Kelpie signal — 47 mentions

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14 hours · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **At 47 mentions a factual reply is still enough. At 400, the topic can't be handled, only endured.**

What is observed, without interpretation

Observation	Value	Usual average
Mentions in 14 hours	**47**	6
Reusing the same screenshot	**31**	—
High-reach sharing accounts	2	**one with 40,000 followers**

What is known, what isn't

Element	State
The claim — three-week delivery	**Matches 6 comments from last week, never escalated**

Element	State
Whether the delay is real	**Unknown to the studio — only the brand has that information**

The alert threshold

Rule	Value	Who set it
Trigger	3× the average over 12 hours	**The studio**

The two prepared replies

Hypothesis	What the reply says	State
The delay is confirmed	What the brand is doing, and when	**Ready, not published**
The delay is not confirmed	What the brand is doing, and when	**Ready, not published**

> **Both say the same thing in substance.** It's for the brand to say which is true; neither ships without their word.

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