

THE COMMENT-TO-DM KIT

One keyword under your post, one private message with your offer: the five steps, a keyword checklist, three message templates, a test list and what Meta allows

Someone writes one word under your Facebook or Instagram post and gets a private message with your offer. This kit is the setup behind my own free kits, with Meta's limits quoted from Meta's own developer pages and the tool details from Blotato's Help Center (all checked October 10, 2026). Educational only. Not affiliated with Meta. No income or results are promised. Disclosure: I use Blotato and I may earn a commission if you sign up.

THE 5 STEPS

- Step 1. Pick ONE thing to give away: a checklist, a coupon or a quote form. One offer per post, so the keyword and the message match.
- Step 2. Pick a keyword nobody types by accident (checklist on page 2). Blotato's help page: "Keywords ignore upper and lower case and match anywhere in the text. PRICE matches price, and price also matches pricey."
- Step 3. Connect your Facebook Page or Instagram professional account in a tool that supports comment automation. Blotato's help page lists "Instagram" and "Facebook Pages" as supported.
- Step 4. Write the one message: what they get, one link, one line about who you are (three templates on page 2).
- Step 5. Test it from a second account, then check it again after a week (list on page 3). Blotato's help page: "Your own comments do not trigger a DM automation."

THE THREE LIMITS, IN META'S OWN WORDS

Instagram (Meta for Developers: Private replies - Instagram Messaging)

"Only one message can be sent to the Instagram user who commented." and "The message must be sent within 7 days from when the comment was created for comments on a post, ads post, or reel." and "Only when the Instagram user responds to the private message can you continue the conversation within the 24-hour messaging window."

Facebook Pages (Meta for Developers: Private replies - Messenger Platform)

"Only one message can be sent to the person who commented" and "The message must be sent within 7 days from when the post or comment was created" and "Only when a person responds to the private message can you continue the conversation within the 24-hour messaging window."

- In plain words: one message per comment, it has to go out within 7 days of the comment, and you can only keep talking if the person answers. So write the first message so it works on its own.

KEYWORD CHECKLIST (RUN EVERY KEYWORD THROUGH THIS)

- ☐ One word, easy to type on a phone, no spaces. Capital letters do not matter: Blotato's help page says "Keywords ignore upper and lower case".
- ☐ Not an ordinary word. The automation runs when the comment "contains any configured keyword", so an ordinary word fires on ordinary comments.
- ☐ Not a short word that sits inside longer words. Blotato's own example: "price also matches pricey" (it matches anywhere in the text).
- ☐ Not used by another live automation on the same account, so two never match one comment. My habit: I search my live automations for the word before I use it.
- ☐ Never leave the keyword list empty. Blotato's help page: "Leave the field empty to match any text."
- ☐ Say it out loud once. If someone could not spell it after hearing it, pick another.

Keyword	Why (my reasoning, applying the rule above)
PRICE	Ordinary word, and it also matches "pricey" (Blotato's own example).
INFO	Short and ordinary: any comment that contains it would fire.
AUTODM	One made-up word, easy to say ("auto D M"): nobody types it by accident.

THREE MESSAGE TEMPLATES (FILL THE BRACKETS)

Template 1: coupon

Hi! Here is your [OFFER, e.g. the coupon]: [LINK]. Show it when you [book / visit] before [DATE]. I'm [YOUR NAME] at [BUSINESS], [CITY]. This is an automated message; reply here and I'll answer.

Template 2: checklist

Hi! Here is the [CHECKLIST NAME] you asked for: [LINK]. It takes about [MINUTES] minutes. I'm [YOUR NAME] at [BUSINESS], [CITY]. This is an automated message; if you have a question, reply and I'll answer.

Template 3: quote request

Hi! To get your free quote, tap the link and answer the short form: [LINK]. I'm [YOUR NAME] at [BUSINESS], [CITY], and I'll reply within [HOURS] hours. This is an automated message.

- Links on Instagram. Blotato's help page: "For Instagram, use a button or a plain-text URL, not both." and "For Instagram, buttons only show in the Instagram mobile app." If most of your customers are on a desktop, put the URL in the message text.
- Only promise what a person will really do: if you write "I'll answer", someone must.

TEST-AND-RECHECK CHECKLIST

- ☐ Publish the automation (Blotato's help page: "Click Publish to take the automation live.").
- ☐ Sign in to a different Instagram or Facebook account. The account that owns the post does not trigger it: "A comment from the account which owns the post does not trigger its DM automation."
- ☐ From that second account, type the keyword under the target post.
- ☐ Confirm the second account receives the message. If it does not follow your account, look in its message requests (Meta: "Request folder, if the Instagram user does not follow the account").
- ☐ Open the link on a phone and on a desktop. Fix the message if either one fails.
- ☐ One week later: test again from the second account, and read any replies. You can continue only after the person replies, inside the 24-hour window.
- ☐ Change the keyword if it ever fires on a normal comment.

Date	Account used	Keyword typed	Received?	Link worked?	Notes

WHAT META ALLOWS (ONE-PAGE SHEET FOR THE OWNER)

- One message: "Only one message can be sent to the Instagram user who commented." (Facebook Pages: "Only one message can be sent to the person who commented".)
- Seven days: "Private replies can be sent within 7 days of when the comment was created, except for Instagram Live, for which a private reply can only be sent during the live broadcast."
- Where it lands: "the Instagram user's Inbox folder, if the Instagram user follows the Instagram professional account, or to the Instagram user's Request folder, if the Instagram user does not follow the account."
- Then it stops until they answer: "Only when the Instagram user responds to the private message can you continue the conversation within the 24-hour messaging window."
- Say it is automated: Meta's policy page says "When required by applicable law, automated chat experiences must disclose that a person is interacting with an automated service" and "we recommend informing users when they're interacting with an automated chat as best practice". Its sample wording includes "You are interacting with an automated experience".
- Only message people who asked for it: they typed your keyword. Follow Meta's Platform Terms and Developer Policies; the same policy page says "For complete details on applicable policies, see the Platform Terms and Developer Policies." Not legal advice.

YOUR SETUP SHEET (FILL IT IN BEFORE YOU BUILD)

What	Your answer
The one offer	
The keyword (checked on page 2)	
Facebook Page or Instagram account	
The post it goes under	
The message (use a template)	
The link	
Tested from a second account on	
Checked again one week later on	

THREE MISTAKES TO AVOID

- An ordinary word as the keyword. It fires on ordinary comments, and Blotato's matching is "anywhere in the text".
- Promising a second message. Meta allows one, and more only after the person replies.
- Testing from your own account. It will not trigger, so a silent test proves nothing.

WHERE THIS COMES FROM

- Meta for Developers: Private replies – Instagram Messaging
- Meta for Developers: Private replies – Messenger Platform
- Meta for Developers: Messenger Platform and IG Messaging API policy
- Blotato Help Center: DM Automations Overview

Checked October 10, 2026. Meta's rules and Blotato's screens change; read the live page before you rely on a limit. Educational only. Not legal advice. Not affiliated with Meta. No income or results are promised. Disclosure: I use Blotato and I may earn a commission if you sign up.

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- Email your first prospects: EmailClik.com finds + verifies addresses (free version)