INSTAGRAM COMMENT TO DM: SEND A LINK TO EVERY COMMENTER

Everyone who comments your word gets your link by private reply in seconds, with a public reply under the comment and a conversation that continues when they answer.

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"Comment LINK and I'll send it to you" is the most reliable call to action on Instagram. It asks for one word instead of a click, it lifts the post because comments count, and the person who comments gets exactly what they asked for in their DMs a few seconds later. Done by hand, it breaks the moment a post takes off: three hundred comments, a phone full of notifications and a link copied into each chat. A comment to DM flow does it for you. This guide builds one step by step: the trigger, the private reply, the public reply, what happens after the person replies, and the habits that keep the flow inside Meta's rules.

Key points

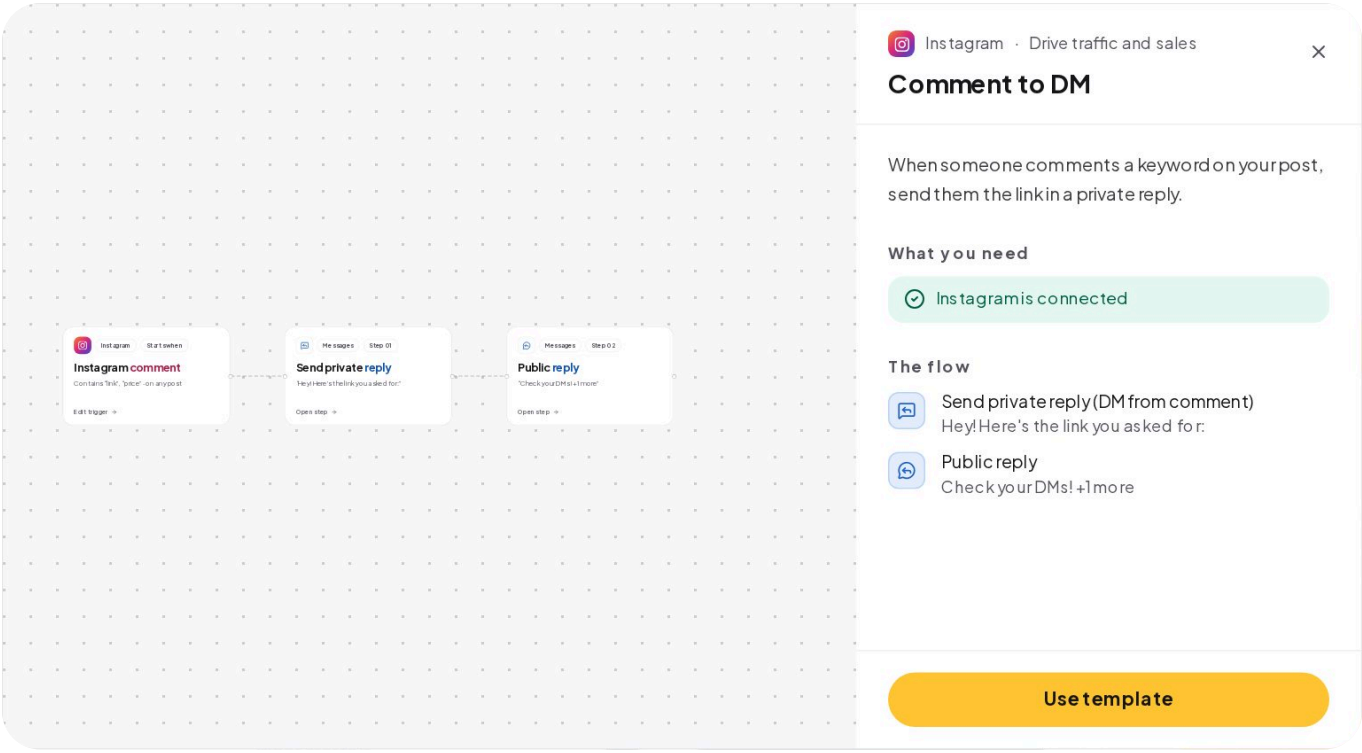
- A comment that matches your word, on the posts and Reels you choose, gets a private reply with your link within seconds.
- Meta allows one private reply per comment, within 7 days of it: one text with an optional link.
- A public reply under the comment, such as "Check your DMs!", shows the next reader that commenting works.
- When the person replies to the private message, the chat is open, and the flow can go on with buttons, questions and more messages for 24 hours.
- Catch typos, the choice of posts and the match mode decide which comments answer, and every run is listed in the automation's Activity tab.

HOW THE FLOW WORKS

Step	What happens	Where you set it
1. The comment	Someone comments your word under a post or Reel	The Instagram comment trigger
2. The private reply	Your link arrives in their DMs as one message	The Send private reply step
3. The public reply	A short reply appears under their comment	The Public reply step
4. Their answer	They write back, and the chat opens	Any DM step after it
5. The next step	Buttons, a question or a second link	Buttons, Ask a question or Send DM

STEP 1: START FROM THE TEMPLATE

Open **Automations** and search the gallery for "comment". The **Comment to DM** template is the shortest way in.

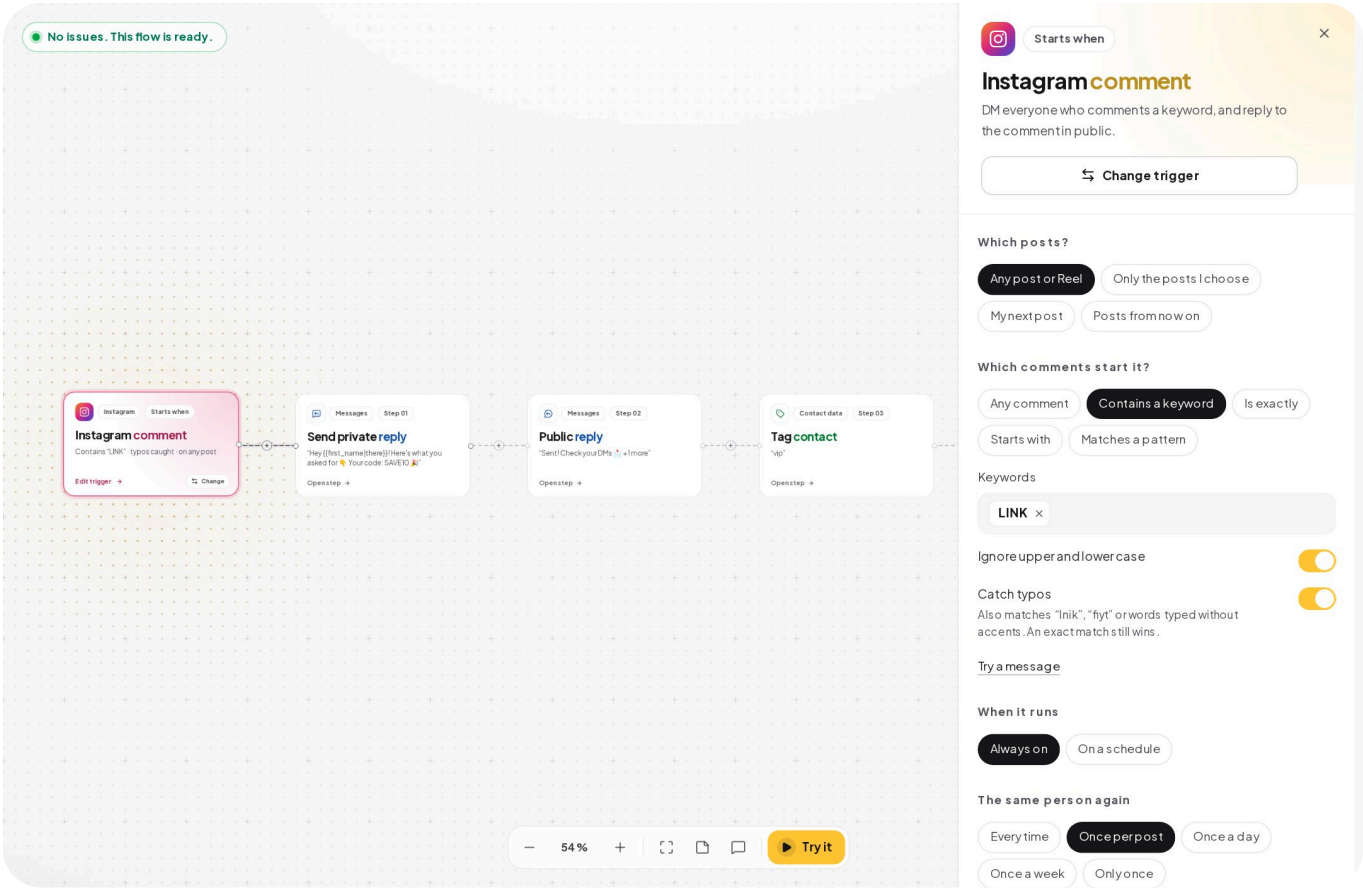


The Comment to DM template: a private reply with the link, and a public reply under the comment.

It holds the two steps every comment flow needs: a private reply with your link and a public reply under the comment. Press **Use template**, and it opens in the flow builder as a draft, ready for your own words.

STEP 2: CHOOSE THE WORD AND THE POSTS

Open the trigger at the top of the canvas.



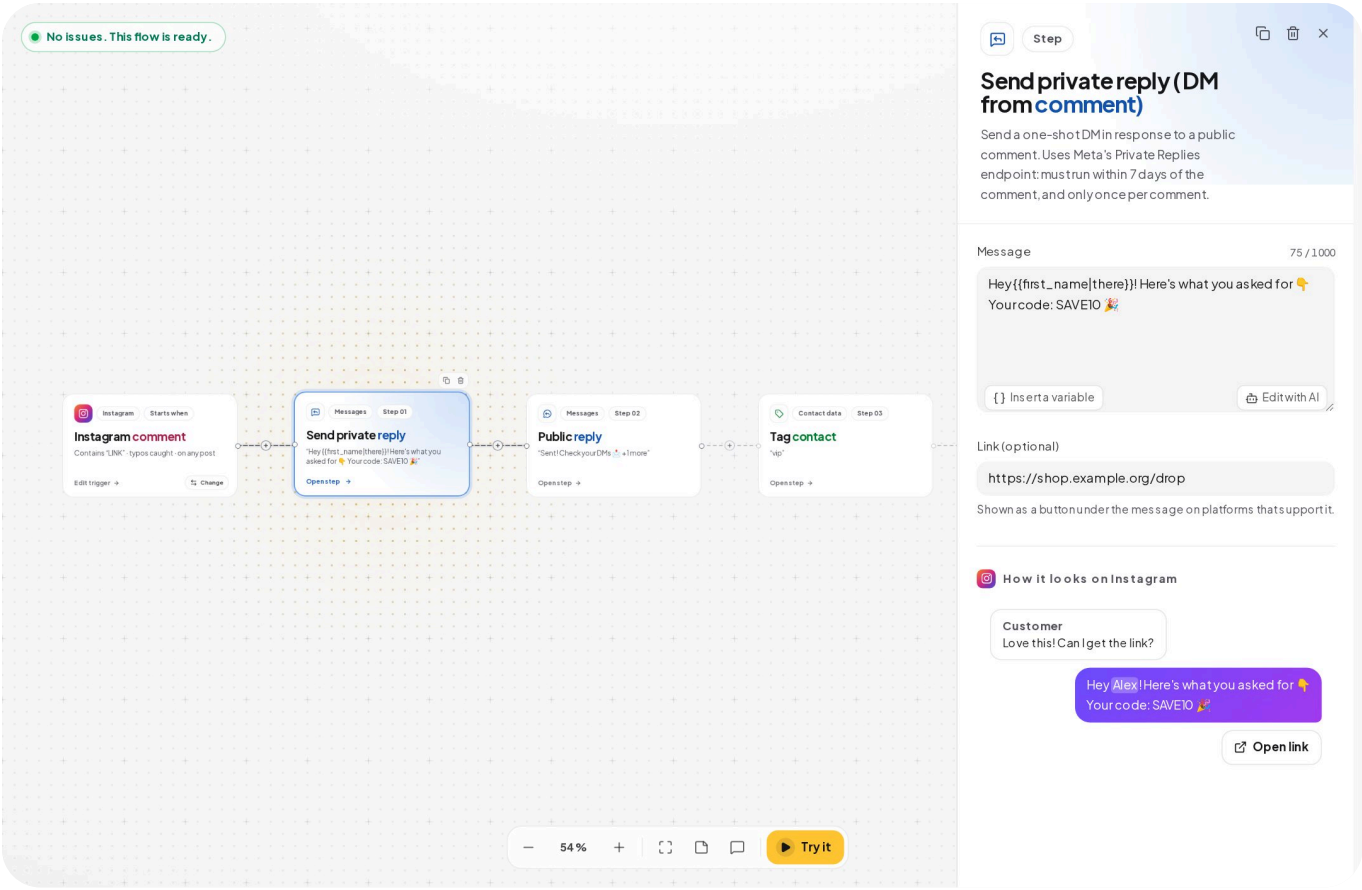
Which posts, which words and how they match.

- **The posts.** Every post and Reel, or only the ones you pick. Pick them for a campaign, so an old post does not answer with a new link.
- **The word.** One short word in capitals reads well on screen: LINK, GUIDE, PRICE, RECIPE. Several words can share one automation.
- **The match.** Contains is the usual choice, so "LINK please" counts. Equals answers only the bare word, Starts with suits commands, a pattern handles the unusual cases, and Any comment answers everything.
- **Catch typos.** With it on, "lnik" and "linkk" still count, within a small budget of mistakes that grows with the length of the word.

Upper and lower case are ignored when that switch is on, so LINK, Link and link are the same.

STEP 3: WRITE THE PRIVATE REPLY

The private reply is the message they came for. Meta allows one per comment, within 7 days of the comment, and it is one text with an optional link.



The private reply: the message, a first name variable, the link and a preview.

A good private reply has three parts:

1. **A thank-you with their name.** "Hey Sam! Here's the guide you asked for." The first name variable fills it in.
2. **The link.** In the link field, so it is one tap away.
3. **A question.** "Want the video version too? Just reply YES." The question matters more than it looks: the private reply cannot carry buttons, and a reply from them is what opens the chat for everything else.

STEP 4: ADD THE PUBLIC REPLY

Under the private reply, a **Public reply** step posts a short answer under their comment from your account. Keep it short and varied: "Check your DMs!", "Sent!", "Just sent it over." Readers see that commenting works, and the post gets one more comment.

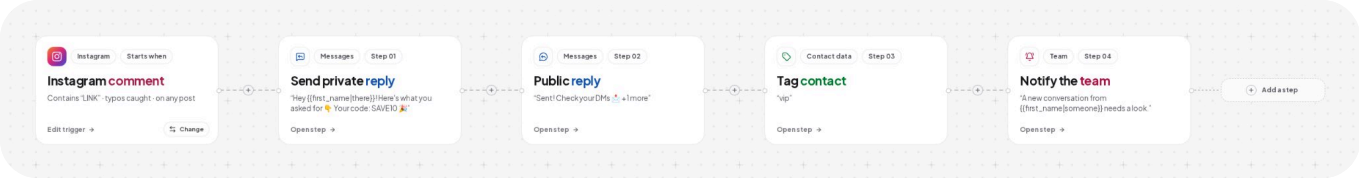
For Facebook Page posts, the Facebook comment to DM template works the same way: the private reply arrives in Messenger, and there is no public reply under a Facebook comment.

STEP 5: CONTINUE WHEN THEY REPLY

When the person writes back, a normal conversation starts, with 24 hours after each of their messages to reply freely. That is where the rest of the flow lives:

- **Buttons** for the next choice: the video, a discount, a call.

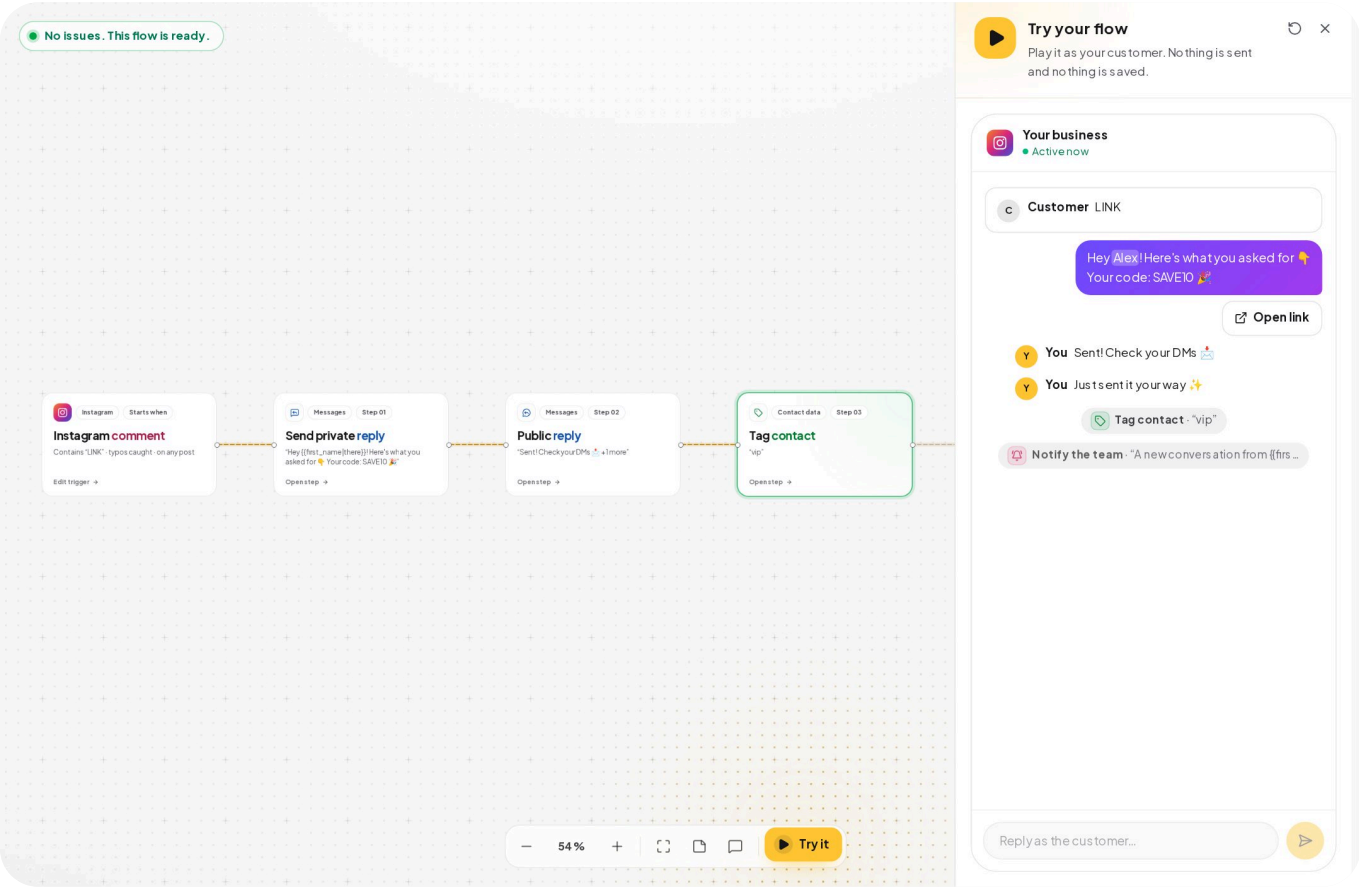
- **Ask a question** to collect an email address, checked and saved on the contact.
- **Tag** the contact with the campaign, such as guide-oct, so you can reach these people later.
- **Notify the team** when someone asks for something a person should answer.



A comment flow on the canvas, from the trigger to a note for the team.

STEP 6: TEST IT *AS A* COMMENTER

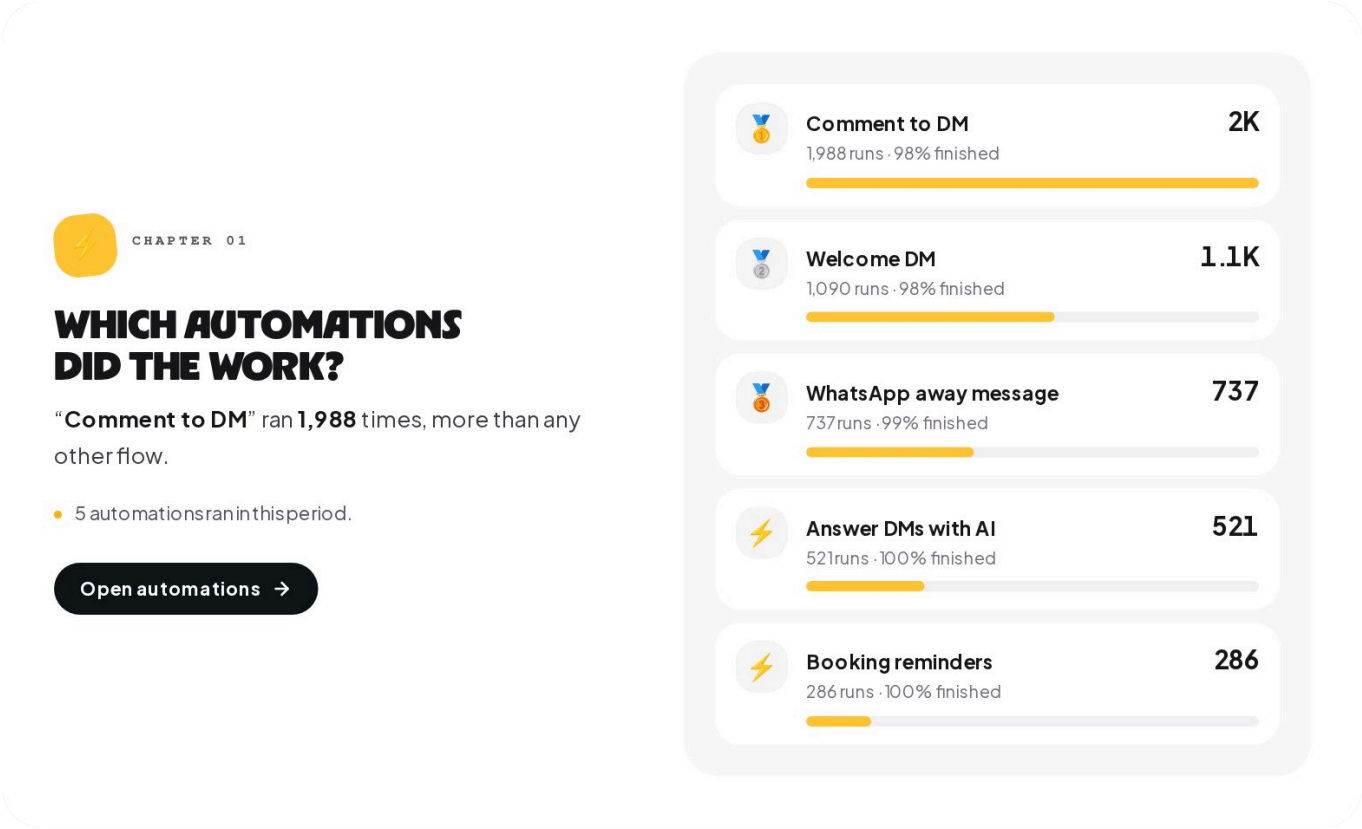
Press **Try it** on the canvas and play the flow as the person commenting. The panel lists findings, such as a step with nothing after it, so you fix them before the post goes up. Then publish, and put the call to action in your caption and on screen: "Comment LINK and I'll send it."



Try it plays the flow without sending anything, with findings below.

STEP 7: READ WHAT HAPPENED

Each automation has an **Activity** tab with every run: how it ended, how long it took and where it stopped. In **Analytics**, the Automations tab shows which automation did the work across the workspace.



Runs per automation and how many finished. Demo workspace.

A comment flow that runs a hundred times and gets five replies needs a better question at the end of its private reply, not a different link.

A WORKED EXAMPLE: A RECIPE REEL

A food creator posts a Reel of a 15-minute pasta, with "Comment RECIPE for the full recipe" on screen and in the caption.

1. **The trigger** listens to that Reel only, for comments that contain RECIPE, with Catch typos on, so "recipie" counts too.
2. **The private reply** says "Here you go, Maya! The full recipe, with the shopping list. Want my 5 weeknight dinners too? Reply YES." with the recipe page as its link.
3. **The public reply** under the comment rotates between "Sent!" and "Check your DMs!".
4. **When Maya replies YES**, a Send DM step sends the weeknight dinners, a tag marks her as recipe-pasta, and an Ask a question step offers the weekly newsletter, saving the email she types.

The Reel gets more comments because every comment is answered, the creator never copies a link by hand, and the people who replied YES become a segment for the next recipe launch.

THREE PRIVATE REPLIES THAT WORK

For a guide. "Hi {first name}! Here's the 10-minute plan you asked for. Want the printable version too? Reply PRINT."

For a product. "Here's the linen shirt from the Reel, {first name}. It runs true to size. Want me to check your size? Reply with your height."

For a booking. "Thanks for asking! Here's how booking works, with this week's times. Want me to hold one for you? Reply with a day."

Each one gives what was promised, adds one useful detail and ends with a reason to reply. Keep them under 300 characters; a long private reply reads like an advertisement.

WHAT TO DO WITH THE PEOPLE WHO REPLIED

The people who replied to the private message are the warmest audience a post creates. A few habits keep them:

- **Tag by campaign.** One tag per post or Reel, so you know who came from which content.
- **Ask one question.** Their goal, their size, their date: one answer on the contact is worth more than a long survey.
- **Follow up inside the window.** A second message the same day, while the chat is open, gets far more replies than one a week later, which Instagram would not deliver anyway.
- **Hand over the hot ones.** A Notify the team step on the "I want to buy" answer puts a person on it while they are still in the app.

WRITING CALLS TO ACTION THAT GET COMMENTS

- **Say the word on screen and in the caption.** Many people watch without sound.
- **Promise something specific.** "The full recipe", "the size guide", "the 10-minute plan", not "more info".
- **Use one word per post.** Two words split the comments and confuse the flow.
- **Answer the first comments yourself.** A few early replies from you make the post feel alive while the flow handles the rest.

VARIATIONS WORTH TRYING

Keyword	What the DM sends	Next step after they reply
GUIDE	A free PDF	Ask for an email address
SHOP	The product page	A carousel of related pieces
CODE	A one-time code from your list	A Buy button
BOOK	Your booking page	The free times as buttons
LIVE	The replay link	The date of the next Live

META'S RULES, IN PLAIN TERMS

- **One private reply per comment, within 7 days.** A second message needs a reply from them.
- **24 hours after their last message.** After that, a business cannot message them on Instagram until they write again.
- **Professional accounts only.** Creator and business accounts connect; personal ones cannot.
- **No cold messages.** Everyone in the flow wrote to you first, with a comment or a DM.

COMMON MISTAKES

- **Buttons in the private reply.** It is one text with a link. Ask a question, and put buttons after their answer.
- **Every post answering.** An old post with an old link confuses people; pick the posts for each campaign.
- **No public reply.** Readers do not know the comment worked, and fewer people comment.
- **A word people use anyway.** "Love" or "nice" will trigger on every compliment. Pick a word nobody writes by accident.
- **Forgetting the follow-up.** The link is the start. A question at the end turns a comment into a conversation.

TERMS IN THIS GUIDE

- **Private reply.** Meta's single private message in answer to a comment, a text with an optional link, sent within 7 days of the comment.
- **Public reply.** A reply under the comment itself, posted from your account.
- **Catch typos.** A match setting that lets small misspellings of your word count.
- **24-hour window.** The time after a person's last message when a business can reply freely on Instagram.
- **Activity tab.** The list of every run of one automation, with how it ended and where it stopped.
- **Match mode.** How your word is compared with the comment: contains, equals, starts with, a pattern or any comment.

- **Who can enter.** The automation setting that lets everyone in, or only contacts with or without a tag.

QUICK ANSWERS

What if someone comments twice?

Meta allows one private reply per comment, so each new comment can get its own. To answer each person once, tag them in the flow and set Who can enter to contacts without that tag.

Can I change the link after the post is live?

Yes. Edit the private reply and publish again; the next comment gets the new link.

Does it work on Facebook too?

Yes, for Page posts, with the Facebook comment to DM template: the private reply arrives in Messenger. There is no public reply under a Facebook comment.

Can the private reply include an image?

No. It is one text with an optional link. Send images, carousels and buttons after the person replies.

How quickly does the reply go out?

Within seconds of the comment reaching ChatinFlow. A wait step can hold it back if you want the reply to feel less instant.

SOURCES

- **Private Replies**, Meta for Developers, on replying to a comment by DM within 7 days.
- **Messenger Platform and IG Messaging API policy**, Meta for Developers, on the 24-hour window.

DO IT IN SECONDS, FREE

chatinflow.com/flows/comment-to-dm-link