Following and Blocking Users in Engage

Managing your relationship with those interacting with your channel is a great way to increase your channel's awareness, drive up engagement, and control future conversations.

While viewing your conversations in Engage, you can easily choose to follow any X (Twitter) users or block any X (Twitter) or Facebook users.

Note:

Currently, blocking Instagram and LinkedIn users is not supported in Engage.

Following and blocking X (Twitter) users

As users reach out to your X (Twitter) channels, you can choose to follow or block them from the channel. As a bonus, you can also choose to follow or block the same user from any other X (Twitter) channels connected to Social Media Management.

1. While viewing any X (Twitter) conversation (post (tweet), repost (retweet), mention, or direct message), locate the applicable user.

2. Below the username, click **View Profile** to open the user's profile card on the right-hand side.

3. Below the user's name and labels, click either the **Follow** or **Block** icon.

4. To follow or block from another X (Twitter) channel, click the **context menu** (three dots), followed by either **Follow** or **Block** beside the applicable Channel name.

When you block a X (Twitter) user in Engage, the restrictions that X (Twitter) sets for blocked users will apply. Learn more about X (Twitter)'s restrictions for blocked users.
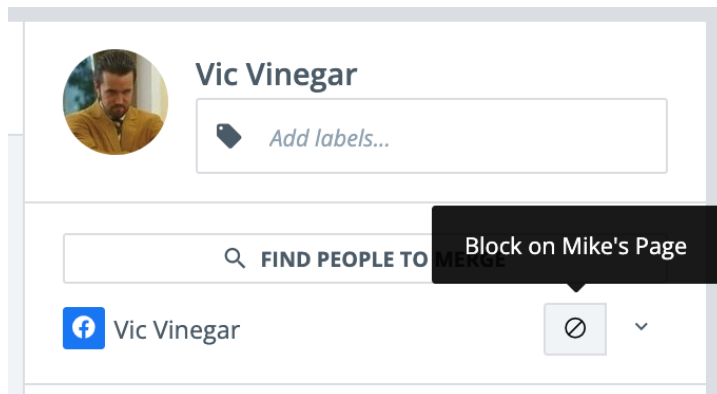

Blocking Facebook users

While it's not possible to follow Facebook users from a Facebook Page, you can still choose to block them.

1. While viewing any Facebook conversation (comment, fan post, direct message, or review), locate the applicable user.

2. Click the user's name to open the user's profile card on the right-hand side. Unlike X (Twitter) users, you will not see the option to click View Profile.

3. Below the user's name and labels, click the **block** icon.

When you block a Facebook user in Engage, the restrictions that Facebook sets for blocked users will apply. Learn more about [Facebooks's restrictions for blocked users](#).