Manage Social Comments from Conversations in GLM

Tom Regier - 2026-11-18 - Messaging

Social Comments in Conversations brings comments from your social media posts into the **Conversations** inbox in Gym Lead Machine, alongside your SMS, email, and DMs. Each commenter is saved as a contact, and each comment opens as its own conversation with the original post attached, so your team can reply publicly, move the conversation to a private DM, or follow up with workflows without switching between Social Planner and each social platform.

What you can do with Social Comments in Conversations

- View comments from Facebook, Instagram, and TikTok in the Team Inbox
- See the original post with every comment for context
- Reply publicly underneath the comment
- Continue the conversation privately with a DM
- Save every commenter as a contact automatically
- Surface comments with buying-intent keywords or questions first
- Choose which connected platforms sync comments

Before you start

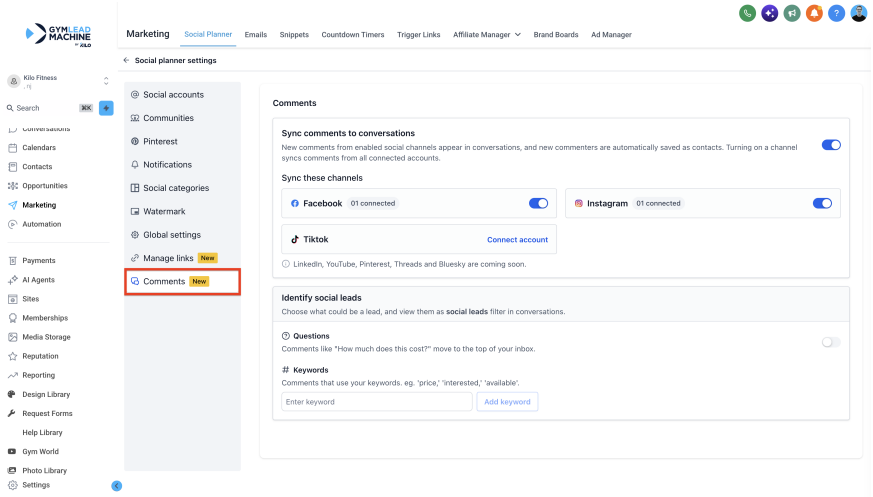
- At least one Facebook, Instagram, or TikTok account must be connected through **Social Planner**.
- Only comments on posts published through Social Planner sync to Conversations. Comments on posts published directly from Facebook, Instagram, or TikTok do not sync.
- You need admin access to your Gym Lead Machine account to change comment settings.

NOTE: While comment sync is on, every new commenter is created as a contact in your Gym Lead Machine account. Contact creation cannot be turned off separately; the only way to stop it is to turn off comment sync.

How do I choose which comments sync to Conversations?

Comment settings live in Social Planner.

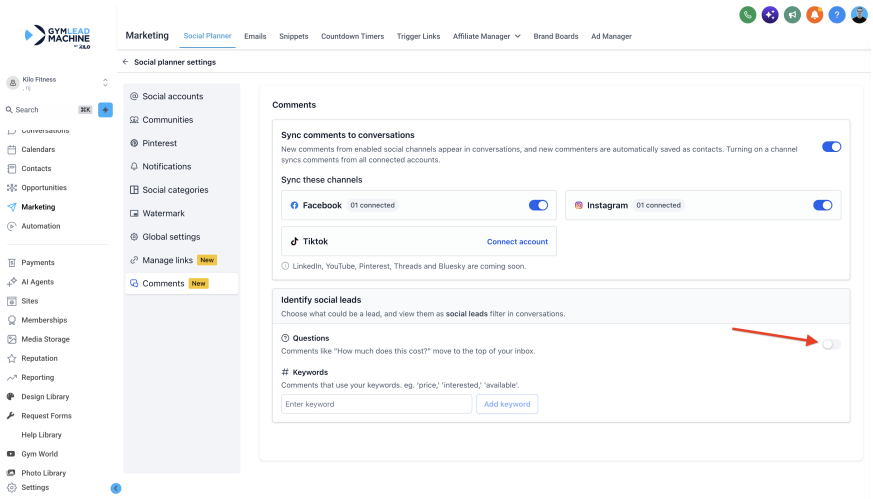
1. Go to **Marketing → Social Planner → Settings → Comments**.



2. Under **Sync These Channels**, turn on the toggle for each platform you want to send comments to Conversations. A platform with no connected account shows **Connect account** instead of a toggle.

3. Under **Identify Social Leads**, add keywords that signal buying intent, such as "price," "interested," "available," or "how much." There is no limit on the number of keywords.

4. Turn on **Comments With Questions** to prioritize comments that contain a question mark, such as "How much is a membership?"



The first time you open Conversations with comment sync on, a one-time setup window explains the feature. Click **Set up comment sync** to go straight to these settings.

Turning comment sync off

To stop new comments from appearing in Conversations, turn off the **Sync comments to conversations** toggle on the same Comments settings page.

When comment sync is off:

- New social comments stop syncing to Conversations
- Existing social comment conversations stay in your inbox
- Contacts created from earlier comments are kept
- Existing workflows are not changed or deleted
- Comment management in Social Planner keeps working

You can turn comment sync back on at any time.

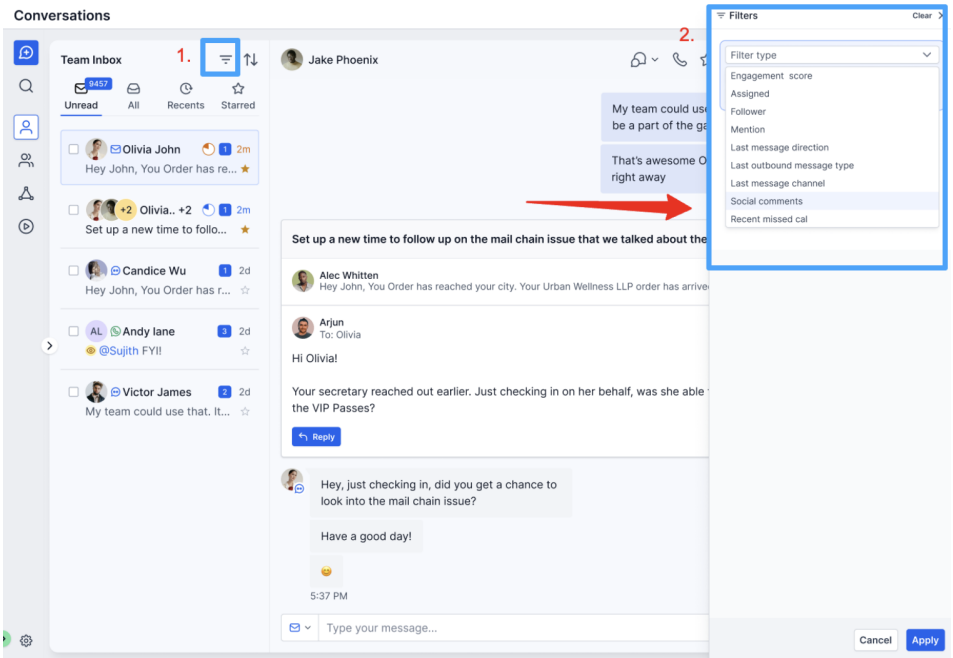
Where do social comments appear in Conversations?

Social comments appear in the Team Inbox alongside your other conversations, with no separate inbox or tab. Each entry can show the commenter's name or social handle, a comment preview, the post it was left on, the social platform icon, and a timestamp.

To see only social comments:

1. Go to **Conversations → Team Inbox**.
2. Click the **Social Comments** filter.

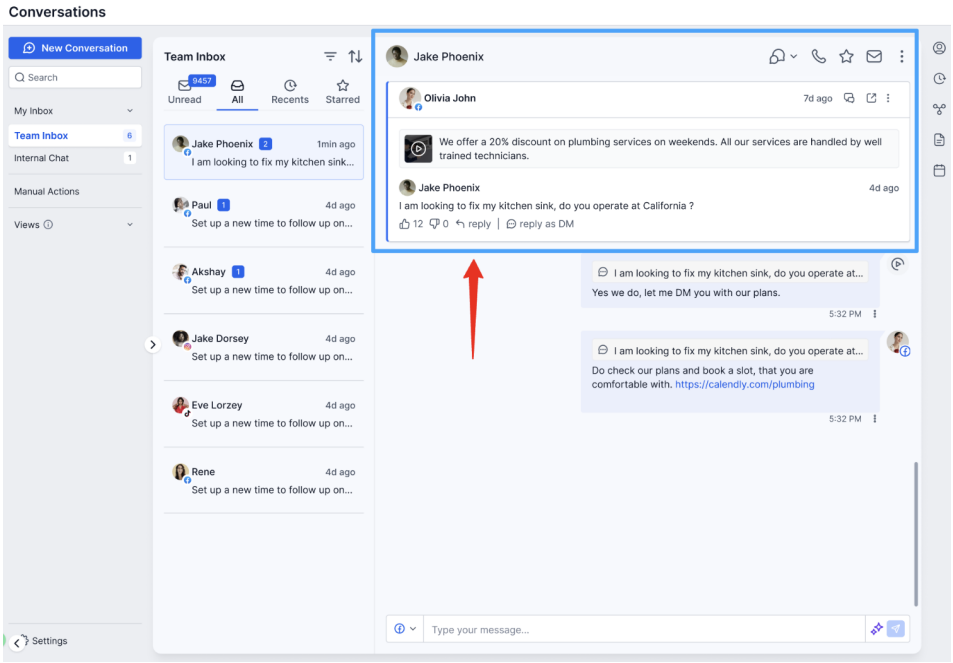
Your inbox now shows only social comment threads.



Opening a social comment

Click a social comment to open its conversation thread. A post card at the top of the thread can show the post thumbnail, caption, social account name, and platform, plus a **View Post** link that opens the original post on the social platform.

The contact panel on the right shows the contact created or matched for the commenter, including their name, social platform, tags, contact source, and suggested actions.



Bringing high-intent comments to the top

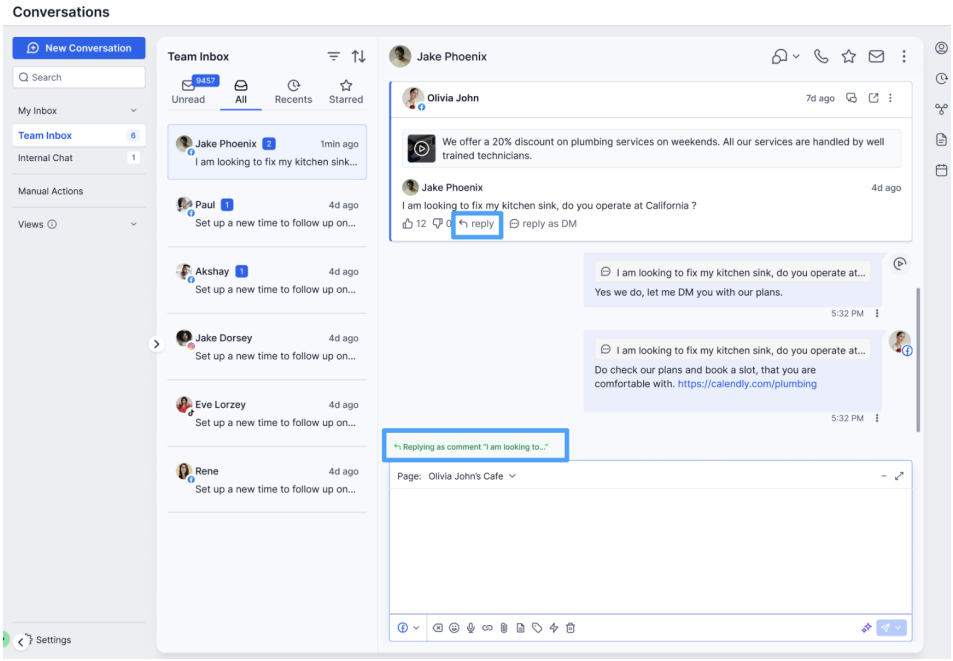
When a post draws a lot of comments, use the **Sort** option in the Team Inbox to move comments that match your buying-intent keywords, or that contain questions, to the top. Sorting uses the keywords and question setting you chose in **Social Planner → Settings → Comments**.

How do I reply to a social comment?

Open the comment in the Team Inbox and choose either Public Reply or Send DM.

Public Reply posts your response underneath the original comment on the social platform. Anyone who can see the post and comment can see your reply.

Send DM continues the conversation privately with the commenter. The DM opens as a standard DM thread in your inbox, and the original comment thread shows a **Continued in DM** label so your team knows where the conversation went.



Reply limits by platform

Platform	Character limit	Images
Facebook	No limit	Yes, up to 10 MB
Instagram	No limit	Yes, up to 10 MB
TikTok	150 characters	No

Frequently asked questions

Why aren't comments on some of my posts showing up in Conversations?

Only comments on posts published through Social Planner sync to Conversations. If you published a post directly from Facebook, Instagram, or TikTok, its comments stay on that platform. Publish posts through Social Planner when you want their comments in your inbox.

Does every person who comments become a contact?

Yes. While comment sync is on, every new commenter is saved as a contact, and this cannot be turned off on its own. To stop new contacts from being created from comments, turn off comment sync in **Marketing → Social Planner → Settings → Comments**.

Will someone who comments more than once create duplicate contacts?

No. Each comment appears as its own inbox entry, but every comment from the same person is linked to their existing contact record.

Which social platforms does comment sync support?

Facebook, Instagram, and TikTok. Each one can be turned on or off separately under **Sync These Channels** in your Social Planner comment settings.

What happens to my contacts and conversations if I turn comment sync off?

They stay in your account. Turning off comment sync only stops new comments from syncing. Existing social comment conversations, contacts created from comments, and your workflows are kept.

Will my existing Facebook, Instagram, and TikTok comment workflows keep working?

Yes. Existing comment workflow triggers continue to work the same way whether comment sync is on or off.

Can I still manage comments from Social Planner?

Yes. Conversations is an additional place to view and respond to comments. Comment management in Social Planner continues to work as before.

My social account connection expired. How do I get comments syncing again?

Reconnect the account from your Social Planner settings. Comment syncing resumes once the account reconnects.

Helpful tips

- Use the **Social Comments** filter when you want to work through comments without other conversations in the way
- Add the words leads actually use when asking about joining, such as "price," "trial," "schedule," or "how much"
- Turn on **Comments With Questions** so questions about memberships and classes rise to the top
- Move pricing and membership questions to **Send DM** rather than answering them in public
- Keep TikTok replies short, since TikTok allows 150 characters per reply
- Publish through Social Planner whenever you want a post's comments in your inbox

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When this feature is most helpful

- Answering membership and pricing questions on a promotional post
- Following up with commenters on a challenge, open house, or free trial post
- Moving an interested commenter into a private conversation
- Handling social engagement and SMS replies from the same inbox
- Working through a high-volume post without missing likely leads

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If you have questions about social comments in Gym Lead Machine, our Support team is happy to help. Reach us at **hello@usekilo.com**.

- Tags
- Gym Lead Machine