

Marking Content as Read and Unread in Engage

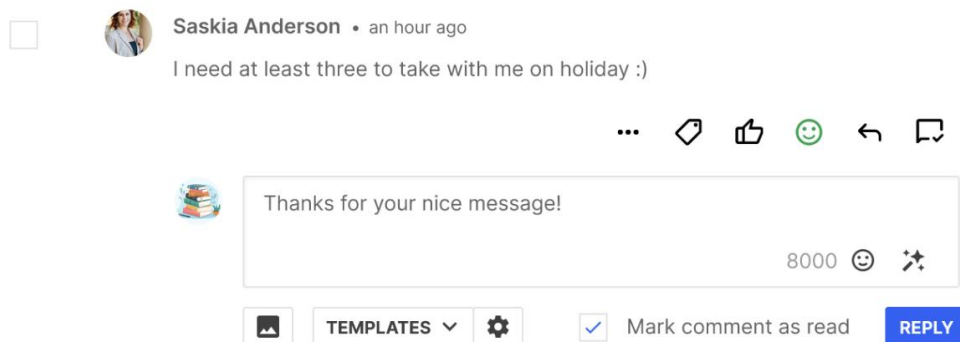
The mark as read or unread feature in Engage facilitates management of your content monitoring when collaborating with your team. Mark as read is conveniently enabled by default when replying to or deleting content in Engage, though you can apply mark as read or unread at any time to manually manage your Engage feeds.

Marking content as read

When new content arrives, it appears in your Engage feeds according to your feed filters. Mark as Read is an indication that a piece of content has been handled and addressed by your team. There are several ways to trigger mark as read.

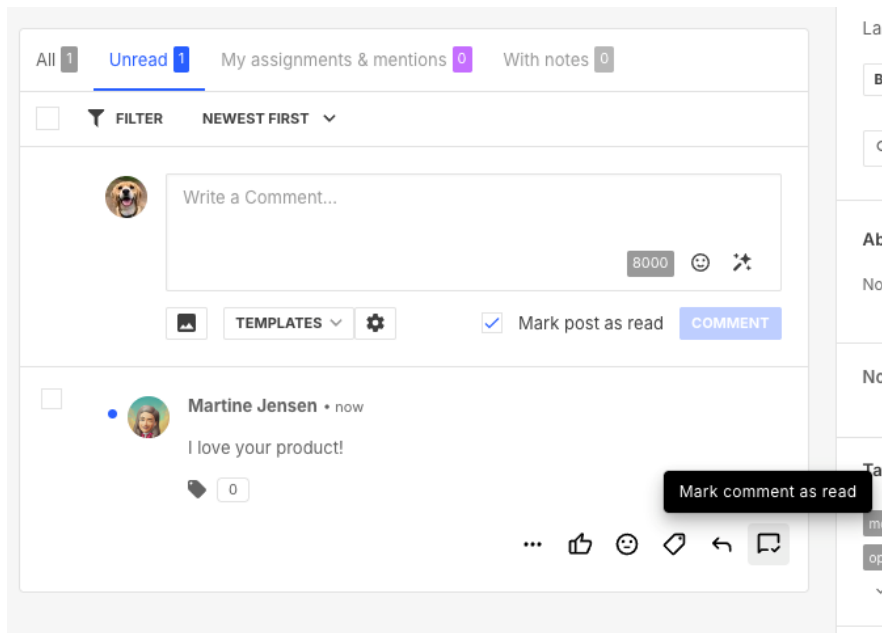
Replying to content

When you reply to content, the **Mark comment as read checkbox** is enabled by default for easy, automatic organization. However, you can also choose to reply and uncheck the mark as read checkbox to leave the content unread. This action may be useful if you are not done with actioning the item; for example, you may want to later label it or assign it to a colleague to respond to.



Directly marking content as read

In some cases, you may decide that a piece of content doesn't require a reply. In this case, you can manually click the **Mark comment as read** button, which will indicate to you and your team members that the content requires no further action. The mark as read feature is available on **comments, public and private conversations, mentions, fan posts, and reviews.**



You also have the option to mark multiple items in a conversation as read, or mark an entire conversation as read. This will mark as read all the unread content in the conversation. If new content arrives in the conversation after it has been marked as read, it will appear as unread. Once there is no unread content remaining in the conversation, the conversation will be marked as read automatically.

Tip:

You can bulk mark as read all Engage content before a certain date via your Channel Admin settings. Visit our article on [Bulk Mark as Read](#) to learn more.

Note:

If you are using a bot on Facebook, visit our article on [Facebook Direct Messages Involving Bots](#) to learn more about how mark as read will behave.

Warning:

Please note that replying to content natively will not automatically mark as read the content in Engage. Therefore, if you **reply to a piece of content** in your native account, you will need to mark it as read in Engage.

Deleting content

Deleting a comment will automatically mark it as read. If there are nested comments under the comment, they will be deleted and marked as read automatically.

Marking content as unread

It is also possible to mark comments, mentions, fan posts, reviews, and private conversations as unread if, for example, they were marked as read by mistake.

Note:

The first mark as read action on a message is recorded in the [Team Performance report](#). If something is marked as unread, the reviewed value will not decrease. Subsequent mark as read actions on the message will not be reflected in Team Performance report.