

# Tackling Harmful Content on Social Media

The landscape of social media is rapidly evolving, which leaves social media teams vulnerable to harmful content. That's where Crisp comes in. Instead of reacting to harmful content on the fly, protect your brand with a comprehensive view of your owned and paid channels by leveraging intelligent AI models and human specialists that surface harmful content around the clock.

## 6 ways social media teams can get ahead of harmful content

Managing the community, planning campaigns, creating interesting content, social media managers have enough to worry about. When harmful content - spam, hate speech or activist-led campaigns - hits brand social pages, the job is even more complex.



## Do you want to protect your brand from reputational damage?

[Contact us](#) to learn how Our AI technology, coupled with our expert Human Intelligence teams, can discover and track the risk signals embedded within digital chatter before they become a crisis.

[Download industry playbook](#)

