

Which Types of Incoming Content Can I See in Engage?

Engage gives you the power to view and respond to a variety of incoming content on your channel, from the comments on your posts to the direct messages in your inbox. In this article, we will review which of these content types you can add to your Engage feeds for each network.

Note:

The information in this article applies to the types of content supported in Engage feeds, which help you monitor content and engagement from your connected channels. To learn more about Listen feeds, which help you monitor mentions from your Saved Searches in Listen, please visit our article on [Viewing Listen Feeds in Engage](#).

Types of incoming content in Engage

When [creating a feed](#) in Engage, you may select one or more of the following types of incoming content. Please note that [content availability may vary by network](#):

Direct Message

A private conversation between your channel and someone else.

- **Story:** A post that disappears 24 hours after publication. Instagram Stories only appear in Engage when someone replies or reacts to your Story with a direct message.

Own Post

Any post published by your channel, to your channel. This category includes all [supported post types](#) except for Instagram Stories, which appear under direct messages, and Instagram Reels, which are their own, separate category. It also includes Facebook Live broadcasts and YouTube Shorts.

- **Repost:** A post published by another channel that you share to your channel. This includes "quote reposts," or reposts that your channel shares with added content of your own.

Note:

Engage only shows reposts shared to your channel. If someone else shares a post *from* your channel, that repost and its engagements will not be available in Social Media Management. This is because the repost was technically "published" by a non-owned channel, so Engage doesn't have permission to monitor it.

Reel

A short-form, vertical Instagram video post. Although Facebook Reels will be indexed in Engage, they will be categorized as an own post.

Mention

A post, repost, comment, or reply that tags your channel (@channel) in the body of the text. Instagram also counts tags on images and Reels, but not Stories.

Review

A review left to your channel for a product or service. This includes both the rating/recommendation itself and any review text.

Fan post

A post published to your channel by a fan.

Engage treats each piece of incoming content as the beginning of a new thread, or **conversation**. A conversation may also include the following:

Comment

A comment on a post, Reel, mention, or review. Comments on Instagram Stories will be sent as direct messages.

Reply

A reply to a comment. First-level replies will appear nested underneath their parent comment, although second-level replies (replies to replies) will not.

Reactions

The number of reactions (like, love, haha, etc.) left on a post, comment, or reply. For X (Twitter), you can also see a post's total number of reposts.

Breakdown by network of supported incoming content in Engage

	Facebook	Instagram	X (Twitter)	YouTube	LinkedIn	TikTok	WhatsApp
DMs	✓*	✓	✓	-	✓ (for Company Pages only)	X	✓*

	Facebook	Instagram	X (Twitter)	YouTube	LinkedIn	TikTok	WhatsApp
Stories	X	✓	-	-	-	X	X
Own posts	✓	✓	✓	✓	✓	✓	-
Collab posts	-	✓*	-	-	-	-	-
Reposts	X	X	✓	-	X	X	-
Reels	✓	✓	-	-	-	-	-
Mentions	✓*	✓*	✓	X	✓*	✓	-
Reviews	✓	-	-	-	-	-	-
Fan posts	✓	-	-	-	-	-	-
Comments	✓	✓	✓	✓	✓	✓*	-
Replies	✓	✓	✓	✓	✓	✓	-
Reactions	✓	✓*	✓	✓	✓	✓	X

*Please see [API limitations](#) for more info.

API limitations to incoming content in Engage

Networks like Facebook and TikTok use [Application Programming Interfaces \(APIs\)](#) to make their features available to third-party platforms like ours. For now, the following features are not yet available:

Facebook API limitations to incoming content in Engage

- Due to API limitations, it's not yet possible in Engage to view cross-app interactions (for example, if your Instagram channel receives a direct message from a Facebook user).
- Due to API limitations, it's not yet possible in Engage to view the author details for mentions from personal Facebook accounts. Instead, the mention's author will be listed as "Unknown."

- Due to API limitations, it's not yet possible in Engage to view mentions from comments on non-owned Facebook posts. However, mentions from non-owned posts themselves will be available, as well as mentions from comments on owned posts.

Instagram API limitations to incoming content in Engage

- Due to API limitations, it's not yet possible in Engage to view Instagram mentions from Stories or promoted posts.
- Due to API limitations, it's not yet possible in Engage to react to Instagram comments.
- Instagram Collab post limitations:
 - When a connected channel invites another Instagram user to collaborate on their post, the post and comments will be ingested into Engage but there will be no indication that the post is a collaboration post or the Instagram users the channel is collaborating with.
 - When connected channels are tagged in a collaborator post, the post is ingested as a tagged mention. For these types of mentions, we don't ingest comments and it's not possible to reply.

LinkedIn API limitations to incoming content in Engage

- Due to API limitations, we currently only support post mentions from LinkedIn and not comment mentions.
- Due to API limitations, content from LinkedIn personal profiles is not supported in Engage.

TikTok API limitations to incoming content in Engage

- Due to API limitations, it's not yet possible in Engage to send or receive TikTok DMs.
- Due to API limitations, it's not yet possible in Engage to view TikTok comments' author information (username, profile picture, verification status, etc.).

WhatsApp API limitations to incoming content in Engage

Due to API limitations, it's not yet possible in Engage to view WhatsApp group chats.

Google API limitations to incoming content in Engage

Due to API limitations, it's not yet possible in Engage to view a Google review's attached images/videos.