

# AI-based Community Management

 Appsfactory



Fast and efficient comment moderation

# Community Assistant

The Community Assistant is an **AI-powered tool for reviewing comments on social media pages**. It enables companies to quickly and efficiently **review and manage** comments on their social media pages.

At least

## 90%

of all critical comments are processed (deleted or hidden) (semi-)automatically using the **state-of-the-art AI classification**

A maximum of

## 10 Sec.

per comment for the remaining comments to be moderated manually by the **excellent UX**



Community Assistant – Channel Link

# One Tool for all channels

- Comments from **all social media channels** are bundled in one universal tool
- Linkable Social Media channels are:
  - YouTube
  - Instagram
  - Facebook
  - TikTok
- **Our own comment platforms**, such as websites, can be easily connected

 **FACEBOOK**

 **INSTAGRAM**

 **YOUTUBE**

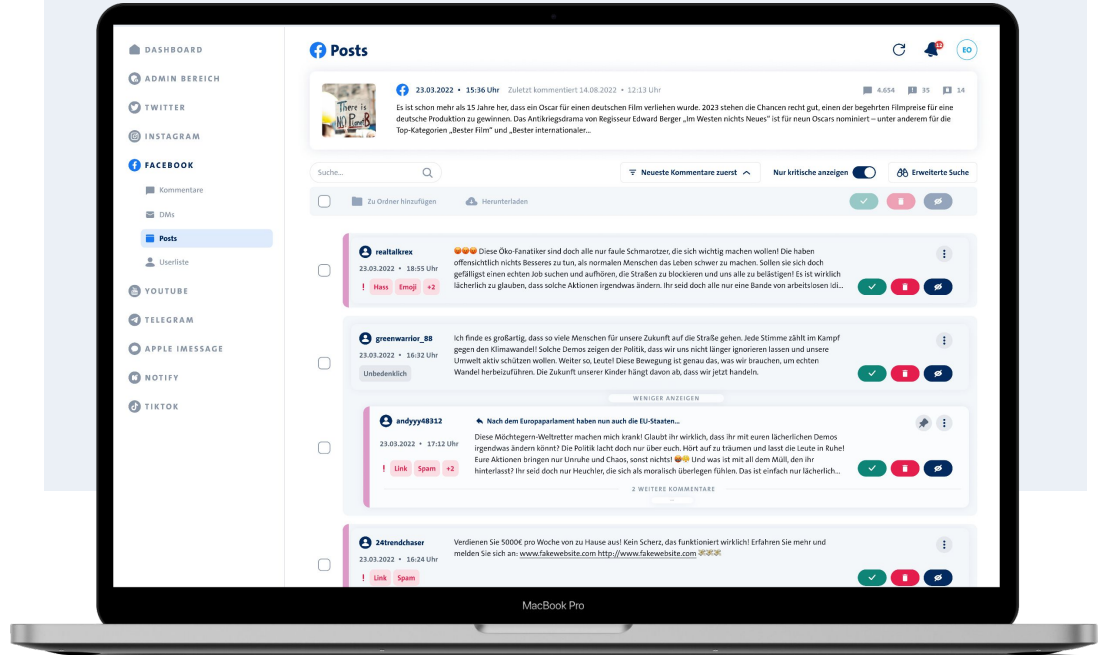
 **TIKTOK**

 **EIGENE KOMMENTARPLATTFORMEN**

Community Assistant – Threads

# Keep everything under control / in context

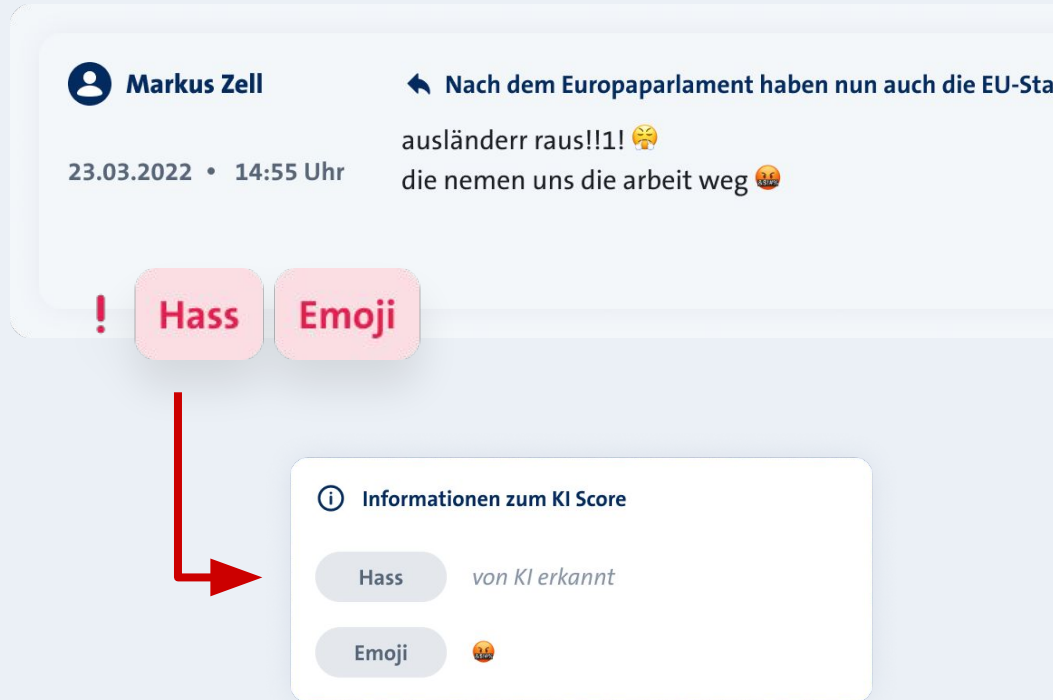
- The structured hierarchical thread display makes it easy for community managers to keep track of what's going on
- Entire threads can be expanded and collapsed to either clearly display comments or to fully understand the context of a discussion



Community Assistant – KI

# Save time and nerves – with efficient AI

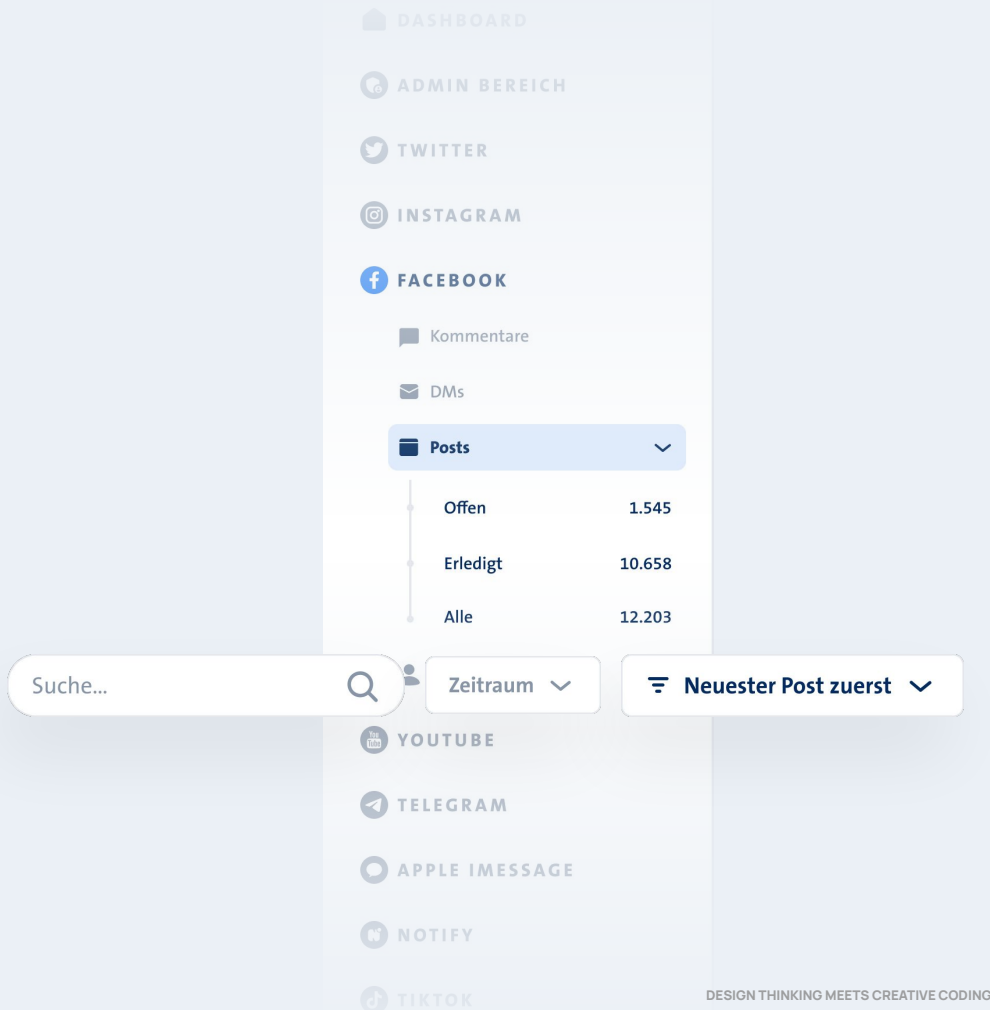
- Our AI helps community managers **deal with critical comments**
- Incoming comments are checked using **individually trained AI** and **individually configured filters** and marked as critical if necessary
- The marked comments can be **deleted in bulk** without the community managers having to read each individual comment
- **Additional information** can be used to check the AI's classification at any time if necessary



Community Assistant – Inbox

# Structured search, fast results

- The inbox function allows community managers to quickly see only **open posts** (posts with new, unchecked comments), for example
- **Practical filter options** such as "newest comment first" then help to sort posts **as needed**
- Content can be found and managed **intuitively and as quickly as possible**

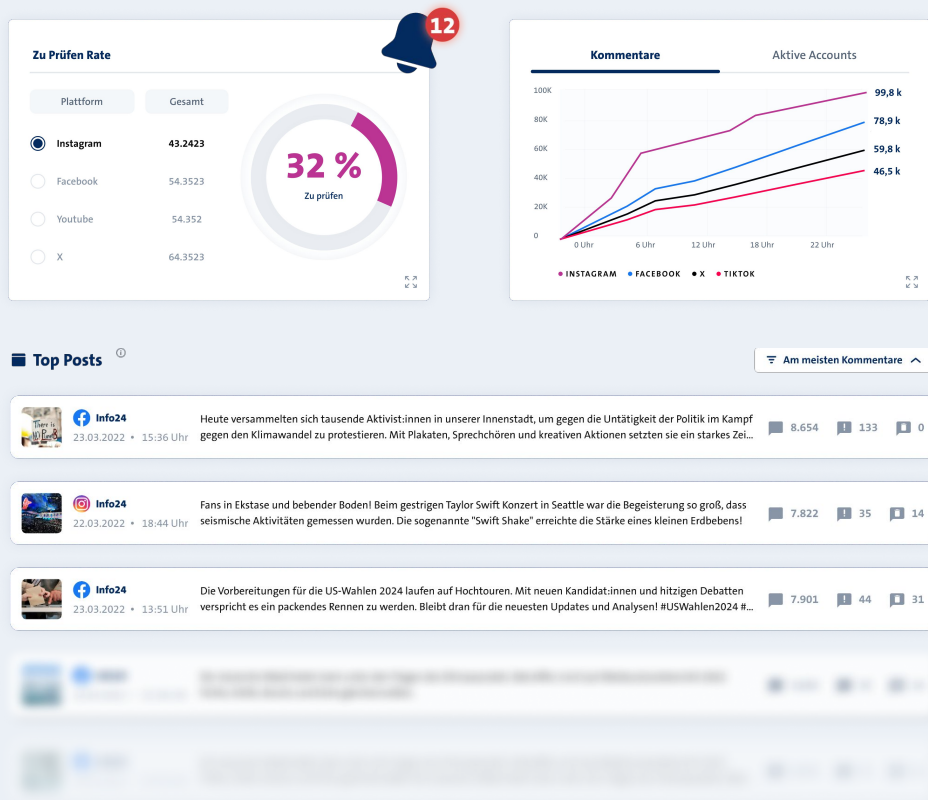


- Comments can be **answered** directly in the tool in no time
- **Basic functions** such as deleting, accepting and hiding are accessible as quickly as possible
- Comments can also be pinned or marked as read to make **community management even more efficient for the team**



# Always up to date

- The clear and informative dashboard ensures that community managers **never miss any critical events in the channels**
- Alerts, for example when posts receive a certain number of comments within a certain period of time, can be set individually
- **Statistiken** show at a glance which posts are being discussed on which platform and provide figures for reporting








Community Assistant – User

# User administration made easy

- User Users can be blocked for a **certain period of time or permanently**
- Profiles of a user can be linked **across platforms**
- To make informed decisions, **all comments from a user** can be viewed
- The logbook function makes it possible to log information about users **for the entire team to see** and to track actions by other community managers
- In addition, self-created tags help to filter users according to certain criteria



**lauri\_schmidtchen**  
 Laura Schmidt #37567

Blockierung aufheben

Tags

Frage X Influencerin X Recherche X +



**User blockiert**
1

23.03.2023 • 16:51 Uhr

EO

6 Kommentare

Januar 2023



DASHBOARD

ADMIN BEREICH

TWITTER

INSTAGRAM

FACEBOOK

YOUTUBE

TELEGRAM

APPLE MESSAGE


NOTIFY



TIKTOK

Offen 25.203  
 Erledigt 23  
 Order 23  
 Offen 25.203  
 Erledigt 23

Kommentare  
 DMs  
 Posts  
 User

← User Detail


**lauri\_schmidtchen**  
 Laura Schmidt #37567


Blockierung aufheben

Tags

Frage X Influencerin X Recherche X +


Logbuch

Statistik


**User blockiert**
1


23.03.2023 • 16:51 Uhr

EO


**Kommentar gepostet**
1

23.03.2023 • 16:36 Uhr

EO


**Kommentar gepostet**
1

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

23.03.2023 • 16:36 Uhr

EO

Danke für Ihre Nachricht. Zur Zeit erhalten wir viele F... Abbrechen

Direct Messages


 \_extrem\_langer\_Nutzer...

Je mehr tote desto Besser Z ihr könnt mich Alle mal ich brauche niemanden von euch Gut menschen...

Alle Kommentare (252)

Geplante Kommentare (13)

Nach dem Europaparlament haben nun auch die EU-Staaten...

Zu prüfen

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua. At vero eos et accusam et justo duo dolores...

23.03.2022 • 15:36 Uhr

Weiterlesen

Nach dem Europaparlament haben nun auch die EU-Staaten...

Unbedenklich

Lorem ipsum dolor sit amet, consetetur sadipscing elitr, sed diam nonumy eirmod tempor invidunt ut labore et dolore magna aliquyam erat, sed diam voluptua.

23.03.2022 • 15:36 Uhr

Weiterlesen

Nach dem Europaparlament haben nun auch die EU-Staaten...

Unbedenklich

Lorem ipsum dolor sit amet

23.03.2022 • 15:36 Uhr

Weiterlesen

Alle anzeigen

# Thank you.

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