

How to Mention Other Accounts in Your Posts

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You may wish to mention other accounts in the post caption in order to spark engagement and collaboration. Mentioning other accounts is easy! All you have to do is type the "@" into the copy of your post, followed by the exact username of the account you're trying to mention.

Once published, that mention will become clickable in the live post on each platform (Facebook, Instagram, and X).

If the account you're trying to mention has different usernames for each platform, you may need to create multiple posts.

To find the username of a Facebook page, simply go to that account and you'll find it in the back half of the URL.

Only mention users who have clearly indicated a desire to be contacted by you. For example, if a user has directly mentioned your account, that's a good sign that they're interested in receiving a response from you.

Continuously mentioning the same handle in a short period, especially if the mentions are unsolicited or irrelevant, could lead to your account being restricted or banned due to spammy behavior.

Here are some important notes about mentioning:

- You cannot mention multiple accounts in the same post
- You cannot mention the same account multiple times within 2 days. We recommend to not mention the same handle more than once a week.
- On Facebook, you can only mention pages, not personal accounts
- Facebook and X mentions ARE case sensitive, Instagram is not

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