

XTHETIC STUDIO

A practical technical guide

Instagram Comment-to-DM

Build your own resource-delivery campaign

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Comment GUIDE

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One private reply

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Resource link

REVIEW EDITION 0.1

13 October 2026

Templates, setup checkpoints, test logs and troubleshooting.

Read this first

A practical technical guide for planning and testing an Instagram resource-delivery campaign. AutoDM has passed local regression checks, but its complete live Meta walkthrough is still pending. Source code, a hosted service and support are not included in this PDF.

Use this edition to plan a campaign and review the setup. Complete the live checks before selling it as a certified setup package.

A person comments GUIDE on a selected post or reel. Your application receives the comment, checks the keyword, sends one requested resource link through the official API, and records the run and link click. It operates while you are away, provided your hosting and workers stay available.

You will own the application configuration and maintain the system. This guide does not promise unlimited messaging, guaranteed inbox delivery or permanent zero hosting costs.

Choose your route

Route	What you take responsibility for
Managed automation platform	Subscription and campaign configuration; provider operates the infrastructure.
Self-hosted AutoDM	Meta app, hosting, database, credentials, monitoring and maintenance.
Assisted setup	Agree who owns credentials, hosting bills, maintenance and support before work starts.

Choose DIY when you want control and can maintain a small web application. Compare total cost with managed software, including your time. A free hosting allowance is not a promise that a commercial automation will remain free.

Plan one useful campaign

Start with a resource people want

Pick one useful, specific resource: a checklist, template, short guide or worksheet. Put it at a stable HTTPS URL you control or are authorised to share. Make the resource easy to access on a phone. Check that its contents and any included images are yours to distribute.

Use one test caption:

Want the [specific resource]? Comment GUIDE and I'll send the link by DM. Check message requests if you don't see it.

Use one message:

Here's the [specific resource] you asked for: [link].

Keep this first campaign to fulfilling the person's request. Set a measurable goal, such as correct delivery of the requested link and verified clicks.

Campaign worksheet

Decision	Your campaign
Audience and useful outcome	_____
Resource title and HTTPS URL	_____
Owned professional account	_____
One post/reel and keyword	_____
Private reply and CTA label	_____
Test commenter	_____
Success metric and observation period	_____

Prepare your stack

Gather your prerequisites

This AutoDM version uses Facebook Login. You need a professional Instagram account linked to a Facebook Page, access to a Meta developer app, a Supabase project, suitable HTTPS hosting and a reliable minute-level scheduler. The account/Page roles and app permissions must be correct for the selected integration.

Meta also offers an Instagram Login path with different permissions and tokens; do not mix its setup with these instructions. Meta's current private-reply guide lists `instagram_basic`, `instagram_manage_comments` and `pages_read_engagement` for Facebook Login, with a Facebook Page access token. Account discovery and webhook subscription need their own permissions and configuration. Verify the complete set for your app; some Business Manager role arrangements require additional ads permissions. Do not add broad permissions without checking your case.

Installation requires Node 24 or newer. The local regression suite uses Node's TypeScript loader hooks.

Prepare the database and hosting

Run the supplied Supabase migrations in filename order. Back up an existing database first. The delivery migration creates transactional jobs and unique account/comment protection. If historical duplicate data prevents the migration, inspect it and resolve it deliberately rather than deleting it automatically.

Deploy to a hosting plan that permits commercial use and your scheduling interval. The supplied Vercel configuration calls both workers every minute; Vercel Hobby's daily cron allowance does not meet this design.

Set the public origin and OAuth callback to the deployed domain. Run:

```
npm run check:pilot
```

Resolve the reported missing settings. This command checks configuration only; it does not test the Meta app, database or actual delivery.

Budget and ownership

Confirm who maintains each part before you launch. Include operational time in your comparison with a managed platform. A small pilot proves the workflow; it does not establish unlimited capacity.

Install and configure

Install the application

After obtaining the authorised source package, open its folder in a terminal:

```
npm ci
cp .env.example .env.local
```

Fill in the environment settings. Never publish this file, include it in a customer download or send credentials in screenshots.

Settings	Purpose
NEXT_PUBLIC_APP_URL	Public app origin used by tracked links.
Supabase URL / anon key	Client connection and authentication.
SUPABASE_SERVICE_ROLE_KEY	Server-only database administration.
TOKEN_ENCRYPTION_KEY	Encryption secret for stored Meta tokens; use a long random value and retain it securely.
META_APP_ID / META_APP_SECRET	Meta application identity and server authentication.
META_REDIRECT_URI	App origin plus /api/meta/oauth/callback.
META_WEBHOOK_VERIFY_TOKEN	Random value used for the webhook handshake.
JOB_RUNNER_SECRET / CRON_SECRET	Matching random values protecting worker endpoints.
AUTODM_SEND_ENABLED	Keep false until the live pilot checklist is complete.

The service-role key and Meta app secret belong only on the server. Losing or rotating the encryption key without a recovery plan makes stored tokens unreadable; reconnect affected accounts deliberately.

Connect and create the rule

Connect Instagram and verify webhooks

Sign in to AutoDM and use its Instagram connection flow. Check that the correct Page and professional Instagram account are selected. Confirm current required scopes and access level in Meta before proceeding.

Configure `/api/webhooks/meta` as the callback and use the same verification token as your environment. Subscribe the app/account to the necessary comment events. A successful handshake alone does not prove that comment events will arrive.

AutoDM verifies each POST signature against the raw request body. If webhook signatures fail, check the Meta app secret and whether an intermediary modifies the body. Do not remove signature verification to make a test pass.

Private-reply send path: Meta currently documents POST to the Instagram professional account ID at `/IG_ACCOUNT_ID/messages`, using `recipient.comment_id` and `message.text`. The Facebook Login host is `graph.facebook.com` and its token is the linked Page access token.

Before the live pilot: record the actual account connection, approved permissions and working subscription. The guide's current API rules were checked against Meta's documentation on 13 October 2026; a complete AutoDM live walkthrough is still pending.

Create the GUIDE campaign

Choose one post or reel, add keyword GUIDE, write the resource message and provide its CTA label and destination URL. Activate only this pilot automation.

The current UI creates substring rules: GUIDE can also match a longer word containing it. The worker supports word/exact rules stored in the database; UI selection for those modes is a later improvement. Test the configured behavior rather than assuming exact matching.

Overlapping rules do not produce multiple private replies: the oldest matching automation wins. Keep the first campaign unambiguous.

With sending disabled, confirm that a fresh test comment creates one queued run. Then complete the pilot runbook's Meta eligibility and configuration checks before enabling the sender.

Prove delivery

Prove the whole journey

Use a consenting test commenter. Check the actual message and requests folder. Open the link on a phone and verify its destination. Record:

- Comment/post identifier and event time.
- Automation/run identifier.
- Meta's returned message identifier.
- Confirmation that the commenter received the message.
- Correct redirect destination and tracked click.

Provider acceptance, receipt, reading, clicking and purchasing are different outcomes. A "sent" counter is not proof of revenue. A commenter recorded as a lead has not necessarily opted into further marketing.

Repeat the webhook delivery to test duplicate protection. Disable the automation and check that queued work cannot reserve a new send. Test known rejection and interrupted-worker scenarios using fixtures before relying on recovery.

Test log

Stage	Result / evidence
Fresh eligible comment	_____
Signed webhook received	_____
Exactly one intended run	_____
Meta message ID saved	_____
Recipient confirms receipt	_____
Link reaches correct resource	_____
Duplicate and disabled-rule checks	_____
Failure/recovery checks	_____

A completed worksheet is not evidence of delivery. Keep the separate test log and record what you actually observed.

Message responsibly

Respect message and consent boundaries

Treat the first private reply as fulfilment of the requested resource. It does not automatically open the follow-up conversation window. A website-link click is not the interaction that opens that window.

For post/reel comments, Meta currently permits one private reply within seven days of the comment. Follow-up messages require a recipient response and must be sent within 24 hours of that response. Instagram Live replies have a separate during-broadcast limit and are outside this guide's pilot scope. Never assume old queued comments remain eligible after a pause. The current MVP still needs provider-verified comment-age enforcement before broader use.

If you offer email updates on your resource page, explain the signup separately. Requesting a resource should not be presented as consent to unrelated marketing.

Operate and measure

Monitor failures and needs-review runs, keep backups, review token health and test dependency/API updates before release. Define retention and deletion policies for commenters' data. Restrict access to logs and credentials.

At least weekly, compare eligible comments, intended runs, provider-accepted messages, verified receipts, clicks and purchases. Note unmatched comments and duplicate deliveries separately. Use the data to improve the resource and caption without claiming conversion results you have not measured.

Troubleshooting and release

Troubleshoot by stage

Symptom	Check first
No event arrives	Correct account subscription, callback availability, Page/account roles and app access.
Webhook returns 403	Signature and app secret; handshake token for GET requests.
Event arrives but no run	Post binding, keyword behavior, automation/connection state and account ownership.
Run stays queued	Send switch, scheduler, worker authentication and queue backlog.
Meta rejects the send	Provider error code, permissions, token validity, eligibility and limits.
Run says needs_review	Provider outcome may be unknown; reconcile before resending.
Accepted message is unseen	Requests folder and recipient message settings; confirm the real recipient.
Link goes to the wrong page	Public app origin, current CTA URL and resource availability.

Do not explain every failure as "a private account". Preserve error details privately and check the actual reason.

Release checklist and references

Complete a fresh-user installation, add original screenshots and a recorded walkthrough, confirm all external costs and current Meta rules, and define source-code licensing, support, updates and refund terms. Include a dated compatibility statement so buyers understand the tested version and setup.

Official references (checked or consulted for this edition): [Meta private replies](#), [Meta official Instagram API workspace](#), [ManyChat comment-trigger behavior](#), [Vercel cron limits](#) and [commercial-use rules](#).