Set Up Facebook and Instagram Comment Automation in GLM

Mavilyn Carlos - 2026-08-26 - Automation (Workflows)

Comment automation lets a Gym Lead Machine workflow respond on its own when someone comments on one of your Facebook or Instagram posts. You choose the post and the phrase you are watching for, then the workflow can reply to the comment publicly, send the commenter a direct message, or both. Every commenter who triggers the workflow is saved to your contacts.

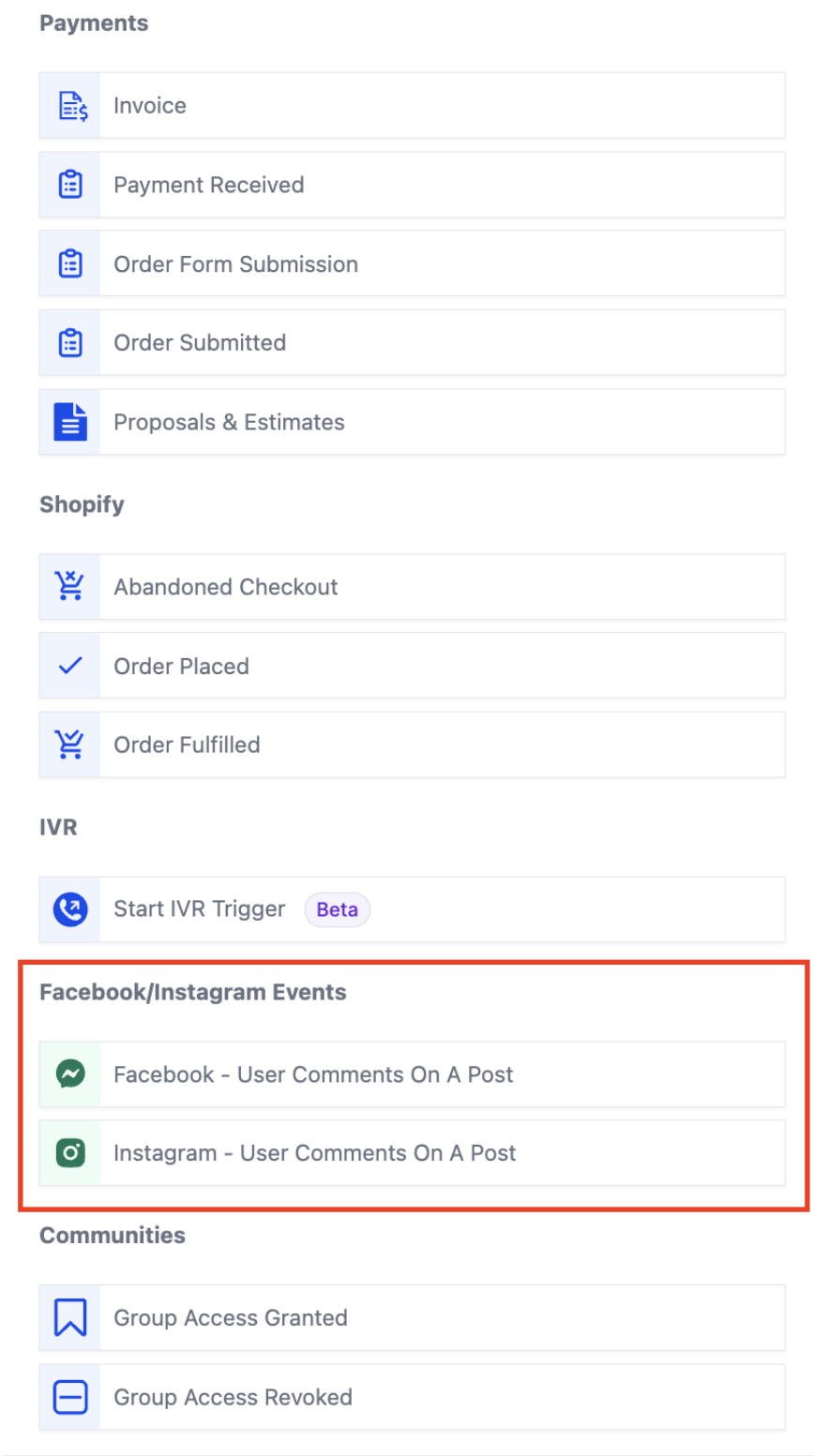
What you can do with comment automation

- Trigger a workflow when someone comments on a Facebook or Instagram post
- Watch a single post or every published post on your page
- Match comments by exact wording or by phrase
- Limit the trigger to top-level comments only
- Reply publicly to the comment and optionally like it
- Send the commenter a direct message with a template or a custom message
- Attach a file to the message
- Add up to three buttons that open a link, dial a number, or continue the workflow
- Save every commenter as a contact automatically

Connect Facebook and Instagram

Your Facebook account has to be connected before the comment triggers become available.

1. Go to **Settings**.
2. Go to **Integrations**.
3. Find the Facebook and Instagram section.
4. Connect your account.

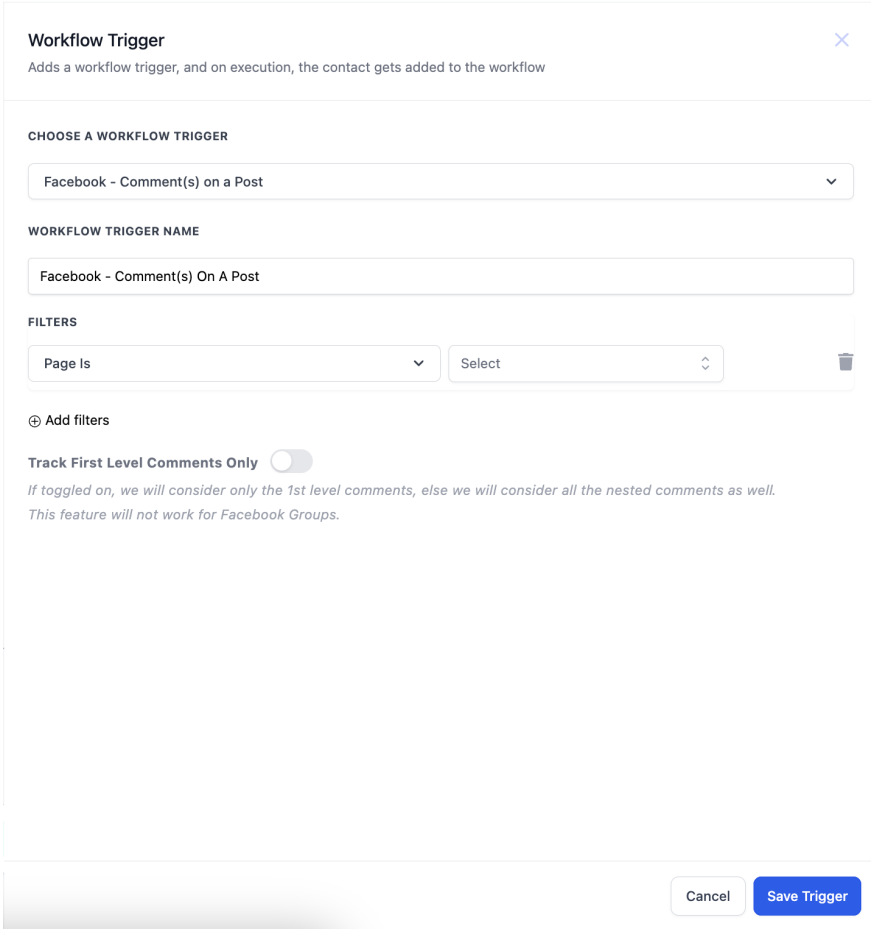


Once the account is connected, the **Facebook - User comments on a post** and **Instagram - User comments on a post** triggers are available in the workflow builder.

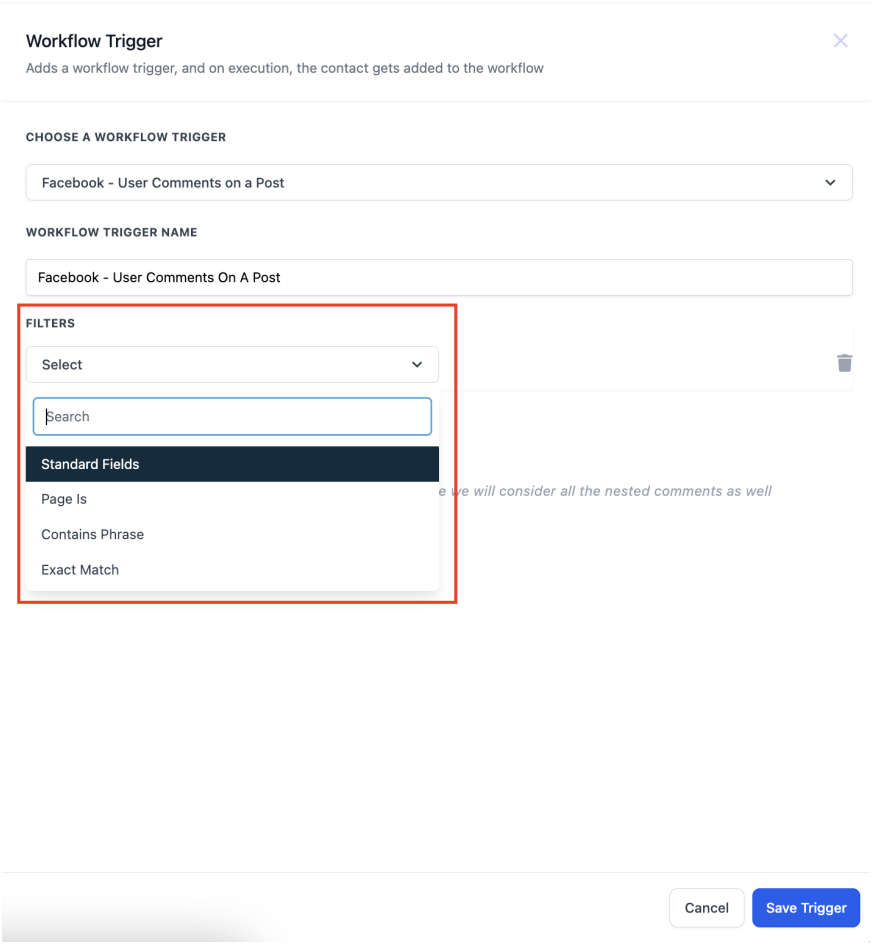
Set up the comment trigger

1. Create a workflow and click **Add Trigger**.

2. Search for the trigger you want, or scroll to the **Facebook/Instagram events** category and select it there.



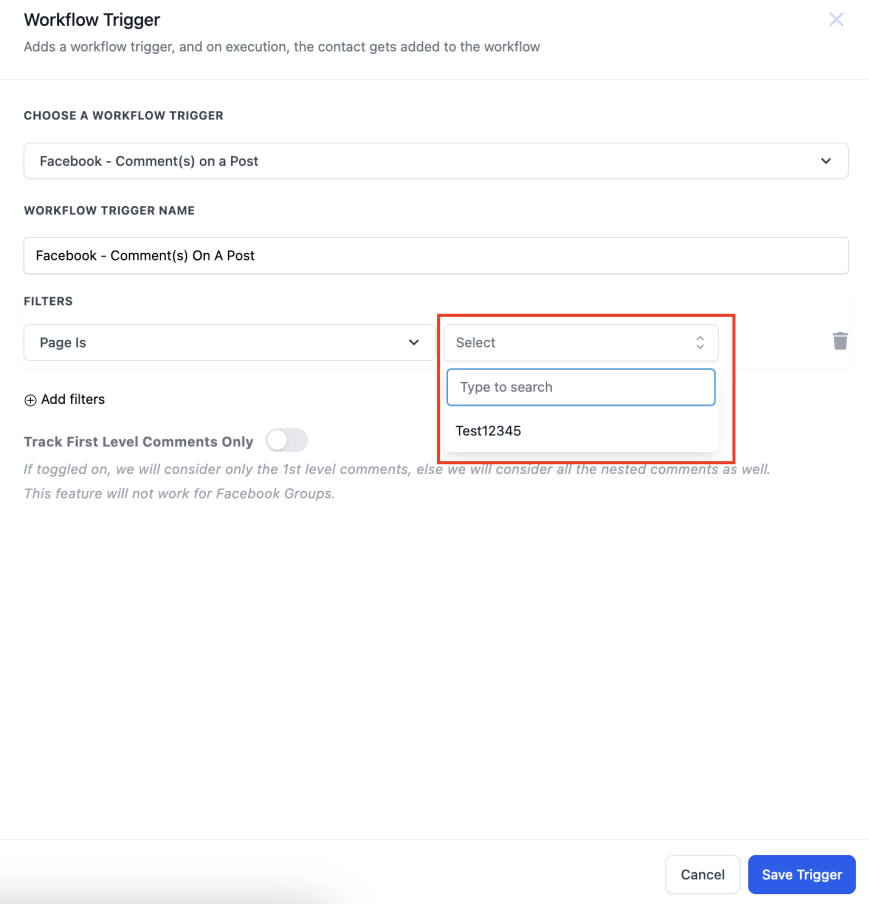
3. In the sidebar that opens, select the **Page**.



4. Select the **Post Type**, either Published or Custom.

5. Enter what you are looking for in the comment, using either **Contains Phrase** or **Exact Match**.

6. Turn on the first-level comments toggle if you want only top-level comments to start the workflow, rather than replies to other comments.

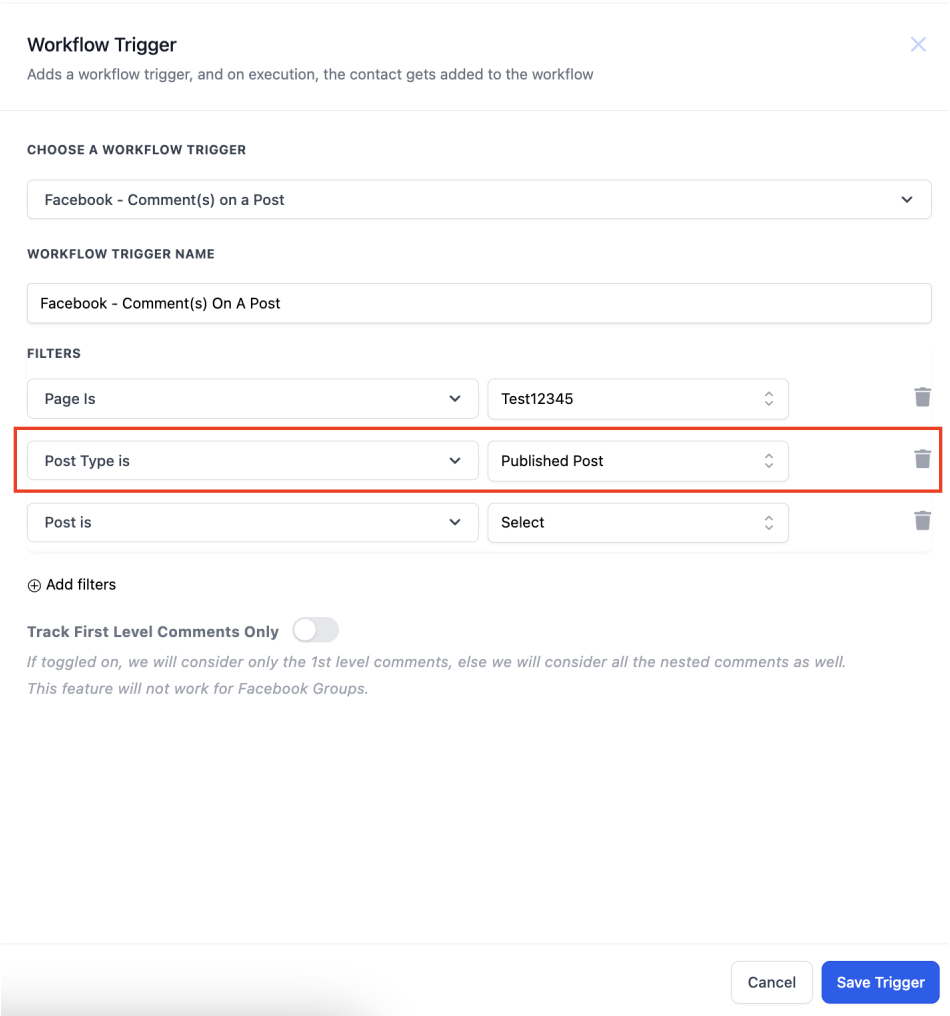


Note

Page is is the first filter to set, and every other filter in the trigger depends on it. Deleting the Page filter deletes all the others with it.

Published posts and custom posts

Post type	What it covers	How you select the post
Published	Every post on your business page, including text, photo, video, and live video posts	Choose from the Published Posts tab. A **View on Facebook** link opens the post so you can confirm you have the right one.
Custom	One specific post you identify yourself	Select Custom, add the **Post is** filter, and paste the post's Facebook URL or ID into the field.



Contains Phrase vs. Exact Match: which should you use?

Exact Match fires only when the comment is word for word what you entered. Contains Phrase fires when your phrase appears inside a longer comment, but the phrase itself still has to be uninterrupted. Use Exact Match for one-word triggers like a keyword you are promoting, and Contains Phrase when people will wrap the phrase in other words.

Setting	What you entered	The comment	Result
Exact Match	Price	Price	Triggers
Exact Match	Share the Price	Share the Price	Triggers
Exact Match	Share the Price	Please share the Price	Does not trigger
Contains Phrase	I bought from you	I bought from you	Triggers
Contains Phrase	I bought from you	I bought from you yesterday	Triggers
Contains Phrase	I bought from you	I bought one from you	Does not trigger

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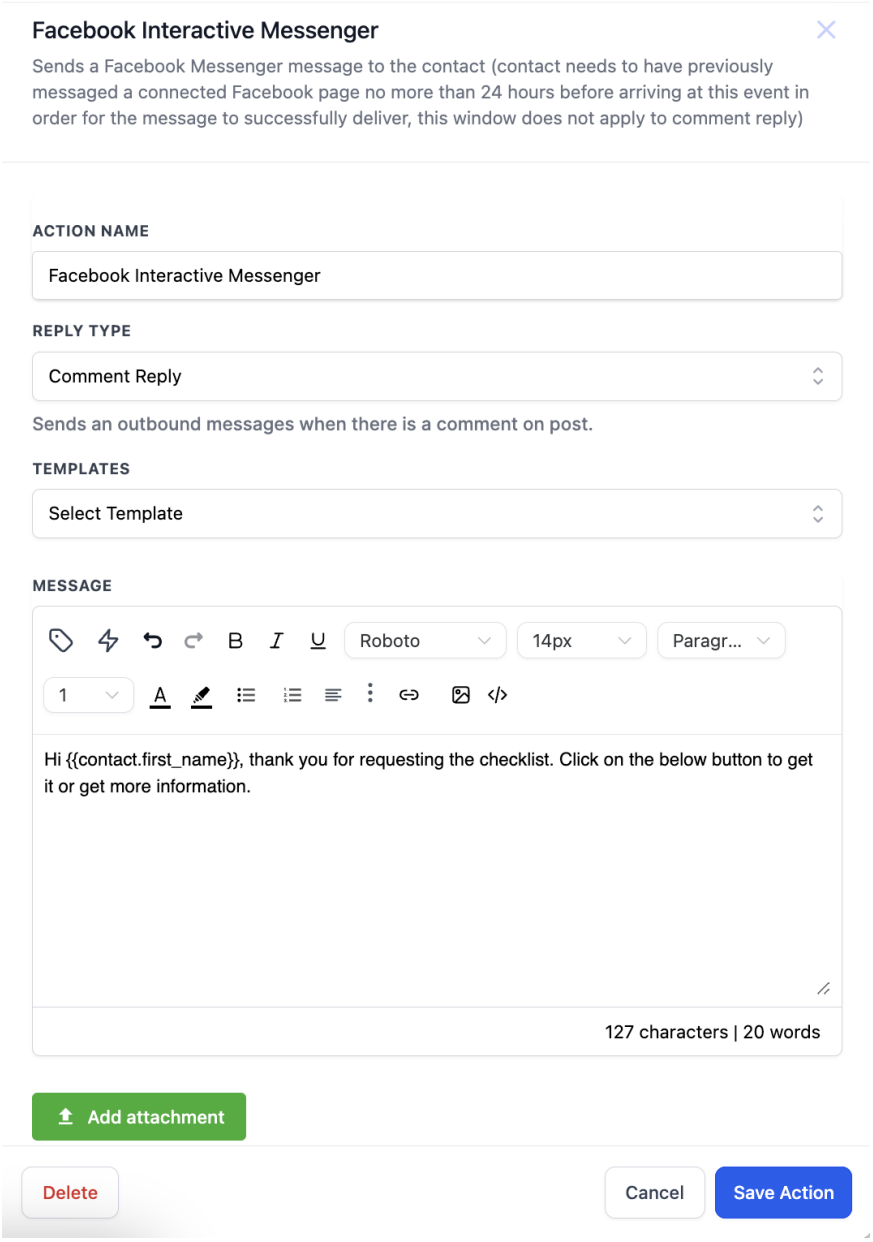
Send a direct message with the Interactive Messenger action

Facebook Interactive Messenger and **Instagram Interactive Messenger** are workflow actions in the **Communications** category. They send the commenter a direct message and can carry buttons the commenter taps to keep the conversation going.

1. Add the action and open its sidebar.
2. Select the **Reply Type**.
3. Choose a pre-existing template or write a custom message.
4. Click **Add attachment** to attach a file, either from your files or by entering a URL.
5. Click **Add Button** to add buttons, up to three per action.
6. Enter the **Button Name**, select the button type, then enter the phone number or URL if the type needs one.
7. Set the **Default Wait Time**. This step is required. It defaults to one minute and you can change it.

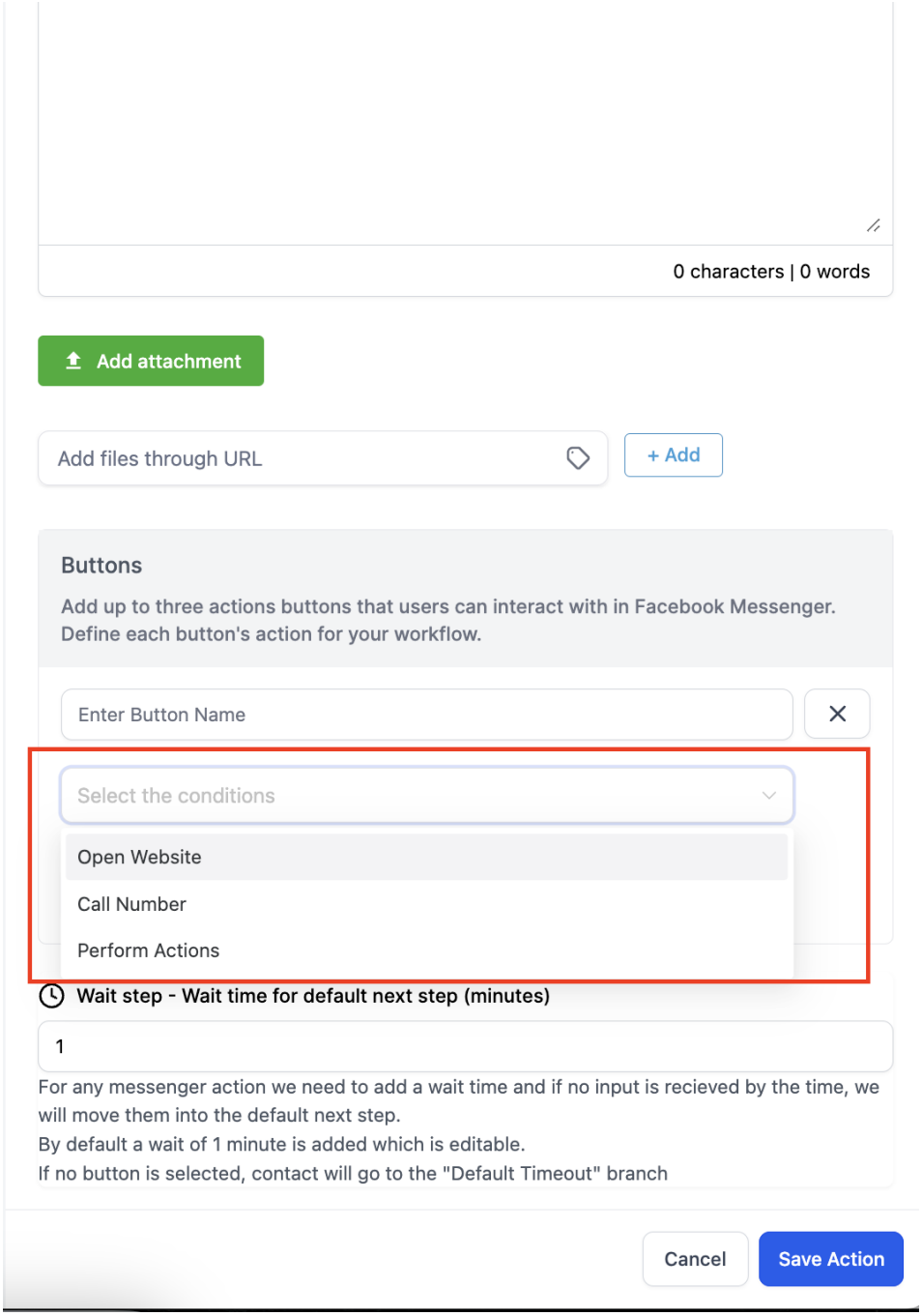


Reply types

Reply type	When to use it
Reply to DM	You want to send a message based on a direct message the customer sent you. Also used for every action after the first one in a workflow that started with Reply to comment via DM.
Reply to comment via DM	You want to send a message based on a comment the customer left on a post. This is the first action in the workflow.

Button types

Button type	What it does
Open website	Opens the URL you enter when the customer taps it
Call Number	Dials the number you enter
Perform Actions	Continues the conversation, so you can add workflow actions after it



The Default Branch

Every Interactive Messenger action has a Default Branch. A contact moves to it when no reply comes back within the wait time, or when the customer taps a **Call** button.

Reply publicly with the Respond on comment action

The **Respond on comment** action replies to the comment the customer left, in public on the post.

- Add more than one reply and the system picks one at random each time it fires, so your replies do not read as automated.

- Turn on the toggle to like the comment as well as reply to it.

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

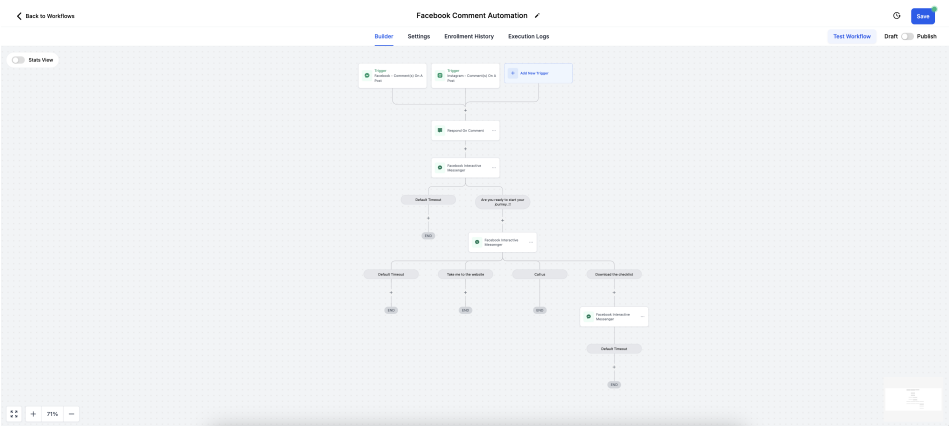
Please add your comment reply here

+ 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



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

Message...

Frequently asked questions

Which triggers do I use for comment automation?

Facebook - User comments on a post and Instagram - User comments on a post. Both sit in the **Facebook/Instagram events** category when you click Add Trigger, and you can search for them by name instead of scrolling to the category.

Does someone who comments get saved as a contact?

Yes. Anyone who comes through the trigger is saved as a contact, with their first name and last name stored. You do not need a separate action to create the contact.

Why did all my trigger filters disappear?

You deleted the Page filter. Page is is the first field you set and every other filter depends on it, so removing it removes the rest. Select the page again and rebuild the filters underneath it.

Why did my direct message fail to send?

Both reply types have a time limit, and messages outside it fail. Reply to DM checks whether you have had a conversation with that person in the last 24 hours and only sends if you have. **Reply to comment via DM** has a seven-day window, so a reply to a comment older than seven days will not be delivered.

Can I add more actions after a Call button?

No. Nothing can follow a Call button. Once the customer taps it, they move straight to the Default Branch.

What happens if the customer never taps a button?

They wait out the default wait time and then move to the Default Timeout branch. The wait is one minute unless you change it. Note that if a contact never replied to the first Interactive Messenger action, a further Interactive Messenger action placed in the Default Timeout branch will not run.

Helpful tips

- Select the page first, since every other trigger filter depends on it
- Use the **View on Facebook** link to confirm you picked the right published post
- Test your phrase against the wording customers actually use before you publish the workflow
- Turn on first-level comments to ignore replies people leave on each other's comments
- Put **Reply to comment via DM** first and use **Reply to DM** for the actions that follow it
- Keep to three buttons per message, which is the maximum
- Lengthen the default one minute wait if you want to give people a real chance to respond
- Add several variations to a Respond on comment action so your public replies vary

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

- Tags
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