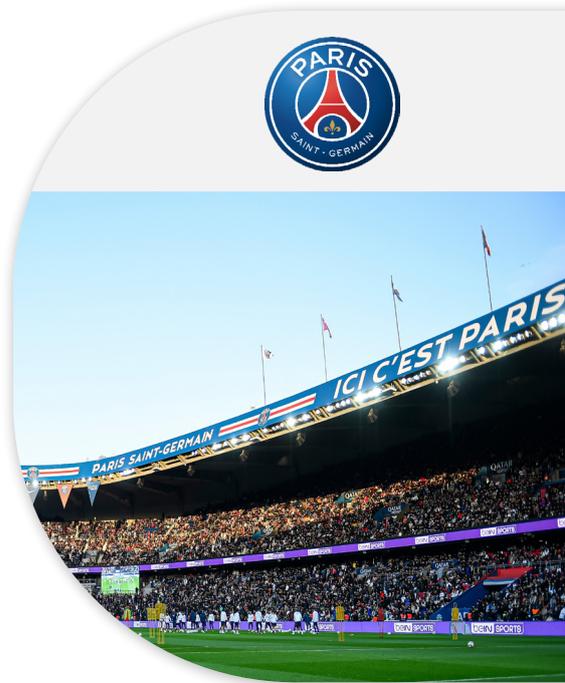# How Bodyguard protects PSG's brand and boosts their social engagement

Paris Saint-German (PSG) is a french multi-sports club that encompasses football, handball, judo, and esports. In recent years, remarkable performances and significant investments have allowed the club to strengthen its brand image and establish itself with an international audience.

With a large and growing online community, **PSG** chose **Bodyguard** in 2021 to protect its accounts on various social networks (Facebook, Instagram, TikTok, Twitter, YouTube, Twitch).

Damien Mennechet, the club's Head of Social Media, shares his positive assessment of this collaboration.

◗ The challenge

After successfully launching their Twitch account, which allowed for more direct dialogue with their community, **PSG** wanted to moderate repetitive, fraudulent, and abusive comments to protect streamers and fans.

In an effort to offer a healthy space, without hindering the free expression of internet users, the club turned to **Bodyguard**.

Their requirements? An automatic solution available 24/7, in real time and in all languages, that takes into account more criteria than just a keyword to make the most accurate decision possible.

After conclusive initial results, the club quickly connected other pages and accounts to protect its brand image and players from hateful content and trolls, whose volume is constantly increasing.

◗ The solution

According to Mennechet, who played a key role in choosing the club's tool for monitoring and moderating interactions, **Bodyguard** stands out for its ability to "take context into account and make nuanced moderation decisions. The solution allows for a better understanding of this gray area that is often present in exchanges: one that is subject to interpretation".

The club was able to get rid of hateful content, but also spam, fraud, pornographic content, and illegal streaming links that had no place in the comments sections. The main benefit, Mennechet explains, was the ability "to protect the club's brand image with the general public, but also, the relationship with partners and institutions".

Bodyguard monitors and moderates the club's 23 official pages, protecting 29,000 posts and covering their 194 million followers.

Bodyguard connects effortlessly with PSG's 23 official pages, providing comprehensive and cohesive protection across multiple platforms.

With an impressive record of 29,000 posts protected, Bodyguard meticulously analyzes every single comment, identifying and removing illegal or toxic remarks to maintain a positive online environment.

Safeguarding the digital presence of accounts with a combined follower base of 194 million, Bodyguard ensures that every follower's experience is free from harmful content.

▶ The results

In addition to instantly deleting unwanted comments and content, the team was also able to take actions on authors who did not respect the rules, and take advantage of the data and analyses provided by the tool. Taking the pulse of their community, revisiting events and analyzing public perception, or comparing results from one month or season to another allowed them to take informed decisions.

35%	9%	16%
more comments analyzed	Comments deleted	of new interactions

With the integration of **Bodyguard**, PSG ensures a safe and inclusive space for fans to engage with the club.

Mennechet, who manages the club's social networks daily, summarizes the success of the partnership: ''Do I have a better ecosystem and environment to communicate with our club's community now than before Bodyguard? The answer is yes, and I think we can be proud with offering a healthier space to our fans''.

❝ **No sports organization today can afford the resources for manual moderation internally. Bodyguard's main advantage lies in making our platforms more secure, providing peace of mind, and allowing us to focus on what matters.** **❞**

Damien Mennechet
Head of Social Media at PSG

▶ Ready to join our satisfied customers?

Discover the power of seamless social monitoring and content moderation with Bodyguard. Request a free demo and see how quickly and easily you can ensure a safe and engaging environment for your online community while safeguarding your brand reputation.

Contact us