FREE RESOURCE

NDIS EDITION · COMMENT MODERATION GUIDE

HOW TO BLOCK *negative* COMMENTS ON META

A step-by-step guide to Meta's built-in comment moderation tool, written for NDIS providers. It covers spam and scam bots, upset clients and families, and keyboard warriors, so your ads show the comments you want people to read.

THE 10-MINUTE PROMISE

Set aside 10 minutes. By the end, the profanity filter is on, your keyword list is loaded, and you know which comments to hide and which ones a person has to read and answer.

PAGE FILTER FOR FACEBOOK, HIDDEN WORDS FOR INSTAGRAM · KEYWORD FILES INCLUDED: THE FULL LIST AND A BLOCK-ONLY CSV

WHY THIS MATTERS

YOUR COMMENTS WORK FOR YOU OR AGAINST YOU

When a family or support coordinator finds your ad, the comments are the first "review" they see. They read them before your website, before your story, and before you say a word.

It's easy to picture this as a scam-bot problem: a dodgy link, a "DM me for investment opportunities". Day to day, that is usually not what shows up first.

More often it's a family member, upset and venting about a bad day with a support worker, someone letting off steam about the NDIS in general, or a keyboard warrior being rude because they can. This everyday negativity turns up more often than fraud, and it needs a different response, not a bigger keyword list.

Meta has a free tool that hides the worst of it before your audience sees it. It takes about 10 minutes to set up properly. This guide shows you how, and how to tell what to hide from what to answer.

WHAT'S IN THIS GUIDE

- **Know what you're dealing with.** The three kinds of negative comment and how each one gets handled.
- **Set up the filter.** Four steps in your Facebook Page settings, plus rules that run on their own.
- **Hide one comment.** How to hide or report a single comment on an ad, and how to unhide it.
- **Load your keyword lists.** Short lists to start with, the full lists in a CSV, and a block-only CSV to upload in one go.
- **Review, do not hide.** The words that point to a safety concern or complaint, and what to do when you see them.
- **Keep it working.** A weekly, monthly and quarterly routine.

ONE RULE BEFORE YOU START

Never hide a safety concern. A comment about neglect, abuse, an injury or the NDIS Commission goes to a person on your team to read and act on.

KNOW WHAT YOU'RE DEALING WITH

NOT EVERY COMMENT NEEDS THE SAME RESPONSE

Before you touch a single setting, know the three kinds of comment you'll run into. They don't turn up equally often.

UPSET CLIENTS AND FAMILIES

MOST COMMON

A real person venting about a real (or perceived) bad experience: a missed shift, a support worker they didn't click with, a delay they're frustrated about. It's emotional, and it's genuine.

> **What to do:** don't hide it. Reply publicly and warmly, then move the details to a DM or a phone call. A complaint that someone notices was hidden looks far worse than a complaint that got a decent reply.

KEYBOARD WARRIORS

VERY COMMON

Rude for the sake of it. Insults, sarcasm, or general NDIS venting aimed at whoever's ad happens to be in front of them. It isn't about your service at all.

> **What to do:** this is what your keyword list is for. Hide the profanity and insults, don't engage, and don't take it personally.

SCAM AND SPAM BOTS

LEAST COMMON, STILL WORTH BLOCKING

Fake accounts, crypto links, "DM me" investment pitches. Rarer than the other two, but they make a Page look unmoderated fast.

> **What to do:** hide on sight using the keyword list. There's no genuine person to reply to.

> **And one more:** a comment that raises a safety concern about a person in your care is never noise, whatever words it uses. It gets read by a person and handled through your complaints and incident process. See **Review, do not hide**.

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SET UP THE FILTER

FOUR STEPS IN YOUR PAGE SETTINGS

1 OPEN YOUR PAGE SETTINGS

Switch into your Page, then click your **Page photo** (top right) → **Settings & privacy** → **Settings**. In the left-hand menu, open **Followers and public content**. Steps 2 to 4 all happen on that screen.

2 TURN ON THE PROFANITY FILTER

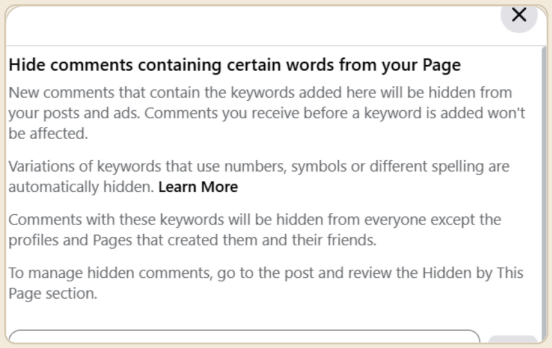
Switch on **Hide posts and comments with profanity**. This is Meta's built-in filter. It hides the commonly reported offensive words automatically, with no list needed.

3 OPEN THE KEYWORD LIST

On the same screen, click **Hide comments containing certain words from your Page** to open your custom keyword list.

4 ADD YOUR KEYWORDS

This is where the real protection happens. Type in insults, scam phrases, competitor names, or anything you never want under your ads, or upload a whole list at once with **Options** → **Upload from .CSV** and the block-only file (see **Upload the full lists from the CSV**). The limit is 1,000 keywords. Meta hides variations of a keyword without counting them towards the limit. Save your changes.



Meta's own text on the keyword list. New keywords apply to new comments only, close spellings are hidden too, and a hidden comment stays visible to the person who wrote it and their friends.

RULES THAT RUN ON THEIR OWN

Open your **Professional dashboard** → **Engagement** tab → **Tools** → **Moderation Assist** → **Add**. Moderation Assist sets rules that hide or flag comments automatically.

> **Menu names change.** Meta renames its menus from time to time. If a label looks different, type "profanity" into the settings search.

> **Instagram.** The Page keyword list and profanity filter work on Facebook. For Instagram, go to your profile → **More** → **Settings** → **Hidden Words** (under **How others can interact with you**) → **Manage custom words and phrases**, and add the same list.

LOAD YOUR KEYWORD LISTS

START WITH THESE

Add these straight into your keyword list. They are the phrases spam accounts use on Facebook and Instagram ads, plus the language people use when they comment about NDIS scams and fraud.

GENERAL SPAM AND SCAM PHRASES

WhatsApp · Telegram · Inbox me · DM me · Message me · Crypto · Investment · Bitcoin · Forex · Guaranteed funding · Prize · Giveaway · Claim now

WORTH ADDING FOR NDIS AND AGED CARE PAGES

Hiring now · Job vacancy · Earn from home · Click link in bio · Loan approved · Grant available

NDIS SCAM AND FRAUD COMMENTARY

Scam · Scammer · Fraud · Fraudulent · Fake · Rip off · Ripoff · Taxpayer · Taxpayers · Tax payer · Waste of money · Corruption · Dodgy · Government money · Rorting · NDIS rort · Criminals

Genuine critics use this language too, so check what gets hidden every month.

CAREFUL WITH EVERYDAY WORDS

Don't add broad words like "help", "money" or "support". Participants and families use them all the time, and you'll end up hiding real enquiries along with the spam.

NOT ON THIS LIST, ON PURPOSE

Words like abuse, neglect, unsafe, injured, theft, overcharging, complaint and NDIS Commission are left off every block list. They go on the review list instead. See **Review, do not hide**.

THE EXTENDED LISTS

UPLOAD THE FULL LISTS FROM THE CSV

Five longer lists cover the harder conversations. They come with this guide in two CSV files, so you can upload them rather than retype them.

LIST	WHAT IT CATCHES	MILD EXAMPLES	WORDS
Financial distress and legal	Insolvency, unpaid wages and legal threats	Liquidation, Unpaid Wages, Cease and Desist	28
NDIS fraud and billing scams	Billing fraud talk and "avoid this provider" pile-ons	Kickback, Cash Grab, Stay Away	38
Regulatory and media commentary	Media and court commentary aimed at the sector	Four Corners, Class Action, NDIS Scandal	34
Negative review language	Review-bombing and pile-on phrases	One Star Review, Horror Story, Disgrace	25
Profanity, insults and slang	Swearing, insults, slurs and Australian slang	Idiot, Muppet, Galah, Drongo	86

Every block list in the CSV, starter lists included, comes to 247 keywords, inside Meta's 1,000 limit. Meta hides variations of a keyword without counting them. The profanity list includes slurs and strong language, so it sits in the CSV only and is not printed here.

1 KNOW YOUR TWO FILES

ndis-comment-block-keywords-block-only.csv holds the 247 block keywords, one per row, ready to upload. **ndis-comment-block-keywords.csv** is the full list, block and review words, labelled by list, for your team.

2 UPLOAD THE BLOCK-ONLY FILE TO META

In **Hide comments containing certain words from your Page**, click **Options** → **Upload from .CSV** and choose the block-only file. Save your changes.

3 NEVER UPLOAD THE FULL LIST

Rows in the full list whose list starts with **DO NOT BLOCK** are review words and never go into Meta. If you edit the full list, delete those rows and save a .CSV copy before you upload it.

> **Money complaints need a reply.** Theft, stealing and overcharging sit on the review list, not here, because a participant or family member can use those words to report financial abuse. A person reads those comments and responds.

REVIEW, DO NOT HIDE

WHEN A COMMENT RAISES A SAFETY CONCERN

Some words point to a safety concern or a complaint about someone's care. Keep them off your hidden-words list. When one shows up, a person on your team reads the comment and acts on it.

- **Read it the same day.** Check new comments for these words as part of your daily look at your ads.
- **Respond or take it offline.** Reply publicly and calmly, without debating the facts, and offer a phone call or a direct message to talk it through.
- **Follow your complaints and incident process.** Record it, tell the person responsible, and if it describes a reportable incident, your incident process covers notifying the NDIS Commission.
- **Keep a record.** Screenshot the comment and write down what you did and when.

> **Why it matters:** the NDIS Practice Standards and the NDIS Code of Conduct expect providers to deal with complaints and incidents openly and act on them. Hiding a comment about a safety concern means nobody acts on it, which is a compliance risk, and if it comes out later, the hidden comment becomes part of the story.

THE REVIEW LIST: NEVER ADD THESE TO META

Abuse, neglect and misconduct

Abuse · Abused · Neglect · Neglected · Neglectful · Mistreatment · Mistreat · Exploit · Exploiting · Exploitation · Misconduct · Negligence · Negligent · Malpractice · Corrupt · Unsafe Practice · Unsafe · Dangerous Provider · Unprofessional · Cowboys · Shonky · Shonky Provider · Unauthorised Restraint · Restrictive Practice Authorisation Breach · Financial Abuse · Elder Abuse · Coercion · Coercive Control · Manipulation Tactics · Predatory Behaviour · Physical Assault · Verbal Abuse · Sexual Harassment · Harassment Claim · Discrimination Complaint · Discriminatory Practice · Racist Behaviour · Racism Allegation · Sexist Comments · Sexism Claim · Human Rights Breach · Human Rights Violation

Safety and duty of care

Injured · Injury · Unsafe Conditions · Hazardous Workplace · Health and Safety Breach · WHS Breach · Duty of Care Failure · Breach of Duty · Wrongful Death · Death in Care · Fatality Investigation · Serious Incident Report · Reportable Incident · NDIS Participant Died · Lack of Care · Careless Staff · Uncaring Staff · Heartless · Cold Hearted · Substandard Care · Subpar Service · Below Standard · Poor Quality Care · Poor Service · Untrained Staff · Understaffed · Unqualified

Money and billing concerns

Theft · Stealing · Stealing money · Overcharging · Overcharge · Overservicing · Phantom Billing · NDIS Overcharging Exposed

Complaints and regulators

Complaint · Complaints · NDIS Commission · NDIS Commission Investigation · Breach of Code of Conduct · Ombudsman Complaint · Police Investigation

QUICK REFERENCE

WHAT TO DO WITH EACH COMMENT

Keep this page next to whoever checks your ad comments. The filter handles the noise. A person handles everything that comes from someone real.

COMMENT	WHAT IT LOOKS LIKE	WHAT TO DO
Scam and spam bots	Crypto links, "DM me" investment pitches, fake job offers	Hide on sight with the keyword list. There's nobody to reply to.
Keyboard warriors	Insults, sarcasm, general venting about the NDIS	Let the filter hide it. Don't engage and don't take it personally.
Upset clients and families	A missed shift, a worker they didn't click with, a delay	Don't hide it. Reply publicly and warmly within the day, then move the details to a DM or a phone call.
Safety concerns	Neglect, abuse, an injury, the NDIS Commission, a complaint about care	Don't hide it. A person reads it, responds or takes it offline, and follows your complaints and incident process.
Genuine enquiries	Questions about your service, your area or how to start	Reply within the day, every time. Keep personal details out of public comments and move them to a DM.

WHERE HIDDEN COMMENTS GO

Hidden comments are not deleted. Open the post, click **Most Relevant** and choose **Hidden by This Page** (on a computer or the Android app only). From there you can unhide anything that should have stayed up and reply to it.

HIDE ONE COMMENT ON AN AD

In **Ads Manager**, open the **Ads** tab and click **Edit** below the ad name. Click the three dots to the right of the ad name in the left column → **More options** → **Manage Facebook comments**. Click the three dots beside the comment, then **Hide comment** or **Report comment**.

KEEP IT WORKING

YOUR MODERATION ROUTINE

Ten minutes sets it up. A few minutes a week keeps it doing the right job.

1 CHECK WEEKLY, NOT JUST MONTHLY

Each week, scan the keyword list and settings for changes: someone on the team adding a word, a setting switched off, a typo. A monthly check lets a bad edit hide the wrong comments for weeks.

2 REVIEW HIDDEN COMMENTS MONTHLY

Not everything caught is spam, and not every upset comment should have been hidden. Check the Hidden by This Page section on your posts so you don't miss a genuine enquiry, a complaint that needed a reply, or a safety concern.

3 UPDATE YOUR LIST EVERY QUARTER

Spam phrasing changes all the time. Add new scam language as soon as you spot a pattern, and check the CSV for anything you haven't added yet.

4 AVOID BLOCKING EVERYDAY WORDS

If a genuine client might reasonably say it, leave it off the list.

5 KEEP REPLYING FAST TO REAL ENQUIRIES AND COMPLAINTS

Moderation filters the noise. It doesn't replace showing up. Reply within the day, every time, and especially to upset clients and families.

WHEN	CHECK
Daily	New comments on live ads, especially anything on the review list
Weekly	Keyword list and settings unchanged
Monthly	Hidden by This Page on each live post
Quarterly	New spam phrases added to the list

Sources, checked 15 November 2026: Meta Help Centre articles on hiding comments, keyword filtering on Facebook Pages, Moderation Assist, and Hidden Words on Instagram; the NDIS Code of Conduct.

NEXT STEP

WANT HELP PUTTING THIS TO WORK?

Book a free growth audit. I'll go through your business with you and pick the first three moves, then you decide whether you want help running them.

BOOK A FREE GROWTH AUDIT →

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