

Viewing LinkedIn Direct Messages in Engage

Engage feeds can monitor direct messages from your LinkedIn Page, helping your team stay on top of your private customer interactions with your Page within Engage's collaborative infrastructure. In this article, get an overview of the requirements to enable messaging for your LinkedIn Page and set up your direct message feed in Engage.

Note:

Please be aware that only direct messages from connected LinkedIn Company Pages are supported in Engage.

LinkedIn direct message features

LinkedIn direct messages are fully integrated with Engage feeds to handle your customer engagements. Some of the standout features are:

- Receive LinkedIn message inquiries as direct messages in Engage.
- View and handle direct message conversations, including image and document attachments.
- See what conversation topic the customer selected when they initiated the message to indicate their need.
- [Reply](#), [assign](#), [mark as read](#), and [label](#) any conversation.
- Include handling actions in the [Team Performance report](#).
- [Report on labels](#) added to your direct message conversations.
- Utilize [response templates](#) and [automation rules](#).
- [Detect sentiment](#) in conversations.
- Utilize [Iris writing assistant](#) to generate and refine your responses.

Enabling LinkedIn direct messages

Your LinkedIn Page direct messages can feed into Engage once you have enabled messaging in your LinkedIn Page settings and connected your LinkedIn channel to Social Media Management.

Note:

You must be a Super admin or Content admin for your LinkedIn Page in order to enable messaging. Please visit LinkedIn's help center for more information on [LinkedIn Page messaging](#).

To enable direct messages for your LinkedIn Page, please follow the below steps in your Page settings:

1. Go to your Page super or content admin view.
2. Click **Inbox** in the left menu.
3. Click the ... **More icon** to the right of Inbox.
4. Select **Inbox settings** from the dropdown menu.
5. Turn on the **Message** button toggle on the right.
6. Select at least two conversation topics. Company Pages and Showcase Pages can choose between the following topics: **Service request**, **Request a demo**, **Careers**, **Support** and **Other**. University Pages can choose between the following topics: **Admissions**, **Careers**, **General info** and **Other**. Learn more about [conversation topics](#) from LinkedIn's help center.
7. Click **Save** in the upper-right corner.

Note:

Once you have enabled messaging for your LinkedIn Page, you will need to [connect your LinkedIn channel](#) to Social Media Management to authenticate our platform's access with your LinkedIn account.

If you had already connected your LinkedIn Page to Social Media Management, you will need to **refresh your channel connection** as a final step for Engage to access the enabled direct messaging for your Page. Please visit our article on [Reconnecting and Refreshing Channels](#) for steps on refreshing your channel.

Once your LinkedIn channel is connected/refreshed, you will be ready to set up your LinkedIn direct message feed in Engage.

Creating a LinkedIn direct message feed in Engage

Please use the following steps to quickly create a direct message feed in Engage:

1. In Engage, click the **Add Feed** button in the top-right corner in your Feed overview.
2. For the option **On network(s)**, select **LinkedIn**.
3. For the option **Of type(s)**, select **Direct Message**.
4. Give your feed a unique name, such as "LinkedIn Direct Messages."

5. Click **Save Feed**.

The screenshot shows a 'Edit feed' dialog box with a close button (X) in the top right corner. On the left is a sidebar with filter categories: 'On network(s)', 'On channel(s)', 'Of type(s)', 'Marked as read by', 'Assigned to', 'Mentions me in notes', and 'ADVANCED FILTERS' (with a dropdown arrow). The 'On network(s)' filter is active, showing a row of social media icons: Facebook, X, Instagram, TikTok, WhatsApp, LinkedIn (highlighted with a blue underline), YouTube, and Google+. Below this, the 'Of type(s)' filter is expanded, showing a list of content types with checkboxes and associated network icons: 'Direct Message' (Facebook, X, Instagram, LinkedIn, WhatsApp), 'Own Post' (Facebook, X, Instagram, LinkedIn, YouTube, TikTok), 'Reel' (Instagram), 'Mention' (X, Instagram, Facebook), 'Review' (Facebook, Google+), and 'Fan Post' (Facebook). At the bottom of the dialog are three buttons: 'CLEAR SELECTION', 'APPLY', and 'SAVE FEED' (which is highlighted in blue). A partial view of a feed item is visible at the very bottom, showing '2 months ago' and the text 'The best burger in town! Yummy!'.

Your feed is now ready for use and you can take handling actions for all incoming LinkedIn direct messages. If desired, you can further [adjust the options in your feed](#) to suit your team's needs and workflow.