Exporting Engage Feeds

Using exports, you can download the data from your Engage feeds, such as exporting specific conversations, direct message conversations, or conversations within a specific date range. This wealth of data allows you to perform quality assurance on your customer service or quantitative analysis your customer inquiries.

In this article, we'll cover the options available for Engage exports and how to download your data.

Note:

All exports will be sent to your Social Media Management email as a CSV file. Note that all users in Social Media Management can export a specific conversation, but **only Admin and Team Lead users** can create exports of all data.

Exporting a specific conversation

If you just want to export the contents of a specific conversation, you can do so as follows:

1. Open the conversation in Detail View by clicking on it in your Engage feed.

2. Click the **Export** icon at the top right of the conversation.

3. Select which separator you would like to use in your CSV. The selection is saved and will be selected as default next time. Confirm your email and click **Export**.

4. We have started exporting your data. Once the file is ready, you will receive an email with a download link.
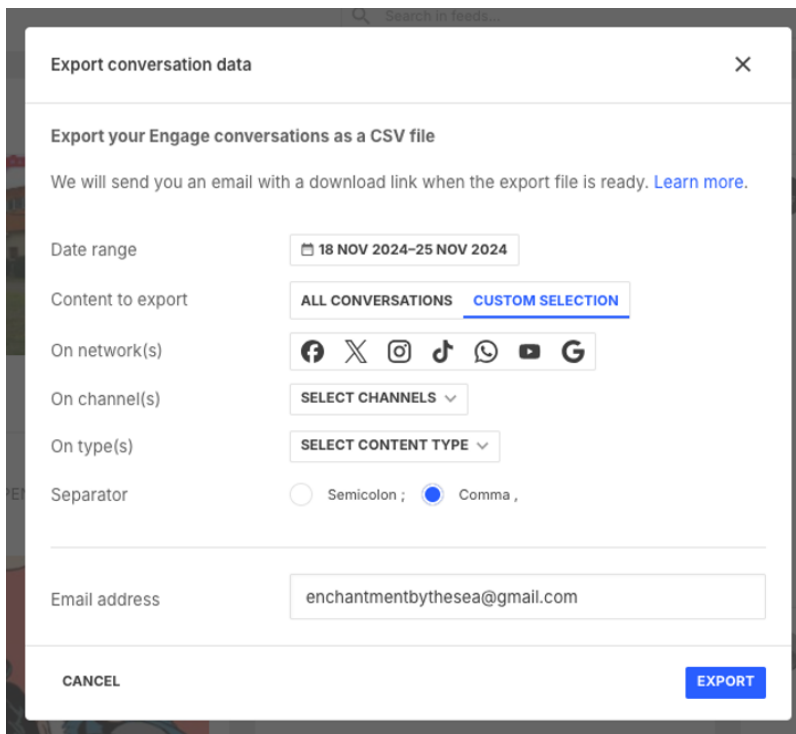
Exporting a selection of all Engage data

Alongside individual conversations, you can also export a wider range of Engage content. In such cases, follow the below instructions:

1. In Engage, find the **Export** button in the top right, next to the **Add Feed** button.

2. Choose the date range for which you want to export your data.

3. Either choose **All Conversations** to export everything within the chosen date range or choose **Custom Selection** to filter down your export by network, channel, and message type.

4. Select which separator you would like to use in your CSV. The selection is saved and will be selected as default next time. Confirm your email and click **Export**.

5. We have started exporting your data. Once the file is ready, you will receive an email with a download link.

Data in Engage exports

The file export you receive from us has standard properties and content, meaning:

-   The export download link will remain available for 14 days.

- The download link in your email leads back to Social Media Management. Make sure you are logged in with the Social Media Management account you requested the export with, and your download will start.

- Your file is exported as a CSV file.

- All content from within your date range is included in the export. Comments from inside the chosen date range are included, even if they are added under a post that was created outside the date range.

- All data is grouped per channel and the channels are sorted alphabetically (A-Z). Within each channel, the individual conversation items are sorted chronologically (oldest at the top).

- If a data field is not applicable or available, the cell will be empty.

- To remain compliant with LinkedIn's terms of service, **LinkedIn data will not be included in Engage exports**.

In the below table. You can find a description for all data points included in the export file.

Data field	Description
Network	The network on which the conversation item was created. Can be Facebook, X (Twitter), Instagram, TikTok, WhatsApp, YouTube, or Google.
Channel name	The channel to which the conversation item belongs.
Author name	The third-party user that wrote the conversation item on the network natively. The cell is empty if the author name is unavailable.
Social Media Management username	The Social Media Management user who wrote the conversation item. The cell is empty if the author name is unavailable.
Content type	The type of the item. Can be Post, Comment, Reply, or Direct Message.
Content	The content of the conversation item.
Date created (UTC)	The localized date and time at which the conversation item was created.
Sentiment (assigned manually)	The sentiment that a Social Media Management user assigned manually to the conversation item. Can be positive, negative, or neutral. The cell is empty if the sentiment is unavailable.
Sentiment (assigned automatically)	The sentiment that was automatically assigned to the conversation item, based on algorithmic sentiment analysis. Can be positive, negative, or neutral. The cell is empty if the sentiment is unavailable.
Label	All labels assigned to the conversation item. Includes both Publish and Engage labels.
Social Media Management URL	The URL of the conversation in Social Media Management. Leads to the parent item of the conversation item in the Engage Detail View (e.g. the post to which the comment was made).
Network URL	The URL pointing to the conversation item on the native network. If the URL to the specific conversation item is unavailable, the URL leads to the parent conversation item (e.g. the post to which the comment was made).
Media URL	The URL pointing to the media items included in the conversation item in Social Media Management. Values are semicolon separated if more than one.
Deleted	Indication of whether the conversation item is deleted. Can be true or false.

Data field	Description
Hidden	Indication of whether the conversation item is hidden. Can be true or false.
Number of likes	Indication of how many likes the conversation item has.
Comment and reply count	Indication of how many comments and replies the conversation item has.
Author follower count	Indication of how many followers the profile has.
Conversation ID	The ID that Social Media Management assigned to the top-level parent conversation item (e.g. the post or entire direct message thread).
Conversation item ID	The ID that Social Media Management assigned to the conversation item itself.
Parent comment ID	The ID that Social Media Management assigned to the direct parent conversation item. Only available for nested comments (e.g. a reply to a comment under a post).
Audience labels	All labels added to the profile.
Detected language	Language detected on the message.
Corrected language	Corrected language of the message.
Marked as spam	Indication of whether the conversation item itself is spam. Can be true or false.
Case number	Number of the case that the message belongs to (if any).
Case status	Status of the case at the time of export.
Review status	A review rating value as received from the native network, for example for reviews from Google, the possible ratings are ONE, TWO, THREE, FOUR, FIVE and STAR_RATING_UNSPECIFIED.