Audience Profile Fields By Network

Audience profiles are automatically created from Engage whenever a person engages with your published social content, such as leaving a post or comment or direct messaging your channel. Audience is able to import different profile data depending on the social network. In this article, learn what profile fields are automatically imported from Engage into Audience by network.

Note:

When data is auto-imported from Engage from more than one social profile, Audience will display the network profile information in the following priority order: 1. Facebook 2. X (Twitter) 3. Instagram 4. LinkedIn 5. WhatsApp 6. TikTok 7. CSV import.

Profile fields auto-imported from Engage

Field	Facebook	X (Twitter)	Instagram	LinkedIn	WhatsApp	TikTok
Audience status (Following, Follows you, Follow request pending, Blocked, and/or Muted)	✗	✓	✗	✗	✗	✗
Full Name	✓	✓	✗	✓	✓	✗
Gender	(Auto-generated based on full name)	(Auto-generated based on full name)	✗	✗	(Auto-generated based on full name)	✗
Profile picture	✓	✓	✗	✓	✗	✗
Profile URL	✗	✗	✓	✓	✗	✗
Handle	✗	✓	✓	✗	✗	✓
Description	✗	✓	✗	✗	✗	✗
Followers (count)	✗	✓	✗	✗	✗	✗
Following (count)	✗	✓	✗	✗	✗	✗
First name	✗	✗	✗	✓	✗	✗
Last name	✗	✗	✗	✓	✗	✗
Job title	✗	✗	✗	✓	✗	✗

Note:

The **Talking about** field in Audience is auto-generated from the nouns in a user's posts, comments, or other interactions.

The rest of the fields in Audience profile cards can either be filled in manually or via CSV import. For more information on importing profile data into Audience manually, see our article on [Importing CSV Files into Audience](#).