

## Our Story:

Salty is a membership driven digital newsletter and platform committed to amplifying the voices and visibility of women, trans and nonbinary people. We launched on International Women's Day in 2018 - and were unceremoniously kicked off Mailchimp a few hours later, with no concrete reason, except violating "community guidelines". Since then, we've grown into a group of over 130,000 users, 45,000 newsletter subscribers and 3 million monthly impressions across our platforms.

In our first year and a half Salty has faced digital harassment, hacking, been denied access to resources and been 'accidentally' booted from platforms - including Instagram. Our lived experience tells us that there is an unconscious bias that shapes our digital environment.

Algorithms are the backbone of content moderation. Algorithmic models produce probability scores that assess whether the user-generated content abides by the platform's community guidelines. When pertaining to offensive content - social media scholar Tarleton Gillespie says "State-of-the-art detection algorithms have a difficult time discerning offensive content or behavior even when they know precisely what they are looking for...automatic detection produces too many false positives; in light of this, some platforms and third parties are pairing automatic detection with editorial oversight" (Custodians of the Internet, pg 98)

