

## Adding Tags to Posts

Tagging in your posts offers a host of benefits, such as allowing you to acknowledge others, link customers to your other profiles, tap into a localized audience, notify partners, and increase your post's potential for engagement and promotional opportunities.

In this article, find out what tags are available for each network in Publish, and how to add tags to your posts.

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Who/what can I tag on each network?

The information you can add to your posts in Social Media Management varies per network. Use the table below to find out what you can tag.

Type of Tag	Facebook	X (Twitter)	LinkedIn	Instagram	TikTok
Tag a personal profile in text	X	✓	Can tag personal profiles if they follow your Company Page and allow mentions	✓	✓
Tag a page/company page in text	✓	✓	✓	✓	✓
Tag a person or page in an image	X	✓	X	✓	X
Add a location	✓	✓	X	✓	X

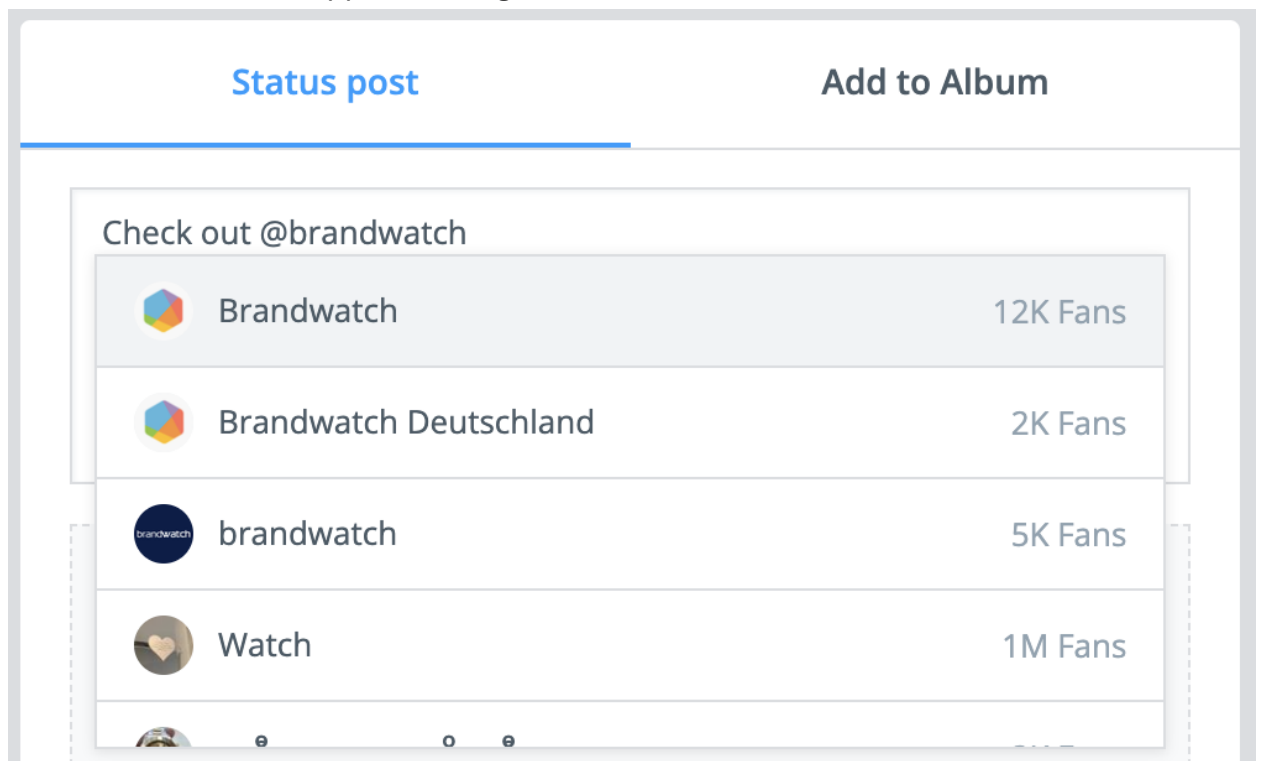
Type of Tag	Facebook	X (Twitter)	LinkedIn	Instagram	TikTok
Tag a Business Partner	✓	X	X	X	X
Tag a product	X	X	X	✓	X

## Facebook

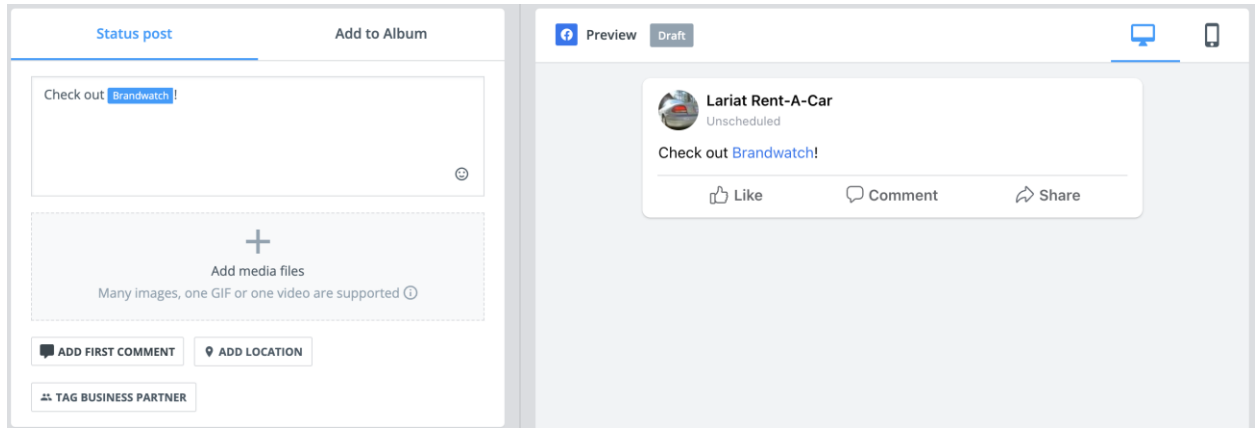
Tagging a public Facebook Page in the text of a post

While creating any Facebook post in Social Media Management, you can tag any public Facebook Page. However, due to API restrictions, it's not possible to tag personal accounts. In Publish, it's possible to tag up to 20 Pages in the text of a post. To get started, please see the steps below:

1. In the text box, enter the @ symbol.
2. Type to search for the Page name. Results will populate below.
3. Locate and select the applicable Page.



4. Once selected, the Page will appear tagged in blue in both the text box and post preview on the right.



Tip:

When searching for a Page, enter the name of the Page as it appears on the profile, rather than the Page ID, handle, or URL.

### Tagging a Business Partner

When you tag a Business Partner in your post, you will create Branded Content — content that features, or is influenced by, a Business Partner for an exchange of value. This type of content is also referred to as Paid Partnership or Handshake posts.


As a bonus, the tagged Business Partner can see the performance of these posts and even promote them.


### Warning:


Before you can create Branded Content, your Page needs to [request access from Facebook](#).


1. Below the text box, click **Tag Business Partner**.
2. Type to search for the Business Partner's Page.

3. Select the applicable Page. For help locating the correct Page, double-check the number of fans listed on the right-hand side.

 **ADD FIRST COMMENT**

 **ADD LOCATION**

With business partner 


 Brandwatch 12K Fans

Once added, your Business Partner will be displayed in the post preview on the right-hand side of the page along with a *Paid Partnership* notice.


#### Adding a location


Adding a location to your Facebook post allows you to check in at a destinations, geographical locations, and businesses. To get started, follow the steps below:


1. While creating a Facebook post, click **Add Location**.
2. Type to search for a location.
3. Select the applicable location.

 **ADD FIRST COMMENT**

From

 **TA** Innovation Brewing  
414 W Main St, Sylva

 **Chan** Innovation Brew Works  
3650 W Temple Ave, Bldg 220-A, Pomona

 Innovation Station at Dillsboro  
40 Depot ST, Dillsboro

Please bear in mind that the results populated are based on Facebook's algorithms which consider your Page's location and other characteristics. As a result, searching for the same location while creating posts on different Pages may offer slightly different results, or results may not appear in the same order.

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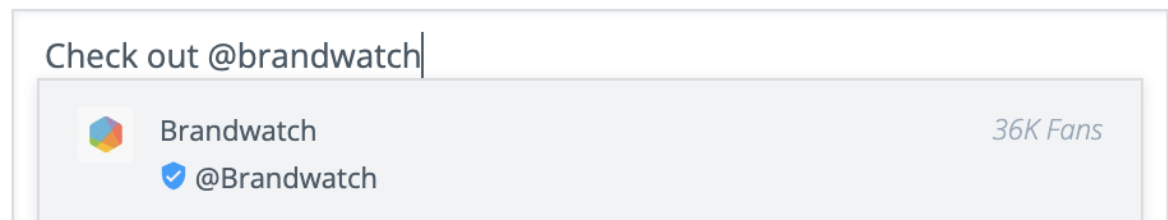
## X (Twitter)

Tagging an X (Twitter) account in the text of a post

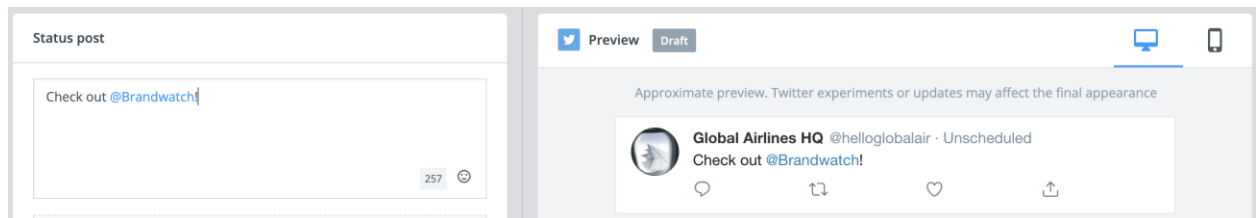
While creating any type of X (Twitter) post, you can tag any public X (Twitter) account in the text of the post. The account does not need to be verified. Please follow the steps below:

1. In the text box, enter the @ symbol.
2. Type to search for any public X (Twitter) profile. Results will populate below.
3. Locate and select the applicable Page.

### Status post



4. Once selected, the X (Twitter) Account will appear tagged in blue in both the text box and the post preview on the right.



### Tagging an X (Twitter) account in an image

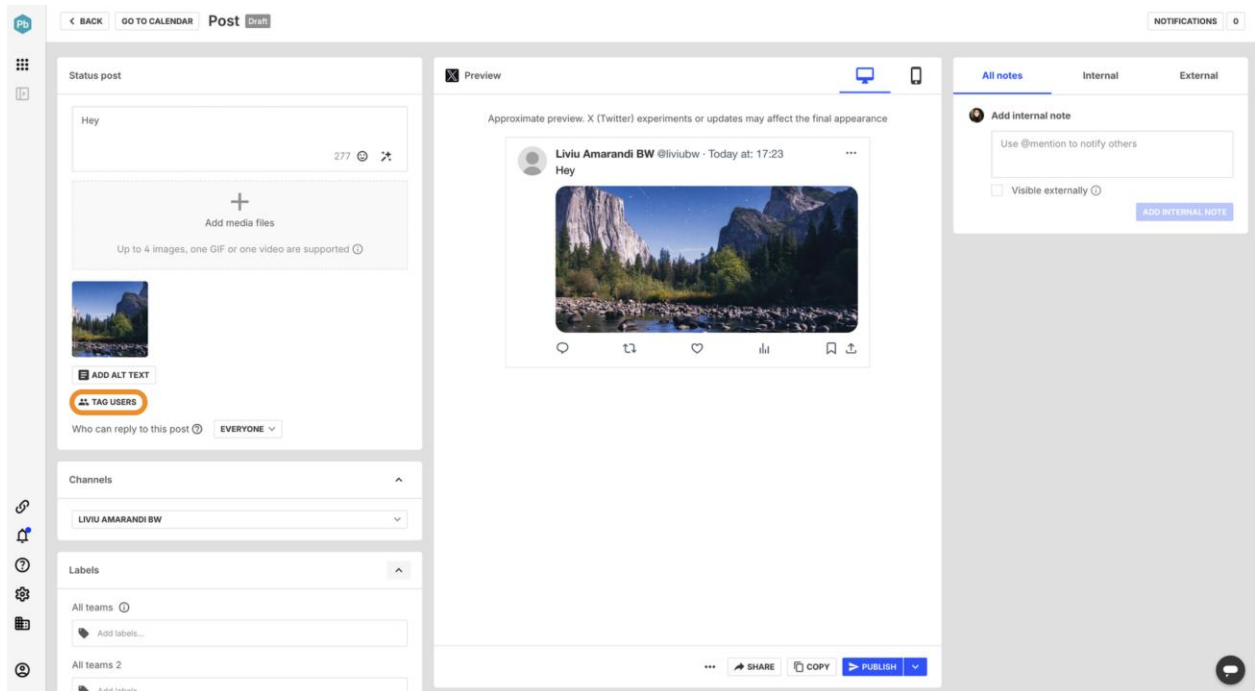
You can also tag one or more public X (Twitter) accounts in an attached image. To do so, please follow the steps below.

Note:

For now, it's only possible to tag X (Twitter) image posts in Publish, not GIF or video posts.

1. Add up to four images to a new X (Twitter) post. Please note that tags will be applied to the whole image post, not to the individual images.

2. Below the image(s), click the **Tag users** button:



3. Start typing the user's name ("John Doe") or handle ("@johndoe") in the search field, then select their account from the dropdown menu. You can repeat this step to tag additional users, and there is no limit to the number of users you can tag.
4. Once done, tagged users will be visible under the image(s) in the post preview.

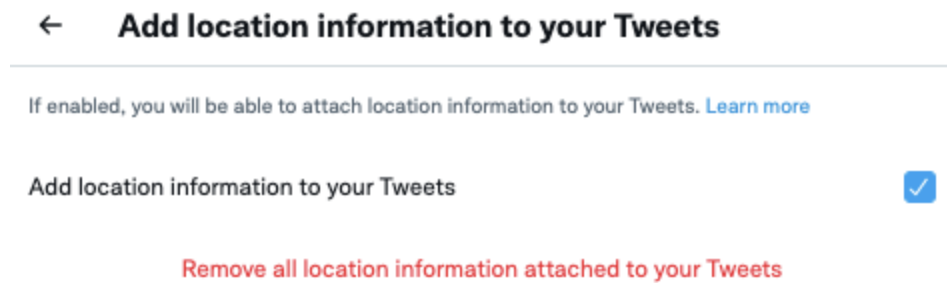
### Adding a location

Due to X (Twitter)'s security policy, you'll need to enable location tagging on X (Twitter) natively before being able to add locations to posts (tweets) via Social Media Management.

Follow the steps below to enable location tagging on X (Twitter):

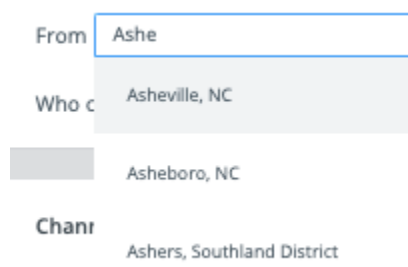
1. Log into your X (Twitter) account.
2. From the bottom of the left-side menu bar, click **More**.
3. Navigate to **Settings and privacy > Privacy and safety > Location information**.

4. Make sure that the option **Add location information to my posts** is enabled.



Once enabled, you can add locations via Social Media Management when creating a new X (Twitter) post. Please follow the steps below:

1. Below the text box, click **Add Location**.
2. Type to search for a geographical location (e.g. a place, town, city, state, region, or country). Results will appear below.
3. Select the applicable location.



Similar to Facebook, X (Twitter)'s algorithms may produce slightly different results when searching for locations on different X (Twitter) accounts.

Note:

When adding location information to X (Twitter) posts, it's only possible to tag geographical locations, as opposed to businesses and venues such as bars and restaurants.

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## LinkedIn

Tagging a Company Page or personal profile in the text of a post

While you're creating a LinkedIn post, you can choose to tag any public Company Page in the text of the post. You can also tag a personal profile if the following conditions are met:

- The profile is following your LinkedIn Company Page

- The profile's visibility is set to Public
- The profile's default language is set to **English**
- The profile has a first name and last name in its headline
- The profile has enabled third-party data sharing
- The profile has enabled M2M sharing
- The profile has enabled mentions (**Settings > Visibility > Mentioned by others**)

**Note:**

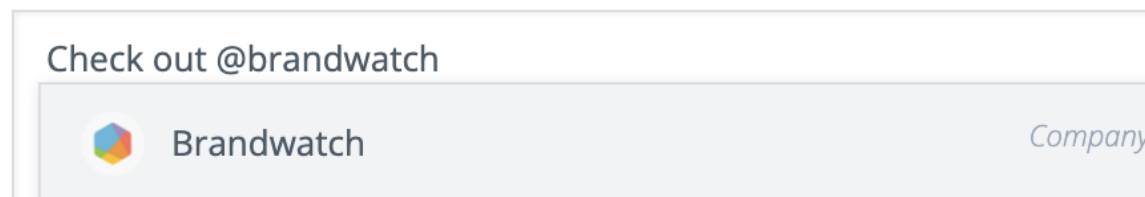
If this is your first time using the tagging tool for personal profiles, please also [refresh your LinkedIn channel connection](#) before you begin.

1. In the text box, type the **@ symbol**.
2. Type to search for the page or profile name. Results will populate as you type.

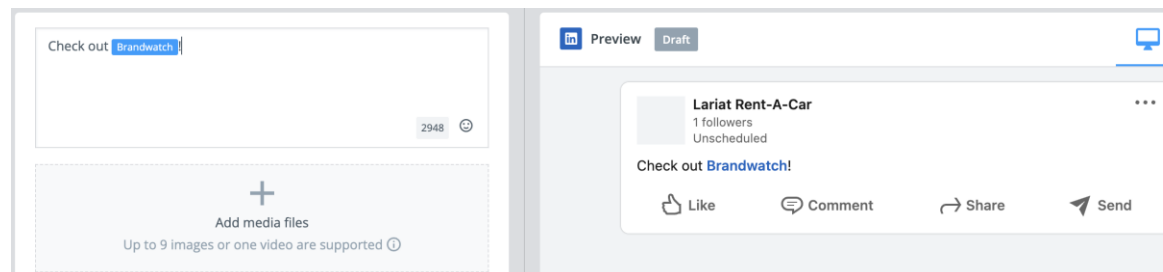
**Tip:**

10 search results will display per search. If the page or personal profile you are looking for is not included in the results at first, please take a moment to type out the name fully. Personal profiles that are not following your Company Page and/or do not allow mentions will not be included in the search results.

3. Locate and select the applicable page or profile.



4. The page or profile will appear tagged in blue in the text box and post preview.





## Instagram

Tagging an Instagram user in the text of a post

Tagging Instagram profiles is unique to tagging users on other networks in Social Media Management. In the text box, rather than entering @ and searching and selecting the user, you can simply enter the @ sign followed immediately by the complete handle/username. In Publish, it's possible to tag up to 20 users in the text of a post.

**The user will not appear to be tagged in the text box or the post preview, but when the content goes live, the user will be tagged in the post.** Please see the before and after example below:

The image illustrates the process of tagging a user on Instagram. The top section shows the draft interface with the text "Check out @brandwatch" entered in the caption box. Below the text box is a media upload area with a plus sign and the text "Add media files" and "Up to 10 images or videos are supported". A small preview of the media is shown below the upload area. At the bottom of the draft interface are buttons for "ADD FIRST COMMENT", "ADD LOCATION", and "TAG PRODUCTS". The bottom section shows the published post. The caption now reads "hollan books Check out @brandwatch" and is marked as "UNSCHEDULED". The post is shown on the profile of "hollanvintagebooks". The post is visible on their profile, showing the caption "hollanvintagebooks Check out @brandwatch" and the time "11s". The post is also visible in the user's activity feed, showing the caption "hollanvintagebooks Check out @brandwatch" and the time "11s". The post is also visible in the user's activity feed, showing the caption "hollanvintagebooks Check out @brandwatch" and the time "11s".

It's possible to tag any Instagram handle, including personal, business, and creator accounts.

Note:

It's not possible to tag Instagram users when creating stories because stories must be published via our [Hub mobile app](#) rather than Social Media Management directly. To learn more, please see our full steps for [creating and publishing Instagram stories](#).

Tagging an Instagram user in an image, carousel, or reel post

Once you have created an image, carousel, or reel post you can tag up to 20 public Instagram users in the post, whether they have a personal, business, or creator account.

Note:

Due to API limitations, it's not possible to tag private accounts in posts.

Note:

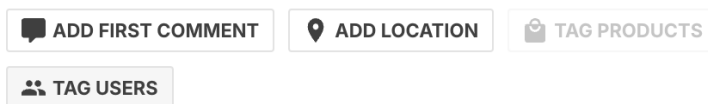
Due to API limitations, tagging users in carousel post videos is not supported.

Note:

If a user you tag in a post has adjusted their account settings to limit who can tag them, and the Instagram account you are using to tag them cannot, the post will fail.


To tag users:

1. Upload your media to create either an image, carousel, or reel post.
2. Below the uploaded media thumbnail in the post editor, click **Tag Users**.



- When the media view opens, click on the area of the image you would like to tag the user in. (For videos, you will not need to select an area of the video.)

Tag users



Tag user

ADD TAG

Instagram API limitations prevent the use of autocomplete for username search and tagging private users.

CANCEL


SAVE

- In the Tag user text box on the right, type the complete Instagram handle/username.


Note:

Instagram API limitations prevent the use of autocomplete for username search, so you must enter the user's Instagram username exactly. You will see a validation checkmark if the account can be tagged.


Tag users



Tag user



ADD TAG



This is a personal account.


Instagram API limitations prevent the use of autocomplete for username search and tagging private users.

CANCEL

SAVE

- Click **Add Tag** and you will see the user added under **Tagged users**.

Tag users



Tag user

ADD TAG

Instagram API limitations prevent the use of autocomplete for username search and tagging private users.

Tagged users

marynka x

☐ Invite as collaborator ?

CANCEL

SAVE

- Repeat to tag as many users as needed, up to 20 maximum, then click **Save**.
- Once tagged and saved, you can click **Tag Users** or hover over the post preview on the right to review your existing tags. If multiple users were tagged, a count of the tagged users will be displayed.

Post

Story


We are thrilled to announce that we have partnered with MagicBurger to offer our delicious muffins for sale!

2092

+

Add media files

Up to 10 images or videos are supported



< 1/10 >

ADD FIRST COMMENT

ADD LOCATION

TAG PRODUCTS

TAG USERS

RENAME AUDIO

Share to Feed

Link in Bio

Hub App

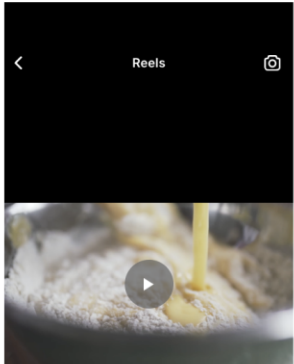
Channels

BAKERY\_DOLCI

Reel Preview

Approximate preview. Instagram experiments or updates may affect the final appearance

Reels



bakery\_dolci Follow

We are thrilled to announce that we have ...

bakery\_dolci • Original Audio

marynka

## Adding an Instagram user as a collaborator

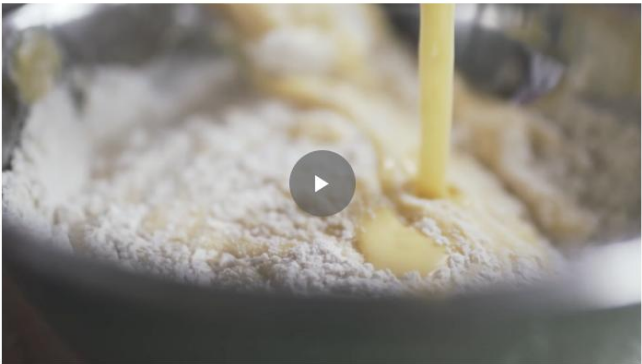
When tagging a public user in any Instagram post, you have the option to invite them as a collaborator.

1. Follow the steps above to tag a user.
2. Click **Add Tag** to tag the user, and then check the Invite as collaborator checkbox to invite them to collaborate.

Note:

You can invite up to 3 tagged users as collaborators on your post.

Tag users



Tag user

ADD TAG

Instagram API limitations prevent the use of autocomplete for username search and tagging private users.

Tagged users

marynka

☒ Invite as collaborator

magicburgersdk

☒ Invite as collaborator

flavory\_cooking

☒ Invite as collaborator

sapalliones

☒ Invite as collaborator

themelanzanaduo

☒ Invite as collaborator

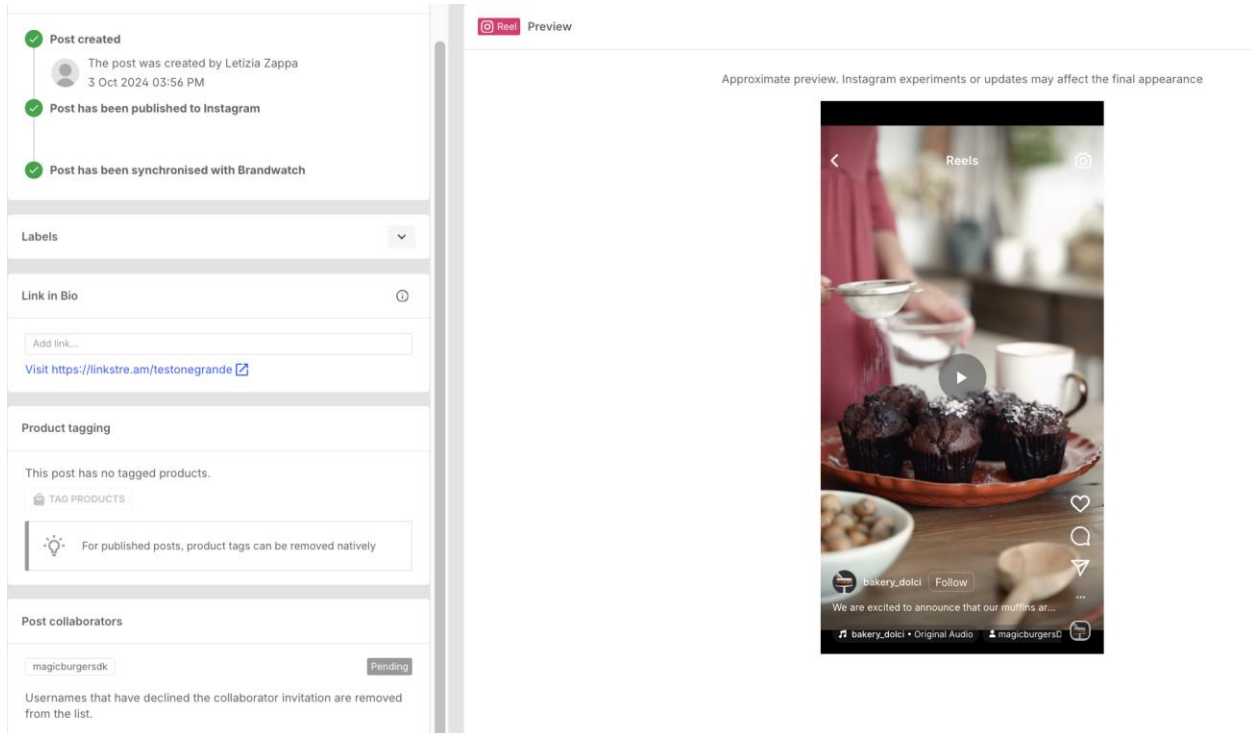
CANCEL

SAVE

3. Click **Save**, and you will see your tagged users in the post preview.
4. After you publish your post, a list of your invited collaborators will be displayed under the **Post collaborators** panel at the bottom of the post details. Each invited collaborator will display a status of **Pending**, if they have yet to accept the invite, or **Accepted**, if they have accepted the invite.

Note:

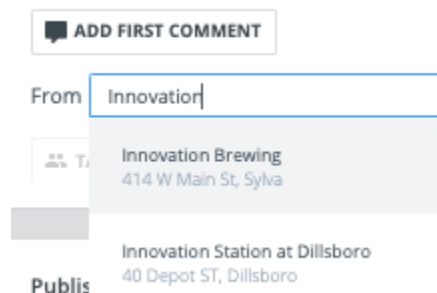
Any users who decline the invite will automatically be removed from your collaborators list and no longer display in the list.



## Adding a location

Adding a location to your Instagram post allows you to check in at a destinations, geographical locations, and businesses. You can tag one location per post. To get started, follow the steps below:

1. Below the text box, click **Add Location**.
2. Type to search for any location, business, or venue. Results will appear below.
3. From the list, select the applicable location.



Similar to Facebook, Instagram's algorithms may produce slightly different results when searching for locations on different Instagram accounts.

Tagging a product in an image or video

Adding product tags to Instagram posts in Publish is possible for any of your channels that have a live [Instagram shop](#).

Note:

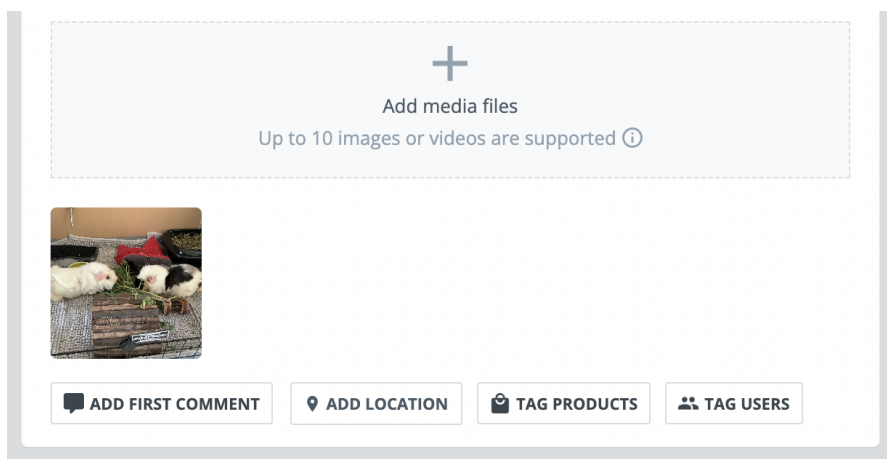
Before using this feature, you will need to [reconnect your Instagram channel](#) to grant Social Media Management permission to access your product tags in Instagram. Please [contact our Support team](#) if you need any assistance.

In Publish, product tags can be added to Instagram single-image posts, reels and Feed video posts, and carousel posts. Up to five tags can be added per single-image and single-video post. In carousel posts, up to five tags can be added per carousel item and up to 20 tags total per carousel post. Product tags can also be added to previously published posts.

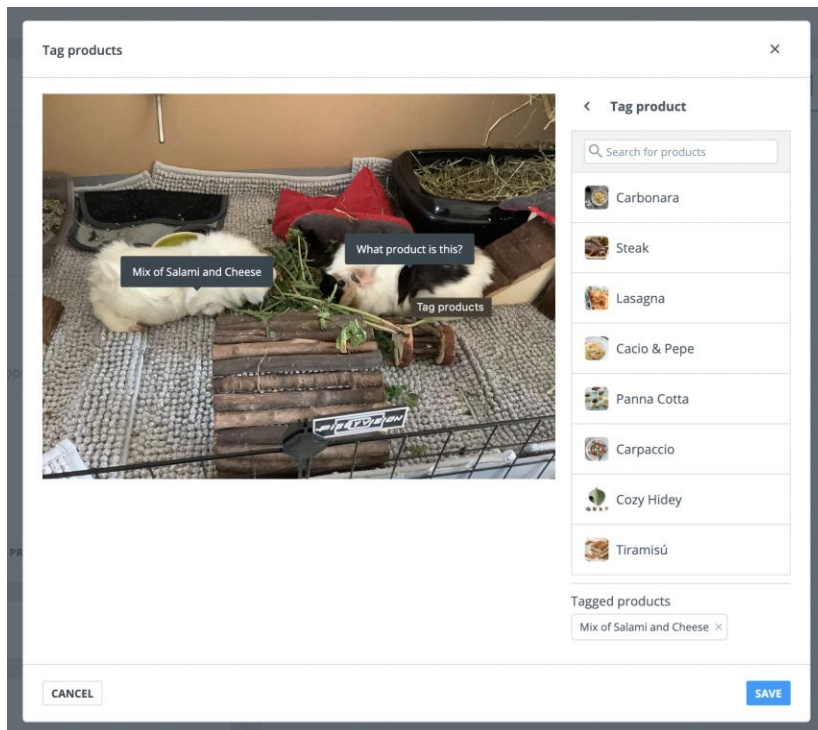
Note:

At this time, product tags are not supported for Instagram stories.

To add product tags to an Instagram post in the Publish Editor, make sure you have uploaded an image or video to your post, and then click the **Tag Products** button in the Post panel to search for and add your product tags. (If the specified Instagram channel does not have a shop, or the channel was not reconnected to allow permissions for product tags, then the **Tag Products** button will not display in the Publish interface).







## TikTok

Tagging a TikTok profile in the text of a post

You can tag any public TikTok personal or business account in a text post. When creating a text post, simply enter the **@ sign** in the text box followed immediately by the complete




handle/username.

Status Post

@nike Hitting the gym today!

122 😊



☒ Allow comments ☒ Allow Duet ☒ Allow Stitch

Channels

FLYAWAY343

Labels

Preview



@flyaway343

@nike Hitting the gym today!

original sound - flyaway343

DELETE

PUBLISH

As with [Instagram text post tagging](#), **the user will not appear to be tagged in the text box or the post preview**. But when the content goes live, the user will be tagged in the post natively on TikTok.

Note:

Tagging TikTok users directly in videos is currently not supported in Publish.