HOW TO CONFIGURE AUTO-MODERATION IN NAPOLEONCAT
GUIDE FOR E-COMMERCE
NapoleonCat’s Auto-moderation works for Facebook (including Messenger), Facebook Ads, Instagram, and Instagram Ads. It also lets users hide or delete comments and answer comments or private messages.
Create your first Auto-moderation rule

To create your first Auto-moderation rule, go to the Social Inbox module and click on “Auto-moderation” in the upper right corner.

The first step is naming your rule. Its name will show up on the list of rules, and you’ll be able to navigate between them easily.

After that, choose the Facebook or Instagram account you want the rule to apply to.

A pop-up window will appear with a list of all your existing rules. This is where you can edit or delete them. To create a new rule, click “Add new rule.”

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Set up triggers and conditions

For Facebook, you’ll have “triggers” and “conditions.” A trigger sets off a rule, and a condition can specify the trigger further.

Here are some of the triggers and conditions for a Facebook page:

01 **POST TO PAGE, WHICH MEANS POSTS PUBLISHED BY FANS ON YOUR PAGE:**
- all posts of fans,
- text-only posts,
- only posts with a link,
- only posts containing a photo or a video.

02 **COMMENTS:**
- all comments,
- text-only comments,
- only comments with a link,
- only comments with a photo or video.

03 **PRIVATE MESSAGES:**
- all private messages from a fan,
- only the first message from a fan.

04 **DARK (PROMOTED) POSTS COMMENTS:**
- all comments,
- text-only comments,
- only comments with a link,
- only comments with a photo or video.

05 **PAGE MENTIONS AND COMMENTS TO PAGE MENTIONS**
- all comments,
- text-only comments,
- only comments with a link,
- only comments with a photo or video.

06 **REVIEWS:**
- positive reviews,
- negative reviews.

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You can also set user tags to trigger a rule. User tags are defined in "Project settings" and are applied manually by moderators in the Inbox. Once a user is tagged, all their incoming messages and comments will be labeled with that specific tag.

For example, you can tag your most valuable customers and then give them priority support by automatically flagging messages they send and forwarding them via email to your customer support team members.

Next, you add keywords that will trigger your rule. You can switch to an advanced mode for more options too:
Define actions for rules

After you set your keywords, it's time to define the action that your rule will take. It's important to mention that deleting and hiding content happens in NapoleonCat’s Inbox and on the dedicated social media platform.

Publish replies

If you set your rule to publish replies, you can further customize it:
- Include the username of the person you're replying to in the automated response,
- Input multiple versions of an automated reply in one rule (this is called randomization) to diversify your responses,
- Schedule your rule to work at specific times, e.g., for when your team of moderators is offline,
- Set up automatic email notifications to inform anyone on your team each time your rule is triggered.

Once you're done configuring your rule, click on “Save rule,” and you're all set.
Discover new social media perspectives on one platform

- Analyze your activities and monitor competitors
- Publish posts on multiple platforms simultaneously
- Moderate all messages and comments in one place
- Improve quality and efficiency of customer service thanks to the Auto-moderation features

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