



Kelpie signal — 47 mentions

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Document issued on 24/09/2026

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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