Tracking Content Sources in Listen

In addition to the many sources for Listen mentions, you can add both owned and non-owned content sources to Listen to track conversations on different networks. In order to remain compliant with each network's policies, you will need to authenticate your social accounts before you can add content sources to Listen. Once you have authenticated your accounts, you can pick and choose which content sources to start tracking to get the best insights for your organization.

Note:

Social Media Management users will need a user role of **Team Leader** or **Admin** to add content sources to Listen.

Tip:

Premium data sources – TV/radio (via Kinetiq) – are available as add-ons in our Consumer Research platform. Please contact your Customer Success Manager to learn more.

What content sources are available in Listen?

In Listen, it's possible to track several different sources for Facebook, Instagram, and LinkedIn:

Owned Facebook Page

A Facebook Page your organization owns. Tracking your own Facebook Page gives you access to the page's posts and ads along with all comments.

Owned Instagram account

An Instagram Business or Creator account your organization owns. Tracking your own Instagram account gives you access to all media published by the account, all comments on the account's media, and all tags and mentions of the account.

Owned LinkedIn Company Page

A LinkedIn Company Page your organization owns. Tracking your own LinkedIn Company Page gives you access to the page's posts, sponsored posts, and post comments.

Note:

When you add a LinkedIn Company Page to your Saved Search, it pulls in **all** posts and comments from the selected date range, regardless of your search's query string. For example, if your query is *apples NOT oranges,* you will still see LinkedIn mentions that include the word *oranges*. This is a result of LinkedIn's strict privacy policy, which does not allow for more granular tracking.
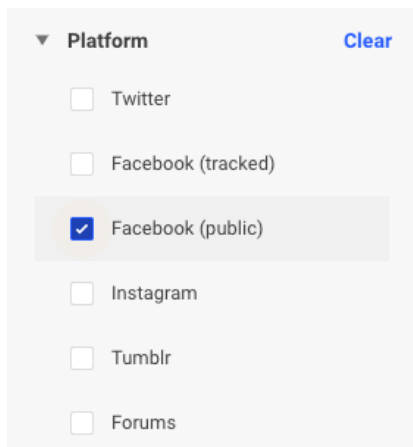
As a workaround, you can copy your query string into Listen's [Key Word](#) filter, which supports up to 600 characters. This will filter your LinkedIn mentions so they are consistent with the rest of your content sources.

Non-owned Facebook Page

A Facebook Page that is not owned by your organization, such as a competitor's Facebook Page. Tracking a non-owned Facebook Page manually will give you access to the page's posts and comments.

Tip:

You can search Facebook Page posts from ~200,000 public, non-owned Facebook Pages from select industries by using the **Facebook (public)** platform filter when [filtering your Listen search.](#) To learn more about what public data is available, visit our [Sources for Listen Mentions](#) article.

Non-owned Instagram account

An Instagram Business or Creator account that is not owned by your organization, such as a competitor's Instagram account. Tracking a non-owned Instagram account gives you access to the account's posts.

Instagram hashtag

Any existing Instagram hashtag. Selecting any Instagram hashtag allows you to track all public posts and media shared using the hashtag. Stories are not included.

Owned TikTok account

An own TikTok business account. Tracking an owned TikTok account will provide all mentions of your brand's TikTok handle from videos, comments, or replies, and measurement of likes, shares, and comments from videos mentioning the brand in the last 90 days. Your account's top 1000 mentions and performance metrics will be refreshed daily (every 24 hours).

Note:

With the exception of hashtags, 365 days of historical data will be available when you add a content source to Listen. For hashtags, data will begin collecting from the date the hashtag was added as a content source. After you add a content source, it can take up to an hour for the data to be available in Listen.

Content source limits in Listen

In Listen, your organization can add and track up to 1,000 content sources. This means that each time you choose to add a new content source (e.g. an owned Facebook Page, an owned Instagram Business or Creator account, an owned LinkedIn Company Page, a non-owned Facebook Page, a non-owned Instagram account, an Instagram hashtag, or an owned TikTok account), you will contribute to your total count of content sources used.

You can see a count of your content source usage from the Content Source Settings menu, which displays how many content source slots you have used and how many you still have available:

Instagram hashtag limits

In Listen, you can track up to 30 Instagram hashtags per connected Instagram channel as content sources. When adding hashtags to track, you will see an acknowledgment box warning you that the hashtags you add will count towards your hashtag quota, and that any added hashtags cannot be deleted for at least seven days. Any added hashtags will also count towards your total content source limit.

Adding content sources to Listen

To track content sources in Listen, whether owned or non-owned, you will be asked to authenticate your owned social accounts. When adding a new content source, you may be asked to enter your Facebook, Instagram, or LinkedIn account login details for authentication if you haven't connected the channel with Social Media Management yet. See our articles on Connecting Facebook Channels, Connecting Instagram Channels, Connecting LinkedIn Channels, or Connecting TikTok Channels for full authentication steps required for each network.

In Listen, click on the **Content Source Settings** cog icon in the top-right corner:
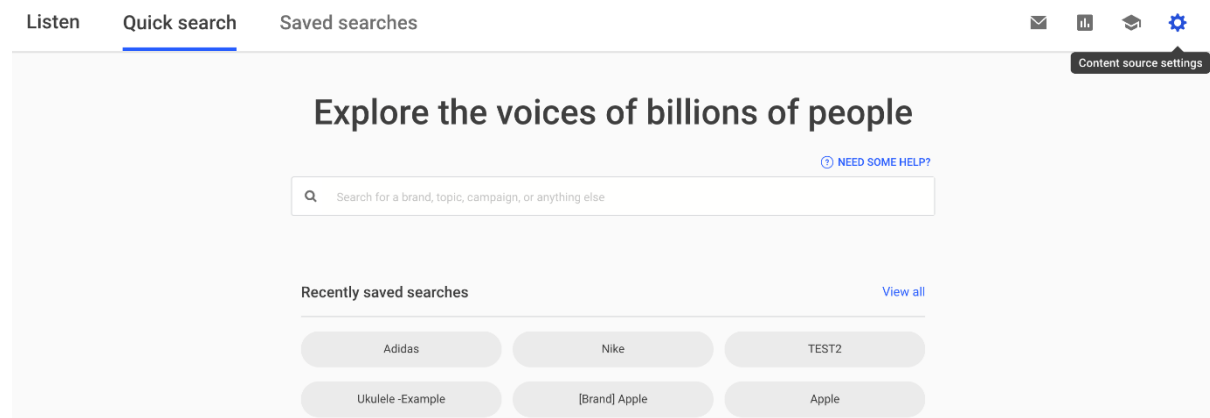
The Content Source Settings menu will display all of the content sources you have currently connected to Listen, along with the name, username, ownership, tracking start date, and status of each source. Use the tabs for **Facebook Pages**, **Instagram accounts**, **Instagram hashtags**, and **LinkedIn Pages** to filter by the type of content source. The **Facebook Connections, LinkedIn Connections,** and **TikTok Connections** tabs will display which users from your organization have authenticated content sources.

Track a new content source by clicking on the **Add Data Sources** button in the top-right corner:
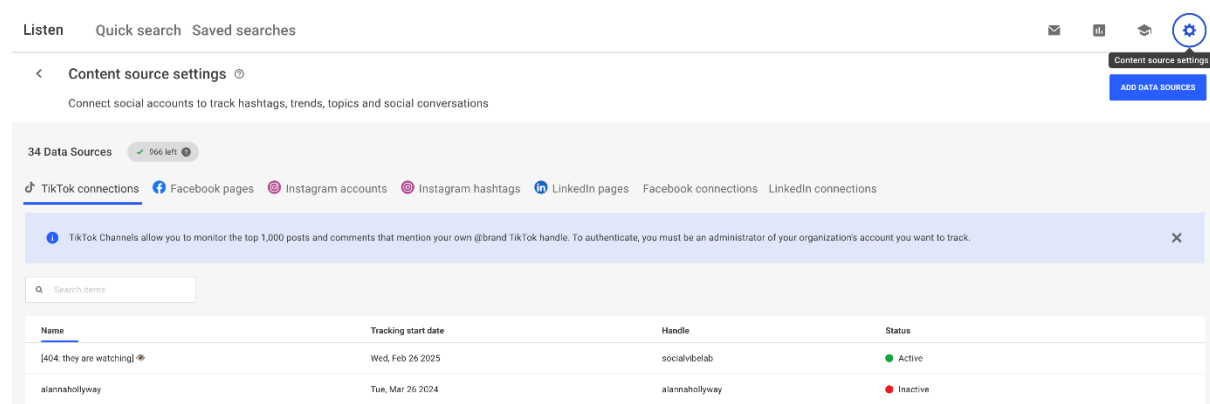
Adding an owned Facebook Page or Instagram account

1. After clicking to add a content source, select **Owned Facebook Pages and Instagram accounts** and click **Next**.

2. Click **Connect with Facebook** and complete the authentication steps.

3. After authentication, select the pages you want to track and click **Track**.

4. A green pop-up notification will appear for any new sources that were successfully added to Listen.

Adding an owned LinkedIn Company Page

1. After clicking to add a content source, select **Owned LinkedIn Page** and click **Next**.

What do you want to track?   ✕

Select a data type:

Owned Facebook Pages and Instagram Accounts	Other Facebook Pages	Owned LinkedIn Page
Track Facebook Pages and Instagram Accounts.	Track any public Facebook page.	Track LinkedIn pages you or your organization owns. LinkedIn data can be added to an existing Saved Search.

Other Instagram Pages	Instagram Hashtags
Track any public Instagram business or creator account.	Track hashtags on Instagram.

CANCEL   NEXT

2. Type in the name of the LinkedIn Company Page you wish to track. If you haven't authenticated a LinkedIn account with Social Media Management yet, you will be asked to log in at this point.

Track owned LinkedIn Page   ✕

Connect a LinkedIn account to track linked pages

Enter a profile name or URL

The BW test biz

! You have to be an admin of the organisation you're trying to track. You'll need super admin access to track it.

BACK   NEXT

3. If desired, edit the page name for Listen and select a team to have access to the content source. If a team is specified, only that team will be able to use this

content source for searches. When finished, click **Confirm and Start Tracking**.

Adding a non-owned Facebook Page

1. After clicking to add a content source, select **Other Facebook Pages** and click Next.

2. Enter the Facebook Page(s) you would like to track in the text box, or upload a CSV file, and then click the **Track** button. You can bulk enter/upload multiple Facebook Pages to track at a time.

Tip:

If using the text box, you can enter multiple Facebook Page URLs, usernames, or Facebook Page IDs separated by a comma or space and pressing the **Enter** key. If uploading a CSV, click the question mark icon next to the Upload CSV to get guidance on formatting your CSV.

Adding a non-owned Instagram account

1. After clicking to add a content source, select **Other Instagram Pages** and click Next.

2. Enter the Instagram account(s) you would like to track in the text box, or upload a CSV file, and then click the **Track** button. You can bulk enter/upload multiple accounts to track at a time.

Tip:

If using the text box, you can enter multiple Instagram usernames separated by a comma or space and pressing the **Enter key**. If uploading a CSV, click the question mark icon next to the Upload CSV to get guidance on formatting your CSV.

Adding Instagram hashtags

1. After clicking to add a content source, select **Instagram Hashtags** and click Next.

2. Select an existing Instagram account you have authenticated to track hashtags with. Enter the hashtags you would like to track in the text box. When finished, check the acknowledgement checkbox and then click the **Add** button to add your hashtags to Listen.

Note:

Instagram hashtags have a specific quota and limitation on how soon they can be removed from Listen. Visit the section below on Instagram hashtag limits to learn more.

Adding an owned TikTok account

1. After clicking to add a content source, select **TikTok** and click **Next**.
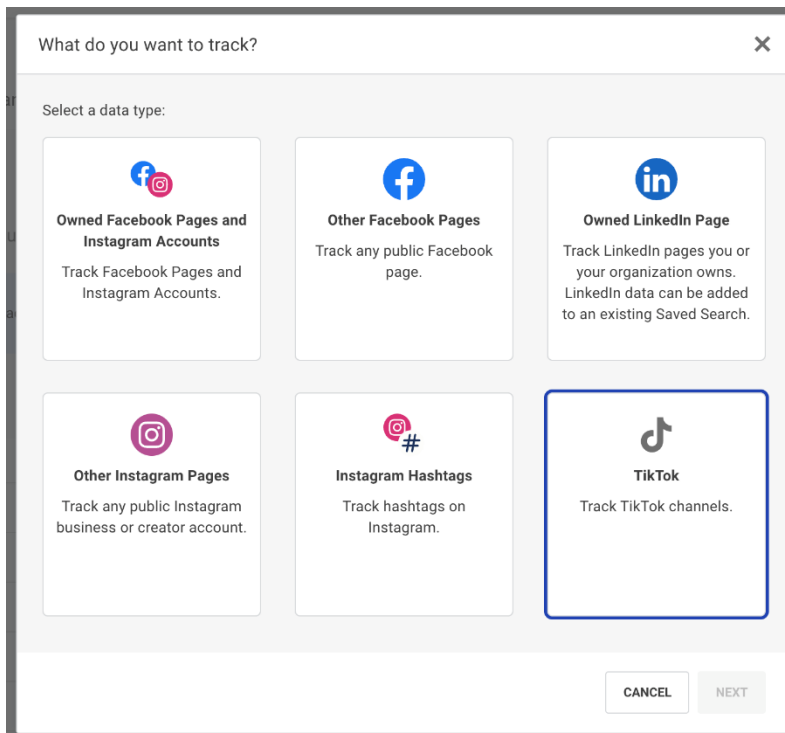
2. Click **Connect TikTok account** to continue.
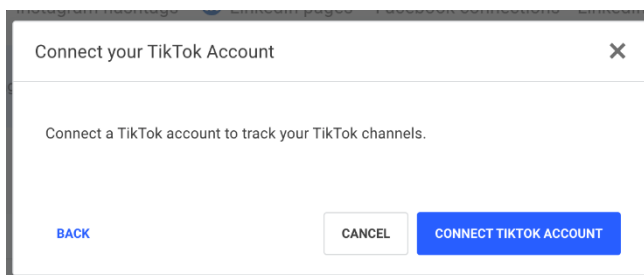
3. A new window will open for you to authenticate with TikTok. Log in with your TikTok business account credentials and then allow Brandwatch all of the permissions listed. Click **Continue** to proceed and you will see a notification that your TikTok account has successfully authorized. You may now close this window.

Brandwatch wants to access your TikTok account

alannabrandwatch
Switch account

Brandwatch

Brandwatch would like to: Select all

♪ Access your profile info (avatar and display name)   ⬜

♪ Create and manage the comments and replies of your in-app content   ✅

♪ Read your username   ✅

♪ Read your profile engagement statistics, such as like count, follower count, following count, and video count   ✅

♪ Read the comments and replies of your in-app content   ✅

♪ Post content to TikTok   ✅

♪ Read your TikTok user analytics   ✅

♪ Read your TikTok video analytics   ✅

♪ Provides you with insights from posts with brand mentions on TikTok   ✅

♪ Read your TikTok account type   ✅

♪ Read your public videos on TikTok   ✅

Make sure you trust this website or app. You can always see or remove access in the TikTok app. **Learn more**

Cancel   Continue

✅

Connected
You have successfully authorized the channel.
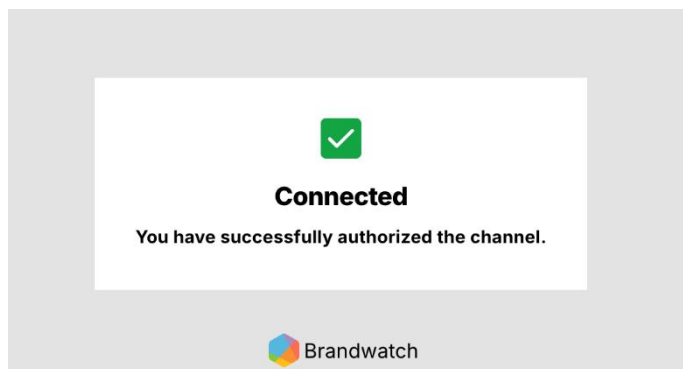
Brandwatch

4. Back in Brandwatch, select the TikTok account you just connected and click **Connect channel** to confirm. You will then see a notification at the top of Brandwatch that your TikTok channel has successfully been connected to Listen

as a content source.

Tracking non-owned Instagram accounts in a Guided Search

For convenience, you can select non-owned Instagram accounts to track when using the Guided Search interface:

1. Click on the Search bar on the Quick Search tab, and select **Search for a brand**.

2. Scroll down to Social accounts and select **Non-owned Instagram Business Accounts**.

3. Select the accounts you want to track, click **Add**, and then click **Search**.
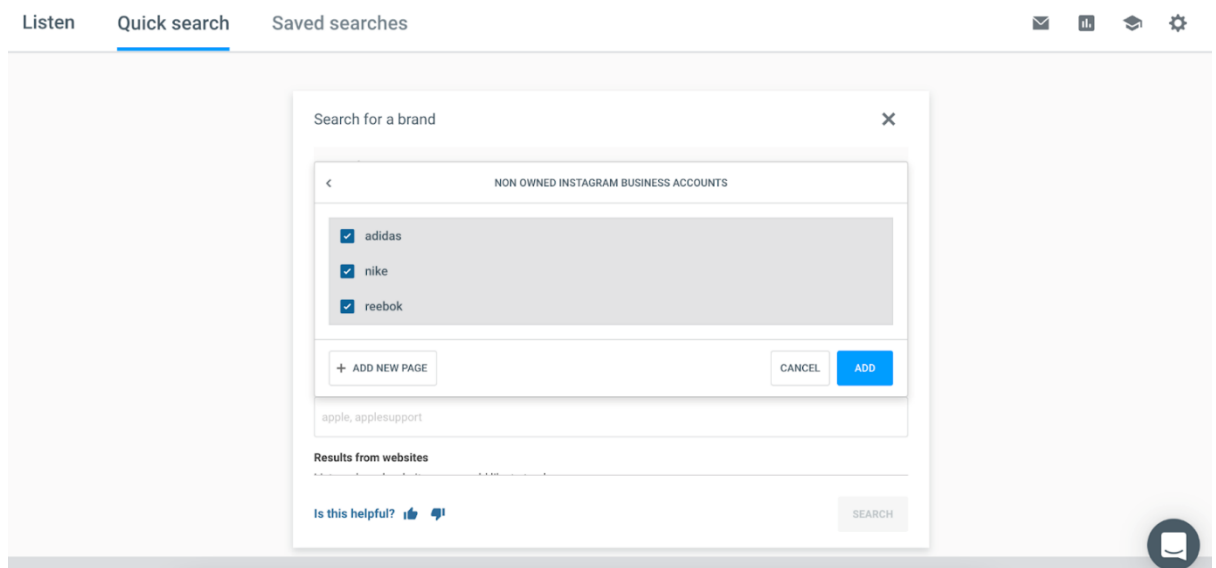
Comparing owned content sources in Listen

Comparing LinkedIn data to another owned channel

1. In **Content Source Settings**, open a tab for either a Facebook or Instagram owned channel. Hover over the chosen content source and click the **Explore (magnifying glass) icon**.
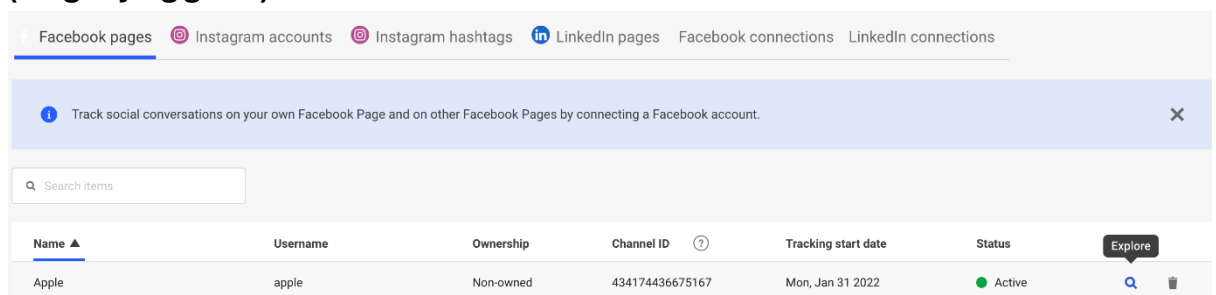
2. The following page will open up a Quick Search for that channel using its Channel ID, a unique ID for that social page. To compare LinkedIn data to the current channel, you will need to save the search with the **Save Search** button on the top right.
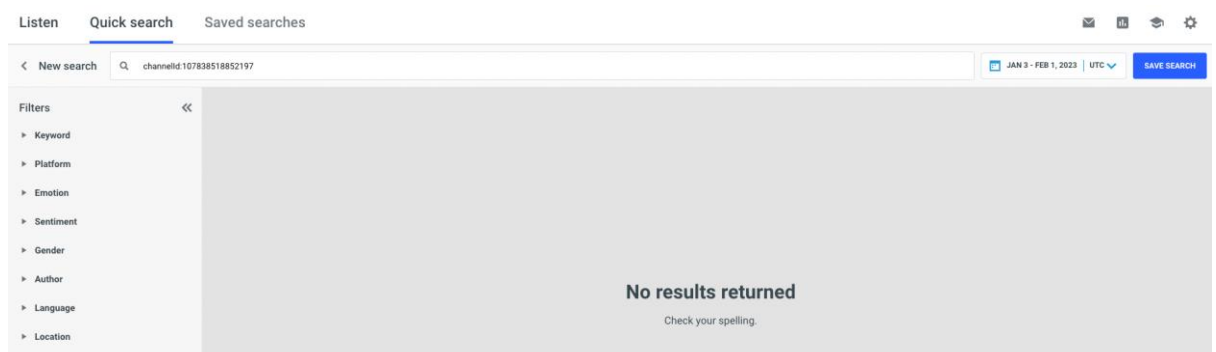
3. As you are saving your search, you can add a LinkedIn Page as long as you're working in the same team that the LinkedIn channel was added to. Check the box next to the LinkedIn Page you would like to add, then click **Save**.

4. You can now compare that Facebook Page or Instagram account to your LinkedIn Page in your Saved Search. For example, you can see which channel attracts more positive sentiment or gets more comments. You can also save more owned channels as separate Saved Searches and add them to this one with the **Add Saved Search** button.
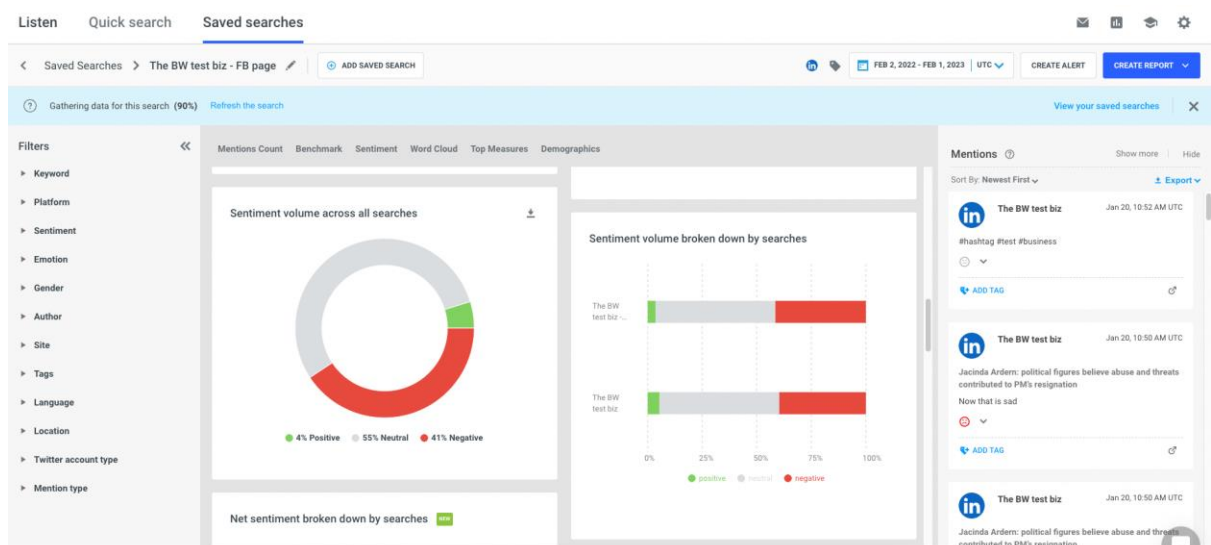
Comparing LinkedIn data to multiple owned channels

1. On the Quick Search page, choose the **Search for a social account** option.
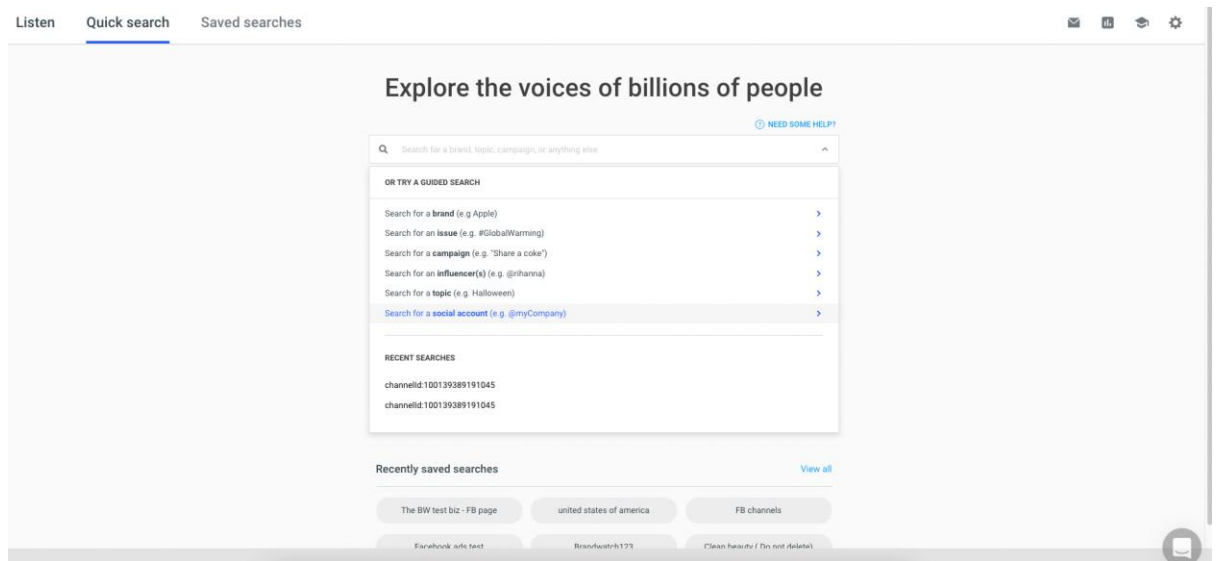
2. Choose which social channel you'd like to add (e.g. Owned Facebook Page) and check the boxes of the pages you would like to add. (If you haven't authenticated your social account with Listen yet, you will be asked to at this stage).
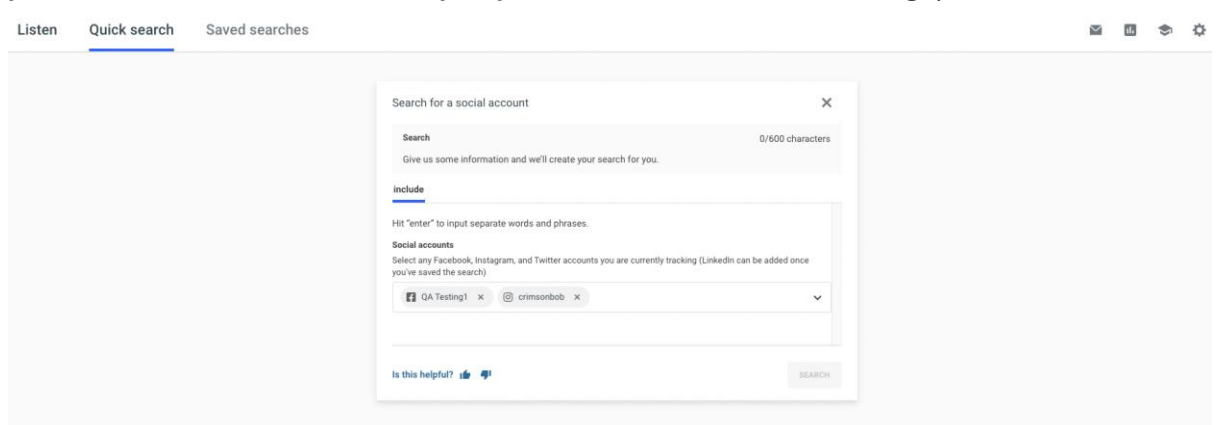
3. Your search will create a Quick Search that combines those two channels. Click the Save Search button to add a LinkedIn Page to your search using the same

steps above.

Save search ✕

channelId:100139389191045 OR ((author:crimsonbob OR engagingWith:crimsonb... **EDIT**

Name

FB and IG owned channels

Description (optional)

Team

[Falcon.io - Internal release] Default project ⌄

LinkedIn Pages

☑ The BW test biz

CANCEL **SAVE**

4. Now you'll have a Saved Search where the LinkedIn data is being compared to an aggregate of all other social channels. Since LinkedIn is primarily the only business-to-business (B2B) social channel, you may be interested in seeing how it performs against your business-to-consumer (B2C) social channels.
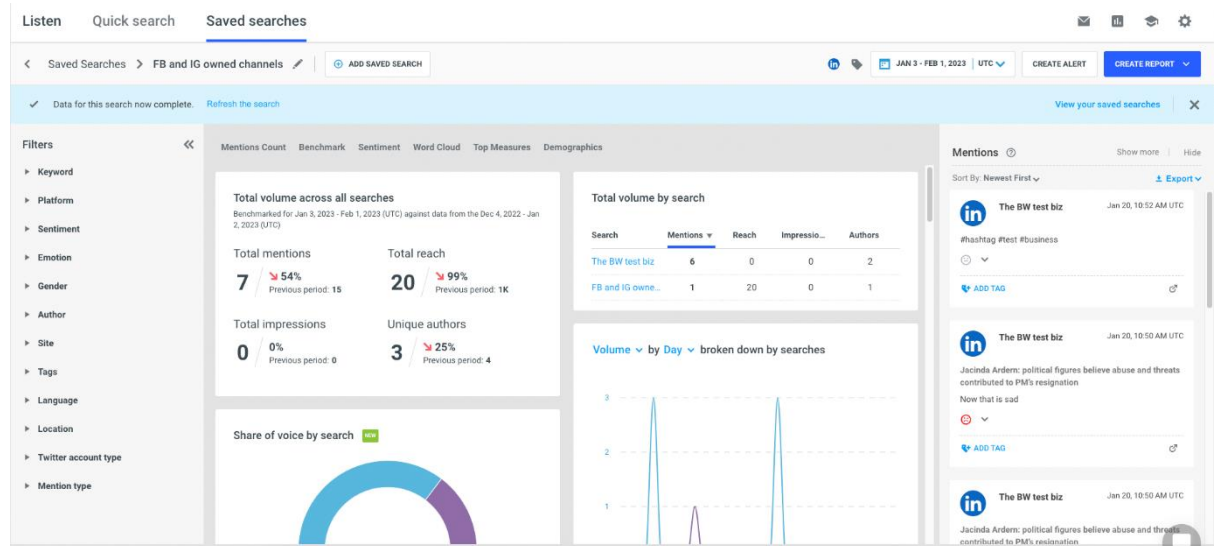
Deleting content sources in Listen

From Content Source Settings, you can delete a content source at any time by clicking on the **trash can icon** to the right of the source.

Facebook pages	Instagram accounts	Instagram hashtags	LinkedIn pages	Facebook connections	LinkedIn connections		

> ℹ️ Track social conversations on your own Facebook Page and on other Facebook Pages by connecting a Facebook account.   ✕

🔍 Search items

Name ▲	Username	Ownership	Channel ID ⓘ	Tracking start date	Status		Delete
Apple	apple	Non-owned	434174436675167	Mon, Jan 31 2022	● Active	🔍	🗑️

Refreshing content sources in Listen

If you ever need to refresh the connection to a content source in Listen, you can simply delete the content source and reconnect it. You will not lose any data by doing so—all content sources in Listen have access to the past 365 days of mentions, regardless of when the content source was added.
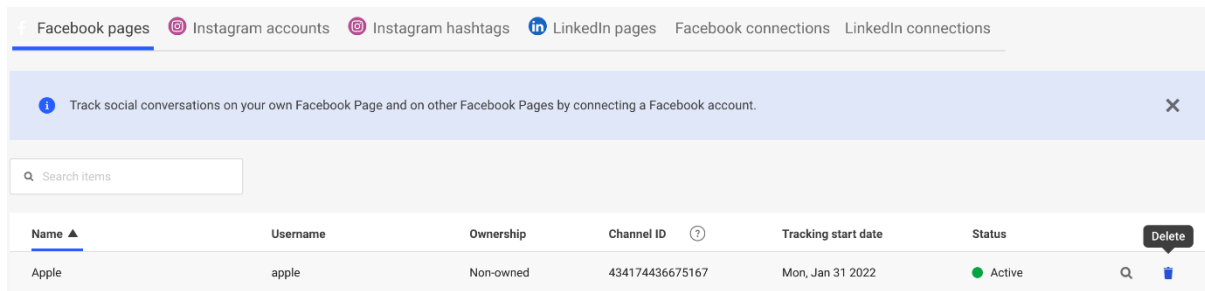
Instagram hashtags are the exception to this rule. Listen cannot backfill mentions of Instagram hashtags, so if you delete one from your content sources, tracking will start from scratch when you add it back.

FAQ

LinkedIn

I am unable to authenticate the LinkedIn account in Listen.

Log into the LinkedIn account that you are using to authenticate the channel. Go to your LinkedIn Company Page. Next to the organization name, you should see a box indicating **Admin view**. This indicates you are an admin of the LinkedIn organization. If you don't see this, then the account you are using to authenticate in Listen does not have the necessary permissions to create a channel. You can ask an admin of the LinkedIn organization to make you an admin too. The admin of the LinkedIn organization can make you an admin by going to the LinkedIn company page, clicking **Admin**

tools and then **Manage admins**.
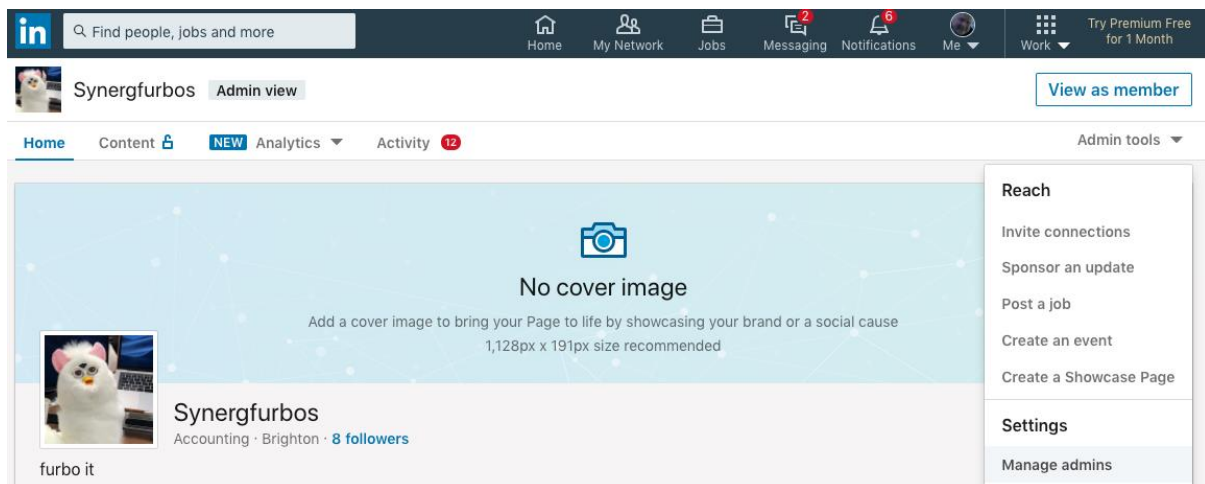
The LinkedIn Company Page did not come up when I tried to add it in Listen.

Please ensure that when entering the LinkedIn organization name, you don't have any preceding or trailing spaces or any special characters (e.g "&") in the name. Try using the organization's LinkedIn URL instead.

Why don't I see any LinkedIn data?

If you don't see any data after waiting up to an hour for it to be collected in Listen, please contact our support team.

Why can't I track other LinkedIn organizations, public pages, or individual pages?

LinkedIn doesn't currently allow the tracking of other organizations, public pages, or individual pages. We collect data directly from LinkedIn's API, which only allows the collection of data from a LinkedIn Company Page on behalf of an authenticated page administrator.

Why don't I see my LinkedIn data anymore?

Your LinkedIn channel may have become unauthenticated. Please reauthenticate and reconnect the channel and your data will be collected again.

How often is LinkedIn data updated?

We update and fetch LinkedIn data every 2 hours.

How far can the data go back?

We can fetch the last 200 posts as far back as 1 year.

Can I track a LinkedIn Showcase Page?

At this time LinkedIn's API does not support Showcase Pages, so it is not possible to track them.

Can I delete my personal account which has been added as a content source under LinkedIn connections?

You can only delete a LinkedIn connection from your native LinkedIn account. In your LinkedIn account, go to **Settings > Data Privacy > Permitted Services** and you'll see the connection.

Can I add a LinkedIn Company Page without adding the personal account under LinkedIn connections?

Currently there is no way to add a LinkedIn Page without authenticating your account first. You can only add pages for which the connected LinkedIn account is an admin of.