

## Viewing Instagram Mentions and Tags in Engage

Tap into external Instagram conversations involving your brand by checking out instances where your channel has been mentioned in post captions and/or comments, or tagged in images or videos.

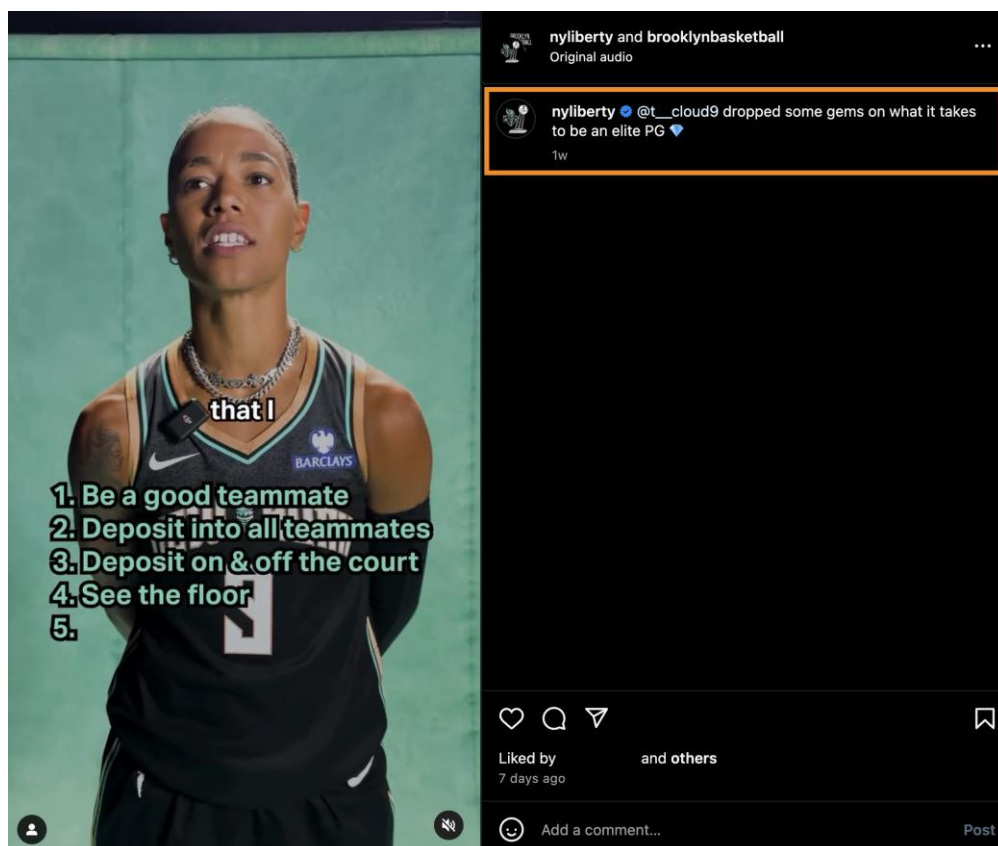
Find out more about the mentions and tags you can expect to see in Engage, how you can interact, and how to set up your Engage feed.

### Instagram mentions vs. Instagram tags

Before getting started, it's important to note that Instagram treats **mentions** and **tags** as two different things.

A **mention** is when your Instagram channel's @ handle appears in text copy, such as a comment or a caption. Types of Instagram mentions include:

- Mentions of your Instagram channel in the caption of a Reel or Feed post
- Mentions of your Instagram channel in a comment on a Reel or Feed post, or in a reply to a comment
- Mentions of your Instagram channel in a Story, either as text or as a sticker



On the other hand, a **tag** is when your channel's @ handle is embedded in an image or video. Tags appear as an overlay when tapping or clicking on the tagged media.



**Tip:**

Find out more about [mentioning and tagging](#) on Instagram from Instagram's Help Center.

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**Available actions for Instagram mentions and tags in Engage**

Both mentions and tags are available in Engage as **Mentions**. However, due to the limitations of the Instagram API, not all actions are available for all mention types.

In the next section, we'll review these actions in more detail.

	View in Engage	Respond in Engage	React in Engage
Mentions from Reels or Feed posts	✓	✓	X
Mentions from comments	✓	✓	X

	View in Engage	Respond in Engage	React in Engage
Mentions from replies to comments	✓	✓	X
Mentions from Stories	✓	✓	✓
Tags from Reels or Feed posts	✓	X	X
Mentions or tags from promoted posts	X	X	X

## Interacting with Instagram mentions in Engage

### Interacting with Instagram mentions from Reels or Feed posts

When your Instagram channel is mentioned on a Reel or Feed post—either in the caption, a comment, or a reply—you can take the following actions in Engage:

- View the Reel or Feed post that mentions your channel in the caption
- Leave a comment on the Reel or Feed post that mentions your channel in the caption
- View the comment or reply that mentions your channel, as well as the parent Reel or Feed post
- Reply to the comment or reply that mentions your channel

To respond to a post, comment, or reply that mentions your channel, simply click the **Reply** button.

inspiringvacations

@inspiringvacations • 6 months ago

Choose wisely!🤔

If you enjoyed this video, follow us to see next week's fun question!

#travel #cuisine #food #foodlover #foodietraveller #inspiringvacations

...

📦

🔗

😊

💬

All 1

Unread 1

My assignments & mentions

With notes

☐

FILTER

NEWEST FIRST

VIEW OPTIONS

Instagram only allows replies to the specific comment you were mentioned in.

inspiringvacations

@inspiringvacations • 6 months ago

@tvh29l79 Great choice!

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Please note that you can only respond to the content that mentions your channel directly. For example, if a comment mentions your channel, but its parent post does not, you will not be able to comment on the post.

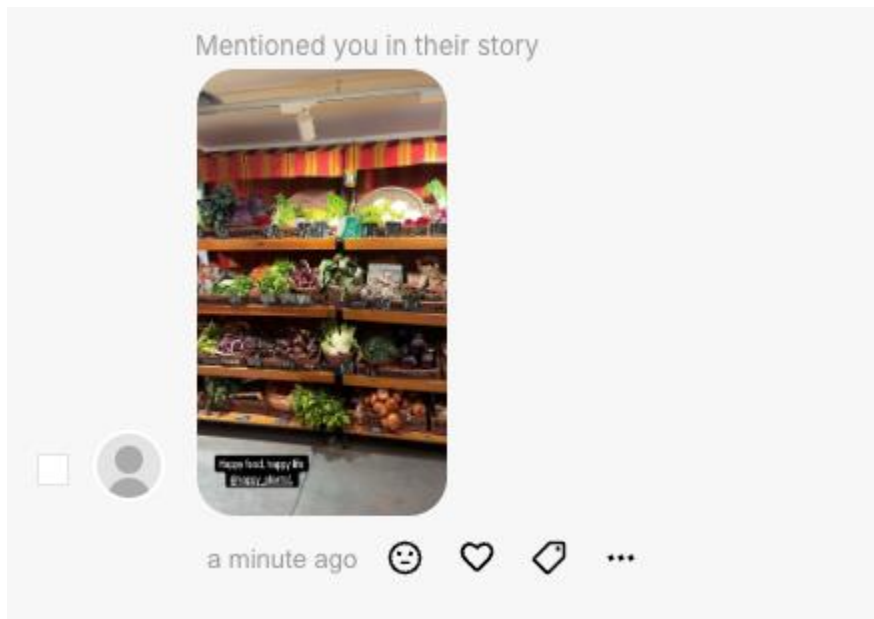
You can also only view the comments or replies that mention your channel directly. For example, if a post mentions your channel, but its comments do not, you will not be able to view the comments.

If a reply mentions your channel, but its parent comment does not, the reply will appear under the parent post by itself.

## Interacting with Instagram mentions from Stories

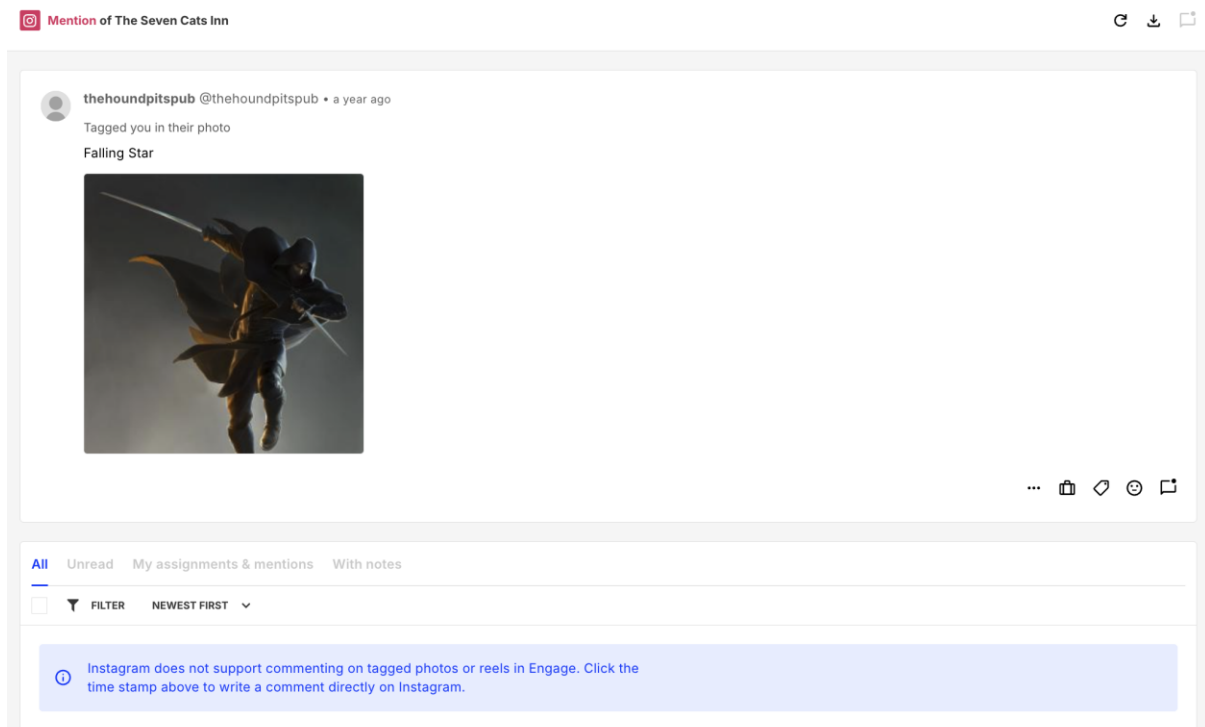
Mentions on Instagram Stories behave differently than mentions on other post types. When your channel is mentioned on an Instagram Story, you will receive a direct message (DM) with a preview of the Story. This preview will be available in Engage until the Story expires natively.

You can reply or react to a Story mention, but only while the Story is live. You reply will also be sent as a DM.



## Interacting with Instagram tags in Engage

Engage can display any Reel or Feed post that tags your Instagram channel. However, for now, the Instagram API does not allow commenting on the tagged content, or viewing its other comments. It's also not possible to react to the tagged content.



**Note:**

If your Instagram channel was both tagged and mentioned on a Feed post or Reel, Engage will follow the rules for mentions.

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**Filtering for Instagram mentions and tags in Engage**

To view your Instagram mentions and tags in Engage, please follow the steps below:

1. In Engage, click **Create feed** in the top-right corner of your Feed overview.
2. For **On network(s)**, select the Instagram icon.
3. For **Of type(s)**, select **Mentions**.
4. (Optional) Select channels, marked as read rules, or assigned users.
5. Click **Save Feed**.

Engage feed

Listen feed

Select a preset

ALLUNREADMY ASSIGNMENTS

OR CREATE A FEED FROM SCRATCH

On network(s)

fXd

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×

On channel(s)

SELECT CHANNELS

▼

Of type(s)


MENTION

^


×

- ☐

Direct Message

fXl
- ☐


Own Post

fXd


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Reel


- ☒

Mention

fXl
- ☐

Review

f

G
- ☐

Fan Post

f

SPAM FILTERS

▼

ADVANCED FILTERS

▼

Feed name

Instagram Mentions

CLEAR SELECTION

APPLY

SAVE FEED