

Engage Metrics in Measure

The Engage metrics option in Measure allows you to select your choice of metrics to report on your incoming message volume and sentiment in Engage. Engage metrics are supported in the [Key metrics widget](#), [Time series widget](#), [Channel comparison widget](#), and [Network comparison widget](#).

When creating a widget in Measure, click **Engage metrics**, and select either the Key metrics, Time series, Channel comparison, or Network comparison widget.

Metrics available:

- Incoming messages: Total number of messages of all types received in the selected period. Shows data from all networks.
- Direct messages: Number of direct messages received in the selected period. Shows data from Facebook, Instagram, X (Twitter), LinkedIn.
- Fan posts: Number of fan posts received in the selected period. Shows data from Facebook.
- Comments: Number of comments received in the selected period. Shows data from all networks.
- Reviews: Number of reviews received in the selected period. Shows data from Facebook.
- Mentions: Number of mentions received in the selected period. Shows data from Facebook, Instagram, LinkedIn, X (Twitter), TikTok.

After creating your widget, Engage data can be filtered by labels, using the same logical operators as for post labels in Measure (containing any/all of, excluding any/all of, with any label, without labels).

Learn about our [Customer Engagement Dashboard Template](#) to build a comprehensive dashboard of Engage data.