

HOW TO CONFIGURE AUTO-MODERATION IN NAPOLEONCAT

GUIDE FOR E-COMMERCE



NapoleonCat.

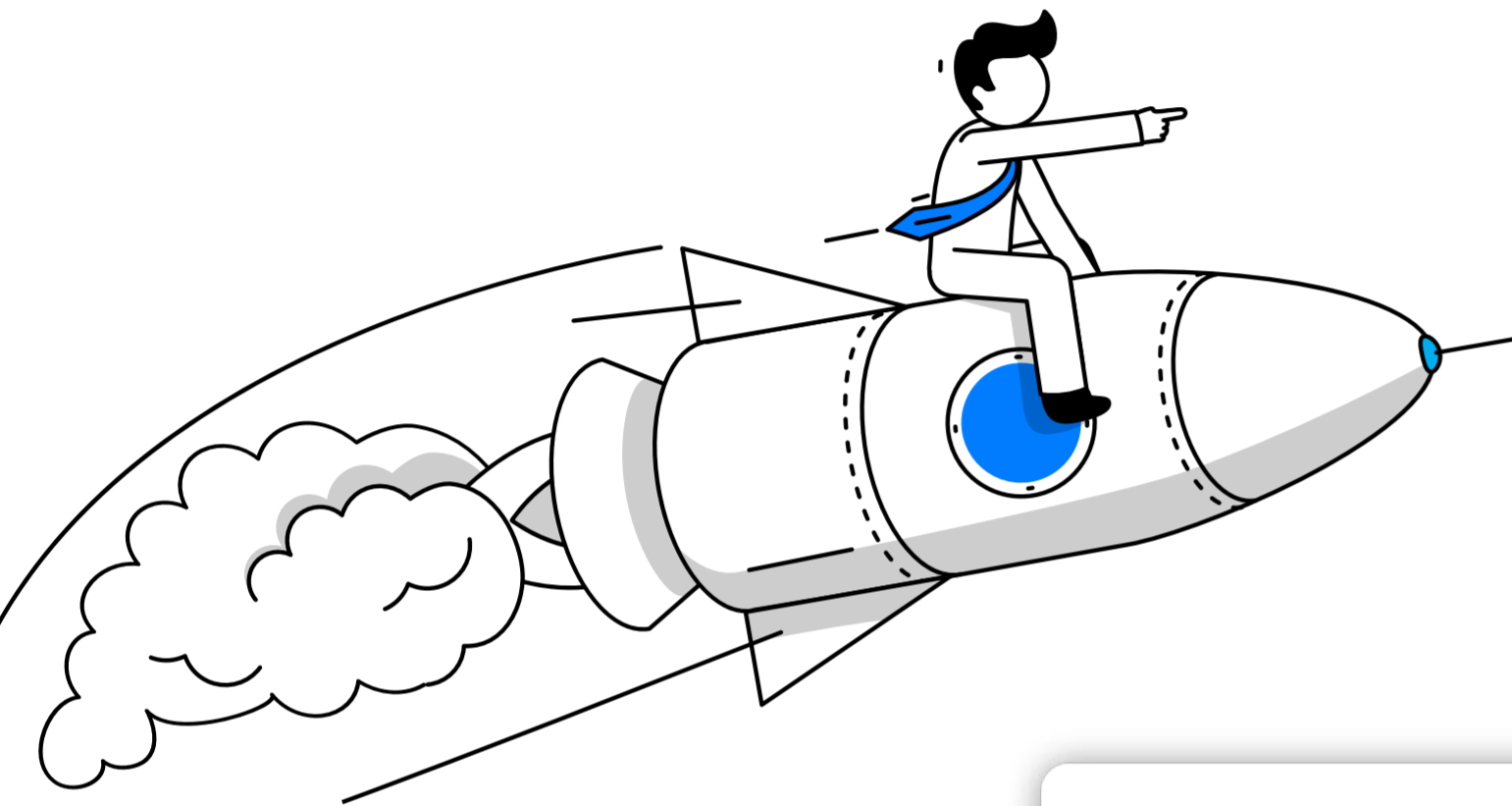


INTRODUCTION

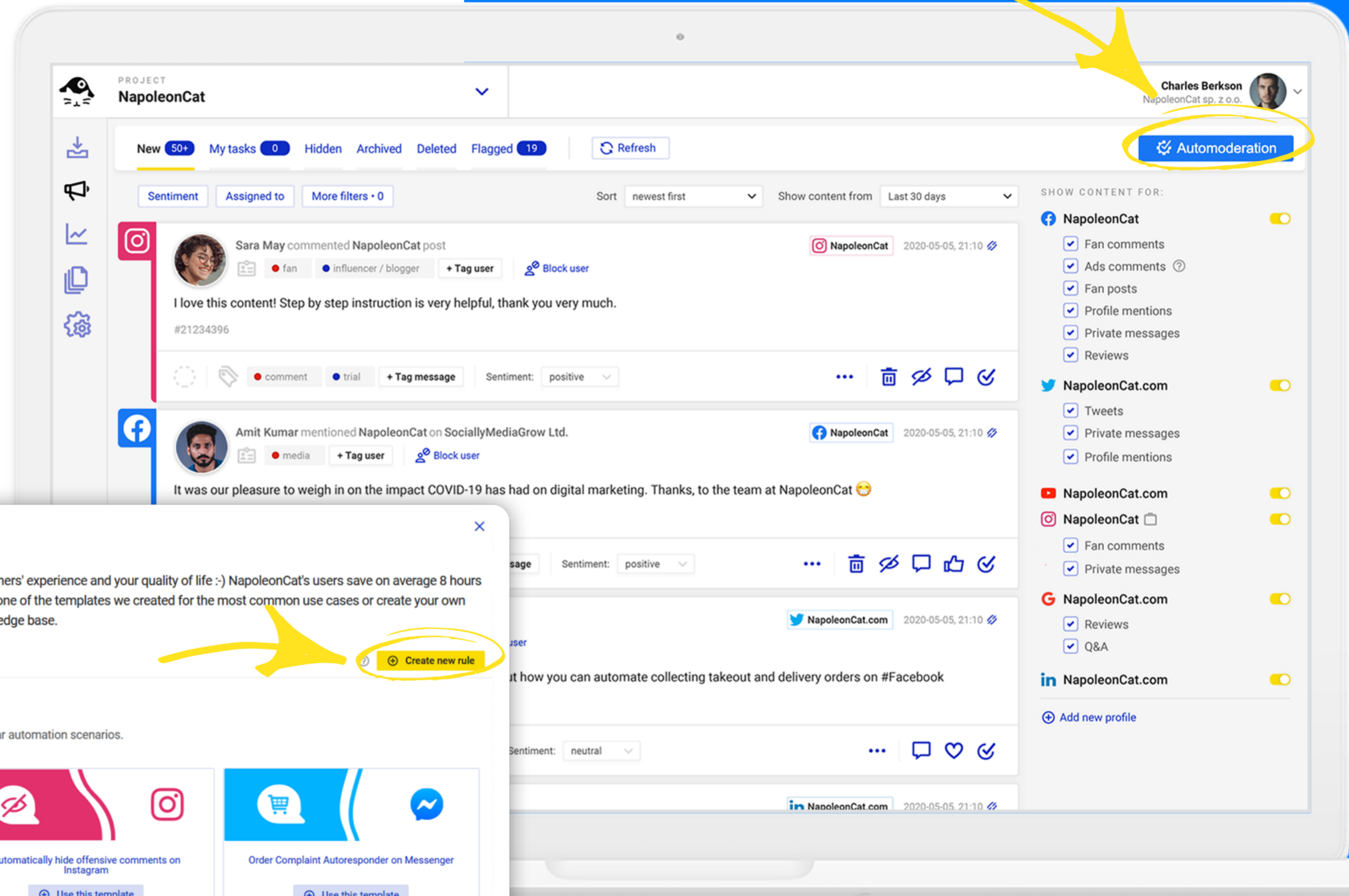
NapoleonCat's Auto-moderation works for Facebook (including Messenger), Facebook Ads, Instagram, and Instagram Ads. It also lets users hide or delete comments and answer comments or private messages.

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.

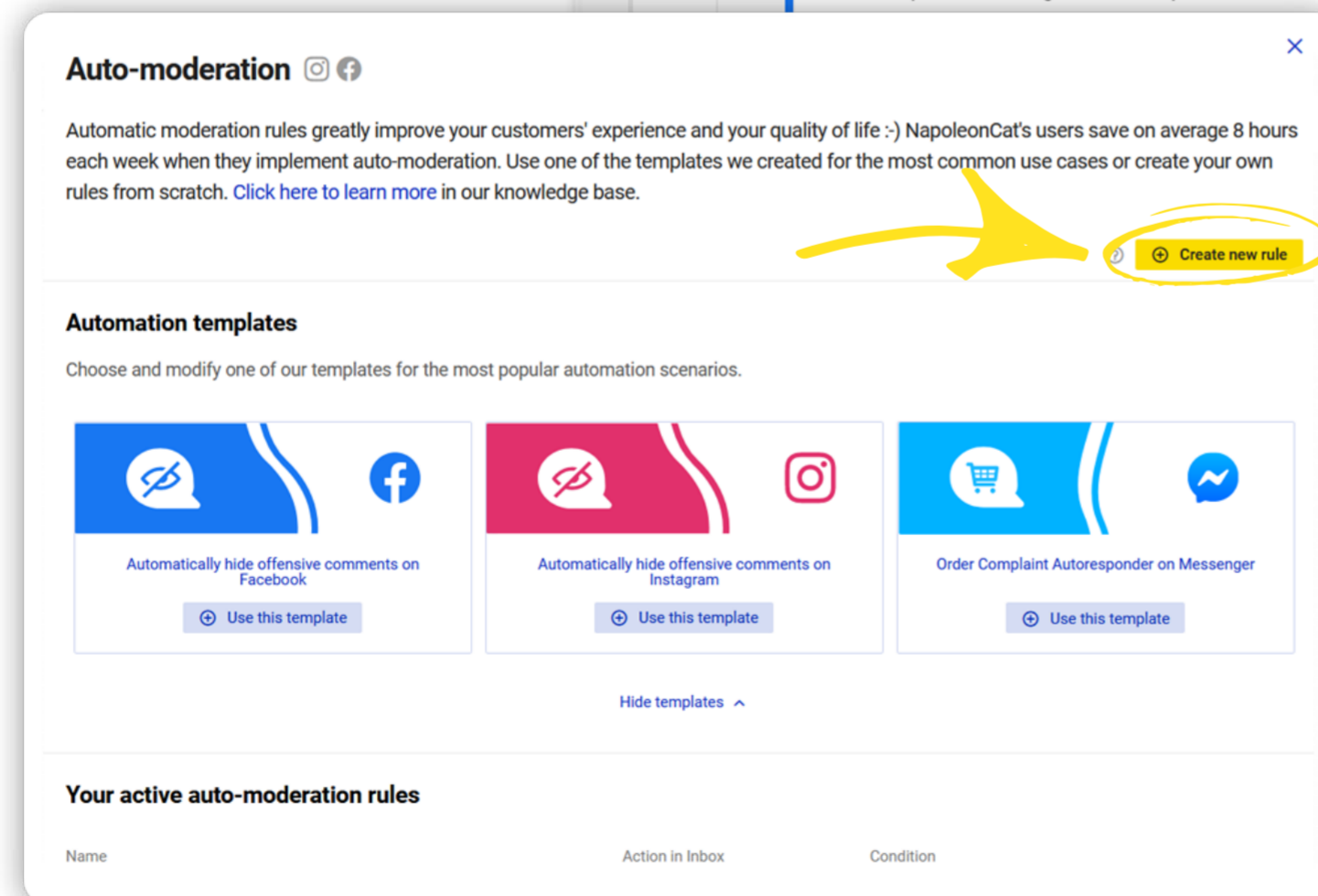


A pop-up window will appear with a list of all your existing rules. This is where you can edit or delete them. To create a new rule, click “Add new rule.”



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.



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:

The screenshot shows the configuration for a rule named "Anti-spam". The "Apply this rule to:" section is set to "Page: NapoleonCat". The "Trigger" dropdown is set to "post to page", and the "Condition" dropdown is set to "all posts of fans". A "User tags" dropdown is open, showing options like "comment", "profile mentions", "comment to profile mention", "private message", "dark post comments", "comments for specific post", "Review", "Top level comments", "Sub-comments", "Darkpost top level comments", and "Darkpost sub-comments". A "Keywords" field is empty, and a "Copy keywords" button is visible. A note at the bottom states: "This rule work for words with prefixes and/or suffixes. E.g. *lie* will trigger the rule for the words lies, lying, lied, lyingly or press 'Enter' to add next one."

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.

05 PAGE MENTIONS AND COMMENTS TO PAGE MENTIONS

04 DARK (PROMOTED) POSTS 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.

06 REVIEWS:

- ✔ positive reviews,
- ✔ negative reviews.

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:

Keywords: Turn off Advanced Mode

e.g. (price|cost)&(Shipping|Delivery)&-(returns|returnn)

Please create a search query that includes the operators listed below. Remember to put phrases in quotation marks.

- The "|" operator stands for "OR"
- The "&" operator stands for "AND"
- The "-" operator stands for "NOT"
- The "&-" operator stands for "AND NOT"

For example, if you would like to set up a rule for a post that contains the keywords price or cost and shipping or delivery, but doesn't contain the keywords returns or return, this is what it would look like: (price|cost)&(Shipping|Delivery)&-(returns|return).

User labels

Those labels will help you categorize users interacting with your brand.

Type label and hit enter.

- bot
- competition
- current customer
- fan
- influencer / blogger
- irrelevant
- lead
- media
- messenger
- nothing
- partner
- potential customer
- troll
- US

Define actions for rules

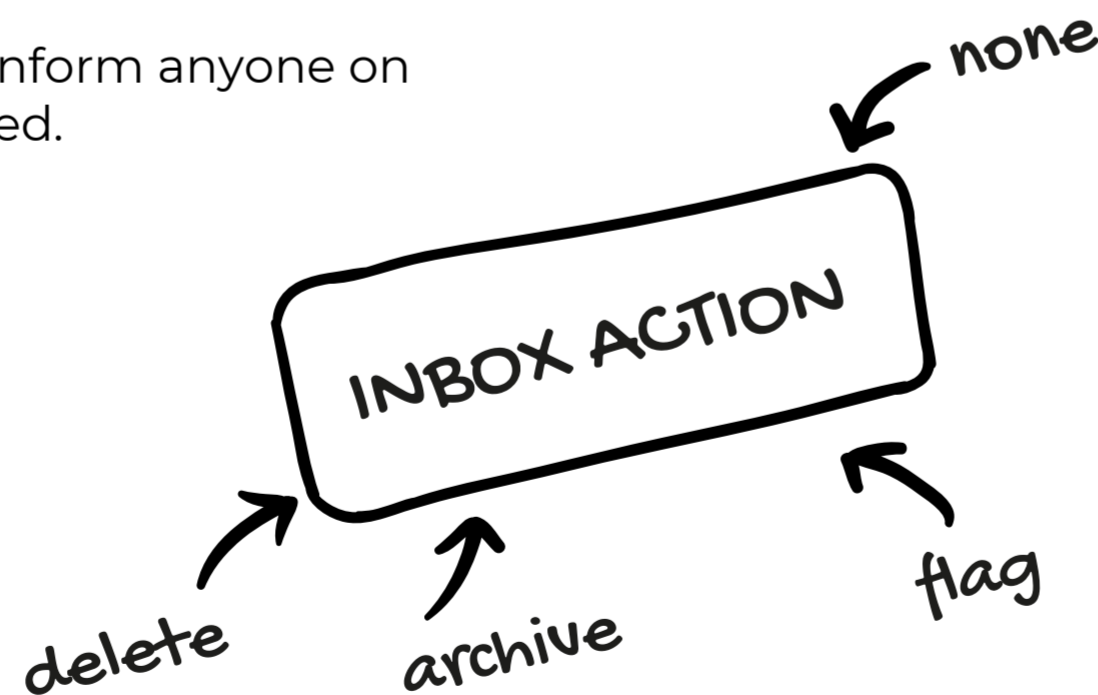
After you set your keywords, it's time to define the action that your rule will take. It's important to mention that deleting and hiding content happens in NapoleonCat's Inbox and on the dedicated social media platform.

Publish replies

If you set your rule to publish replies, you can further customize it:

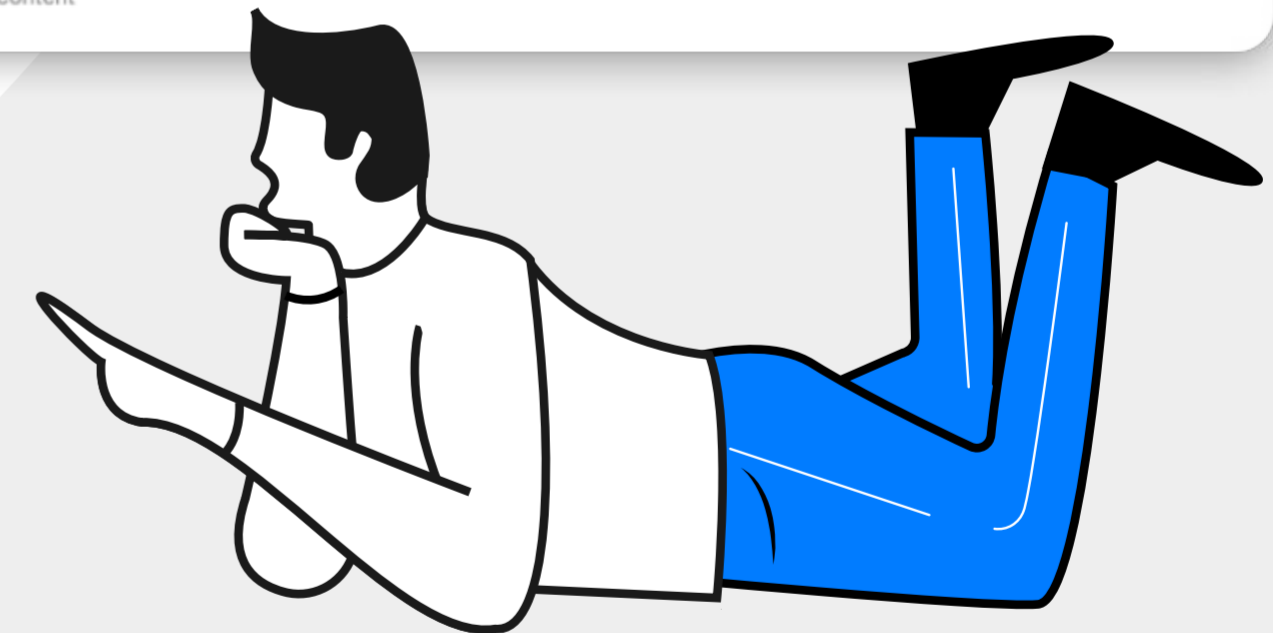
- ✓ include the username of the person you're replying to in the automated response,
- ✓ input multiple versions of an automated reply in one rule (this is called randomization) to diversify your responses,
- ✓ schedule your rule to work at specific times, e.g., for when your team of moderators is offline,
- ✓ 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.



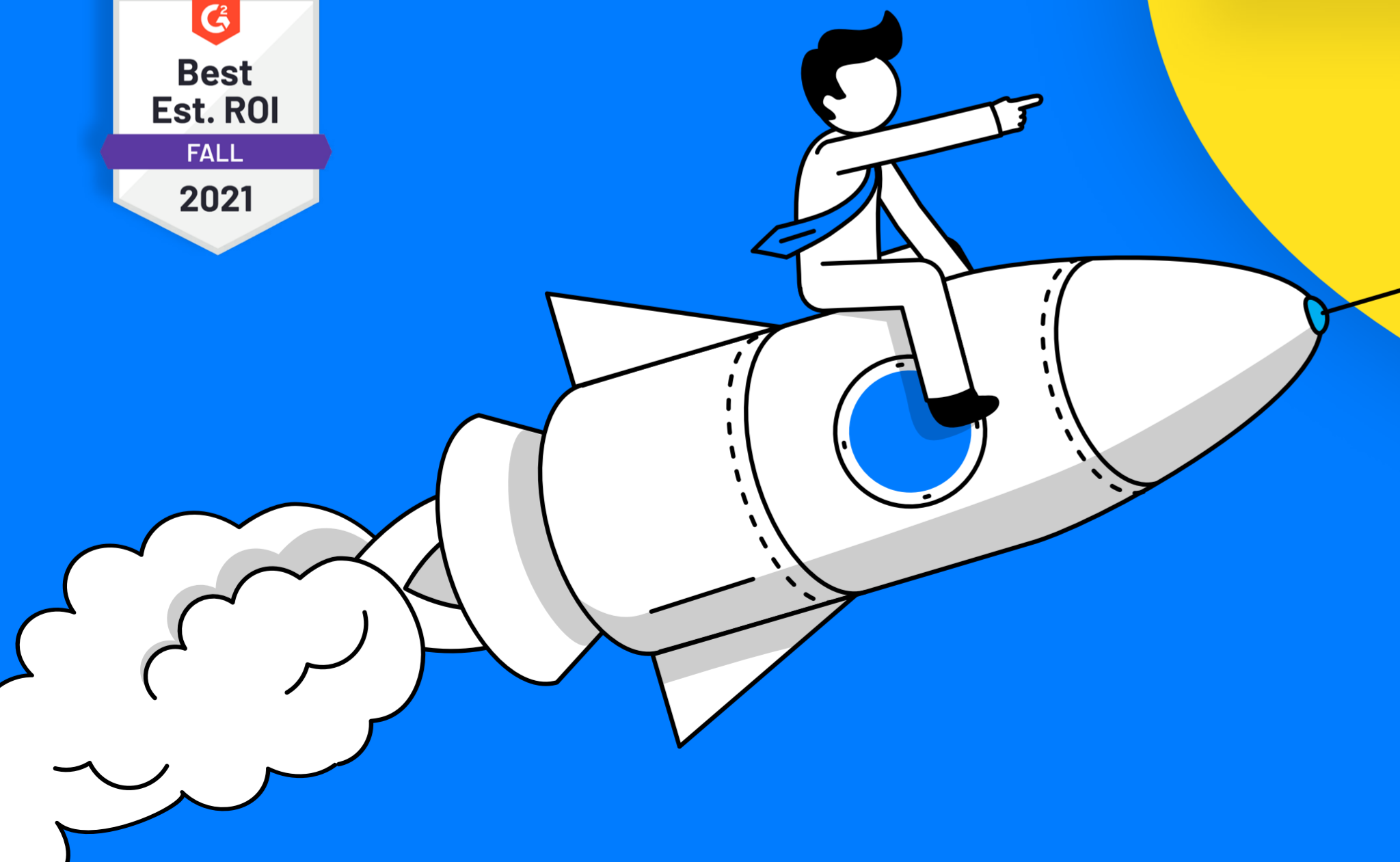
The screenshot shows the 'Define Inbox action' configuration interface. It includes the following sections:

- Action in Inbox:** Radio buttons for 'none' (selected), 'Archive', 'Delete', and 'Flag'.
- Publish reply:** Radio buttons for 'do not publish' (selected), 'as a comment', and 'in private message'.
- Rule schedule:** A checkbox labeled 'use the rule only during defined days and/or hours' which is currently unchecked.
- Set notification:** A text input field for 'Send e-mail to:' containing the placeholder 'write your emails'.
- E-mail content:** A text area containing the text 'NapoleonCat has automagically taken care of the following conversation according to your orders - [link].'. Below this, a list of variables is provided: '[author] - moderated message author', '[link] - link to moderated message', and '[content] - message content'.





Discover new social media perspectives on one platform

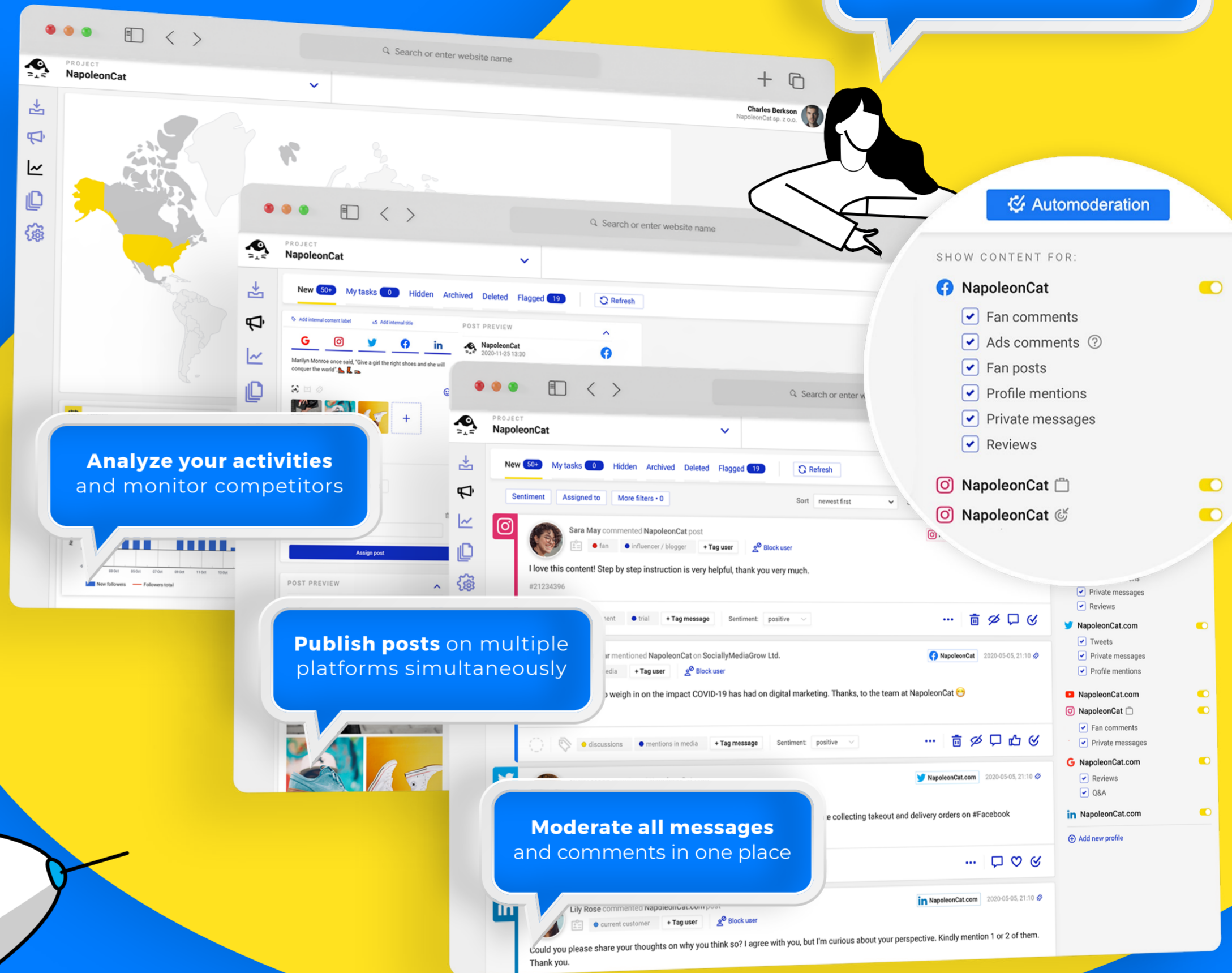


Improve quality and efficiency of customer service thanks to the Auto-moderation features

Analyze your activities and monitor competitors

Publish posts on multiple platforms simultaneously

Moderate all messages and comments in one place



Automoderation

SHOW CONTENT FOR:

- NapoleonCat
- Fan comments
- Ads comments
- Fan posts
- Profile mentions
- Private messages
- Reviews

- NapoleonCat
- NapoleonCat

- Private messages
- Reviews
- NapoleonCat.com
- Tweets
- Private messages
- Profile mentions
- NapoleonCat.com
- NapoleonCat
- Fan comments
- Private messages
- NapoleonCat.com
- Reviews
- Q&A
- in NapoleonCat.com
- Add new profile

Use NapoleonCat with:





Work smart, not hard.