Creating and Managing Engage Feeds

Engage gives you the possibility to find and display the messages, comments, users, and important keywords that are most relevant to your workflow. In this article, learn how to create and manage your feeds.

Creating a feed

There are two ways to create a feed: first, by clicking the **Create Feed** button in the top-right corner of your Feed overview menu, and secondly, by adding a feed from a search query.

Creating a feed from the Create Feed menu

1. In your Feed overview menu in Engage, click on the **Create Feed** button in the top right.

2. Select basic filtering options like Networks, Channels, Message type, Marked as read by or Assigned to (see Feed Options below).

3. Expand the **Spam Filter** or **Advanced Filter** options to further customize your feed by Spam, Message Language, Labels, Keywords, Dark Posts, Priority, and Sentiment (see Feed Options below).

4. Save your feed for quick and easy access by giving it a relevant title.

Feed options

Basic options

On network(s)

Choose the network(s) of which you want to see content in the feed (Facebook, X (Twitter), Instagram, TikTok, WhatsApp, LinkedIn, YouTube, and Google).

On channel(s)

Select the channel(s) for which you want to see content in the feed.

Note:

Engage feeds for LinkedIn personal profiles are currently not supported.

Of type(s)

Pick the type(s) of content that you want to see in the feed (Direct Message, Own post, Reel, Mention, Review, Fan post).

Note:

For a deeper look at what content types are supported, visit our article [What Types of Content Can I See in Engage?](#)

Marked as read by

Choose if you want to see content that has been Marked as Read by either yourself (Me), any of your colleagues (Anybody), or if you want to see content that has not been Marked as Read yet (Nobody) or by an automation rule (Automation).

Assigned to

Choose to see content [assigned](#) to either yourself (Me), a team that you belong to (My Team), one of your colleagues (Others), or see content that has not been assigned yet (Nobody).

Spam options

Marked as spam

Filter for messages that are marked as spam manually, by automation or find the messages that are not spam.

Hidden on network

Filter for messages that are hidden, not hidden or hidden by automation.

Blur media

Enable the default blurring of images and video in the feed (e.g. to prevent inappropriate spam media from displaying, etc.)

Note:

Once enabled, all media in the feed, including from your brand's own posts, will be blurred. You can view blurred media on an individual basis by clicking into the post/comment in Detail View and clicking **Show Media** on the blurred image/video.

Advanced options

Message language

Includes messages only in the detected languages selected. Allows you to select one or multiple supported languages. For more information and a full list of languages supported, please visit our [Language Support](#) article.

With labels

Filter for content that has all the selected [labels](#) attached to it.

With keywords

Include only content with a certain keyword.

Without keywords

Filters out content with a certain keyword.

Visible on network as

Choose to show only posts that are placed on your Page (Page Post), or Dark Posts only.

Priority

Include content that contains one or more messages marked as Priority.

Sentiment

Include content that contains messages analyzed with your chosen combination of Positive, Neutral, or Negative sentiment.

Creating a feed from search

1. When you run a search query in Engage, the results will be displayed on the page. The resulting number displays the number of conversations where your keyword(s) appears.

2. You will be prompted with a question underneath the first column to save your feed. Simply, click on the **Save Feed** button, give a relevant title to your feed and save.

3. If you want to further filter your search query, click on the **Edit** button on the feed to adjust your search.

Tip:

Running a search query will pull information from all Engage content: posts, post comments, comment replies, direct messages, as well as user and channel names. Labels are not included in the search query.

If you type more than two keywords in one search, your results will pull that exact phrase. If you separate your keywords using the **Enter** key on your keyboard, your results will be pulled using OR boolean operator logic (i.e. meaning it will search for content including either the first keyword, second keyword, or both keywords).

Feed best practices

When handling content in Engage, we recommend the following workflow:

1. Create a feed for all incoming content or a few feeds in which you divide content depending on your use case; either by network, brand, or message type for

example. Set the Filter options for the feeds to only show content that is **Marked as read by: Nobody**. These are your unread feeds.

2. Create another feed which has the setting **Marked as read by: Nobody** and **Assigned to: Me**. This is your assignments feed.

3. Create a final feed that is set to include all content, with the filters **Marked as read by: Me** and **Marked as read by: Anybody**. This is your handled feed.


This feed setup makes sure that you can efficiently handle content from the Unread feed(s) to the Handled feed. Any time you send a reply, or handle a message in another way, you can mark it as read, which will move it to the Handled feed. This gives you a clear overview of what needs your attention and what you have already addressed.

When working in bigger teams, other users can decide to assign you specific content that requires your judgment and expertise. That content will appear in your Assignments feed until you mark it as read. An Admin or Team Leader can also assign incoming content to the rest of a team this way.

Managing feeds

You can quickly find your Feed overview and sort through your saved feeds using the options in the left-hand navigation sidebar in Engage:
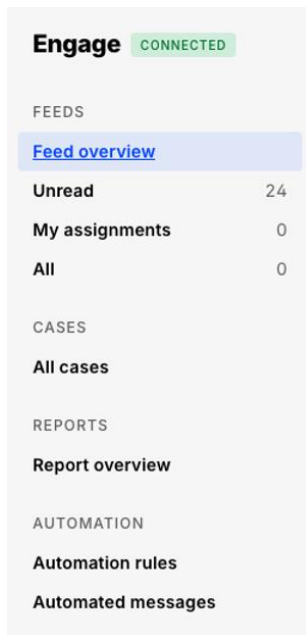
Tip:

You can use the **arrow button** in the top-right corner of the navigation sidebar to hide the sidebar while you are using Engage.

Your Feed overview menu will display all the feeds you have created by title. By default, they are organized from the oldest to the top and the newest to the bottom. If you would like to adjust the order of your feeds, drag a feed left or right by grabbing the top of the feed column. The new order will be automatically saved and displayed in your Feeds overview menu.

If you would like to delete a feed, click the **ellipsis (three dots) icon** in the top-right corner of the feed, followed by **Delete Feed**.

You can pin a feed from the navigation sidebar or directly on the feed by clicking on its **Feed options (three dots icon) > Pin to sidebar**.
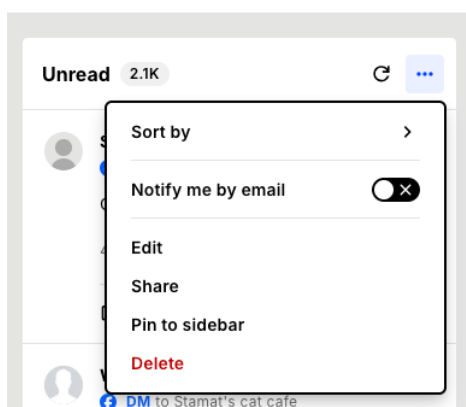
Once you have pinned a feed, a new **Pinned feeds** section will appear in the navigation sidebar. This area allows you to pin your most-used feeds for easy access so you collapse the All Feeds section. You can unpin a feed at any time.