43 comments — the signal and the decision

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Document issued on 09/11/2026

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.

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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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