



Spend time with  
your followers,  
not haters

# TROLLWALL

## AI AUTOPILOT FOR COMMENT MODERATION

# Who do we work with?



**Zuzana Čaputová**  
President Slovak Republic



**Denník N**  
Daily Newspaper



**Petr Pavel**  
Presidential candidate  
Czech Republic



**Amnesty international**  
NGO



**Police Slovak Republic**



**PS: Digital**  
Digital Agency



**Seesame**  
PR Agency



**O2**  
Telecommunication



**INNOVATION  
IN POLITICS  
AWARDS 2024**

# Why do social comments matter?



Online comments shape worldviews

1/9/90 rule



People with polarized opinions comment more

Trolls hijack the space and leave less room for proper discussion



Toxicity feeds itself

Exposure to toxic comments increases the toxicity of subsequent comments

# Manual social comment moderation takes time



Manual moderation is time consuming and costly



Growing demand from the public to moderate discussion



Moderators spend time dealing with hate, rather than with supporters



Exposure to hateful and toxic comments has a negative effect on mental health both for readers and moderators

# Let AI deal with haters



AI automatically hides **toxic** and **vulgar** comments  
Understanding sentences, emoji, local context



**Facebook, Instagram**  
Youtube, TikTok and API coming soon



English, Spanish, Czech, Slovak, and Polish  
and Romanian  
**More coming soon**



**24/7 Protection**



**John Hater**

Those are not people, there are rats.



**Mike Troll**


You m\*ther \*\*\*\*cker, I will and get you!



**Jane Smith**

I had a rat and it was the cuties animal friend ever.

# Scam detector

 Protect your audience from scams

Real-time scam monitoring ensures that we detect and remove fraudulent content to protect your followers

**DrAbbott**

My name is Alexander Abbott and I am 73 years old. I got diagnosed with lung cancer and I am looking for the right person to inherit my properties ...

Numbers stay the same

While moderating and banning trolls  
on your social media accounts,  
the reach stays the same



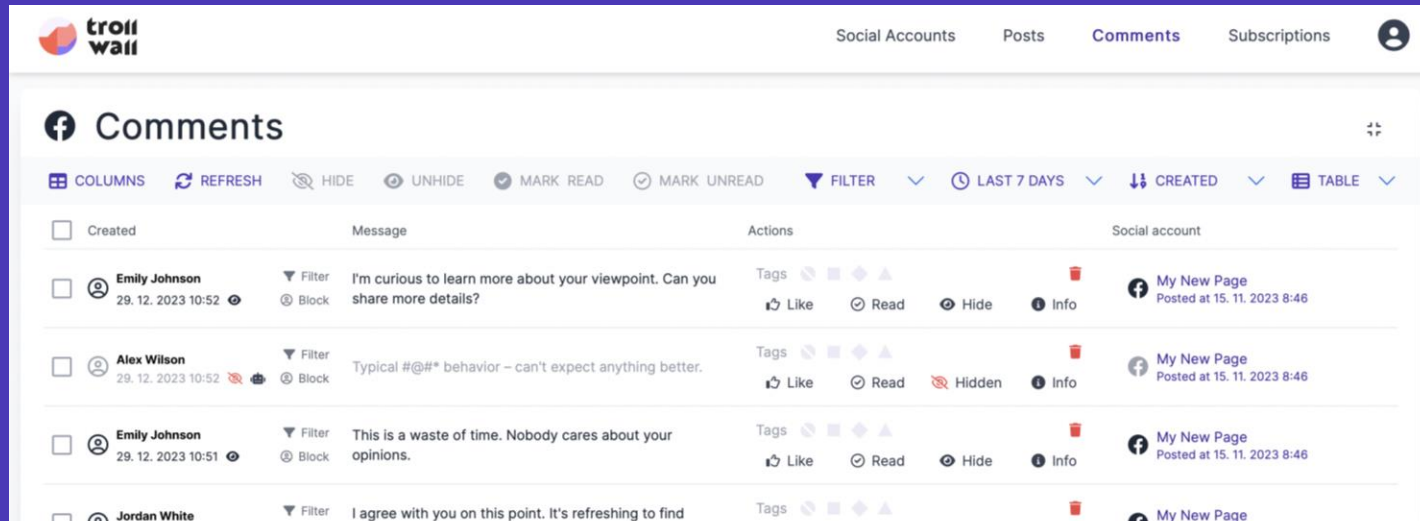
# Spend time with your followers, not haters



Read, like, and reply to comments  
from all profiles in **one place**



**Full control** — see which comments have  
been hidden and manually  
unhide them if needed





The screenshot displays the Troll Wall interface for managing social media comments. At the top, there's a navigation bar with the Troll Wall logo and tabs for Social Accounts, Posts, Comments, and Subscriptions. Below this is a header for the 'Comments' section, including a search icon and a refresh button. A toolbar offers various actions: COLUMNS, REFRESH, HIDE, UNHIDE, MARK READ, MARK UNREAD, FILTER, LAST 7 DAYS, CREATED, and TABLE. The main content area is a table with columns for Created, Message, Actions, and Social account. It lists several comments from users like Emily Johnson and Alex Wilson, with options to like, read, hide, or unhide them. The 'Social account' column shows that these comments are associated with 'My New Page'.

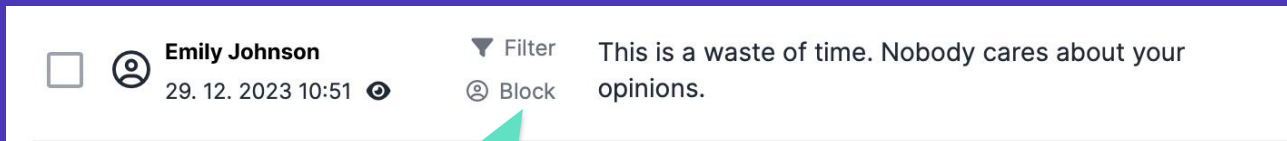
Created	Message	Actions	Social account
<input type="checkbox"/> Emily Johnson 29. 12. 2023 10:52	<input type="checkbox"/> Filter Block I'm curious to learn more about your viewpoint. Can you share more details?	Tags Like Read Hide Info	My New Page Posted at 15. 11. 2023 8:46
<input type="checkbox"/> Alex Wilson 29. 12. 2023 10:52	<input type="checkbox"/> Filter Block Typical #@#* behavior - can't expect anything better.	Tags Like Read Hidden Info	My New Page Posted at 15. 11. 2023 8:46
<input type="checkbox"/> Emily Johnson 29. 12. 2023 10:51	<input type="checkbox"/> Filter Block This is a waste of time. Nobody cares about your opinions.	Tags Like Read Hide Info	My New Page Posted at 15. 11. 2023 8:46
<input type="checkbox"/> Jordan White	<input type="checkbox"/> Filter I agree with you on this point. It's refreshing to find	Tags	My New Page



# Single-click blocking

Block authors with one click while letting them speak freely

-  All comments from blocked authors will be **automatically** hidden
-  Authors will still be **able to comment**, but not spread their message
-  **User-editable** list of blocked authors for full control








# TrollWall 2.0

New features coming soon



# Auto-block

Automatic blocking of authors based on your conditions

-  Setup rules for auto-block and save your time
-  Block after multiple toxic comments
-  Add or extract from block list at any time

# AI reply assistant

Let AI draft responses to follower questions using your data



Increase quantity of interactions with your audience with the power of AI



Quickly draft answers to complex questions based on your organisation's documents



Keep full control to edit reply

**John Follower**

Whats your stand on climate?

Draft of TrollWall  
AI generated answer:

We at XY Party recognizes the urgency of the climate crisis, and we plan to ...

# Custom AI detector

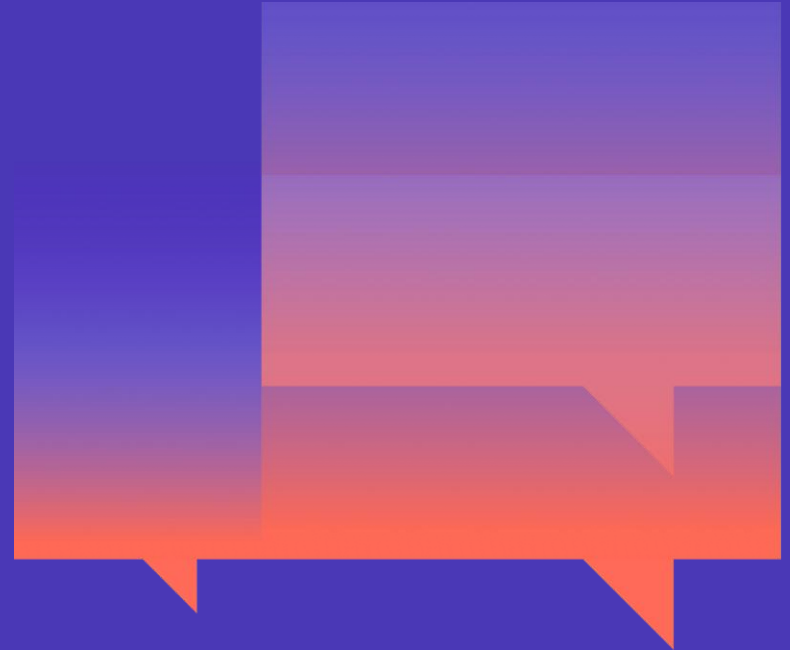
Will train AI for your specific needs



Detect and hide comments  
about topics specifically for your needs



Don't let your haters spread rumours  
under your profiles



# The presidential campaign

## Petr Pavel, Czech republic



*"Before General Pavel's rise in popularity, we used to spend 2-4 hours a day checking comments. The keyword setting system on Facebook hardly worked, and it was not reliable at all.*

*TrollWall freed up our hands so we could focus on the discussion and not the haters. It felt like we had two or three other people on hand that we didn't know were doing the work, but they were. And they were doing it well and continuously.*

*We went through the results regularly, and I have to say I was surprised at how the AI was able to learn.*


*It felt like it was evaluating within context.*

*We really managed the campaign thanks to TrollWall as well."*

**Ján Kral**  
Social media manager

# Security & Privacy

 Security by design

 Login by email, Facebook or Google account with 2FA

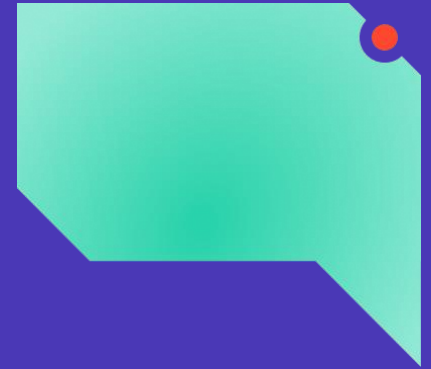
 GDPR compliant

 App registered by META

 Hosted on Microsoft Azure servers in EU



The Meta logo, consisting of a blue infinity symbol followed by the word 'Meta' in a bold, black, sans-serif font.



# LOOKING FORWARD TO COOPERATING WITH YOU

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