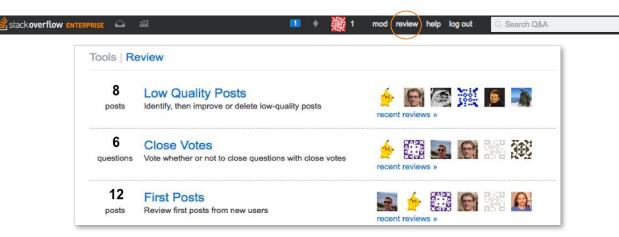
Clicking on the flag notification will take you to the Flags queue where you will see information on the post, why it was flagged, and who flagged it. You can take any needed action here.





## **Review Queues**

Review queues contain posts that possibly need moderator attention, as determined by the system or other community users. **You should visit this page on a daily basis.** You are shown these posts one at a time so that you can evaluate what, if any, action is needed. You can access the Moderator Review queue by clicking the "**review**" link in the top nav bar.



**Tip:** Any user can access the review page, but will only be able to click into the queues that they are able to take action on, based on their privilege level. Moderators and Admins can access all of the review queues, regardless of reputation level.



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## **Review Queues**

In these queues, you can edit the post, flag it, upvote or downvote it, add a comment, or upvote a previously existing comment. So, what constitutes a "review"? It depends on the queue. The queues have one consistent option, though — the "skip" option. This permanently skips the post (you won't see it in the same review queue again) and is useful if you're not sure what to do.

leviev	W Low Quality Posts filter		0		stats	history	review
This an	nswer was flagged as low-quality because of its length and content. (less)			Looks OK	Edit	Delete	Skip
• E • D • S	ooks OK if nothing is wrong with this answer dit if you can fix all the problems with this answer detef if his answer cannot be fixed and should be removed kip if you are not sure and want to go to the next item						
You ca	n also leave a <b>comment</b> on the answer, but you will still need to choose one of the above actions	s to clear the post fron	n the re	view queue.			
		s to clear the post fron	c i:	other answers s accepted	no		
nswe	er	s to clear the post fron	c ii a	other answers			
nswe	ar Try using following code:	s to clear the post fron	0 <u>-</u> 10 W	other answers s accepted answered	no 3 months		

**Tip:** Each user has their own copy of the queue — if you review a post in a queue, it is not necessarily removed from that queue for other users. It gets removed for all users after a few more reviews by other users (the exact amount depends upon the queue and review action done).







## **Review Queues**

Each review queue is designed to examine a certain aspect of the site at once, allowing users to interact with the community moderation process in different ways. Here's a closer look at each of the queues and the criteria for a post to surface there.

#### Late Answers and First Posts

**Late Answers criteria:** Questions that are not deleted, locked, and have 30 days between the question creation date and the answer, and the user providing the answer has less than 10 rep.

**First Posts criteria:** The very first question or answer by a user that hasn't been locked, deleted, or closed.

#### **Suggested Edits**

**Criteria**: Questions, Answers, or Tag Wikis that have received an edit by a user who doesn't have the reputation to make unreviewed edits on that content type.

#### **Close/Reopen Votes**

**Close criteria:** A question that has received at least one close vote from users and does not appear in any other review queue

**Reopen criteria:** A question that has received at least one reopen vote since the previous close was established to be binding.

#### Low Quality Posts

**Criteria:** Posts that meet a general heuristic and contain a number of words matching posts we have determined to be statistically low value. Also, the post has not received any up votes or an accepted answer.

## Workflow Tips for Review Queues

Because the review queues contain posts that possibly need further action from the community, like improvement, closure or deletion, your careful review helps create higher quality content for the system. Here are some things to keep in mind.



#### General guidelines

Always read the full post you are reviewing.

Don't rush. Take the necessary time to read the post carefully. If you don't care about a post, just click **Skip** or **Not sure**.

When you need more context, open the post link to see the question and all answers.

Most posts can be improved. Use the Edit option, and edit thoroughly.

If you're unsure how to review a post (perhaps it's outside your areas of expertise), skip it. Someone who understands it better will review it later.



## Tag Management



Another moderator task that is important to perform is Tag Management. Because 1 reputation is all that is required to create a new tag on your site initially, tag management is necessary to prevent the creation of ubiquitous or useless tags. Accessing the "**new**" tab under "**Tags**" will give you a view of all tags that have been recently created.

Tags			popular	name new
A tag is a keyword or label that categor	izes your question with other, similar question	ons. Using the right tags makes it easier for	others to find and answer yo	our question.
Type to find tags:				
ab-testing	area51	beta	json	
created Apr 25 at 7:31	created Apr 19 at 17:28	created Apr 19 at 17:28	created Apr 3 at 21:59	

**Tip:** The excerpts that appear below a suggested tag are not meant to simply define what the word means. Tag excerpts should describe when and how to use that tag specifically. This is widely misunderstood, so try to rally the community to fill the first page of tags with very meticulously crafted excerpts that describe the use case for those tags.



## **Tag Management**

Tags are meant to describe the *subject* of a question, not for *whom* or *why* it was asked. If it sounds nonsensical to say, "*This question is about the subject of [urgent]*", the tag probably does not belong. Letting folks invent their own ad-hoc tracking schemes by misusing tags has been shown to interfere with the original purpose of the tags.

You can edit tags directly within a question or you can take universal action on tags such as merging or creating tag synonyms by accessing the "**mod tools**" on the top nav bar, going to the "**links**" tab, and selecting the action you wish to take.



**Tip:** If your community needs additional information on how to create and use tags, there are articles located within your help pages at *[your Stack URL]/help/tagging* 



## **Moderator Tools**



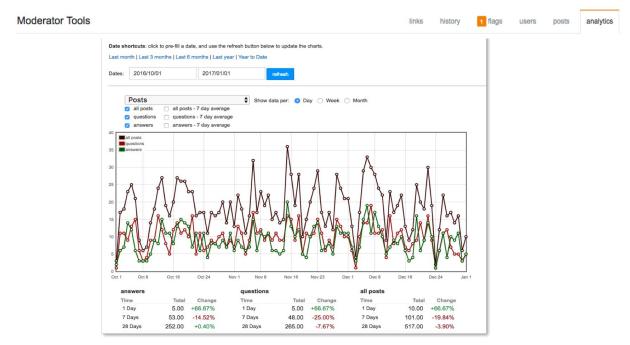
The Moderator Tools Tab gives you access to various lists and statistical reports and a broad overview of activity on the site. You can access it from the top nav bar. You'll quickly notice that most of what's found here isn't directly actionable - it's informational. Below is a list of some of the data available. What you do with that information is up to you.

stackoverflow ENTERPRISE 斗 📾	💶 🔹 🌺 1	mod review help log out
Posts with extreme votes		Questions with pending close/reopen votes
Posts with the most comments/views/edits		Posts with pending delete/undelete votes
Recently protected questions		New answers to old questions
Recently closed/reopened questions		Suggested edit stats
Recently migrated questions		The full history of reviews by all users in any /review queue
Recently deleted/undeleted posts		



## **Moderator Tools**

Also available under Moderator Tools are analytics. You can sort and filter this data in multiple ways to help you track the progress of your community.





## 

# Appendix

Tips & Advanced Features

## **Philosophies & Gotchas**

Here are a few things to consider and areas to watch out for as you are setting up and managing your community.

#### Too many rules

Communities are self-policing. But don't be too quick to solicit a lot of forced "rules" discussions. You don't need them. Folks are more than willing to find fault when they see it, but try to avoid acting on hypothetical problems before you see them in actual practice. Be careful about working up a policy document that enumerates everything that can possibly go wrong in your community.

## Be Nice Policy

This is a brilliantly simple philosophy which will save you a lot of headaches when things start to get a little snarky or folks cross over from gentle ribbing to openly mocking. **Be nice, always.** 

Don't become the referee over who is right and who is wrong in these cases. Any rudeness, belittling language, or name calling — just remove them on sight. **Always**. You can project a wonderfully neutral consistency in your actions if you summarily remove anything that does not live up the the "be nice" policy.

#### Judicious use of thoughtful comments

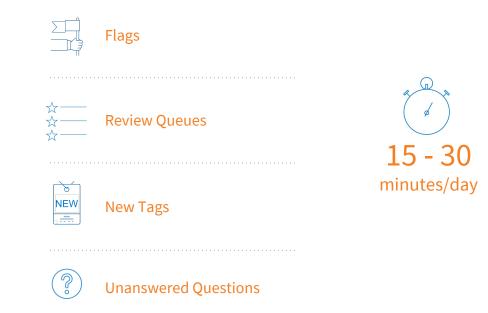
This is where you can "be the change" you want to see in others. Users aren't always going to understand implicitly how (or why) this site works. So when someone seems a bit lost, carve out some time to leave a bit of thoughtful, ultra-clear guidance to help them specifically. That extra time and effort you spend now will create an incredibly helpful signpost for just about everyone else looking on, and soon you'll find users repeating your guidance to others down the road.

#### Make titles clear

Sometimes folks are hesitant to edit something others have written, but titles carry a bit more importance than making someone's copy clear. Questions are the entry point for search and it helps draw people into content that may interest them. When you see a title like "*Can someone help me with this problem*?" don't assume users will open every question they see. If you can improve a title to make it even a little bit more clear about what the post contains, you should edit it. **Always**. (and encourage users to the do same).

## Daily Workflow for Moderators

The daily management of your site does not require a significant amount of time to make a positive impact on the health of your community. Below is a recommended workflow on where to spend your time most effectively.



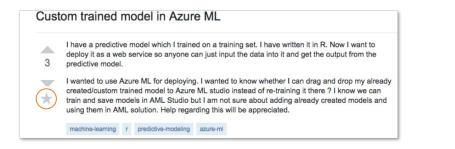


stack overflow

## Using Favorite to "Bookmark" Questions

Marking a question as a favorite allows you to easily check back and see when updates are made to the post, and can function as a simple bookmark for questions you might want to reference again in the future. Any question you favorite will be listed in your user profile under the tab "**favorites**". This lets you find it easily when the question may otherwise get lost. This feature is particularly useful for Moderators as a method to keep track of items that may need attention.

A question is marked as a favorite by clicking the star beneath the vote counter.







## Using Favorite to "Bookmark" Questions

The favorites tab on your user profile has a counter indicating how many of your favorite questions have changed since you last viewed that tab. When you click on the tab, recently changed questions will be highlighted. "Changed" includes comments on or edits to the question and new or edited answers. This is a way to get updates on questions that you yourself didn't ask.

There is no limit to the number of favorites you can pick. Furthermore, you can retract a favorite at any time by just clicking on the star.

3 Favorites	
Custom trained model in Azure ML	
A 0 400	
1 votes answers views machine-learning r predictive-modeling azure-mi	
1 1 343 Unable to load NLTK in spark using PySpark	



## Working with Tags

Tags are a means of quickly connecting experts with relevant questions they will be able to answer by sorting questions into specific, well-defined categories. By clicking on a tag, you will see additional methods of filtering questions within that tag view including newest, frequent, and unanswered. You also have the option to view and edit information about the tag itself and its proper usage, or take actions such as creating synonyms or merging tags.

Tagged Questions (Info) newest frequent votes active unanswered	1,390 questions tagged	Editing tag info for machine-learning Usage guidance (excerpt)
Methods and principles of building "computer systems that automatically improve with experience."	machine-learning about »	Methods and principles of building "computer systems that automatically improve with exper-
learn more improve tag info top users synonyms merge	Favorite Tags	361 characters left
		**0verview**
		From The Discipline of Machine Learning by Tom Mitchell:
		> The field of Machine Learning seeks to answer the question "Now C build computer systems that automatically improve with experience, are the fundamental laws that govern all Learning processes?" This covers a broad range of learning tasks, such as how to design autom mobile robots that learn to navigate from their own experience, how mine historical medical records to learn which future patients will
		Overview
		From The Discipline of Machine Learning by Tom Mitchell:
		The field of Machine Learning seeks to answer the question "How can we build compu- systems that automatically improve with experience, and what are the fundamental lay govern all learning processes?" This question covers a broad range of learning tasks, how to design automous mobile robots that learn to avoida from their own experie

**Tip:** During onboarding this is a great workflow management tip to share with Teams who are looking for efficient ways to monitor and respond to questions posted with specific tags.



## Working with Tags

An additional information feature that can be helpful for Moderators is "**top users**". Here you can see who in your organization has contributed the most about a certain tag. This is very handy if you ever want to redirect a question for a user to help them get an answer.

ions tagged
hine-learning about » machine-learning Questions
orite Tags 0 Last 7 Days 0% unanswered
0 Last 30 Days 0% unanswered
1,390 All Time 24.9% unanswered
Top machine-learning Answerers Last 30 Days All Time
145 62 Jane Doe 5,485 • 1 • 9 • 21
123 25 JSmithsonian
119 6 Jackson 2,539 • 8 • 19
101 34 Finistone 4,067 • 1 = 8 = 28



## **User Types & Profiles**

There are three types of users in your Stack Overflow Enterprise system, each with their own level of privileges. Moderators are also able to see information about each individual user (including all actions they've taken, badges they've earned, IP addresses, etc) by viewing the "**mod dashboard**" tab within a user profile.



#### **Regular User**

Gains privileges through use of the system

#### Moderator

Identified by a  $\Diamond$  next to their user name Have full control over content in the system



#### Developer

Same privileges as moderator Also has access to technical controls in the backend

Remember: information on this	page might be private. Proc	eed with care!		
Quick links	Jack (regi	stered)		
votes	Joined network:	Jan 20	Joined site:	Jun 8 '14
posts	Account:	12345	Member for:	2 years, 11 months
comments	Last seen:	Jan 17 at 2:07		
innotations and suspensions	Past names:		Flags cast:	39 helpful, 3 declined
1 flags for user activity	Reputation:	5,485	Badges:	• 1 = 9 = 21
all IPs				
recent IPs	-			
IP xref	Restrictions			
	Question ban:	no	Answer ban:	disabled
Actions	Weekly question limit:	0	Suggested edit ban:	no
annotate	Review ban:	no (0 prior review bans)	IP Spam status:	pass
contact user				
delete				
destroy	Rate Limit Hi	story		



## Where to go for Help and More Info



Email

enterprise-support@stackoverflow.com



Stack Overflow Enterprise Help Portal

https://support.stackenterprise.co/support/home

