Setting up Automated Labeling in Engage

Applying labels to your content in Social Media Management is one of the most effective ways to organize your posts, filter your customer interactions, and create flexible reports. Because labels are internal to our platform and they will not be visible to your customers on your published posts, you can get creative in customizing them to suit your organization's needs. In this article, learn how to streamline and optimize your labels workflow with automated labeling.

Note:

For US clients, this feature is accessible to Pro/Premium accounts only. If you are a US client with a Standard account and would like to upgrade your package, contact your Customer Success Manager (CSM) or Brandwatch Support.

Automated labeling functionality

Any label can be used to create an automation rule, and automated labeling can be applied to both your own content after it's been published using Publish, and to incoming content from fans through Engage (such as posts, comments, replies, and direct messages). For this reason, automated labeling is managed in Engage.

Note:

Automated labeling for your own content is useful if you want to automatically apply specific labels to your posts after they have been published to ensure that you or your team don't forget to label a post. If you would like to require your team to include specific labels on a post before they can publish it, you can make labels mandatory for posts using label groups. Visit our Label Management article to learn more about label groups and see what features they offer.

It is possible to have required mandatory post labeling via a label group and also have automated labeling applied. Because automated labeling rules are applied after publication, your team will still need to manually label a post with any required labels before the post can be published.

Setting up automated labeling

Note:

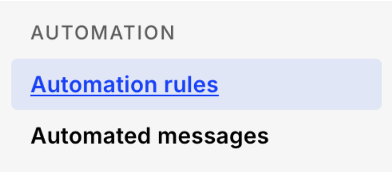
Only Admins and Team Leads can access Engage's Automations menu to set up labeling rules.

When creating an automation rule, you must choose one or more conditions — or triggers — and one action to take when those conditions are met. However, there are a few practical limitations to the size of your automations. There is a maximum of:

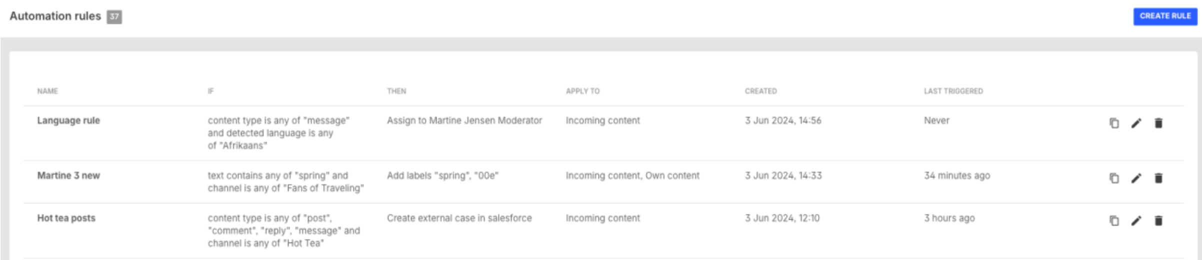
- 25 keywords per condition.
- 10 conditions per rule.
- 150 rules per organization.

Here's how you a create a rule:

1. In the left-hand sidebar in Engage, select **Automation rules** under Automations.



2. Click **Create Rule** in the top right.



3. Choose your **If** condition(s) and **Then** action from the available options. You can choose to **Match Any** or **Match All** of the following conditions:

Detected language

Triggers based on the selected language detected. For more information and a full list of languages supported, please see our Language Support article.

Text

Triggers based on one or a few keywords in the post copy. You can decide if some, all, or none of those keywords should be included.

Note:

Keywords and phrases are case sensitive. Press **Enter** after typing each keyword or phrase to add it to the rule.

Network

Triggers based on the network the content comes from. You can choose from Facebook, Twitter, Instagram, TikTok, WhatsApp, LinkedIn, YouTube, or Google Business Profile. You can either include or exclude them from the trigger.

Channel

Triggers based on the channel the content comes from. You can either include or exclude them from the trigger.

Content type

Triggers based on the content type. You can choose posts, comments, replies, or direct messages, and you can either include or exclude them from the trigger.

Note:

Engage does not ingest Instagram stories as posts, so please be aware that automated labeling is not available for Instagram stories in Publish.

And you can choose one of the following action types:

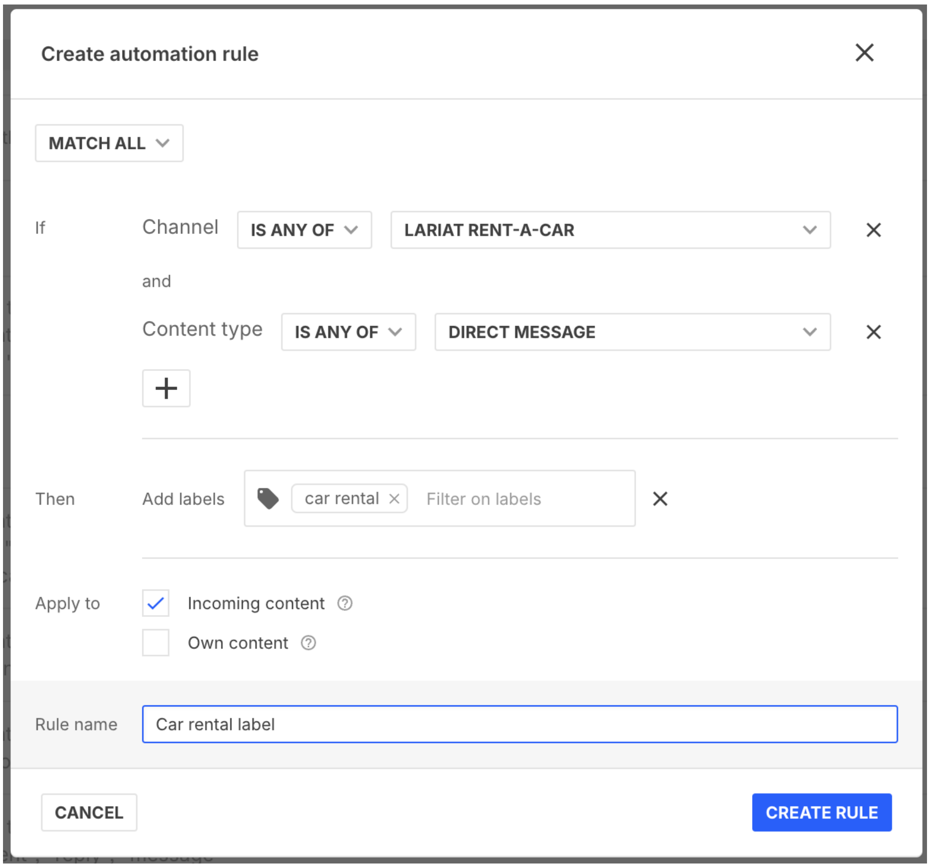
Assign to

Assigns the piece of content to a user or a team.

Add labels

Adds one or more labels of your choice to the piece of content. Multiple **Add labels** rules can be applied to one piece of content.

4. After selecting your rule conditions, use the checkboxes to apply the rule to your **Incoming content**, **Own content**, or both. Then, give your rule a descriptive title. When ready, click **Create Rule** in the bottom right.



Your rule is now created and it will be applied to your new incoming and/or owned content based on your rule settings.