Graham Media Group's ClickOnDetroit improves user experience with The Viafoura Community Building Suite and moderation solutions

The Client

ClickOnDetroit, news broadcasting giant Graham Media Group's flagship and largest digital property, is a leading online source for local Detroit news.

Aligned to the goals of its parent company, ClickOnDetroit prides itself on being an authentic, accessible and trusted voice informing the local community.

The Challenge

Graham Media Group was unsatisfied with their current commenting and identity management solution due to soaring costs and limited capabilities, especially as the company sought to maintain a positively-engaged community at each of its outlets.

Graham Media Group needed a cost-effective, real-time solution to scale across all seven news sites that included real-time commenting, push notifications, registration and moderation capabilities. It was important to have the ability to oversee all websites in one view, while increasing website engagement, managing each community in real-time and lowering costs.

The Solution

Graham Media Group is now supported by several real-time audience engagement tools that encourage user commentary and increased participation, including:

Social Login
Allow users to register for all Graham Media Group web properties using their social media account

Real-Time Commenting
Real-Time Commenting Enables real-time conversations to increase interactions across users, authors and content

Community Moderation
Moderators can ban users temporarily, while users can mute others and flag and dislike comments

Intelligent Auto Moderation
Automatically detect and eliminate spam, foul language and online harassment

Social Share Bar
UEnables users to quickly share articles to social media

Audience Insights
Displays the impact of on-site engagement on key metrics
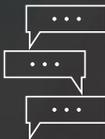
Follow Features & Notification Feed
Users can follow other members and pages to see updates in their personalized news feed

Web Push Notifications
Delivers timely news and real-time engagement alerts, even when users are offsite on desktop and mobile

User Profiles
Registered users can create an on-site identity and connect easily with other community members around the topics that matter to them

The Results

Within three months, ClickOnDetroit reported a significant lift in engagement and decrease in flags:

9%	59%	26%	69%	56%
Increase in comment per user	Increase in total comments & replies	Increase in replies per user	Increase in total interactions	Decrease in flagging
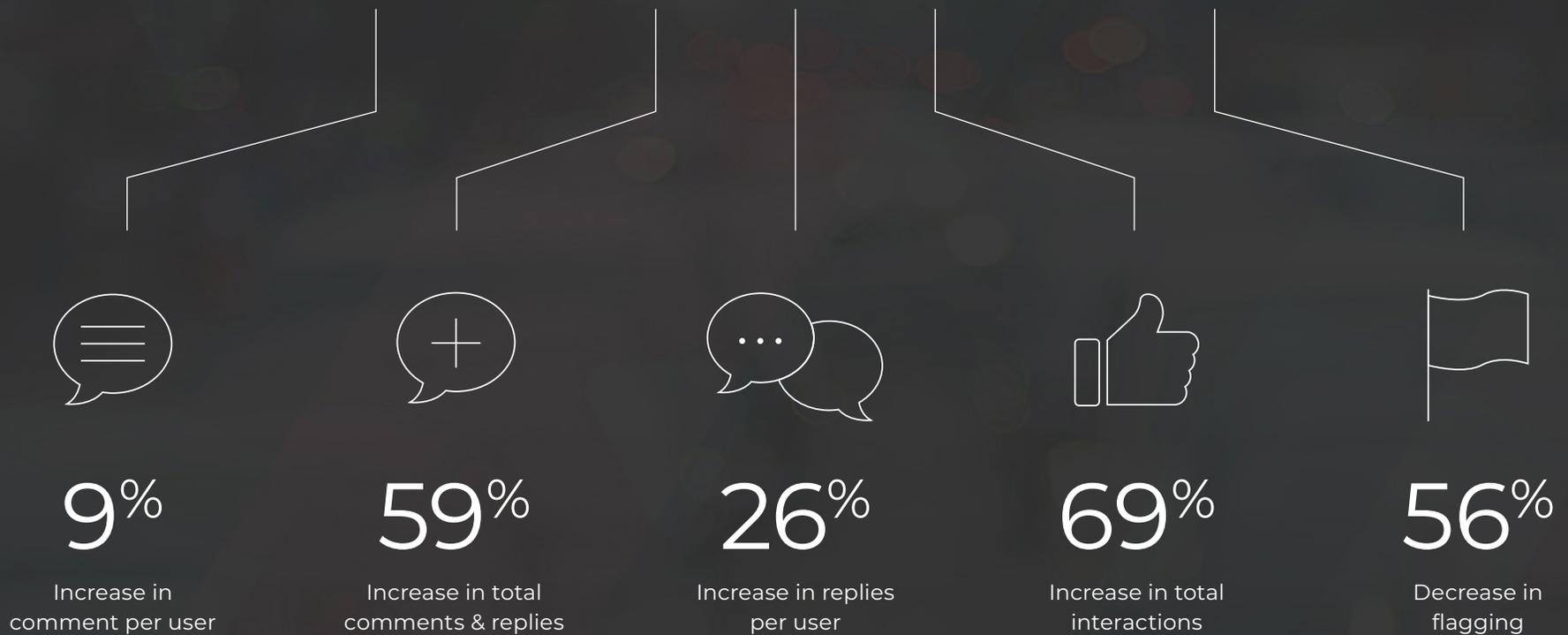
Viafoura's successful implementation for ClickOnDetroit was mirrored across each of Graham Media Group's seven outlets, all of which were easily managed in one cohesive view.

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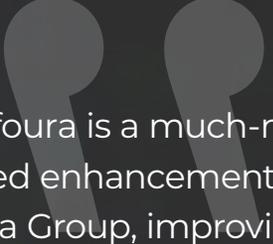
Viafoura is a much-needed and welcomed enhancement to Graham Media Group, improving the user experience and increasing audience engagement across ClickOnDetroit and our other local communities.

— Jon Beard, Director of Digital Product Development

The Conclusion

By implementing Viafoura's Community Building Suite across all seven of its news outlets, Viafoura produced a cost-effective solution for Graham Media Group that helped to secure and maintain ClickOnDetroit's position as a trusted news source and increase realtime engagement.

By fostering a positive community with Viafoura's Intelligent Auto Moderation, Graham Media Group increased civil interactions and significantly decreased user flagging. As a result, Graham Media Group can dedicate more time and resources to delivering timely news to their audiences, rather than responding to community trolls and spam.

Ready to engage, discover, and grow your audience?
Schedule a live demo with Viafoura today.

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