



Lithium Technologies

# Administrator's Guide

Implementing Tagging in Your Community



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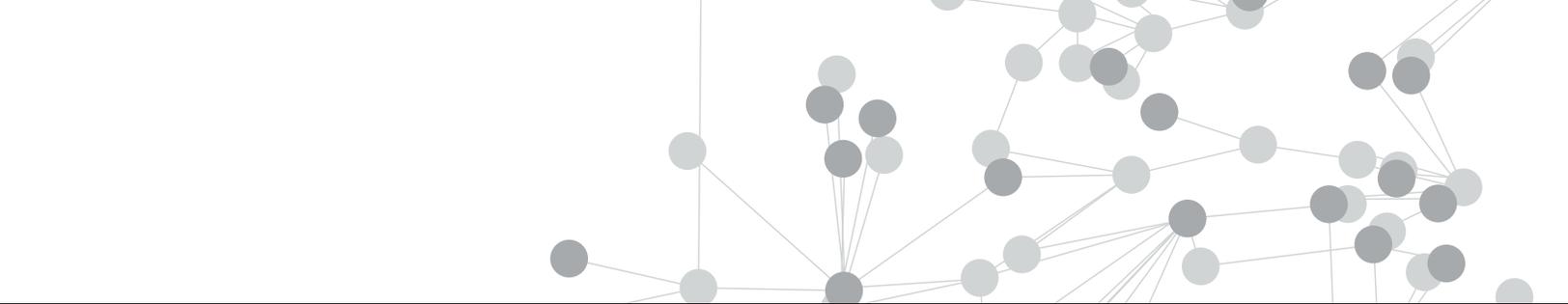
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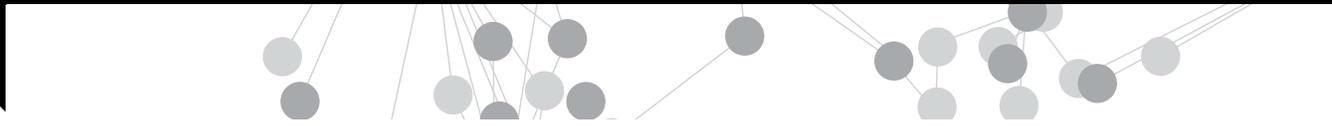
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## Implementing tagging in your community



Tagging—the application of personal, informal metadata to Web content—is the latest incarnation of a human behavior pattern that dates back to the first time a cave-dweller daubed an identifiable mark on a cave wall. On the Web, it’s a socially acceptable, non-defacing way to tell others not only that you’ve been there, but also what you thought about the experience.

Within the last few years, tagging has evolved into a popular way for individuals to make personal order of the huge amount of content available on the Web, to share categorized content with their friends or anyone else who’s interested, and to vote about content that matters to them.

In the context of a community, tagging is an exciting, easy-to-use feature that encourages participation by both established contributors and casual browsers who might be too busy or too shy to post.

Topics in this chapter include:

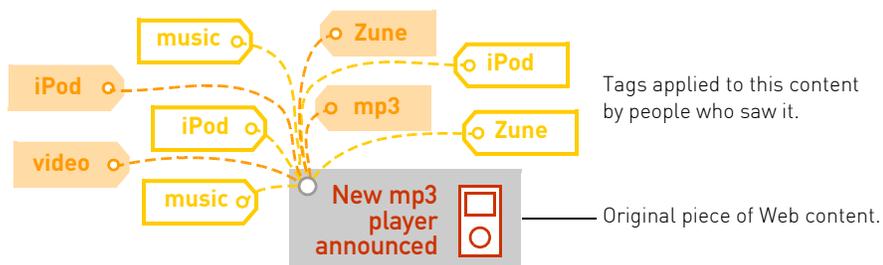
<b>About tagging</b> . . . . .	<b>2</b>
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## About tagging

In the beginning there was metadata—data about data—that was used to help make sense of data. Metadata was typically structured, hierarchical, and defined and assigned by the data’s owner. Talk about rules. Here’s a classic example of metadata in action. Take this piece of data: “12345.” Without context, it’s just a string of five sequential numbers. However, when you add metadata of “ZIP code,” it becomes a reference to General Electric headquarters in Schenectady, NY (no kidding).

Then came the World Wide Web and keywords. In the context of the Web, keywords are HTML elements used to help index Web pages. The author of a page typically inserts keywords in an attempt to increase the number of hits a page receives from search engines.

Finally, under the democratizing influences of Web 2.0, social bookmarking sites started encouraging their users to ignore other people’s keywords and start making up their own. Suddenly denizens of the Internet had a bottom-up, power-to-the-people way to apply their own descriptive metadata, or tags, to Web content. And unlike browser bookmarks, which are stored locally on each user’s computer, tags are shared in your community and are always accessible.



## Why do people tag?

Tagging is fun and cool and very Web 2.0. It's an easy way to find interesting things again or to put your own spin on content you see on the Web. Although each individual has different motivations, these are some of the common reasons people tag Web content:

- To organize material—messages, blogs, threads—so it's easier to find later.

Tags are an excellent navigational device: they help users remember what they saw or briefly summarize what a message or thread was about. They also help users quickly zero in on messages about a specific topic or find others who are interested in the same topics.

- To gain status or recognition in a community.

This is the same force that drives community members to devote countless hours to reading and answering posts. Seeing their names in lights on a Tagging Leaderboard gives these users the same sort of psychic strokes they get from being power contributors or VIPs.

- To participate in an informal knowledge creation project.

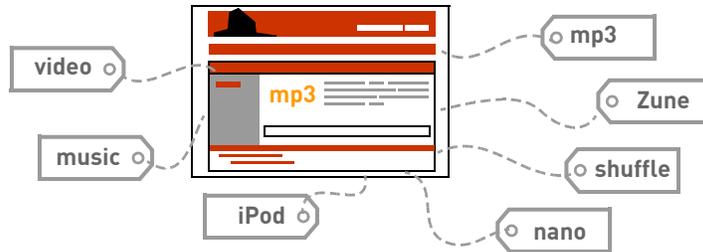
One of the interesting aspects of tagging is the way it allows users to act locally, but contribute to something of value for the entire community. By tagging items for their own personal use, users help to create something that benefits other community members as well.

- To call attention to or vote for the things they think are important—both for their friends and for the community at large.

The more often a tag is used, the more prominently it's featured, and the more attention it draws to tagged items.

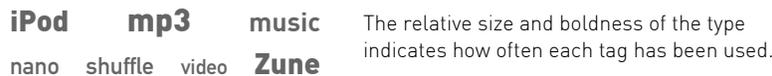
## How does tagging work?

A **tag** is a single, informal keyword or phrase that describes a topic, theme, or some other element of a post. Each post may have multiple tags. For example, a post about an mp3 player might have these tags: iPod, Zune, nano, video, shuffle, music, and mp3.



A tag is a single, informal keyword or phrase that describes the post in some way.

A **tag cloud** displays tags used frequently within a forum, a category, or the entire community. The more often a tag is used, the larger it appears in the tag cloud. A tag cloud can give you a quick sense of the hot topics in each area of a community.



The relative size and boldness of the type indicates how often each tag has been used.

A **Top Taggers list** displays the names and tag tallies of the most active taggers in a community, offering active taggers a chance to see their names in lights.

The Top Taggers list shows tallies for the most active taggers.

TOP TAGGERS	
Will (97)	Ryan (61) Noize (54) HeadphoneJunkie (32) scott (30) Robb (24) adam_plz (11)
Stin (8)	GeorgeKaplan (8) qa-pam (7) Reread (7) Cong (6) RottenClam (6) Dette (6) Jasia (5)

Likewise, **tagging leaderboards** highlight the efforts of the active taggers in a forum, category, or community by displaying the most frequently tagged messages and the top taggers' tallies.

Tagging Leaderboards shows the top taggers in the community and the messages that have been tagged most often.

Tagging Leaderboards						
MOST TAGGED MESSAGES IN COMMUNITY						
MESSAGE	REPLIES	NEW	AUTHOR	RATING	LATEST POST	
Speaker System for Creative Zen	4	0	Jasia		04-27-2007 12:05 PM by Noize	
digital music on my home theatre system?	1	0	Noize		04-27-2007 11:52 AM by Jasia	

TOP TAGGERS IN COMMUNITY	
Will	(97)
Ryan	(61)
Noize	(54)
HeadphoneJunkie	(32)
scott	(30)
Robb	(24)

## Why should you include tagging in your community?

Tagging encourages community participation: people enjoy tagging and are interested in the way other users apply tags. Even users who might be too shy to post a message see tagging as a low-risk way to ease into participation in the community.

Here are some additional benefits tagging brings to your community:

- Tagging creates a dynamic organizational structure for your community that is the result of implicit consensus among community members.
- Tagging gives active members of the community another avenue to recognition as top taggers.
- Tagging highlights changing trends and gives you insight into how the community perceives their content. As users vote with their tags, they tell you what they care about, what's important to them.

## Setting tagging options

Tagging is a feature that you're likely to implement after your community gets rolling. As a result, tagging is initially turned off. When you're ready, you can implement tagging for the entire community, or you can enable it for a trial period and limit it to selected user roles.

» **Note** There are tagging-related settings in a number of places in the Administration Console. The sections that follow describe those settings.

**Check out these topics:**

- [Enabling tagging and setting feature options](#), next
- [Setting tagging display options](#) on page 8
- [Editing the tag content filter](#) on page 10

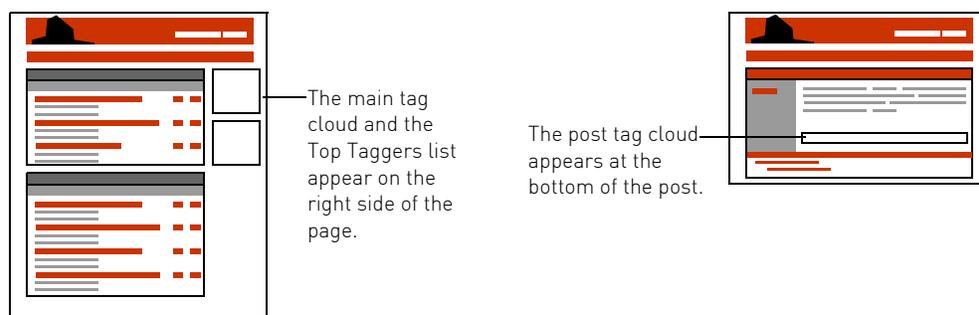
## Enabling tagging and setting feature options

Before you enable tagging, be sure to check with your Customer Success Manager to verify that tagging is enabled on the back end. You must also decide how widely available you want tagging to be. You might, for example, initially limit tagging to selected roles—moderators and VIPs, for example—and then roll it out to the whole community. Or, you might want to enable tagging for selected forums or categories.

» **Note** If you enable tagging just for moderators and administrators, two interesting things happen. The first is that you wind up with a more structured top-down organization (a taxonomy) than you would if tagging were enabled throughout the community. Secondly, because of the way their default permissions are set up, there are no top taggers when only administrators and moderator can tag. Therefore, if you enable tagging for just administrators and moderators, you may want to leave Tagging Leaderboards turned off.

After you enable tagging, it's a good idea to review some settings that limit the level of tagging activity in your community. Although you can adjust these settings now, you might want to wait until tagging has been enabled for a trial period and you have a better idea of the impact of tagging on your community.

The main tag cloud appears on the right side of the page and the tags in posts appear at the bottom of the post.



#### To enable tagging and set feature options:

- 1 Choose **Community Options > Community Admin > General Settings > Tagging Settings**.
  - To turn tagging on for a forum, go to that forum and choose **Forum Options > Forum Admin > General Settings > Tagging Settings**.
  - To turn tagging on for a category, go to that category and choose **Community Options > Community Admin > General Settings > Tagging Settings**.
- 2 Click the **Turn on Tagging** check box to make tagging available.
- 3 Click the **Turn on Multi-Word Tagging** check box to allow tags that are more than one word.
  - When you turn this setting on, community members are prompted to use commas between tags.

- When this setting is off (and only one word tags are allowed), community members are prompted to use spaces to separate tags.
- 4 Click the check box for **Turn on Tagging Leaderboards** to display leaderboards that show the names of the most active taggers in your community.  
Tagging leaderboards tend to encourage participation—possibly more than you might want. Before you enable them, it's a good idea to consider whether leaderboards might encourage your community members to tag just for the recognition. Remember, if you are limiting tagging to administrators and moderators, you can leave tagging leaderboards turned off—by default, administrators and moderators don't appear in leaderboards. You can select the location of the tagging leaderboards later.
  - 5 Click the **Turn on Top Tags Cloud** check box to display a cloud tag that shows the most commonly used tags.
  - 6 If necessary, change the settings for maximum tagging activity.
    - » **Tip** The default settings are appropriate for a community with about 80,000 members and 4,000 posts per day. If your community is significantly larger, you may want to increase these values accordingly. Otherwise you can leave the default settings as is and adjust them later based on how your community members use tagging.

These are the settings you can change:

This option	Does this
Maximum user tags per message	Sets the total number of tags that each user can apply to a message. The default is 50. You might want to lower this number to encourage users to be more thoughtful about their tagging.
Maximum user tags per community	Sets the total number of tags a user can apply within a community. The default is 50,000. You might want to lower this number to encourage more meaningful tagging.
Maximum user tags per minute	Sets the total number of tags a user can apply in a minute. The default is 50. If you're receiving reports of flooding, this is the first number to reduce.

This option	Does this
Maximum user tags per hour	Sets the total number of tags a user can apply in an hour. The default is 500. If you're receiving reports of flooding and have already reduced the per-minute setting, you might want to reduce this number also.
Maximum user tags per day	Sets the total number of tags a user can apply in a day. The default is 5,000. If you're receiving reports of flooding, and have already reduced the per-minute and per-hour settings, you might want to reduce this number also.

- 7 Click **Save Changes**.

## Setting tagging display options

Tagging display options determine the appearance of the main and post tag clouds, Top Tagger lists, and Tagging Leaderboards. They also determine the number of items you see on Top Tags pages, on individual Tag pages, and on user profile pages (in the My Tags area and the Tagging tab).

### To set tagging display options:

- 1 Choose **Community Options > Community Admin > Layout Settings**.  
The Layout Settings section opens to the Display Settings page.
- 2 Scroll down to **Tagging Settings** and change the tagging layout settings as needed.
  - » **Tip** The settings you are most likely to change are the number of tags that appear in various locations. As a rule of thumb, you might want to increase the number of tags or taggers to show more participation.

These are the settings you can change:

This option	Does this
Main Tag Cloud Size	Determines how many tags appear in the main tag cloud. <b>Tip</b> For all cloud tag size settings: decrease this value to showcase the most popular tags; increase it to show a broader range of tags.
Top Taggers List Size	Determines how many users appear in the main Top Taggers list. Increasing this number is likely to encourage more participation.
Messages per Tag on Tag page	Determines how many messages appear for each tag on its Tag page.

This option	Does this
Tag Cloud Size on Top Tags page	Determines how many tags appear in tag clouds on the Top Tag page.
Messages per Group on Top Tags page	Determines how many message appear for each tag in the Top Tags page.
Top Taggers List Size	Determines how many users appear in the Top Taggers lists.
Tag Cloud Size in Posts	Determines how many tags appear in a post tag cloud.
Tag Cloud Content Filters	<p>Determines which tags appear in tag clouds based on one of these filters.</p> <ul style="list-style-type: none"> <li>• <b>By Frequency:</b> Shows the most frequently used tags. This is the default.</li> <li>• <b>Newest:</b> Shows the newest tags that have been added. You might use this setting to create a more dynamic display of tags as they are being added.</li> <li>• <b>My Tags:</b> Shows only the user's tags.</li> </ul>
Tag Cloud Contents Based on Age	<p>Determines which tags appear in tag clouds based on when the tags were applied. Older tags—those added before the time you select—don't appear in clouds unless you change the setting.</p> <p><b>Tip</b> As a rule of thumb, the shorter the time frame, the more dynamic the cloud tag will be. For example, if you show the tags added in the last day, the cloud tag can change dramatically from day to day. In contrast, a cloud that shows tags added in the last six months stays fairly static over time. The most recent tagging is less likely to have much of an impact on the cloud.</p>

3 Scroll down to the end of the Tagging Settings section and click **Save Changes**.

» **Tip** There is a **Save Changes** button at the bottom of each section on this page. Be sure to click the **Save Changes** button directly below the settings you just changed.

## Editing the tag content filter

Your community uses a series of filters to prevent undesirable material from appearing in user names, keywords, and posts. In addition, the tag filter prevents certain words from being used as tags. The smut filter, which automatically checks login names, posts, and tags, is already populated with an exhaustive list of offensive terms. You might, however, want to block users from adding competitors' product names or other inappropriate words as tags. If so, you can add these terms to the tag filter.

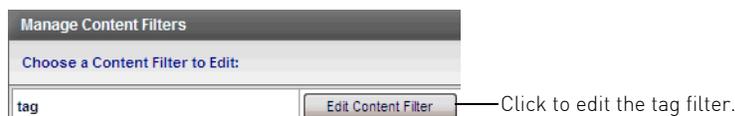
» **Tip** The contents of the smut, keyword, login, and tag filters are up to you. You can add or remove terms in any of these filters as needed. And if users have gotten ahead of you and are using undesirable tags, you can remove the tags or consolidate them into other tags as needed. See [Deleting tags](#) on page 14 and [Consolidating tags](#) on page 16.

### To edit the tagging content filter:

- 1 Choose **Community Options > Community Admin > Advanced Settings > Content Filters**.

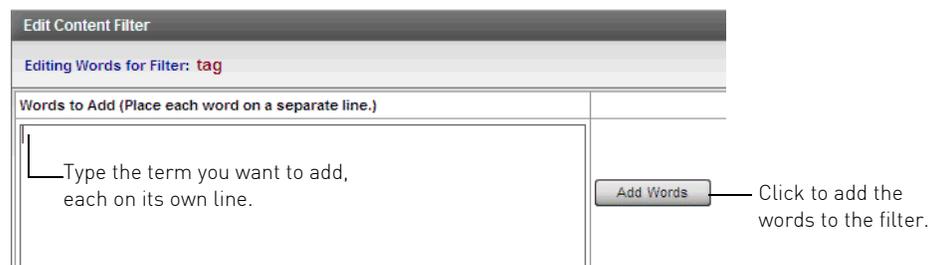
The **tag** filter is the first one listed.

- 2 Click **Edit Content Filter** for the tag filter.



- 3 Add one or more words to the filter.

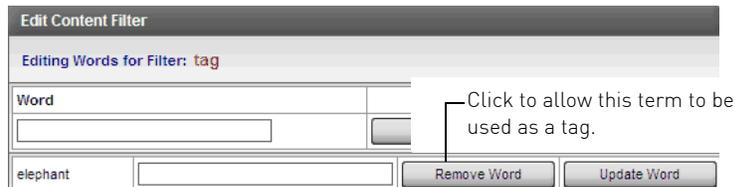
- To add several words at once, type them—with each word on a separate line—in the Words to Add box and click **Add Words**.



- To add one word, type it in the Word box and click **Add Word**.



- 4 To remove a term, click **Remove Word**.



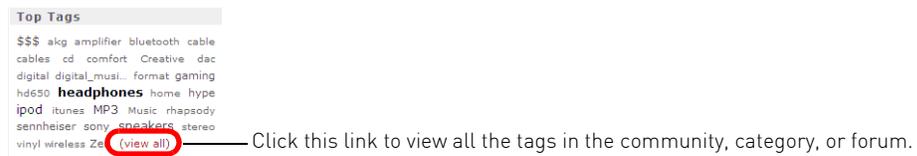
## Using tags to navigate

Users in your community can use tags to organize and locate messages. They can also use tags to navigate to a variety of pages. If you're an administrator or you have been permitted to manage tags, you can delete or consolidate the tags used in your community.

» **Note** Typically, only administrators have permission to manage tags, but they can grant this permission to other users as needed.

To view all of the tags in a community, category, or forum:

- ◆ Click the **View All** link at the bottom of a Top Tags section.



The Top Tags page shows the full tag cloud—listed alphabetically—for the community, the forum, or a message. Using boldface and text size, the tag cloud graphically displays the relative popularity of all tags that users have applied in the community, on a forum, or in a message. As an administrator, you can delete tags from this page.

**To view information about a specific tag and messages that share a tag:**

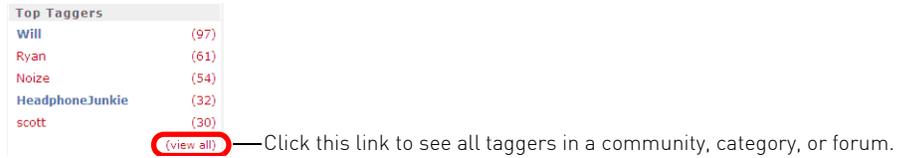
- ◆ Click the tag in a tag cloud or Top Tags list.

The Tag page shows the messages to which a tag has been applied. It also shows the messages that have received the most tags, related tags (tags that have been applied to the same messages), and the top taggers for this tag.

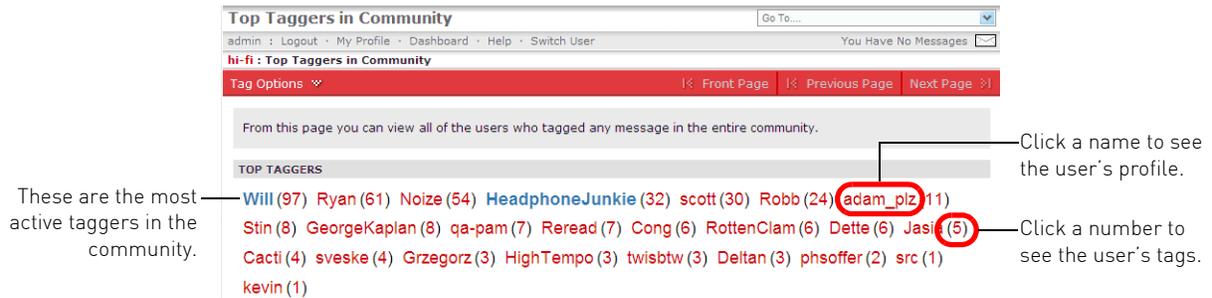
MESSAGE	REPLIES	NEW	AUTHOR
<b>Announcement: International Headphone Meet to be held in Emeryville, CA! (5/1/2007)</b>	12	1	Headphon
Amplification period.	1	0	Reread
Re: Recommend some wireless headphones?	1	0	adam_plz
Recommend some wireless headphones?	5	0	Ryan
Re: Recommend some wireless headphones?	1	0	RottenClam
Bose -- worth it?	6	1	phsoffer

**To view all taggers, listed by number of tags applied:**

- ◆ Click the **View All** link at the bottom of a Top Taggers list.

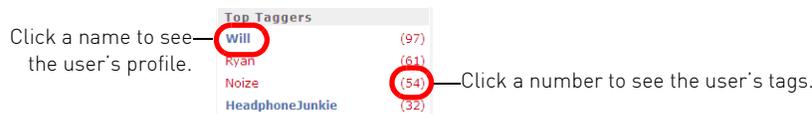


The Top Taggers page shows all taggers and the number of tags they've applied.

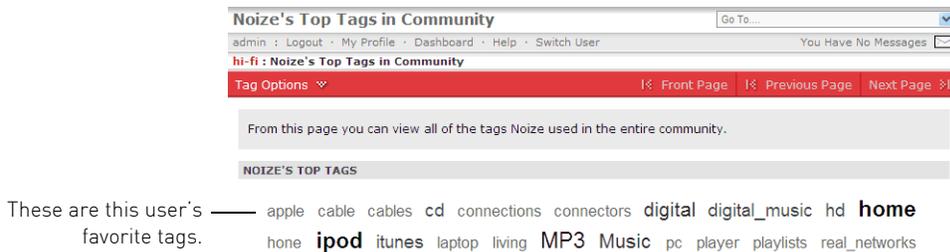


**To view a user's tags:**

- ◆ Click the user's tag tally (the number in parentheses) in a Top Taggers list.



A User's Top Tags page shows the tags a user has applied most often. As an Admin, you can delete a user's tags from this page.



### To view a tagging leaderboard:

- ◆ Click the View Tagging Leaderboards link for the community, category, or forum.

Top Taggers	
<a href="#">Will</a>	(97)
<a href="#">Ryan</a>	(61)
<a href="#">Noize</a>	(54)
<a href="#">HeadphoneJunkie</a>	(32)
<a href="#">scott</a>	(30)
<a href="#">(view all)</a>	

[View Tagging Leaderboards for Community](#)

Click this link to view the corresponding leaderboard.

The Tagging Leaderboards page shows the messages that have been tagged most often and the top taggers in the community, category, or forum. Links in the leaderboard can take you to a thread, a message, a user's profile, or a tag cloud.

MOST TAGGED MESSAGES IN COMMUNITY						TOP TAGGERS IN COMMUNITY	
MESSAGE	REPLIES	NEW	AUTHOR	RATING	LATEST POST		
<a href="#">Speaker System for Creative Zen</a>	4	0	<a href="#">Jasia</a>		04-27-2007 12:05 PM by <a href="#">Noize</a>	<a href="#">Will</a>	(97)
<a href="#">digital music on my home theatre system?</a>	1	0	<a href="#">Noize</a>		04-27-2007 11:52 AM by <a href="#">Jasia</a>	<a href="#">Ryan</a>	(61)
						<a href="#">Noize</a>	(54)
						<a href="#">HeadphoneJunkie</a>	(32)
						<a href="#">scott</a>	(30)
						<a href="#">Robb</a>	(24)

These messages are the ones that have been tagged most often.

These users are the most active taggers in your community.

## Managing a community's tags

Because tagging is a free-form activity, chances are that inappropriate or near duplicate tags have found their way into your tag cloud. As an administrator, you can remove tags or consolidate near duplicate tags for yourself, for another user, or for any level in your community.

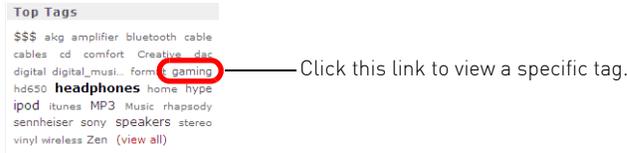
- » **Note** Typically, only administrators have permission to manage tags, but they can grant this permission to other users as needed.

## Deleting tags

As an Admin, you can remove any tags that you think are inappropriate—either from the community, or for an individual user. You can delete single tags, selected tags, or all tags for a user, the community, category, or board.

**To delete a specific tag:**

- 1 Click the tag you want to remove in a tag cloud.



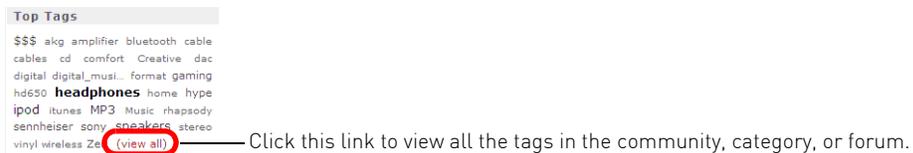
- 2 Choose Tag Options > Delete Tag and all its uses.



- 3 Click Confirm to delete the tag.

**To delete multiple tags:**

- 1 From a community, category, or forum, click the **View All** link at the bottom of the Top Tags list.



- 2 Scroll down to the Delete Tags section at the bottom of the page.
- 3 Click check boxes for the tags you want to remove. Click **Check All** to select all of this user's tags.



- 4 Click **Delete Checked**. Click **Confirm** to delete the tags.

**To delete all tags for a user:**

- 1 Navigate to the tag cloud for the user whose tags you want to delete.

- 2 Choose **Tag Options > Delete User's Tags in Community**.
- 3 Click **Confirm** to delete the tags.

#### To delete all tags in a community:

- 1 Click the **View All** link in the main tag cloud.
- 2 Choose **Tag Options > Delete All Tags in Community**. Or, to remove your own tags, choose **Tag Options > Delete All My Tags in Community**.
- 3 Click **Confirm** to delete the tags.

## Consolidating tags

Tagging in a community can be a bit haphazard, as users enter tags with typos or add near duplicates to existing tags in your tag cloud. Although each variation is a legitimate tag, the near duplicates can dilute overall impact of a tag.

In this community, users have tagged messages with both **speaker** and **speakers**. Of the two, **speakers** is clearly the more popular tag.

**speaker speakers**—These two tags are similar enough to be consolidated.

One way to handle near duplicate tags is to consolidate them into a single tag. Bear in mind, however, that this is not a permanent solution; users can continue to use both versions of a tag.

#### To consolidate tags:

- 1 Click the tag you want to merge in a tag cloud.

If you start from the community tag cloud, your change affects the entire community. If you start from a category or forum, your change affects just that category or forum. The Tag page appears.

This page displays messages where the tag was used in the community, category, or forum.

Tag "speaker" Go To...

admin : Logout · My Profile · Dashboard · Help · Switch User You Have No Messages

hi-fi : Tag "speaker"

Tag Options

**speaker**  
2 messages | 1 taggers | First Used: 06-20-2007

RECENT TAGGED MESSAGES						RELATED TAGS
MESSAGE	REPLIES	NEW	AUTHOR	RATING	LATEST POST	
Re: Can anyone recommend some good mid-range in-wall speakers?	0	0	GeorgeKaplan		05-31-2007 11:34 AM by Juliski	cambridge Creative dock in-wall mount playdock soundworks <b>speakers</b> surround-sound wire Zen (view all)

MY RELATED TAGS

## 2 Choose Tag Option > Replace All Uses of this Tag in Community.

Replace Tags

admin · Logout · My Profile · Dashboard · Help · Switch User

hi-fi: Replace Tags

From this page, you can replace all uses of tag "speaker" in the entire community with alternate text.

**Replace Tag**

Tag Text  Type the replacement tag text.

Replace Cancel

## 3 Type the replacement tag text and click **Replace**.

Using the example above, you'd enter "speakers" in the Tag Text area.

## Managing tagging activities in a community

Once tagging is enabled in your community it's time to think about how to manage tagging activities. By default, administrators are the only users who can manage tagging within a community, so you may want to give moderators, for example, the ability to manage tag and tagging activities. This will enable them to handle users who tag inappropriately.

Another area for consideration is how you want to tie tagging into user rankings.

Check out these topics:

- [Setting tagging permissions](#), next
- [Incorporating tagging into user rankings](#) on page 18
- [Managing inappropriate tagging](#) on page 19

## Setting tagging permissions

There are two permission settings that affect tagging: **Allow user to add a tag** and **Allow user to manage tags**. The first is turned on by default for all users and allows them to apply tags when tagging is enabled. The second permission lets a user turn tagging on or off for other users and is initially granted only to administrators. If you want moderators to be able to handle tagging issues, you must give them the ability to manage other users' tags.

**To set tagging permissions:**

- 1 Choose **Community Options > Community Admin > User Management > Permissions**.

- To change permissions for all users in a role (all moderators, for example), click **Edit Roles**. In the Select a Role to Edit area, click **Edit Role** for the group of users you want to edit.

- Scroll down to the end of the permissions list. Change the **Allow user to manage tags** setting for this role from **Deny** to **Grant**.

- Click **Save Permissions**.

## Incorporating tagging into user rankings

Once your community enables tagging, you can integrate it into user rankings by setting a minimum number of tags for each ranking. Users must then meet this additional criterion for each rank.

- » **Important** To avoid demoting existing users, it's a good idea to wait until tagging is well established in your community before adding a minimum number of tags for user rankings.

### To incorporate tagging into user rankings:

- 1 Choose **Community Options > User Management > User Rankings**.

Click this link for the ranking you want to edit.

User Rankings												
	Action	Ranking Name	Role Required	Login	Posts	Views	Logins	Minutes	Avg Rating	Reg. Age	Tags	Delete
1		ADMIN Administrator	Administrator		0	0	0	0	0	0	0	
2		MOD Moderator	Moderator		0	0	0	0	0	0	0	
3		Super Contributor			500	0	50	1000	0	0	0	

- 2 Click the **Edit** button for the ranking you want to edit.
- 3 Scroll to the middle of the Edit User Ranking list and enter the minimum number of tags the user must apply to attain this rank. Click **Save Ranking**.

This setting determines the minimum number of tags required for the current rank.

Edit User Ranking	
Display Name	<input type="text" value="Super Contributor"/>
Minimum Number of Tags	<input type="text" value="0"/> Enter the minimum number of tags required for this rank.
<input type="button" value="Save Ranking"/> <input type="button" value="Reset"/>	

## Managing inappropriate tagging

One of a moderator's most important roles is to enforce community standards and guidelines and promote general well being in the community. As it applies to tagging, the moderator's job is to make sure that the words used as tags meet community guidelines and that users aren't indiscriminately tagging just to appear in leaderboards.

### Vulgar tags

In the case of rude words used as tags, the first line of defense is a well-populated tag filter (see [Editing the tag content filter](#) on page 10). However, a user bent on mischief can sometimes find ways to circumvent a filter. If rude terms start cropping up in tag clouds, moderators should start by removing those specific tags (see [Deleting tags](#) on page 14) and working with the user to stop the undesirable behavior. If the user persists, the moderator (or someone who can manage other users' tags) can temporarily disable tagging for that user (see [Stopping users from tagging](#), next).

## Gratuitous tagging

Gratuitous tagging can be a bit harder to spot. One warning sign is reports of flooding from other users. Another indicator is the appearance on tagging leaderboards of users who are not normally active contributors. If you receive flooding reports, you can start by reducing the number of tags that can users can apply per minute, hour, or day (see [Enabling tagging and setting feature options](#) on page 5). Then, if necessary, you can remove tags.

The sudden appearance of unexpected users on leaderboards requires more research to determine how useful the tags are (see [Preventing users from appearing on tagging leaderboards](#) on page 21 for the actions you can take).

## Stopping users from tagging

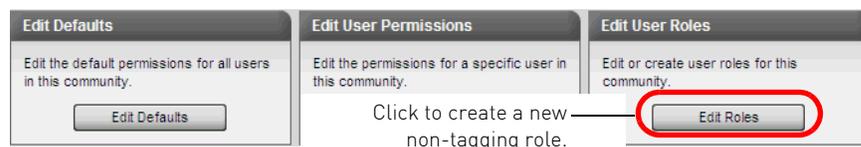
Most communities have guidelines against vulgarity or rudeness and those guidelines apply to tags just as much as they do to messages. If a user repeatedly violates those guidelines, it's up to the moderator to convince the user to stop the undesirable behavior. If all else fails, the recommended way to prevent a user from tagging is to create a "non-tagging" role and temporarily assign it to the user. All other permissions for this role can remain at defaults.

The next time the user logs on, the **Add Tag** button no longer appears on messages.

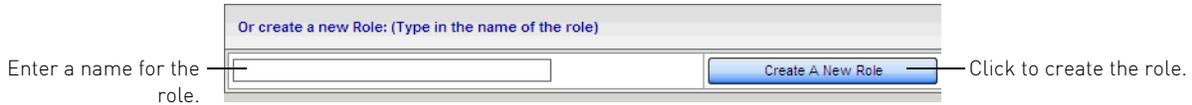
» **Important** If a user has multiple roles assigned, the least restrictive set of permissions applies. This means that if Role A grants a permission and Role B denies it, Role A wins and the user gets the permission. You may want to work with your Customer Success Manager (CSM) to develop a long-term strategy for handling these situations.

### To stop users from tagging:

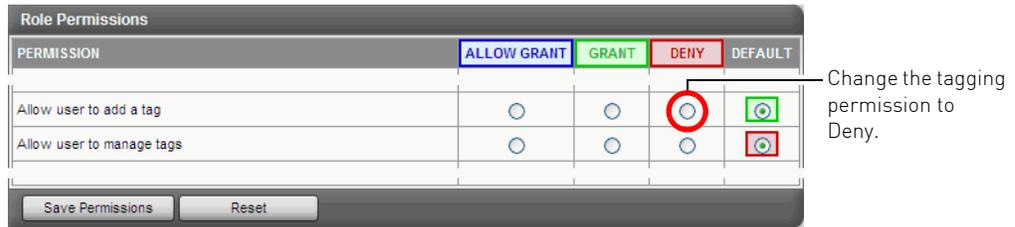
- 1 Choose **Community Options > Community Admin > User Management > Permissions**.
- 2 Click **Edit Roles**.



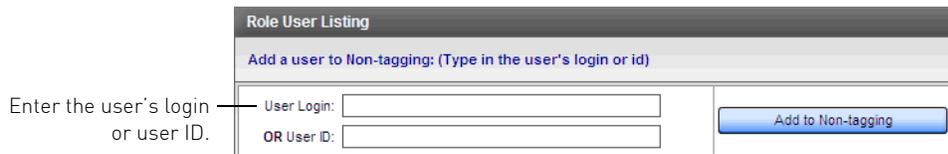
- 3 Scroll down to the bottom of the page and enter a name for the new role. Click **Create A New Role**.



- 4 In the Role Permissions area, scroll down to the bottom of the list and change the **Allow user to add a tag** permission from **Grant** to **Deny**.



- 5 Click **Save Permissions**.
- 6 To apply the role, click **List Users** (near the top of the page).



- 7 Enter the user's login or user ID and click **Add to Non-tagging** (the button shows the name of the role).

### Preventing users from appearing on tagging leaderboards

Users tag for a variety of reasons: to organize material for their own or others' use, to call attention to things they think are important, or to gain recognition in a community for their contributions. Unfortunately, some users will tag just to see their names on leaderboards. Their contributions are unlikely to be beneficial to the community at large. Here's some advice on how to handle this situation.

- Step 1** The first step in dealing with an over-zealous tagger is to look at the user's tags and determine their quality (see [To view a user's tags](#): on page 13). If the tags are appropriate for the content, you might want to simply keep an eye on the user for a while.

- Step 2** If some tags are random or meaningless, you can remove them. Removing tags reduces the likelihood that the user will appear on a Top Taggers list. See [Deleting tags](#) on page 14 for information about deleting selected tags.
- Step 3** If the user continues to add meaningless tags, you can suspend the user's tagging permission (see [Stopping users from tagging](#) on page 20).
- Step 4** Create a "no leaderboard" role for users whose names shouldn't appear in tagging leaderboards and ask your Customer Success Manager (CSM) to modify that role for you.