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Recipe: Facebook and Instagram Comment Automation

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What is this feature?

This is an amazing feature to:

- Drive more sales and conversations with your customers on Facebook and Instagram.
- Attract and engage with customers when they're ready.
- Never let a lead slip away and never miss a follow-up opportunity.
- Identify interested leads and reengage them without the need to run expensive retargeting ad campaigns.
- Instantly engage with each comment, so you attract customers faster than ever before and never miss an opportunity with a potential lead!

Pre-Requisites

- To use this feature, your Facebook account should be integrated.
- To use the actions in the workflows, the Facebook User comments on a post or Instagram User comments on a post trigger should be available.

How to Integrate Facebook & Instagram Accounts

Follow the below mentioned steps to integrate your account

1. Go to settings
2. Go to integrations
3. Hover over to Facebook and Instagram section

4. Connect your account

What are the new Triggers?

When creating a workflow, click on "Add Trigger". The triggers related to comment automation are present in the "Facebook/Instagram events" category. You can directly search for the trigger or scroll down to the category.

- Facebook - User comments on a post
- Instagram - User comments on a post

1. Go to triggers and select from the available triggers based on your use case.

Payments



Invoice



Payment Received



Order Form Submission



Order Submitted



Proposals & Estimates

Shopify



Abandoned Checkout



Order Placed



Order Fulfilled

IVR



Start IVR Trigger

Beta

Facebook/Instagram Events



Facebook - User Comments On A Post



Instagram - User Comments On A Post

Communities



Group Access Granted



Group Access Revoked

2. After clicking on the trigger the sidebar will open. There are multiple filters present here. The first step is to select the Page.

Workflow Trigger

Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post

WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is Select

⊕ Add filters

Track First Level Comments Only ☐

*If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.
This feature will not work for Facebook Groups.*

Cancel Save Trigger

Workflow Trigger



Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - User Comments on a Post



WORKFLOW TRIGGER NAME

Facebook - User Comments On A Post

FILTERS

Select



Search

Standard Fields

Page Is

Contains Phrase

Exact Match

we will consider all the nested comments as well

Cancel

Save Trigger

Workflow Trigger



Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post



WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is



Select



Type to search

Test12345



⊕ Add filters

Track First Level Comments Only



If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.
This feature will not work for Facebook Groups.

Cancel

Save Trigger

3. After selecting the Page you have to select the Post Type. Post type can be "Published" or "Custom"

a. Published Post - 'Published Posts' tab includes all posts on your business page - it could be text, photo, video or live video types of posts. You can also select the "View on Facebook" hyperlink to take you to the post.

Workflow Trigger



Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post



WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is



Test12345



Post Type is



Published Post



Post is



Select



+ Add filters

Track First Level Comments Only



If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.

This feature will not work for Facebook Groups.

Cancel

Save Trigger

Workflow Trigger



Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post

WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is	Test12345	
Post Type is	Published Post	
Post is	Select	

+ Add filters

Track First Level Comments Only



If toggled on, we will consider only the 1st level comments, else as well.
This feature will not work for Facebook Groups.

Type to search

122118388484218440 (11-Mar-2024)

122110902128218440 (28-Feb-2024)

Cancel

Save Trigger

Workflow Trigger

Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post

WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is	Test12345	
Post Type is	Published Post	
Post is	122118388484218440 (11-Mar-2024)	View on facebook

[+ Add filters](#)

Track First Level Comments Only ☐

*If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.
This feature will not work for Facebook Groups.*

Cancel Save Trigger

b. Custom Post - 'Custom' tab allows you to find and connect the post by entering the Facebook post's URL or ID. Select Custom in Post type, add the "Post is" filter and paste the URL of the post in the field against Post is field.

Workflow Trigger

Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post

WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is

Test12345

Post Type is

Custom

Post is

<https://www.facebook.com/photo/?fbid=>

[View on facebook](#)

⊕ Add filters

Track First Level Comments Only

If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.
This feature will not work for Facebook Groups.

Cancel

Save Trigger

4. After selecting the post you have to enter what are you looking for in the comment. You can select from 2 options "Contains Phrase" and "Exact Match". Below are some examples to understand these 2 dropdown better.

Exact Match - Price

Inbound message - Price

Result - Pass

Exact Match - Share the Price

Inbound message - Share the Price

Result - Pass

Exact Match - Share the Price

Inbound message - Please share the Price

Result - Fail

Contains Exact Phrase - I bought from you

Inbound message - I bought from you

Result - Pass

Contains Exact Phrase - I bought from you

Inbound message - I bought from you yesterday

Result - Pass

Contains Exact Phrase - I bought from you

Inbound message - I bought **one** from you

Result - Fail

Workflow Trigger

Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - User Comments on a Post

WORKFLOW TRIGGER NAME

Facebook - User Comments On A Post

FILTERS

Page Is	Test12345	
Post Type is	Published Post	
Post is	122110902128218440 (28-Feb-2024)	View on facebook

Select

Search

Standard Fields

Contains Phrase

Exact Match

e we will consider all the nested comments as well

Cancel

Save Trigger

5. You can also use the toggle to turn on tracking of only first level comments. If this is turned on only first level of comments will trigger the workflow.

Workflow Trigger

Adds a workflow trigger, and on execution, the contact gets added to the workflow

CHOOSE A WORKFLOW TRIGGER

Facebook - Comment(s) on a Post

WORKFLOW TRIGGER NAME

Facebook - Comment(s) On A Post

FILTERS

Page Is	Test12345	
Post Type is	Custom	
Post is	https://www.facebook.com/photo/?fbid=	View on facebook
Exact Match	Checklist	

+ Add filters

Track First Level Comments Only ☒

*If toggled on, we will consider only the 1st level comments, else we will consider all the nested comments as well.
This feature will not work for Facebook Groups.*

Cancel Save Trigger

When will the contact be saved?

When a contact is coming through the trigger, it will be saved as a contact and First Name and Last Name of the contact will be stored.

What are the new actions?

There are 3 new actions in the "Communications" category.

- Facebook Interactive Messenger & Instagram Interactive Messenger

1. On selecting any of the above mentioned actions the sidebar will open where you can capture all the relevant details.

Facebook Interactive Messenger



Sends a Facebook Messenger message to the contact (contact needs to have previously messaged a connected Facebook page no more than 24 hours before arriving at this event in order for the message to successfully deliver, this window does not apply to comment reply)

ACTION NAME

Facebook Interactive Messenger

REPLY TYPE

Comment Reply

Sends an outbound messages when there is a comment on post.

TEMPLATES

Select Template

MESSAGE

    **B** *I* U Roboto 14px Paragr...
1 A        

Hi {{contact.first_name}}, thank you for requesting the checklist. Click on the below button to get it or get more information.

127 characters | 20 words

 Add attachment

Delete

Cancel

Save Action

2. First thing to do is to select the "Reply Type". You have 2 options to select from, Reply to DM and Reply to comment via DM.

Reply to DM

- This is to be selected when you want to send an outbound message to the customer based on a direct message received from the customer.

Reply to comment via DM

- This is to be selected when you want to send an outbound message based on the comment made by the customer. If you want to use multiple actions in the same workflow remember that first action will be a "Reply to comment via DM" and subsequent actions will be "Reply to DM".

Facebook Interactive Messenger ✕

Sends a Facebook Messenger message to the contact (contact needs to have previously messaged a connected Facebook page no more than 24 hours before arriving at this event in order for the message to successfully deliver, this window does not apply to comment reply)

ACTION NAME

Facebook Interactive Messenger

REPLY TYPE

Reply to comment via DM ▼

Reply to DM

Use this reply type to respond to users who have sent you a DM (or to continue the conversation if you've used a 'Reply to comment via DM' action above)

Reply to comment via DM ✓

Use this reply type to respond to users who have commented on your post by sending them a DM.

    **B** *I* U Roboto ▼ 14px ▼ Paragraph ▼

1 ▼ A        

Type a message

0 characters | 0 words

 Add attachment

Cancel

Save Action

3. After selecting the reply type, we have to configure the message that needs to be sent. You can select from pre existing templates or write a custom message.

4. Users also have the ability to attach files. Click on "Add attachment" and select an attachment from your drive or enter the URL to add the files.

Facebook Interactive Messenger ✕

Sends a Facebook Messenger message to the contact (contact needs to have previously messaged a connected Facebook page no more than 24 hours before arriving at this event in order for the message to successfully deliver, this window does not apply to comment reply)

ACTION NAME

Facebook Interactive Messenger

REPLY TYPE

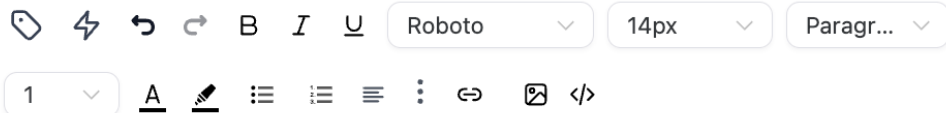
Comment Reply

Sends an outbound messages when there is a comment on post.

TEMPLATES

Select Template

MESSAGE



Hi {{contact.first_name}}, thank you for requesting the checklist. Click on the below button to get it or get more information.

127 characters | 20 words

 Add attachment

Delete

Cancel

Save Action

5. You can also add buttons with your messages. Buttons are a great way to communicate with your customers and gives you the functionality to perform actions based on the button selection, share your number or share the website link!

Click on "Add Button" to add the buttons, you can add up to 3 buttons.

Roboto

14px

Paragr...

1

Hello {{contact.first_name}}, thanks for reaching out. Here is the copy of the PDF containing our catalogue.

Add attachment

Add files through URL

+ Add

Buttons

Add up to three actions buttons that users can interact with in Facebook Messenger. Define each button's action for your workflow.

+ Add new button

⌚ Wait time Minutes for default Next step.

0.1

For any messenger action we need to add a wait time and if no input is recieved by the time, we will move them into the default next step.
By default a wait of 10 seconds is added which is editable.
If no button is selected, contact will go to the "Default Timeout" branch

Cancel

Save Action

6. There are 3 types of buttons to select from -

a. Open website - Add a URL to this button. Enter the link here and user will go to that link when button is clicked.

b. Call Number - You can enter the number here and user can call on that using this button.

c. Perform Actions - This button can be used to further progress the conversation with the customer. You can add actions after this button to continue the flow.

0 characters | 0 words

Add attachment

Add files through URL

+ Add

Buttons

Add up to three actions buttons that users can interact with in Facebook Messenger. Define each button's action for your workflow.

Enter Button Name

×

Select the conditions

Open Website

Call Number

Perform Actions

⌚ Wait step - Wait time for default next step (minutes)

1

For any messenger action we need to add a wait time and if no input is recieved by the time, we will move them into the default next step.
By default a wait of 1 minute is added which is editable.
If no button is selected, contact will go to the "Default Timeout" branch

Cancel

Save Action

7. The first thing to be added in a button is the Button Name. Next is the selection from the 3 button types and last is entering the phone number or URL for Call or

Website button respectively.

Buttons

Add up to three actions buttons that users can interact with in Facebook Messenger. Define each button's action for your workflow.

Visit our website

×

Open Website

▼

www.ourwebsite.com

Call us

×

Call Number

▼

The 'Call' action is final and cannot be followed by subsequent actions. After the call action, the contact will move to the 'Default Timeout' branch.

+19999111111

I need more information

×

Perform Actions

▼

+ Add new button

⌚ Wait time Minutes for default Next step.

0.1

Cancel

Save Action

8. Default Wait Time - This is a mandatory step. By default a wait time for 1 minute is added and it will be editable. After the given time has passed the contact will go to the "Default Branch"

Visit our website
X

Open Website

www.visitourwebsite.com

Call us
X

Call Number

IN 9990009999

The 'Call' action is final and cannot be followed by subsequent actions. After the call action, the contact will move to the 'Default Timeout' branch.

I need more information
X

Perform Actions

+ Add new button

🕒 Wait step - Wait time for default next step (minutes)

1

For any messenger action we need to add a wait time and if no input is recieved by the time, we will move them into the default next step.
By default a wait of 1 minute is added which is editable.
If no button is selected, contact will go to the "Default Timeout" branch

Delete
Cancel
Save Action

9. Default Branch - A default branch will be available for the action all the time. If no reply is received from the customer or the "Call" action button is selected the contact will move to this branch.

- Respond on comment action

With the help of this action, you can comment on the comment entered by the customer.

You can add multiple replies and system will randomly select from these options and reply to comment.

You also have a toggle button - switching the toggle button on will also like the comment.

Respond On Comment



This action is available only with FB/IG comment triggers. Using this action business pages can enable comment reply on any comment by a customer and/or like a comment. This action will not work for Facebook Groups.

Create multiple comment to be sent randomly as comment replies

Please add your comment reply here



Please add your comment reply here



+ Add New Response



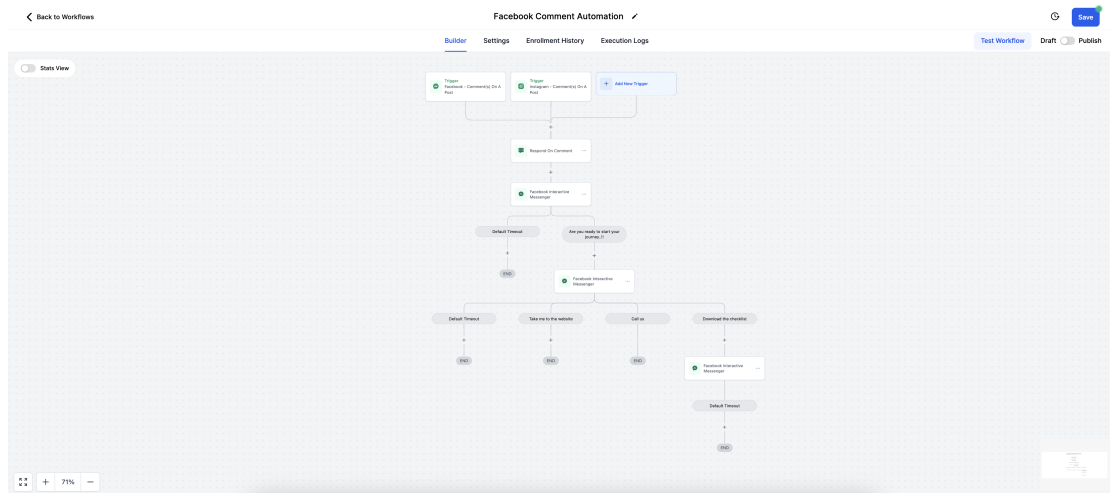
LIKE COMMENTS

Enable the toggle to like comments on the post automatically. Applicable for Facebook posts only, Instagram is not supported.

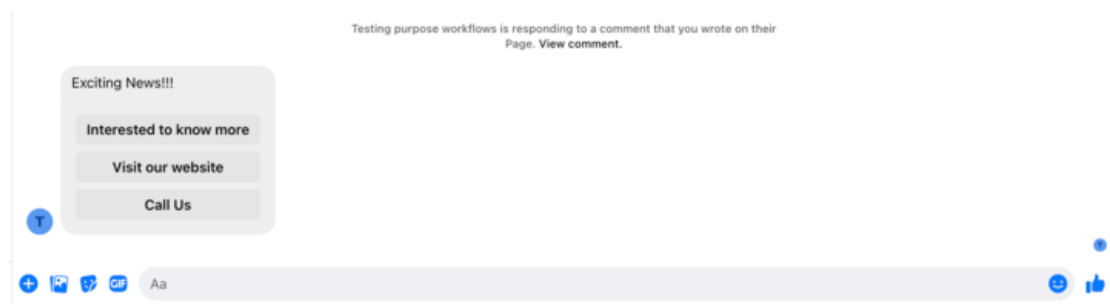
Cancel

Save Action

Here is an example of how the workflow would look:



....and here is how the message will look in Facebook and Instagram:



2:50



kilogyms

Active 20m ago



kilogyms

Instagram

1.6K followers · 478 posts

You've followed this Instagram account since 2020

You both follow whatadeledoes and 11 others

View profile

You started a chat with kilogyms. We use information from this chat to improve your experience. [Learn about business chats and your privacy.](#)

YESTERDAY 4:07 PM

kilogyms messaged you about a comment you made on their post. [See Post](#)

Awesome!

Visit our website!

I need more info!



I need more info!

kilogyms messaged you about a comment you made on their post. [See Post](#)



Message...



Important points to be noted:

- In triggers "Page is" is the first field to be selected. All the other fields are dependent on it and if the "Page is" filter is deleted all the other filters will also be deleted.
- Up to 3 buttons can be added in the Interactive Messenger action.
- No further actions can be added after the "Call" button.
- After the call button the contact will directly move to the Default Branch.
- By default, a wait of 1 minute is added, which is editable.
- If no button is selected, contact will go to the "Default Timeout" branch.
- If Reply to DM is selected, the system will check if there is any conversation that happened within the last 24 hrs and if yes then it'll send a message else it'll fail to send.
- Reply to DM will be used in 2 scenarios. First one is when you want to start the conversation with the user who has send you a DM and second when you want to continue the conversation with the user after the Reply to comment via DM. For eg. when in the first action Reply to comment via DM is selected as Reply Type, subsequent actions will have Reply to DM as Reply type.
- When using Reply to comment via DM, if the contact has not replied to the First Interactive Messenger action then Interactive Messenger Action will not work in the Default Timeout Branch.
- For Reply to comment via DM a 7 day window is applicable. You need to send a reply to the comment via DM in 7 days otherwise the delivery will fail.