



43 comments — the signal and the decision

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One week, 3 networks · fictional document

Fictional document — demonstration example

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Fictional document, produced for demonstration. **This assistant does not reply to comments and does not moderate threads**: it counts them, sorts them, escalates what is urgent, and draws the editorial decision that makes the most frequent question fall away. **Writing the replies is the community management agent's job.**

What the 43 comments say

Family	Volume	Handled by the assistant
Opening hours and days	26	Editorial decision: pinned “practical information” template
Product questions (allergens, gluten-free, platter sizes)	9	Sorted, reported in summary
Compliments after the “behind the scenes” post	4	Counted — a template signal

Family	Volume	Handled by the assistant
Urgent cases	4	Escalated in under 10 minutes with the direct link

The 4 cases escalated the same day

Case	Why it cannot wait for the weekend
2 orders placed in the comments	An unseen order is a lost sale and a disappointed customer
1 complaint about a Saturday order	Public dissatisfaction with no reply is read by everyone who follows
1 report of wrong opening hours	Wrong information online manufactures the next 26 questions

The editorial decision, and its measured effect

Action	Content	Effect
"Practical information" template	Hours of the 3 shops, closing days, how to order	Opening-hours questions: 26 then 9 a week
Pinned to the top of both accounts	—	Visible before the first comment
Reposted on the first Monday of the month	—	Keeps the information current without anyone thinking about it

The best answer to a question asked forty times is a post, not forty replies.

It is the only place where this assistant acts on comments — and it is the one that pays most.

What the community management agent would take on, and on what volume

Scope	Weekly volume measured here
Replies to the families with nothing at stake (hours, product, compliments)	39 comments
Cases escalated to a human	4 comments

Next frequent question to turn into a post: _____

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