**Inviting Twitter Users to Direct Message**

When engaging with a customer on X (Twitter), it may be necessary to take a conversation from a public to a direct message. This can be the case for support requests that involve handling sensitive customer data.

To make that transition as seamless as possible, you can insert a specially-formatted link into any public response you post (tweet). The link will be transformed into a simple call-to-action; when the customer clicks on it, they will be forwarded to X (Twitter)'s direct message dialogue, from which they can easily engage with you directly.

To insert a link for a direct message in Engage, simply check the **Invite to a private conversation** checkbox when replying to a public post.
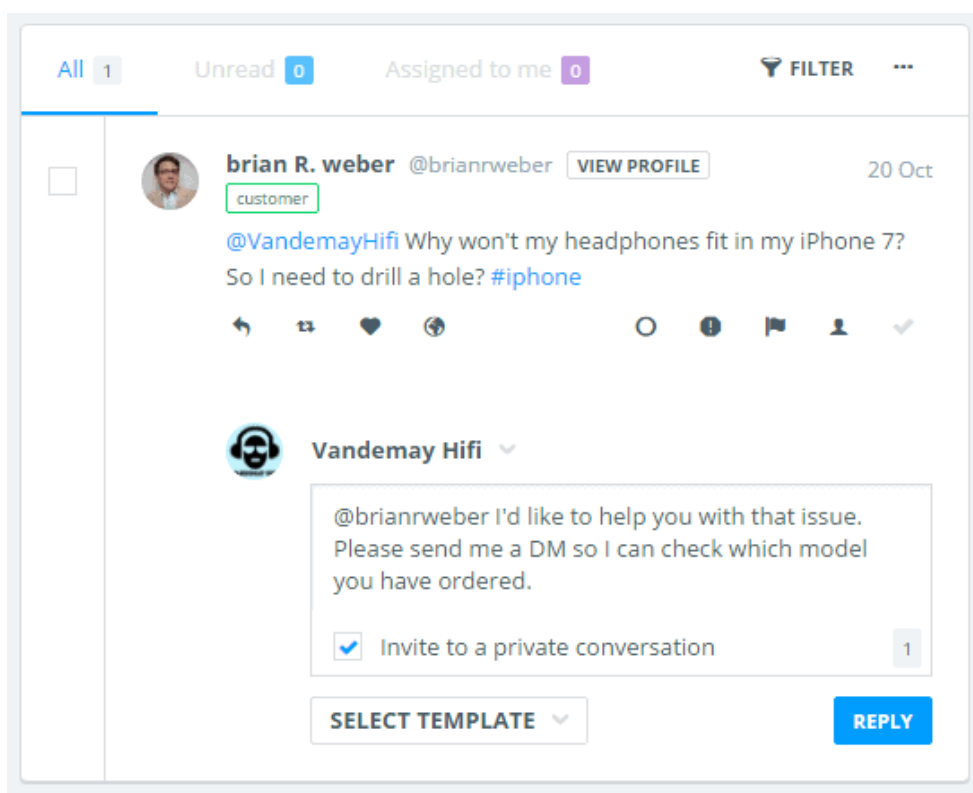
Please note that the link is counted against X (Twitter)'s character limit for posts.

After hitting the **Reply** button, the link will be inserted and your post published.
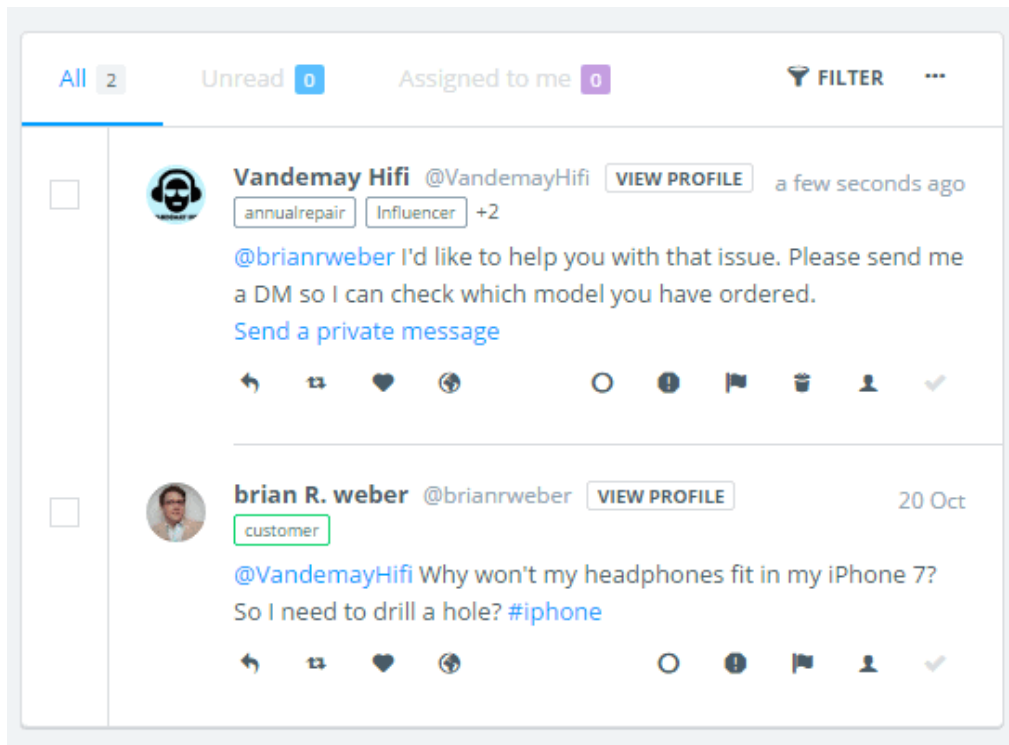
When the user sends you a direct message via that link, it will appear in your Engage message feed where you can continue the conversation via direct message.

Note:

For the link to work correctly, you have to go to your X (Twitter) account settings and check the box next to **Receive Direct Messages from anyone** under Security and Privacy.

For more information, please visit X (Twitter)'s help center article direct messaging.