WHAT IS CLAIMED IS:

1. A computer implemented method, comprising:

supplying to a client device data for display in a graphical user interface, the data including a prompt to a user of the client device to send an electronic communication to a matched individual;

monitoring electronic communications originating at the client device to identify a first electronic communication from the user to the matched individual;

comparing the first electronic communication to a set of effective communication policies to selectively identify an effective communication policy violation, wherein the set of effective communication policies is based upon statistical analysis of prior communications in a dating application and a segmenting of the prior communications into statistically effective communications and statistically ineffective communications;

in response to the effective communication policy violation, preventing transmission of the first electronic communication and supplying to the client device data for display in the graphical user interface, the data including a first prompt to the user of the client device to alter the first electronic communication and a second prompt to the user of the client device to override the effective communication policy violation;

when data is received indicative of a selection by the user of the client device to alter the first electronic communication:

monitoring electronic communications originating at the client device to identify a second electronic communication from the user to the matched individual;

determining that the second electronic communication comprises an effective communication by comparing the second electronic communication to the set of effective communication policies;

receiving data indicative of a selection by the user of the client device to send the second electronic communication to the matched individual; and

enabling network routing of the second electronic communication from the client device to the matched individual; and

when data is received indicative of a selection by the user of the client device to override the effective communication policy violation, enabling network routing of the first electronic communication from the client device to the matched individual.

2. The computer implemented method of claim 1 further comprising supplying communication suggestions likely to produce an electronic communication that satisfies the set of effective communication policies.

3. The computer implemented method of claim 1 wherein the set of effective communication policies include a list of ineffective words.

4. The computer implemented method of claim 1 wherein the set of effective communication policies include a list of ineffective emoticons.

5. The computer implemented method of claim 1 wherein the set of effective communication policies include a list of ineffective phrases.

6. The computer implemented method of claim 1 comprising modifying one or more effective communication policies in the set of effective communication policies based on the second electronic communication and the determination that the second electronic communication comprises an effective communication.

7. The computer implemented method of claim 1 comprising supplying, to the client device, a warning to the user of the client device in response to the effective communication violation.

8. The computer implemented method of claim 7 wherein the warning comprises an indication that the first communication is unlikely to elicit a response from the matched individual.

9. The computer implemented method of claim 1 further comprising:

performing statistical analysis of the prior communications to determine whether each of the prior communications is a statistically effective communication or a statistically ineffective

communication; and

determining the set of effective communication policies by the segmenting the prior communications into the statistically effective communications and the statistically ineffective communications.

10. The computer implemented method of claim 1 wherein the set of effective communication policies include policies for identifying a likelihood of a reply to an electronic communication, and wherein the effective communication policy violation comprises a communication that is unlikely to solicit a reply.

11. A system, comprising:

one or more processors; and

a computer-readable storage medium storing instructions which, when executed by the one or more processors, cause the one or more processors to perform operations comprising:

supplying to a client device data for display in a graphical user interface, the data including a prompt to a user of the client device to send an electronic communication to a matched individual;

monitoring electronic communications originating at the client device to identify a first electronic communication from the user to the matched individual;

comparing the first electronic communication to a set of effective communication policies to selectively identify an effective communication policy violation, wherein the set of effective communication policies is based upon statistical analysis of prior communications in a dating application and a segmenting of the prior communications into statistically effective communications and statistically ineffective communications;

in response to the effective communication policy violation, preventing transmission of the first electronic communication and supplying to the client device data for display in the graphical user interface, the data including a first prompt to the user of the client device to alter the first electronic communication and a second prompt to the user of the client device to override the effective communication policy violation;

when data is received indicative of a selection by the user of the client device to alter the first electronic communication:

monitoring electronic communications originating at the client device to identify a second electronic communication from the user to the matched individual;

determining that the second electronic communication comprises an effective communication by comparing the second electronic communication to the set of effective communication policies;

receiving data indicative of a selection by the user of the client device to send the second electronic communication to the matched individual; and

enabling network routing of the second electronic communication from the client device to the matched individual; and

when data is received indicative of a selection by the user of the client device to override the effective communication policy violation, enabling network routing of the first electronic communication from the client device to the matched individual.

12. The system of claim 11, further comprising supplying, by the one or more processors, communication suggestions likely to produce an electronic communication that satisfies the set of effective communication policies.

13. The system of claim 11, wherein the set of effective communication policies include a list of ineffective words, ineffective emoticons, or ineffective phrases.

14. The system of claim 11, further comprising modifying, by the one or more processors, one or more effective communication policies in the set of effective communication policies based on the second electronic communication and the determination that the second electronic communication comprises an effective communication.

15. The system of claim 11, wherein the set of effective communication policies include policies for identifying a likelihood of a reply to an electronic communication, and wherein the effective communication policy violation comprises a communication that is unlikely to solicit a reply.

16. A non-transitory computer-readable storage medium storing instructions which, when executed by one or more processors, cause the one or more processors to perform operations comprising:

supplying to a client device data for display in a graphical user interface, the data including a prompt to a user of the client device to send an electronic communication to a matched individual;

monitoring electronic communications originating at the client device to identify a first electronic communication from the user to the matched individual;

comparing the first electronic communication to a set of effective communication policies to selectively identify an effective communication policy violation, wherein the set of effective communication policies is based upon statistical analysis of prior communications in a dating application and a segmenting of the prior communications into statistically effective communications and statistically ineffective communications;

in response to the effective communication policy violation, preventing transmission of the first electronic communication and supplying to the client device data for display in the graphical user interface, the data including a first prompt to the user of the client device to alter the first electronic communication and a second prompt to the user of the client device to override the effective communication policy violation;

when data is received indicative of a selection by the user of the client device to alter the first electronic communication:

monitoring electronic communications originating at the client device to identify a second electronic communication from the user to the matched individual;

determining that the second electronic communication comprises an effective communication by comparing the second electronic communication to the set of effective communication policies;

receiving data indicative of a selection by the user of the client device to send the second electronic communication to the matched individual; and

enabling network routing of the second electronic communication from the client device to the matched individual; and

when data is received indicative of a selection by the user of the client device to override the effective communication policy violation, enabling network routing of the first electronic communication from the client device to the matched individual.

17. The non-transitory computer-readable medium of claim 16, further comprising supplying, by the one or more processors, communication suggestions likely to produce an electronic communication that satisfies the set of effective communication policies.

18. The non-transitory computer-readable medium of claim 16, wherein the set of effective communication policies include a list of ineffective words, ineffective emoticons, or ineffective phrases.

19. The non-transitory computer-readable medium of claim 16, wherein the set of effective communication policies include policies for identifying a likelihood of a reply to an electronic communication, and wherein the effective communication policy violation comprises a communication that is unlikely to solicit a reply.