

## Shielding the fast lane:

# How Alfa Romeo F1 Team Stake cultivates a safer, inclusive space for fans

Sauber has been a mainstay of the Formula 1 grid since 1993. Over 30 years, Sauber, which runs **Alfa Romeo F1 Team Stake**, has carved a global reputation for producing extraordinary cars and developing young drivers.

Today, Alfa Romeo F1 Team Stake continues to be one of the most impressive teams in Formula 1.

Alfa Romeo F1 Team Stake chose **Bodyguard** to monitor and moderate content across its Facebook, Instagram, Twitter and YouTube pages, to protect a combined 4.5 million followers from toxic content.



## The challenge

An ever-growing online following meant that **Alfa Romeo F1 Team Stake** needed a robust content moderation solution that would create a safe and enjoyable online space for millions of fans all over the world to follow their favourite F1 team.

"Social media is where most of the conversations with fans and institutions are taking place", explains Will Ponissi, Senior Communication Manager. "Follower numbers were going up, so naturally we had more comments and replies."

With the team fully focused on the 2023 season, they did not have the time or resources in-house to monitor and moderate social media; but they did recognise the importance of protecting their team, drivers and fans from online toxicity.

"We are a global sport with followers all over the world, and we get comments 24/7", says Ponissi. "We can't have someone moderating comments and user generated content around the clock; we needed help."

## The solution

**Alfa Romeo F1 Team Stake** wanted to moderate content on their social media channels to remove abuse and toxicity, without stopping followers from interacting with the team and each other. "We aren't looking to stifle conversation", Ponissi explains. "If someone wants to say "you were terrible in this race, it's a shame", that's one thing", he continues. "But if someone crosses the line and goes into personal attacks, abuse and threats, that's the part we want to filter out."

Acknowledging the diverse and global nature of their fan base, Alfa Romeo F1 Team Stake wanted to create a welcoming online space. "We want to make all our channels a safe and enjoyable place for all fans", says Ponissi. "People of all ages, creeds and nationalities follow the team; it needs to be safe for everyone. That doesn't mean there can't be discussion."

Alfa Romeo F1 Team Stake welcomes fan feedback, but they wanted to put boundaries in place which recognise the difference between opinion and abuse. "We have the usual challenges of a sports team", Ponissi says. "When we are not performing well we get criticism. Some of it says "you need to do better", but some is just abuse."



Bodyguard analyzes comments across Alfa Romeo F1 Team Stake's social media to ensure toxicity is removed but fan interaction with the team and each other can flourish.



Bodyguard ensures Alfa Romeo F1 Team Stake's online spaces are welcoming and inclusive for their drivers and global follower base.



Alfa Romeo F1 Team Stake are confident that fans can express their opinions about the team performance, without crossing inappropriate boundaries.



Alfa Romeo F1 Team Stake internal teams are free to concentrate on growing their online following and nurturing engagement with their global brand.

## The results

Bodyguard has delivered the results **Alfa Romeo F1 Team Stake** wanted, with a straightforward approach that doesn't need any input from their team.

90k

messages analysed

4.5m

followers protected

8%

of messages removed

Bodyguard has analyzed 90k messages in five languages across **Alfa Romeo F1 Team Stake's** social platforms, identifying and removing 8% as toxic. "For us, Bodyguard runs itself", Ponissi says. "It makes social media easier and more enjoyable, not least to open an account and see more savory content instead of spam and abuse."

The team has seen a massive reduction in the amount of spam. "A lot of the spam has gone, on top of the abuse. That's a significant change, because it had become out of control", he continues. In a single day, Bodyguard removed 62% of messages across **Alfa Romeo F1 Team Stake's** social media, with most of it identified as spam.

**Alfa Romeo F1 Team Stake** is happy with the balance that **Bodyguard** offers between removing toxic messages and allowing respectful debate. "We are happy with the level of filtering, and we're making a safer and healthier environment for fans online", says Ponissi.



We're making a safer and healthier environment for fans online.

**Will Ponissi**

Senior Communications Manager at Alfa Romeo F1 Team Stake

## 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

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