









**Instagram Comment**

7:08



# Messages ▾



**Nicolas Vilabos**

You: Hi Nicolas, it's been a ... · Tue



**Natalie Page**

Awesome, thanks! · Tue

● VIP



**Marco Muji**

Yes it comes with a cotton... · Tue

● New Customer



**Emily Gregson**

You: Take a look and let ... · Mon



**Sarah Pei**

You: Sorry they're a limit... · Mon



**Amy Barber**

You: Thank you! · Sun

● VIP



**Lila Dudley**

You: Thank you! · Sun



**Bruno Frisk**

... ..









**Background**

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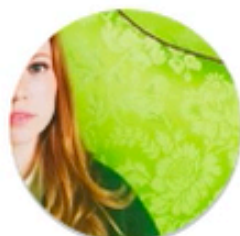
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**Bruno Frisk**



Instagram Comment



# Why is unified comment important?



### ***Value to businesses***

- Locate the newest comments quickly



### ***Value to people***

- Get a faster response
- Increasing the likelihood of receiving a response



### ***Value to Facebook***

- Engagement on the platform