

AI-POWERED AUTOMATION

# Social Media Comment Moderator

*AI-Powered. Real-Time. Fully Automated.*

#AIModeration #BrandProtection #AutoDelete #SocialAI #ReputationManagement

**24x7**

Always On

**< 3s**

Response Time

**∞**

Scale



# What is the Social Media Comment Moderator?

A real-time AI-powered system that **continuously monitors** incoming social media comments, analyzes their **sentiment and intent** using AI, and automatically **deletes negative, abusive, or spam comments** based on predefined brand-specific rules.

**24x7**

Automated

**0s**

Human Delay

**∞**

Comments



*Built for brands, agencies, and eCommerce pages managing high-volume comment sections — without any manual effort.*

🔍 Real-Time Comment Monitoring

🔍 AI Sentiment & Intent Analysis

🔍 Automatic Comment Deletion

🔍 Multi-Brand & Multi-Page Support

🔍 Rule-Based Smart Routing

🔍 Platform-Native API Integration

# Challenges Brands Face Today

## 01 Overwhelming Volume

Thousands of daily comments. Manual moderation at this scale is impossible and error-prone.

## 02 Delayed Response

Human moderators work limited hours. One viral toxic comment can destroy brand reputation overnight.

## 03 Inconsistent Standards

Different moderators apply rules differently. What one removes, another ignores — creating unfair enforcement.

## 04 24x7 Brand Attacks

Trolls and bots operate round the clock. Without automation, brands are exposed every night and weekend.

## 05 Agency Scalability Limits

Agencies managing 10+ client pages can't hire enough moderators. It erodes margins and consistency.

## 06 Ad Section Exploitation

Paid ads attract spam, fake deals, and competitor sabotage — directly hurting conversion rates and ROI.



## Goals & Objectives



### Eliminate Harmful Content in Real-Time

Detect and delete negative, abusive, or spam comments the instant they are posted. Zero delay, zero tolerance.



### Fully Automate Comment Moderation

Replace manual moderators with intelligent AI automation that works 24 hours, 7 days a week, no breaks.



### Scale Across Multiple Brands & Pages

One workflow handles moderation for unlimited Facebook pages and brands simultaneously from a single system.



### Enforce Consistent Brand Rules

Apply predefined, brand-specific moderation policies 100% uniformly — no human inconsistency or error.



### Protect Ad Spend & Campaign ROI

Keep ad comment sections clean from spam and sabotage, ensuring paid traffic converts at peak efficiency.

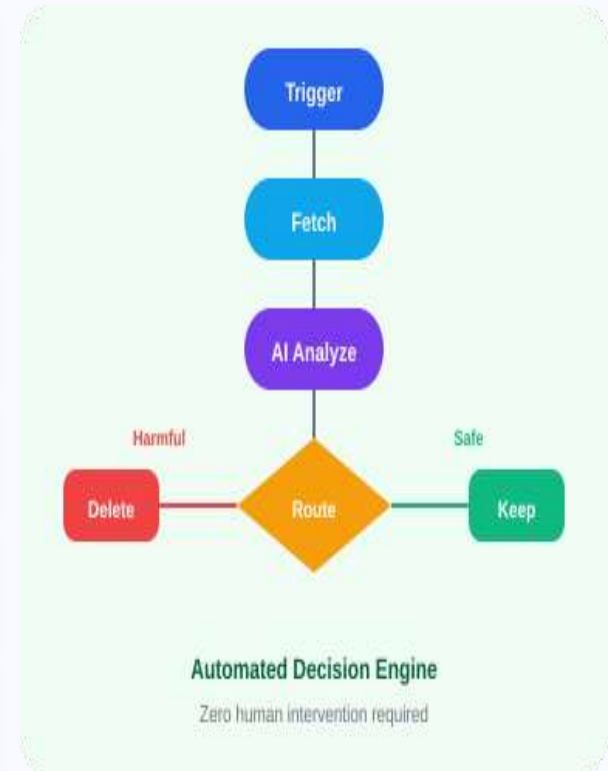


### Provide 24x7 Round-the-Clock Protection

Brand protection doesn't sleep. The system guards your reputation at 3AM just as effectively as at 3PM.

# Solution Workflow Breakdown

1	<b>Trigger</b> <i>New Comment Detected</i>	Social platform fires a webhook the instant a new comment appears on any monitored post.
2	<b>Fetch</b> <i>Comment Data Retrieved</i>	Full comment content, user metadata, post ID, and timestamp are fetched via platform API.
3	<b>Analyze</b> <i>AI Sentiment Engine</i>	AI model classifies the comment as Positive, Neutral, Negative, Abusive, or Spam with context.
4	<b>Route</b> <i>Brand Rule Matching</i>	Comment is routed through brand-specific logic. Each brand has its own sensitivity rules.
5	<b>Decide</b> <i>Action Decision</i>	Harmful → Delete instantly. Safe → No action. Fail-safe logic prevents false positives.
6	<b>Execute</b> <i>API Deletion + Log</i>	Platform-native API call deletes the comment. Action is logged with full audit trail.



# Key Tools & Technology Stack



## n8n Automation

*Workflow Engine*

Open-source platform connecting all services, managing triggers, routing logic, and executing API calls.



## Claude / GPT-4

*AI Sentiment Engine*

Large language model that classifies comments with deep contextual understanding — beyond keyword matching.



## Meta Graph API

*Facebook & Instagram*

Official Meta API used for fetching comments and executing platform-native secure comment deletion.



## Webhook Triggers

*Real-Time Detection*

Instant event-driven triggers that fire the workflow the moment a new comment is detected.



## Switch / Router Logic

*Brand Rule Engine*

Intelligent routing that applies different moderation policies per brand, page, or campaign.

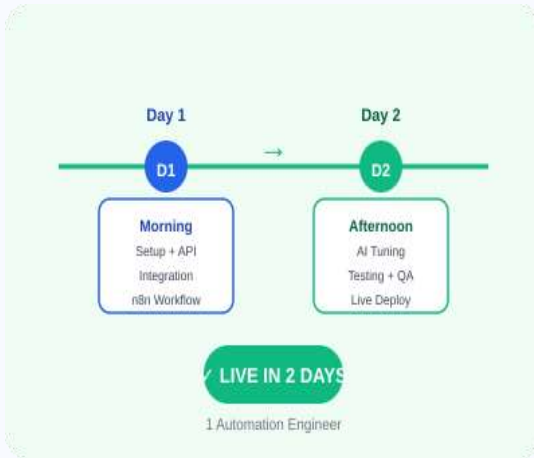


## Audit Log / Database

*Logging & Reports*

Every action is logged with comment ID, classification, timestamp, and outcome for full transparency.

# Duration & Resources



## DAY 1

8 HOURS

### \*☐ MORNING

- › n8n environment & workspace setup
- › Meta API credentials & page connection
- › Webhook configuration & trigger testing
- › Base workflow structure & routing logic
- › AI sentiment prompt design & tuning
- › Brand-specific switch rules configuration
- › Test classification with sample comments
- › Initial end-to-end workflow test run

## DAY 2

8 HOURS

### \*☐ MORNING

- › Full test suite with real comment data
- › Edge case handling & fail-safe testing
- › Multi-page / multi-brand routing QA
- › Audit log verification & output review
- › Live deployment to production pages
- › Performance monitoring & alert setup
- › Documentation & handover materials
- › ✓ **System fully live & monitoring**

👤 1 Automation Engineer

📅 2 Days Total Duration

💰 Low Cost (API Credits Only)

🚀 Zero Downtime Deployment

📄 Full Handover Docs Included

## Real-World Use Cases



### Brand Reputation Management

REPUTATION

Automatically removes harmful comments the moment they appear — maintaining a premium, positive brand image across all posts.



### Ad Campaign Moderation

ADVERTISING

Keeps Facebook and Instagram ad comment sections spotless — eliminating spam, fake deals, trolling, and competitor attacks.



### E-Commerce Page Protection

ECOMMERCE

Prevents scam links, misleading promotions, and competitor comments on product posts — protecting buyer confidence.



### High-Volume Community Pages

COMMUNITY

Efficiently moderates pages with millions of followers where manual moderation is not feasible or cost-effective.



### Agency-Level Automation

AGENCY

One workflow, 10+ client pages. Marketing agencies manage all client brands from a single automated n8n system.



### 24x7 Night-Time Protection

ALWAYS-ON

Brands sleep, trolls don't. The system actively removes harmful content at 3AM just as effectively as at 3PM.

# Outcomes: Before vs. After Deployment

Metric	Before Automation	After Deployment	Improvement
Response Time	2–24 hours (human review)	< 3 seconds (automated)	99.9% faster
Moderator Headcount	3–5 FTE moderators	0 FTE — fully automated	100% reduction
Miss Rate	15–30% comments slip through	< 1% miss rate	~98% accuracy
Operating Hours	8–12 hrs/day (human shift)	24 hrs × 7 days	2× coverage
Pages Per System	1–2 pages per moderator	Unlimited pages	Infinite scale
Monthly Cost	₹80,000–₹2L/mo (salaries)	₹5,000–₹15,000/mo (API)	80–90% savings
Rule Consistency	Varies per moderator	100% rule-consistent	Fully standardized
Audit & Reporting	Manual logs (incomplete)	Full automated log	Complete visibility

# What Makes This System Powerful



## Real-Time Monitoring

Webhooks trigger the system instantly when a comment is posted. No polling. No delay. Immediate action every single time.



## AI Sentiment Analysis

LLM-based classification understands context, sarcasm, and nuance — far beyond simple keyword filters.



## Automatic Deletion

Harmful comments are deleted via platform-native API calls the moment they're detected. No manual intervention needed.



## Multi-Brand Routing

Smart switch logic routes each comment through the correct brand's rule set. Fully customizable per page.



## Fail-Safe Handling

Positive and neutral comments are completely untouched. Only harmful content is acted upon — no false positives.



## Audit Trail & Logging

Every moderation action is logged with full metadata — comment content, classification, action, and timestamp.



## No-Code Configuration

Built on n8n's visual workflow editor. Non-technical team members can update rules without writing any code.



## Platform-Native API

Uses official Meta Graph API for secure, reliable deletions that comply fully with platform terms of service.

## CONCLUSION

# The Future of Comment Moderation is Already Here.

The Social Media Comment Moderator eliminates the need for round-the-clock human moderation. With AI-powered classification, instant deletion, and multi-brand scalability — brands can focus on growing their audience, not policing it.



Real-Time Action



Zero Manual  
Effort



Infinite Scale

Brand Protected. 24x7. Zero Effort.

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