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TIPS TO AVOID YOUR PICTURE AND VIDEO BEING CENSORED WHEN UPLOADING IT TO A SOCIAL NETWORK DURING HOLIDAYS

After Screening Millions of Pictures, Content Moderator Caleris Offers Advice to Prevent Online Content from Being Axed by Social Sites

DES MOINES, Iowa – (Dec. 8, 2010) – Caleris, a leading business process outsourcing provider, announced today general tips consumers should be mindful of this holiday season when uploading a picture or video to a social site. Over the past several years of moderating user-generated content (UGC), Caleris' content moderators have reviewed millions of pictures. During these reviews, Caleris found that there were a handful of general tips that consumers should be mindful of when it comes to taking pictures and videos during the holiday season.

Tips to Avoid Being Censored

Nudity: Yes, taking a picture of a fully nude toddler to share with friends and family during the holiday season, no matter how innocent the purpose may have been, can still get axed from appearing on a social site.

Animal cruelty: While it may be a joke to you, a cat being electrocuted by an open wire from the Christmas tree lights will certainly get pulled from a site.

Sexually explicit: Sometimes mistletoe incidents can go from rated 'PG' to rated 'NC-17.' While you may be taking a picture or video that you think will be a good a laugh with your social community, to others it could raise an eyebrow and be deemed explicit.

Hate: Too much alcohol at a holiday event, coupled by a lack of better judgment, can sometimes cause someone with loose lips to get in trouble. Using racially-toned and defamatory remarks in personal videos, even if it was just considered a joke, can get content removed from a social site.

"Holidays have a way of undermining our better judgment and so it's important that consumers are aware of what content could be considered a violation of social sites content policies," said Rick Grewell, co-founder of Caleris. "As people move more of their personal lives online, there's a greater chance that an individual's personal tastes in what videos or pictures are appropriate doesn't mesh with their social site's policies that oversee what is published."

About Caleris

Headquartered in West Des Moines, Iowa, Caleris operates exclusively from three Iowa customer support centers in the communities of Manning, Jefferson, and Newton. The company specializes in delivering inbound support services including technical support, customer care, corporate helpdesk, product support and Internet helpdesk. Caleris serves clients in varying industries, ranging from consumer electronics manufacturers to insurance companies. In addition to contact services, Caleris provides user-generated content moderation for social media websites and also performs product fulfillment. The company has been providing end-user support and related services since 1993. For more information visit www.caleris.com or call 515-331-0560.

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