



# Setting Up Facebook Comment Auto Replies

This feature is great for maximizing engagement and creating a viral effect on your Facebook Posts. When enabled, we are able to automatically message anyone who leaves a comment on your Facebook Page post. Once that person replies to your message they will automatically become a Facebook Messenger Subscriber.


**Step 1:** On the left navigation area click on "Lead Magnets"

nd or type unknown

**Step 2:** On the top right of this page click on the button for "New Lead Magnet"

nd or type unknown

**Step 3:** On the popup that appears click on the option for "Facebook Page Comment" and click Next.

nd or type unknown

**Step 4:** The first step to configure here is to select the Facebook Post to use for this comment feature. Click the button for "Select a Post". Find the post you want to use and select it.

**Step 5:** By default SmartEngage will send a message to anyone who leaves any comment, but you can adjust it to only send a message based on specific keywords.

**Step 6:** Configure Auto-response. This is the very first message your Facebook Page will automatically send to the person who leaves a comment on your selected Facebook Post. *IMPORTANT* - This person is not considered a subscriber until they reply to this Auto-response message. For this reason it is best practice to pose an inrtiguing question here to help generate a reply back.

**Step 7:** Configure your Opt-In Message. If the Facebook user replies in Step 6 above then you can configure to send them this Opt-In Message for whatever you want as they are now considered a subscriber.

Please watch this video walkthrough:

<https://player.vimeo.com/video/283529660>

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