Viewing TikTok Content in Engage

In Engage, you can easily view your owned TikTok content, interact with comments and replies, and see instances where your TikTok channel has been mentioned in the caption or comments of a post. In this article, learn what TikTok mentions you can view in Engage and how to set up a feed to monitor your TikTok mentions.

What TikTok content will I see in Engage?

Viewing owned channel content

From the moment you have successfully [connected your TikTok channel](#) to Social Media Management, you will be able to view the following content for your owned channels in Engage:

- Your channel's videos, along with the audio, description, music used, and all hashtags.

- Your video's comments.

Note:

If you have enabled the option to restrict comments on your TikTok videos unless approved, either entirely or per given keywords, these comments cannot be found or released in any way across our platform. The only option for these comments is to approve them via TikTok's native, in-app privacy settings. Once approved, these comments will then be indexed and displayed in Engage.

Note:

Engage will index comments from organic TikTok content as well as boosted organic content, also known as Spark Ads, on TikTok. Due to API limitations, Engage currently does not index comments from any other ad types or paid content created on TikTok.

- Your video's comment replies (i.e. threaded comments).

Note:

Third-level replies (i.e. a reply to a reply) will be indexed and displayed in Social Media Management. However, due to API restrictions, such replies will be displayed in the list of replies to the first/initial comment (i.e. as a second-level reply).

Note:

While viewing your content and comments, you can reply and leave additional comments as noted [below](#). However, please keep in mind that you will **not** be able to see any authors @mentioned in comments. In order to remain compliant with TikTok's Terms of Service, any users mentioned in a comment will appear as *@UserName*.

- Audience TikTok profiles for all received comments, including the commenter's TikTok handle, conversation history in Engage, and common topics, e.g. "Talking about."

Note:

Due to API limitations, TikTok direct messages (DMs) are currently not supported to either send or receive in Engage.

Viewing mentions

In Engage, you can view and interact with instances where your TikTok channel has been mentioned. However, API limitations may impact which mentions can be indexed based on who mentioned your channel and where. Please take a moment to check out the types of mentions you can expect to see in Engage:

- Posts where your channel was mentioned in the caption text.

Note:

Due to API limitations, it is not possible to view comments on the post where your channel was only mentioned in the caption. Replying to the post is also not supported.

Tip:

You will see a top 1000 of post mentions (based on number of likes received) within the past 90 days. Only public videos from verified users are indexed, and the publisher must not be underaged or of an unknown age.

- Comments where your channel was mentioned.

Note:

You will be able to see the original post, but due to API limitations you will not be able to see other comments on the post. You can reply to comments that mention your channel, but you cannot add a comment to the post itself.

Tip:

You will see a top 1000 of comment mentions (based on number of like received) within the past 90 days. Comments or replies that solely consist of the @ mention without additional text will be deprioritized. Only comments on public videos are indexed and the publisher must not be underaged or of an unknown age.
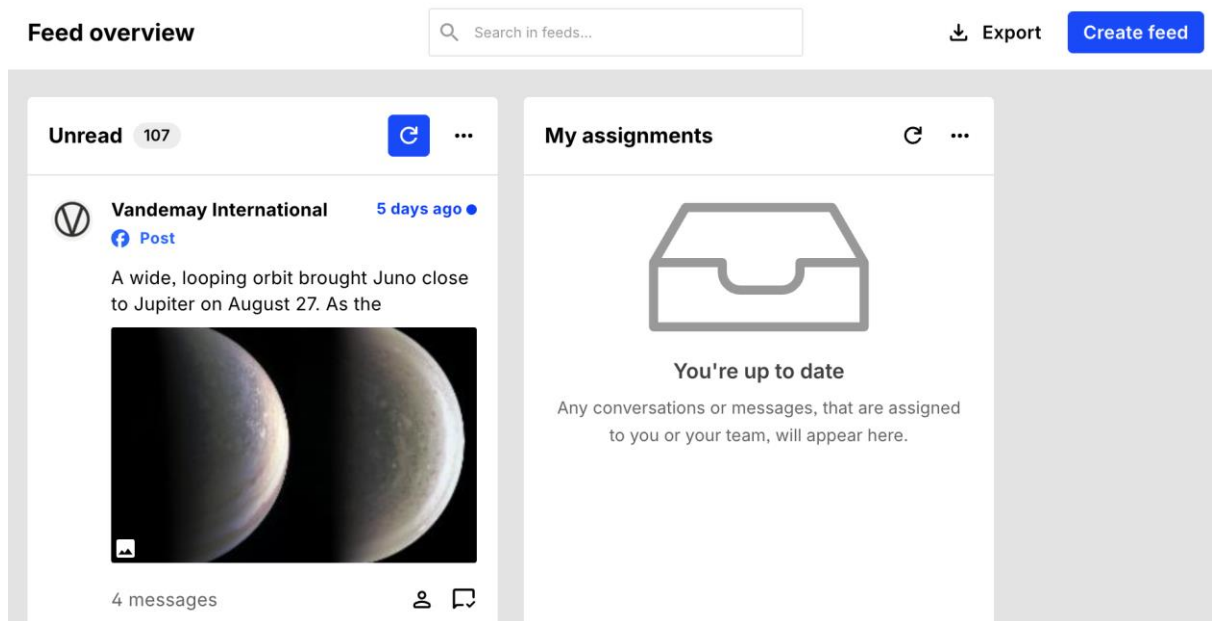
Note:

Please be aware that due to some network data issues, the entire brand handle may not be hyperlinked in Engage mentions.
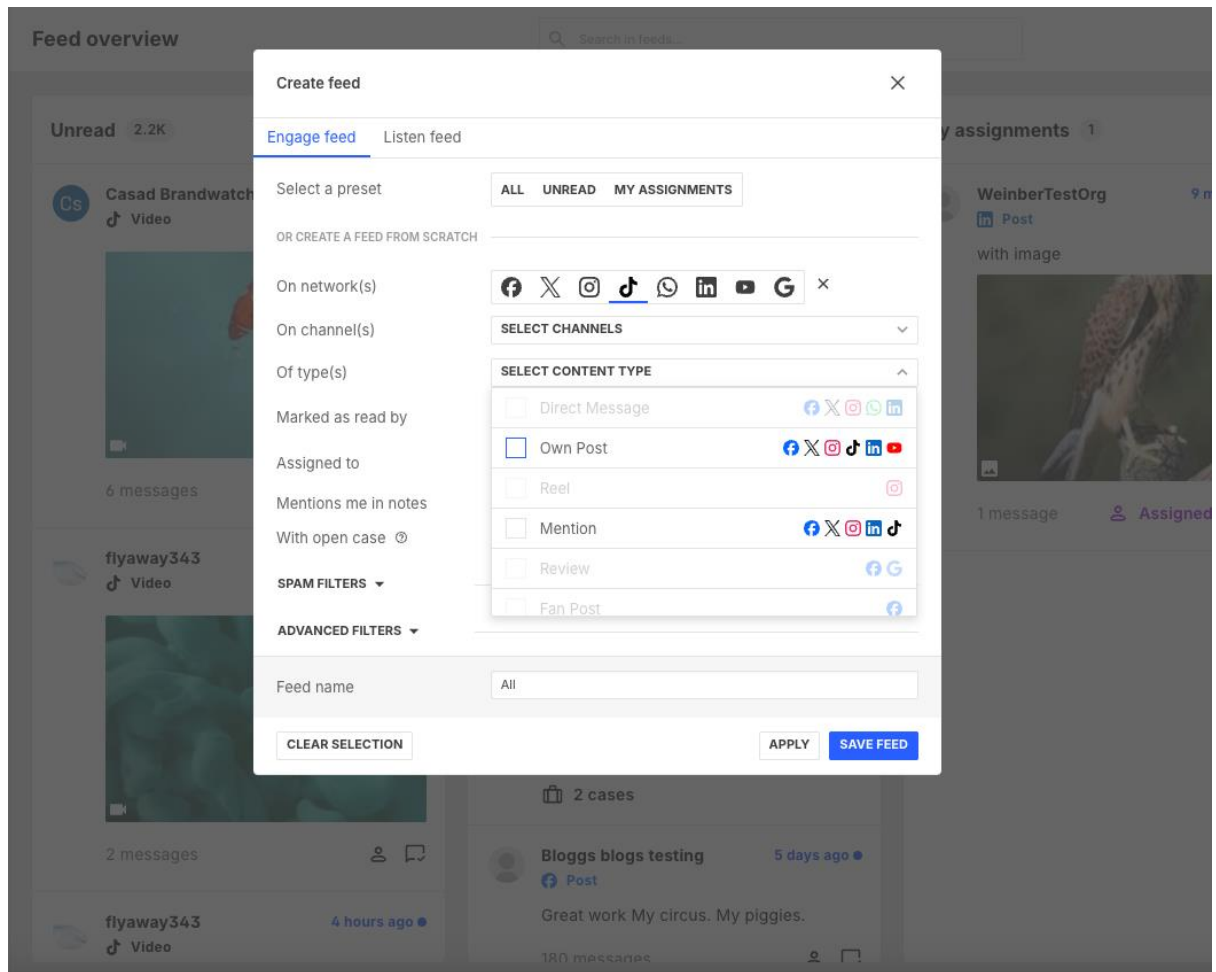
Creating a TikTok Engage feed

To get started viewing your TikTok content in Engage, you will need to [create a new Engage feed](). Please follow the steps below to create a new feed specifically for your TikTok content:

1. In Engage, click **Create Feed** in the top-right corner of your Feed overview (or, click **Edit** on an existing feed).

2. Beside **On network(s)**, select the TikTok icon.

3. Beside **Of type(s)**, select the content type you would like to track (e.g. own posts or mentions).
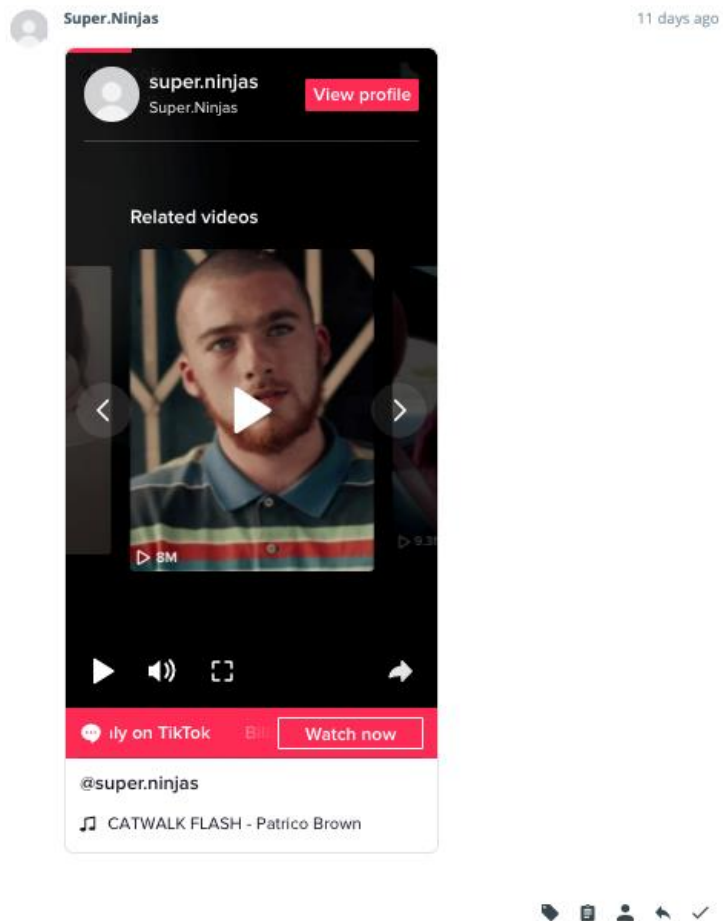

4. If applicable, use the other fields to specify channels, marked as read rules, or assigned users.

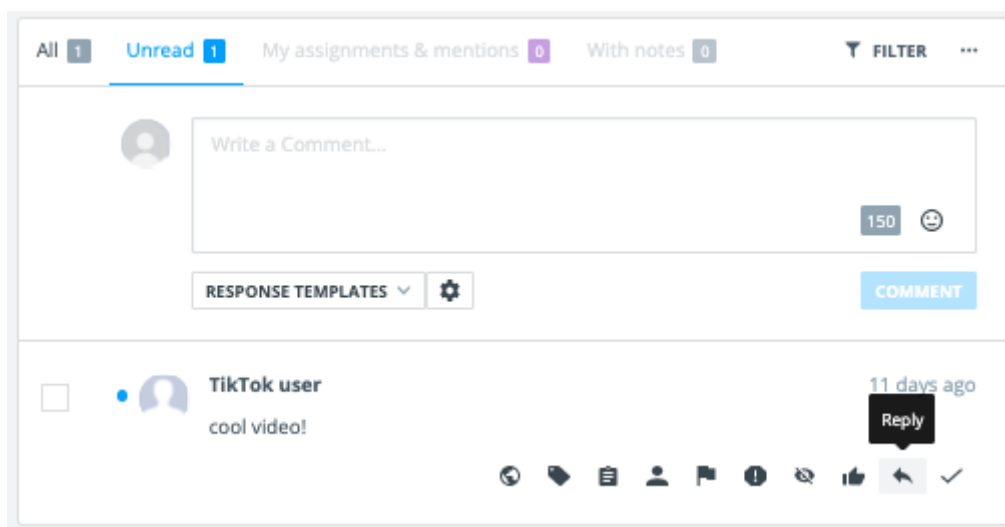5. Click **Save Feed**.

Interacting with TikTok content

Videos

While viewing your TikTok content in Engage, you can click to watch your complete videos, along with any sound. Once the video is finished, you can choose to rewatch, view in full screen, scroll through related content, or view your profile natively on TikTok in a new tab.

Comments

All comments on your content will appear in Engage. You can choose to click **Reply** on any comments and comment replies (i.e. threaded comments) via Engage. If you reply to a comment via Engage, your reply will appear as as it would natively on TikTok.

As well as replying to comments, you can also choose to add labels, assign, add notes, mark as read, and mark as spam/priority.

Automation

Automatic labeling and assignment rules can be created for TikTok content. Visit our article on Automation in Engage to learn how to set up your automations.