

Social Media / Engagement Strategies

Create a system for replying to comments to boost algorithm reach (timing, length, value).

Difficulty: Intermediate

Model: GPT-4 / Claude / Gemini

Use Case: Comment Replies, Algorithm Boost, Community Management

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Why This Prompt Exists

Most creators ignore comments — or reply with generic “thanks” that doesn’t drive engagement.

You get:

- comments that go unanswered (missed engagement)
- replies that are too short (“thanks”) or too long
- no strategy for replying to different comment types
- missed algorithm signals from comment engagement
- low reach from posts with few comment replies

But comment replies are not optional.

They are how you signal the algorithm that your content is engaging.

- Reply within 1-2 hours (algorithm reward)
- Add value, don’t just say “thanks”
- Ask follow-up questions to keep thread alive
- Pin the best comment (engagement signal)
- Reply to every comment (consistency)

Without a comment strategy, you miss engagement signals.

This framework forces AI to create a comment reply strategy.

The Prompt

Assume the role of a community engagement strategist who boosts algorithm reach through comments.

Your task is to create a comment reply strategy.

Generate:

1. REPLY TIMING RECOMMENDATIONS

- How quickly to reply (1-2 hours)
- Best times to post for replies

2. COMMENT TYPE REPLIES (with scripts)

- Agreement comment ("Great post!")
- Question comment (asks for clarification)
- Disagreement comment (respectful)
- Generic comment ("Nice", "Thanks")
- Self-promotion comment (drops a link)

3. FOLLOW-UP REPLY STRATEGY

- How to keep the conversation going
- When to stop replying

4. PINNING STRATEGY

- Which comments to pin
- Why pinning boosts engagement

5. COMMENT ENGAGEMENT METRICS

- What to track (reply rate, thread length)

6. WEEKLY COMMENT REVIEW PROCESS

- How to audit and improve

INPUTS:

Your Platform:

[TIKTOK / INSTAGRAM / YOUTUBE / LINKEDIN / TWITTER/X]

Post Type:

[EDUCATIONAL / ENTERTAINING / PROMOTIONAL / PERSONAL]

Average Comments per Post:

[INSERT NUMBER]

Team Size (comment replies):

[SOLO / SMALL TEAM / AGENCY]

Brand Voice:

[FRIENDLY / PROFESSIONAL / WITTY / EDUCATIONAL]

RULES:

- Reply within 1-2 hours of posting (algorithm reward)
- Add value in replies (don't just say "thanks")
- Ask follow-up questions to keep threads alive
- Pin the best comment (engagement signal)
- Reply to every comment (consistency matters)

- Track reply rate and thread length over time

How To Use It

- Reply within 1-2 hours of posting — algorithm rewards quick engagement.
- Add value in replies — not just “thanks” but a related insight or question.
- Ask follow-up questions to keep threads alive (more replies = more algorithm signal).
- Pin the best comment — shows new viewers that engagement is happening.
- Reply to every comment — consistency signals active community.
- Track reply rate and thread length to measure engagement quality.

Example Input

Your Platform: INSTAGRAM

Post Type: EDUCATIONAL (carousel about raising freelance rates)

Average Comments per Post: 15-20

Team Size: SOLO

Brand Voice: FRIENDLY AND HELPFUL

Why It Works

Most comment replies are afterthoughts.

This framework improves outcomes by forcing:

- reply timing (algorithm reward)
- comment type scripts (consistency)
- follow-up strategy (depth)
- pinning strategy (visibility)
- metrics tracking (improvement)

Great comment strategies don't just reply — they build community and signal the algorithm.

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