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How to Build an AI Review Responder + Social Media Post Automation in n8n

If you run an appliance service business, reviews matter—but responding to them consistently is harder than it should be.

Some reviews get thoughtful replies.
Others get rushed responses.
Some never get answered at all.

And turning great reviews into social media content? That almost never happens.

This automation fixes both problems — **without removing humans from the loop**.

The Real Problems This Automation Solves

Most appliance companies struggle with:

- Inconsistent review responses
- Slow replies to new Google reviews
- Generic, copy-paste sounding responses
- Missed opportunities to showcase great feedback on social media

● Fear of automating something that feels "public"

This workflow is designed with **clear stages and guardrails**, so AI helps without taking control away from your team.

Stage 1 — AI Review Response (Public, Immediate, Controlled)

This first stage focuses on **responding to Google reviews quickly and professionally**, while matching your brand voice.

What Triggers the Automation

● A **new Google review** is posted on your Google Business Profile
● n8n detects it automatically using the Google Business Profile trigger

No scraping. No polling hacks. This is a first-party integration.

How the AI Writes Review Responses

The AI is prompted to act as a **customer engagement assistant for an appliance repair company**, not a generic chatbot.

It receives:

● Reviewer name
● Star rating
● Review text

And follows strict rules:

● Short, friendly, conversational tone
● Slight imperfections so it sounds human
● Different tone logic based on rating:
    ○ **5★** → upbeat and appreciative
    ○ **4★** → thankful, with care to improve
    ○ **3★ or less** → empathetic, calm, trust-building

Every response ends with a consistent signature.

The AI returns **clean JSON only**, which makes this safe and reliable for automation.

Smart Guardrails Based on Rating

A **Switch node** routes the workflow based on star rating:

- **5★ and 4★** → response is posted automatically
- **3★, 2★, 1★** → response is drafted and emailed to a human for review

This is critical.

Public-facing automation **must not be reckless**.
Low-star reviews always stay human-approved.

What Happens Next (Stage 1 End)

At the end of Stage 1:

- Positive reviews are **responded to immediately**
- Lower ratings generate a **draft email** for manual approval
- No review is ignored
- No sensitive response is auto-posted

At this point, the automation **could stop** and already be valuable.

But this workflow goes further.

Stage 2 — Social Media Post Generation (Private → Approved → Published)

Only after the review response is handled does the workflow move into Stage 2.

This stage turns **great reviews into social proof content**, safely.

Turning Reviews into Social Media Captions

A second AI agent:

- Reads the review text
- Generates a **short Facebook / Instagram caption**
- Keeps it under 60 words
- Uses only the reviewer's first name (or initial)
- Includes consistent hashtags

The output is again **structured JSON**, not free text.

Review Length Classification (Quiet Optimization)

Before creating visuals, the workflow classifies the review length:

- Short
- Long
- Very long

This helps adjust how the content is laid out visually.

This step happens quietly, but it's what makes the visuals look intentional instead of random.

Automated Image Generation (Branded, Consistent)

The workflow then:

- Sends the review text and reviewer name to an image template service
- Applies brand colors, layout, and formatting
- Generates a **ready-to-post image**

No designer needed. No Canva session required.

Human Approval Before Posting (Non-Negotiable)

Before anything hits Facebook:

- The image + caption are sent to a **human approval channel** (Telegram in this case)
- A simple yes/no approval is required
- Only approved posts are published

This is intentional.

Social media automation **should always be opt-in**, not fire-and-forget.

Final Step: Posting to Facebook

Once approved:

- The image and caption are posted using the Facebook Graph API
- The post is published under your business page
- The workflow ends

At no point does AI publish content without approval.

Why This Two-Stage Design Matters

This automation works because it respects **risk levels**:

- Review responses → fast, but guarded
- Social media posts → creative, but approved

AI accelerates the work.
Humans keep control.

This is exactly how AI should be deployed in service businesses.

Who This Automation Is For

- Appliance service owners
- Office managers
- Marketing coordinators
- Anyone responsible for reviews or brand reputation

You don't need a marketing agency.
You just need consistency.

How to Configure This Automation (Step-by-Step)

This workflow is designed so you **import a ready-made template** and only connect your own accounts and credentials. You do not need to build logic from scratch.

What You'll Need Before You Start

Make sure you have:

- An **n8n account** (cloud or self-hosted)

- Access to your **Google Business Profile**

- An **OpenAI API key**

- A **Facebook Business Page**

- A **Telegram account or internal approval channel**

- Admin or manager approval authority for reviews

Step 1 — Import the Workflow

1. Log into n8n

2. Go to **Workflows → Import**

3. Upload `Review Responder AI Agent.json`

4. Save the workflow (keep it **OFF** for now)

You should see a workflow clearly divided into:

- Review intake

- Review response

- Social media generation

- Approval

- Publishing

Step 2 — Connect Google Business Profile (Trigger)

This automation starts when a **new Google review** is posted.

1. Open the **Google Business Profile Trigger** node

2. Click **Create New Credential**

3. Authenticate with the Google account that owns or manages the business listing

4. Select the correct **Location / Business Profile**

✅ This node controls *when* the automation runs.

Step 3 — Configure OpenAI Credentials (Two AI Stages)

This workflow uses AI in **two separate stages**:

AI Stage 1: Review Response Generator

AI Stage 2: Social Media Caption Generator

For each OpenAI node:

1. Open the node

2. Click **Create New Credential**

3. Paste your OpenAI API key

4. Save

⚠️ Do **not** modify:

- Output format

- JSON-only requirement

- Rating-based tone logic

These are critical for automation safety.

Step 4 — Review the Rating-Based Guardrails (Very Important)

A **Switch node** routes reviews based on star rating:

- **5★ and 4★**

    ○ Response is posted automatically

- **3★, 2★, 1★**

    ○ Response is drafted and emailed for human approval

This ensures:

- Fast responses to positive reviews

- Zero risk on sensitive reviews

✅ Do not remove this step unless you intentionally want full automation (not recommended).

Step 5 — Configure Email Delivery for Low-Star Reviews

For reviews requiring human approval:

1. Open the **Send Email** node

2. Connect your email credentials

3. Set the recipient to:

   ○ Owner

   ○ Office manager

   ○ Reputation manager

4. Confirm the email body includes:

   ○ Review text

   ○ AI-drafted response

   ○ Clear "approve / edit" instructions

This keeps humans in control of reputation-sensitive replies.

Step 6 — Configure Social Media Caption Generation (Stage 2)

This stage only runs **after** the review response logic.

Inside the Social Caption AI node:

● Review text is rewritten into a short caption

● Reviewer name is anonymized (first name or initial)

● Caption is limited to ~60 words

● Hashtags are appended automatically

You can safely customize:

- Hashtag list

- Tone (friendly, professional, playful)

- Platform-specific wording

Do **not** remove length or formatting constraints.

Step 7 — Configure Image Generation (Branding)

The workflow generates a branded image using:

- Review text

- Reviewer name

- Layout logic based on review length

You'll need to:

1. Open the image generation / template node

2. Confirm:

    - Brand colors

    - Font style

    - Logo placement

3. Save any API or service credentials required

This step ensures posts look intentional, not auto-generated.

Step 8 — Set Up Human Approval (Non-Negotiable)

Before posting to Facebook, the workflow pauses for approval.

In the **Telegram Approval** node:

1. Connect your Telegram account

2. Choose the chat or group for approvals

3. Confirm message includes:

    ○   Review text

    ○   Image preview

    ○   Caption draft

    ○   Clear approve / reject instructions

Only approved posts continue.

Step 9 — Connect Facebook Business Page

1. Open the **Facebook Graph API** node

2. Authenticate with a Facebook account that manages the page

3. Select the correct business page

4. Confirm permissions allow posting images and captions

⚠️ Facebook credentials expire occasionally — test quarterly.

Step 10 — Test the Workflow (Critical)

Before turning it on:

1. Click **Test Workflow**

2. Trigger with:

- A 5★ review

- A 3★ or lower review

3. Confirm:

- Correct routing by rating

- Review response posts correctly

- Low-star reviews generate approval emails

- Social post waits for approval

- Facebook posting works only after approval

Step 11 — Activate the Workflow

Once testing passes:

1. Toggle the workflow **ON**

2. Monitor the first few live reviews

3. Fine-tune tone if needed

After that, it runs quietly in the background.

Final Thoughts

Responding to reviews shouldn't depend on someone remembering to log in.

And great customer feedback shouldn't disappear into Google.

This automation ensures:

- Every review is acknowledged

- Your brand voice stays consistent
- Great feedback turns into visible social proof
- Nothing public goes out without human approval

AI handles the repetition.
People protect the brand.

That's the balance that scales.