



USER GUIDE · 2026

Chirpy Community User Guide

Every comment on your posts in one place. Read them, answer them, and turn the people asking into customers.

Facebook

Instagram

LinkedIn

YouTube

X

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Introduction

Why engagement matters for business

The primary goal for any business should be to turn prospects in your target market into customers, no matter what industry you are in. Whether that is increasing your followers to create advertising opportunities, or converting them into paying customers for your product or service.

So while it is absolutely critical to create consistent, compelling content that resonates with your target audience and differentiates your brand from the competition, that is only one part of the solution. Creating and publishing compelling content establishes visibility and reach.

What decides whether social media works for a business is what happens after the post goes live, and the reason is simple. Social media is fundamentally a two-way environment. Every comment, question, reaction, share, mention or direct message represents an opportunity to understand your audience, strengthen a relationship, demonstrate expertise, and learn what people actually care about.

Engagement matters, and for most businesses it matters more than visibility and reach, for three reasons.

Publishing is output. Engagement is the return.

Every major platform has algorithms that decide whether to surface a post to a broader audience based on how people respond to it. A post that generates interactions such as replies, which in turn collect replies back, is generally treated as a conversation worth putting in front of more people.

A post that collects nothing is quietly retired, however good the design or however well timed the schedule. Posting more often does not solve this. Posting into silence produces more silence.

Comments are where intent shows up

Someone commenting “do you deliver to Dubai”, “how much is this”, or “is this still available” is not an audience member. They are a prospect who has raised their hand in public, at the exact moment they were interested. That is the warmest lead a social account produces, and it arrives without anyone having to go looking for it.

Because the question is public, so is the answer, or the absence of one. A question left hanging for four days is visible to everyone who reads that thread afterwards, including the next person deciding whether to ask one. Response time is not an internal service metric on social media. It is part of the shopfront.

For agencies, this is also the number the client asks about. Reach and impressions are easy to produce and easy to discount. Replies, questions answered and conversations held are the evidence that the account is doing something, and they are far harder to argue with in a monthly report.

The problem is not willingness, it is lack of visibility

Almost nobody decides to ignore their comments. They lose them.

The comments are spread across five platforms, in five separate apps, each with its own notification system and its own inbox. The genuine questions sit underneath rows of emoji, tagged friends and single-word replies. Checking properly means opening every app, scrolling every post, and deciding case by case what deserves an answer. It takes long enough that it slips, and once it slips for a week the backlog is intimidating enough that it keeps slipping.

That is the gap Community closes.

CHAPTER 02

Chirpy Community



Chirpy is designed to help businesses, creators, agencies, franchises and marketing teams manage the full lifecycle of social media from one centralised platform. An important part of that lifecycle is what happens after content is published, and **that is why Community is an integral part of the Chirpy platform.**

Creating and publishing good content establishes visibility. Community interaction turns that visibility into relationships.

For Chirpy, the process can be viewed as:

Plan → Create → Publish → Engage → Listen → Learn → Improve

This creates a continuous cycle rather than a simple content-production process. Publishing is the beginning of the conversation, not the end.

Once content is published, the audience begins providing signals. They may comment, ask questions, share the post, save it, react to it, mention the business, or start a direct conversation. Those interactions provide valuable information about what resonates with the community.

Engagement builds relationships

Consistent interaction helps transform an unknown business or creator into a familiar presence. The progression can be thought of as:

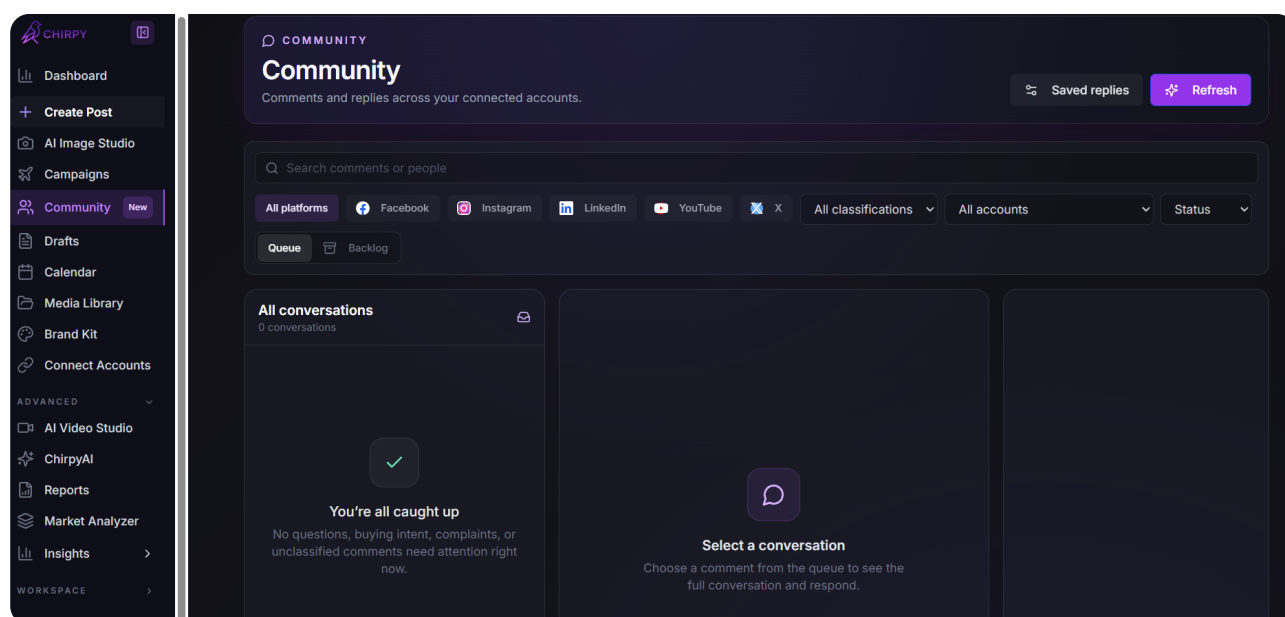
Visibility → Interaction → Familiarity → Trust → Relationship → Customer → Advocate

Chirpy helps create content that generates visibility, but community engagement helps convert that visibility into something commercially meaningful.

For example, a real estate agent might use Chirpy to create and publish a post explaining current market conditions. Someone comments asking whether it is a good time to sell their home.

That comment is more than an engagement statistic. It is a conversation.

Responding thoughtfully demonstrates expertise, builds trust, and may eventually lead to a direct conversation about listing that person's property.



To access Community, select **Community** in the left navigation bar in your Dashboard.

Community collects the comments people leave on your posts, across every connected platform, into one list. You read them in one place, reply from one place, and mark them done.

The point is not to replace the platforms. It is to stop you opening five apps to find out whether anybody said anything worth answering, and to stop the good comments getting lost among the noise.

Every comment that arrives is sorted into a category automatically, so a question from a potential customer does not sit unread underneath thirty emoji replies.

What arrives here

Comments from **Facebook, Instagram, LinkedIn Business, YouTube and X**.

TikTok and LinkedIn Personal are not included. You can connect and publish to both from Chirpy, but their comments do not flow into Community, because of platform restrictions.

Comments arrive on their own, usually within seconds of being posted. You do not need to refresh, though there is a **Refresh** button in the top right if you want to force a check.

The two views: Queue and Backlog

The toggle in the top right of the filter bar is the most important control on the page.

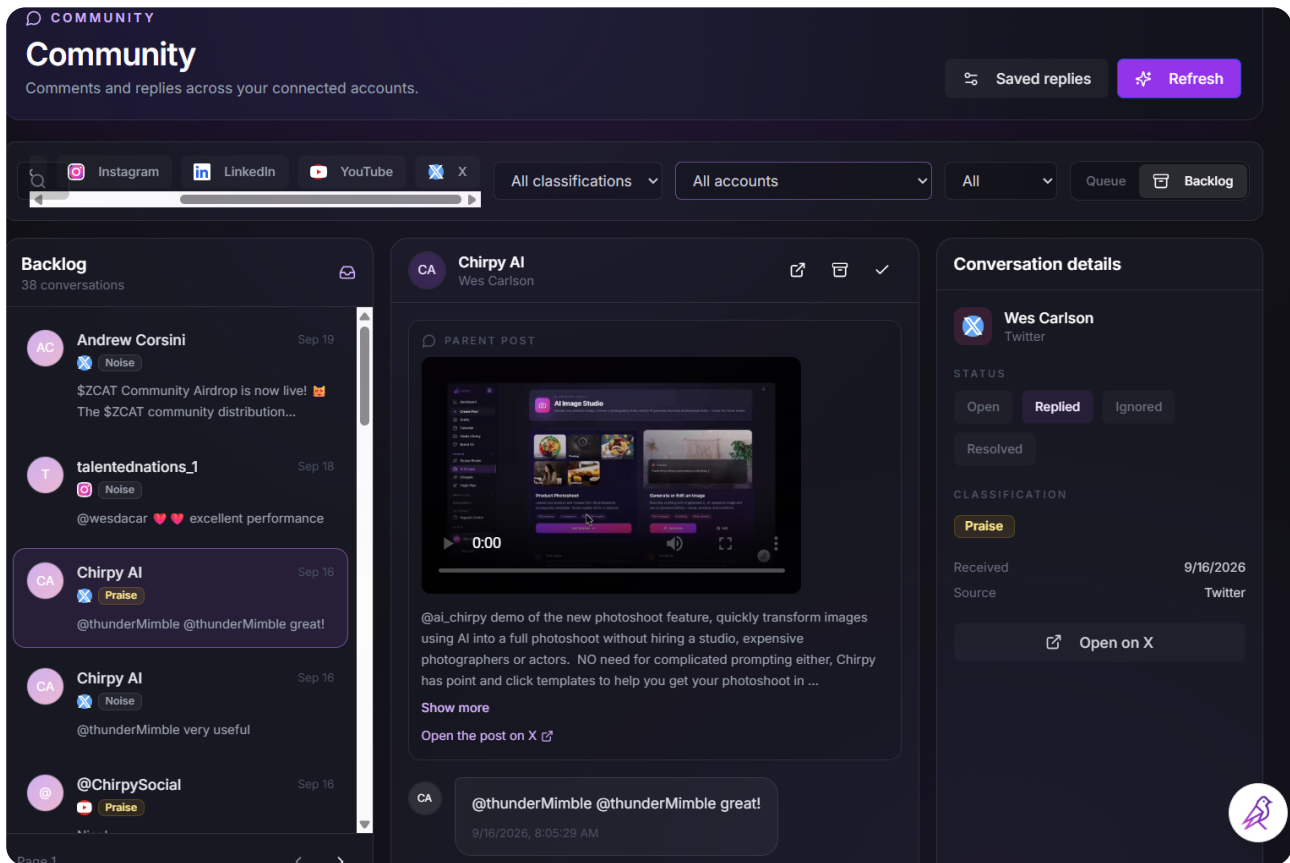
Queue is what needs you now. It shows recent comments in the categories that usually deserve a human reply: questions, buying intent, complaints, and anything the classifier could not place. When the Queue is empty you see **“You’re all caught up”**, and that is the normal state to aim for.

Backlog is everything. Every comment ever collected, in every category and every status, including the ones you have already answered, ignored or deleted.

Work the Queue daily. Go to the Backlog when you are looking for something specific.

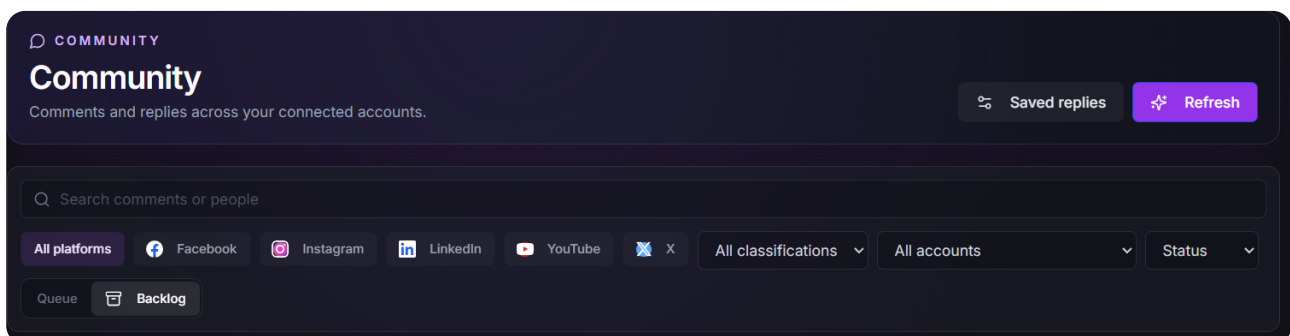
One thing to know: older comments do not appear in the Queue even when they are unanswered. If you connect an account with years of history, those comments land in the Backlog rather than filling your Queue with things from three years ago. Check the Backlog once after connecting a new account so nothing old and valuable is missed.

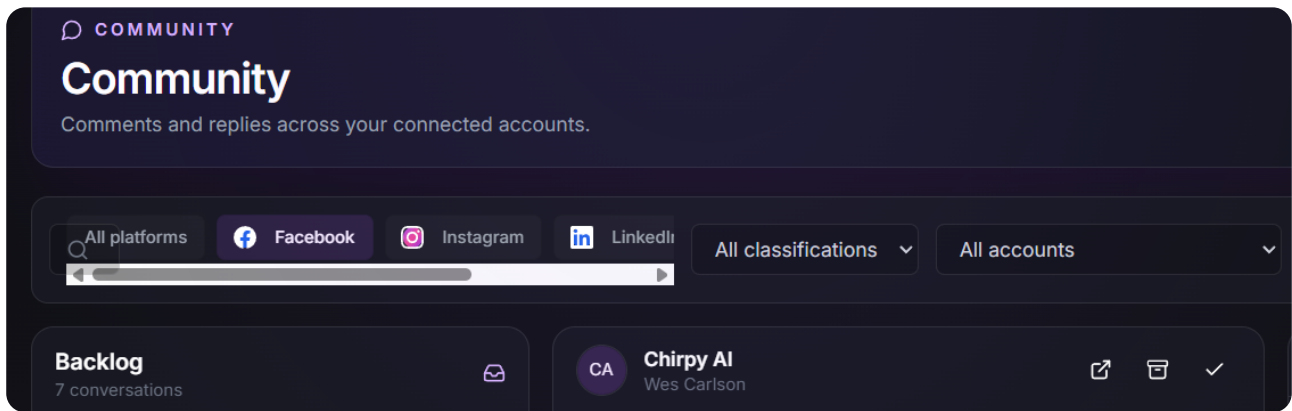
Here is an example of a Backlog.



Finding a specific comment

Search. Free text across comments and people. Use it when you remember who said something but not where.





You can also filter comments by the following.

Platform. The platforms and accounts you have connected: All platforms, Facebook, Instagram, LinkedIn, YouTube, X.

Classification. How Chirpy interpreted and classified the comment.

Classification	What it means
Question	Someone asking you something. Usually needs an answer
Buying intent	Someone signalling that they might purchase. Answer these first. They are the reason the feature exists
Complaint	Someone unhappy. Answer quickly, and in public where you can
Praise	Someone being nice. Worth a short acknowledgement, rarely urgent
Noise	Emoji, tag chains, one-word replies. Safe to leave
Solicitation	Someone selling you something, usually an agency or a freelancer. Safe to ignore
Unclassified	The classifier could not place it. These appear in the Queue on purpose, because an unread comment is more dangerous than a miscategorised one

The classification is a starting point, not a verdict. Read anything that looks interesting regardless of its badge.

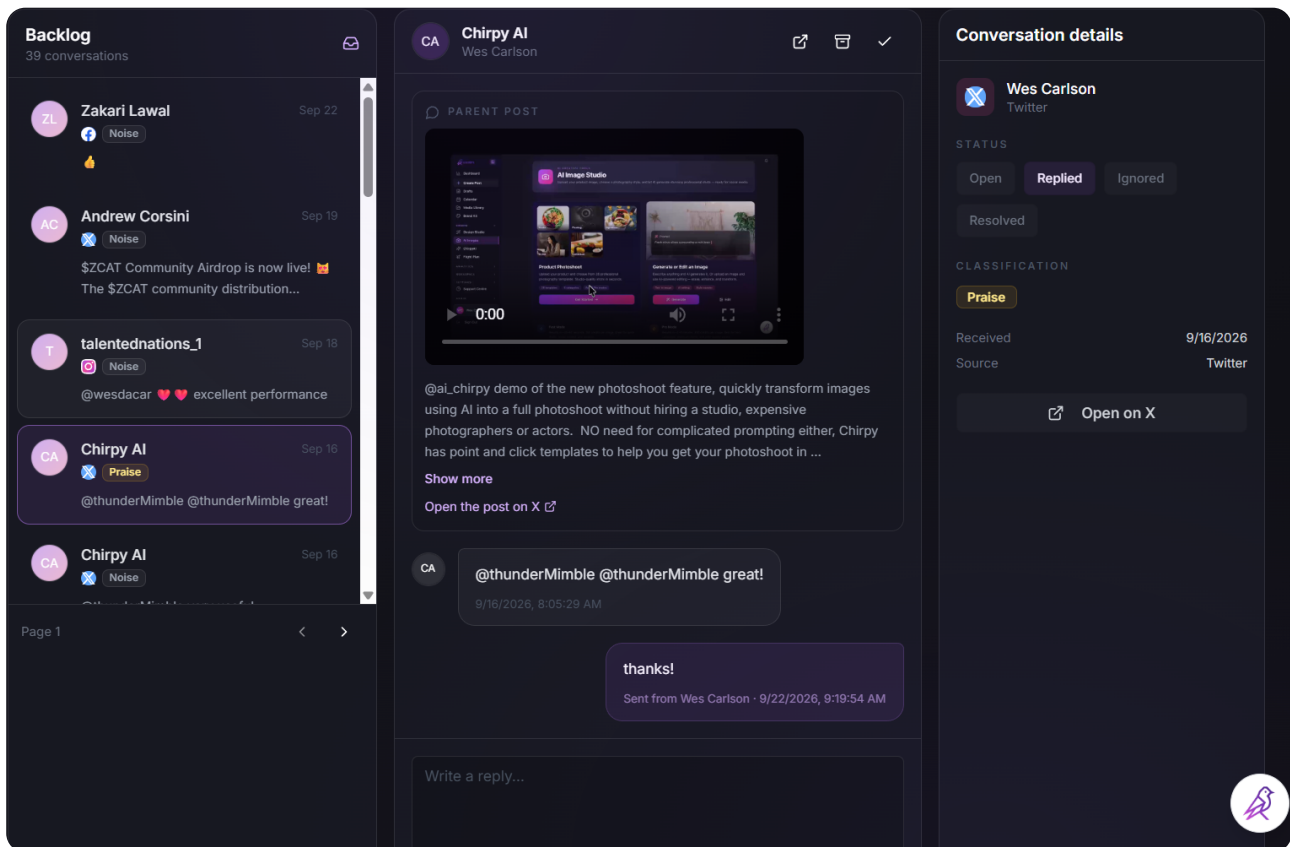
Account. The accounts you have connected across your platforms, since you may have multiple on each platform.

Status. What you have done about a comment.

Status	Meaning
All	Everything, regardless of status
Open	Nobody has dealt with it. This is the default on arrival, and you have yet to reply
Replied	You have replied. Set automatically when you send a reply
Ignored	You have chosen to ignore it, for example because it was noise or solicitation
Resolved	You have resolved the issue or question

Status is separate from classification. Classification is what the comment is. Status is what you have done about it.

Viewing a conversation



Select a comment on the left and the page fills in around it.

The left column is the list. Each row shows who commented, when, which platform, the category, and the first line of what they said.

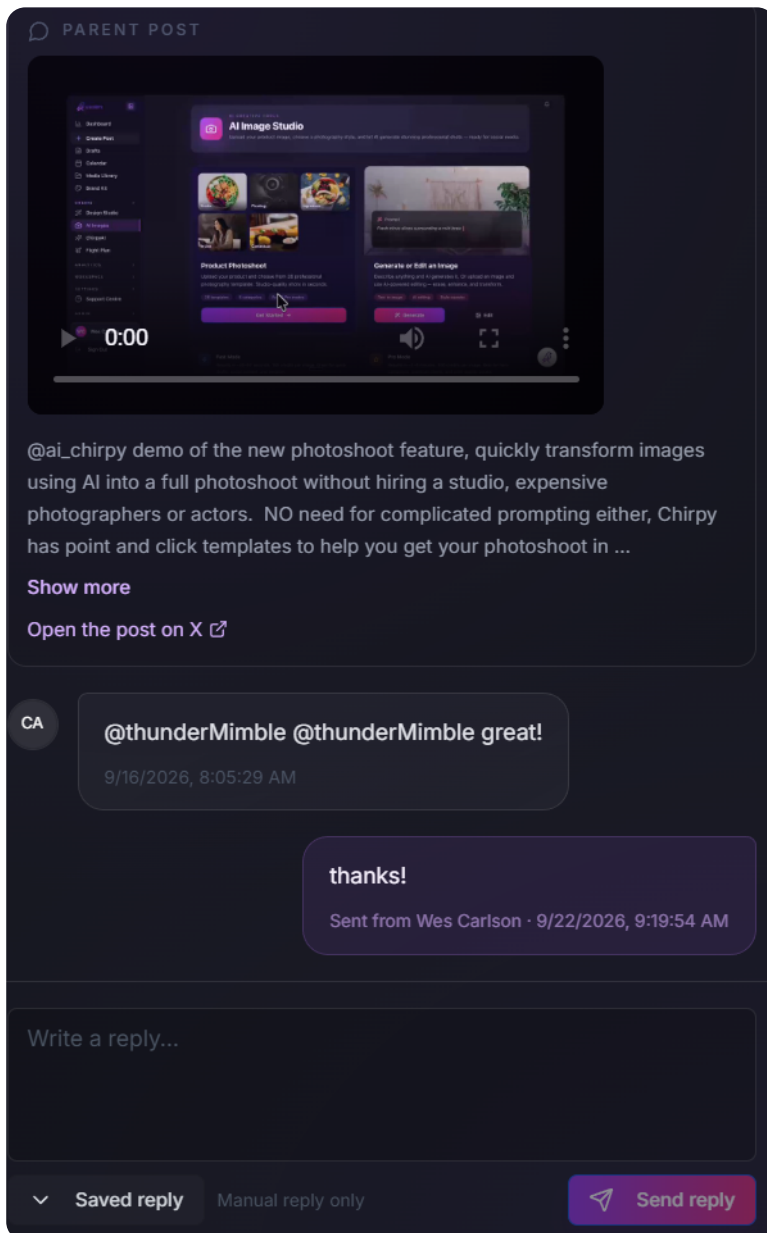
The middle column is the conversation. At the top is the parent post, the thing they commented on, with its image or video and its caption, so you have the context without leaving the page. Underneath that is the comment itself, and any reply you have already sent, laid out as a thread. A link takes you to the original post on the platform.

The right column is the detail panel. The account that received the comment, the current status, the classification, when it was received, the source platform, and a button that opens the comment on the platform itself.

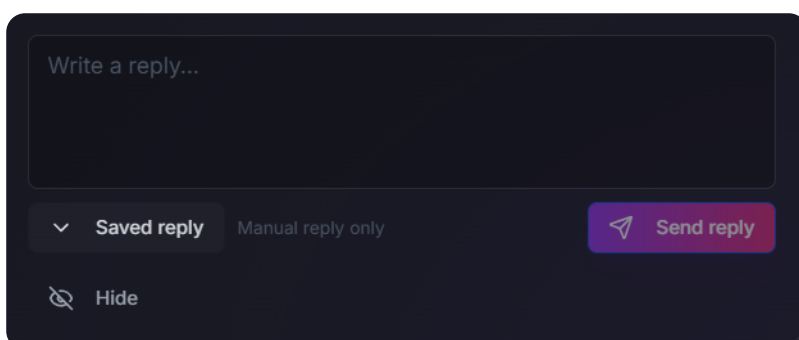
Replying to a conversation

Type into **Write a reply** and press **Send reply**. The reply is posted publicly on the platform, as the account that owns the post, exactly as if you had written it there.

Here is what that looks like in our example. There has already been a reply on this post, but you can add another.



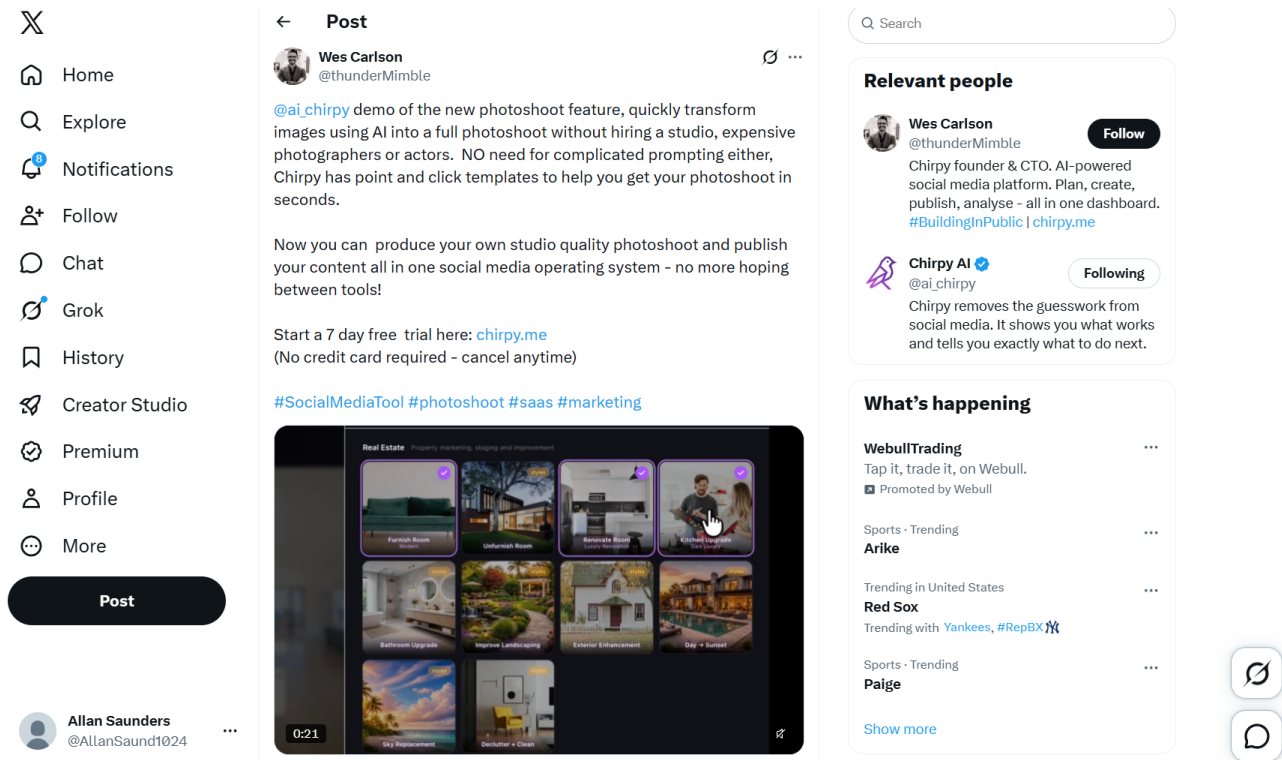
You will see that the reply bar is labelled **Manual reply only**. This is important to note: Chirpy does not answer comments on your behalf. Nothing is sent until you type it and press the button.



Hide removes the comment from public view without deleting it, which is the polite way to deal with something you do not want on your post.

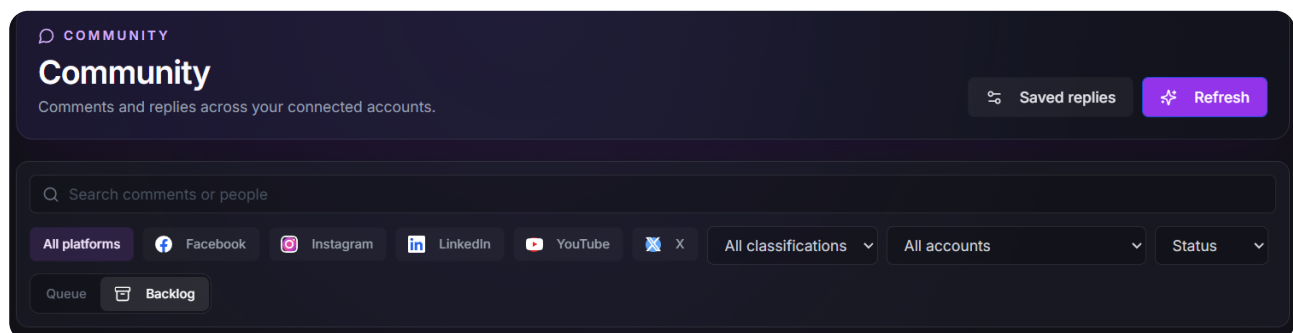
Delete is available on Facebook, Instagram and LinkedIn. It removes the comment permanently and cannot be undone.

You can also reply directly on the native platform by selecting **Open the post on X**, in this example, which gives you the following.



Using saved replies

You will more than likely encounter a number of common questions and comments for which you can prepare a standard reply. If you answer the same question repeatedly, save the answer once.



Open **Saved replies** in the top right of the dashboard, and you are presented with the screen below.

Saved replies

Shared with your organisation when available.

No saved replies yet.

+ ADD SAVED REPLY

Title

Thanks for reaching out, {{commenter_name}}!

Insert: Commenter's name

Save reply

Let's look at an example.

Saved replies

Shared with your organisation when available.

No saved replies yet.

+ ADD SAVED REPLY

Thank you

Hi {{commenter_name}}, thank you for reaching out, one of our team members will be contacting you shortly.

Insert: Commenter's name

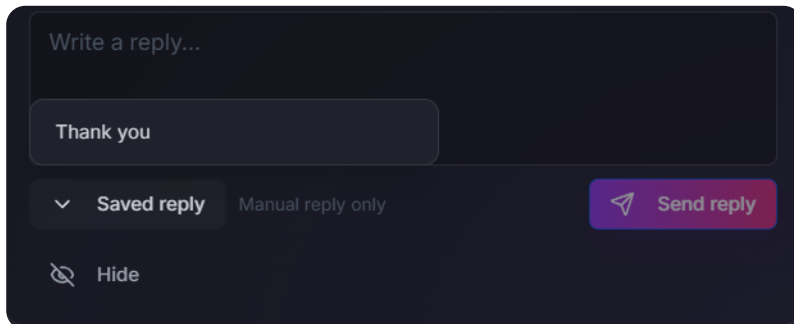
Save reply

Each saved reply has a title and a body. In this simple example we are creating a saved reply titled "Thank you", with the body shown above. You are free to create saved replies that are far more detailed and contain your contact details, website address and so on.

What matters is that the reply feels personal, so we have used **Insert: Commenter's name** where appropriate. The reply then goes out with the person's actual name in it. Use it. A reply with someone's name in it reads as though a person wrote it, because one did.

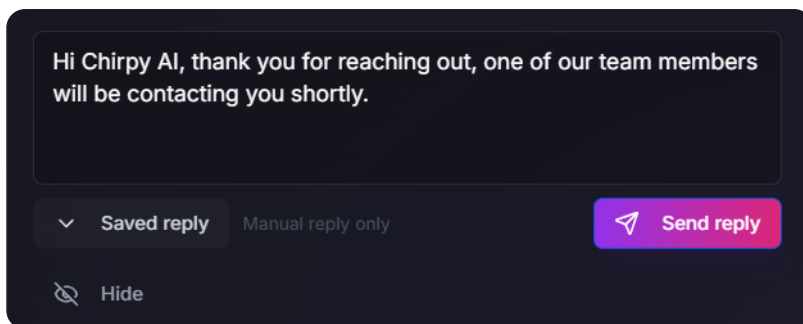
Once saved, it appears in the **Saved reply** dropdown beside the reply box. Selecting it drops the text into the box, where you can edit it before sending.

Going back to the post we want to reply to, we select “Thank you” from the **Saved reply** dropdown. Here is the result, with Wes Carlson posting on behalf of Chirpy AI.



The screenshot shows a dark-themed reply box. At the top is a text input field with the placeholder "Write a reply...". Below it, a dropdown menu is open, displaying a saved reply: "Thank you". To the right of the dropdown is a button labeled "Manual reply only". Further right is a purple button with a paper plane icon and the text "Send reply". At the bottom left of the box is a "Hide" button with an eye icon.

All you have to do now is select **Send reply**, if you are happy and do not want to edit the content further.



The screenshot shows the same reply box, but now the text "Thank you" has been selected from the dropdown and is visible in the "Write a reply..." input field. The "Send reply" button and "Hide" button remain at the bottom.

Saved replies can be shared within your organisation where your plan supports it, so a team can write them once and they are then available to everyone.

CHAPTER 04

Best practices



1. **Once a day, open the Queue.** If it says you are all caught up, you are finished.
2. **Answer buying intent first.** Everything else can wait an hour. That one cannot.
3. **Then questions, then complaints.** Complaints are more urgent in tone, but questions are more likely to convert.
4. **Use Ignore generously.** A comment you have read and decided against is not a failure, and leaving it Open makes the Queue useless.

5. **Check the Backlog weekly**, filtered to Open. It catches anything the Queue rules missed.
6. **Write a saved reply the second time you type the same sentence.** Not the fifth.

CHAPTER 05



Frequently asked questions

Does Chirpy reply for me? No. Replies are manual. The reply bar says so.

Will people see that I replied from Chirpy? No. The reply appears as an ordinary reply from your account.

Why is a comment missing? Check three things: the platform is one of the five supported, the account is connected and its token is healthy, and you are looking at the Backlog rather than the Queue.

Why do some comments have no author name? Some platforms restrict profile information to apps that have passed their review. The comment still arrives and can still be answered.

Can I delete a comment? On Facebook, Instagram and LinkedIn, yes, and it is permanent. On other platforms you can usually only hide it.

What happens to old comments when I connect an account? They are collected into the Backlog, not the Queue, so your Queue stays about today.