

## FAQ: Audience

### What user roles can access Audience?

When Audience is activated for your organization, all users will have access to the Audience tab, in which they will be able to view saved audiences. All users will be able to see Audience profile cards within Engage as well.

By default, only Administrators will be able to import or export profile data to and from Audience. If you would like to grant Audience admin access to a user who is not an administrator in Social Media Management, you can do so by clicking on your profile icon in the lower-left corner of Social Media Management and selecting **Settings > Users**. Simply select the user you would like to edit, toggle open the **Show Advanced** menu, and check the **Access to Audience** checkbox.

### What filters can I use to dive deeper?

You can filter by the following criteria in Audience, if data for that field exists on the profile:

<b>Personal</b>	Name, Talking about, Account Number, Company, Gender, Label
<b>Social Network</b>	Handle, Source, Network
	<b>Note:</b> Audience profiles are not supported for Google Reviews.
<b>Contact</b>	Email, Phone
<b>Location</b>	City, Zip Code, State/Region, Country

### Why are there no labels showing up?

Labels are an optional attribute you can apply to profiles. They are a way to categorize profiles to organize and segment profiles by specific attributes in Audience. They are only visible to Social Media Management users within the tool, so you or your Audience will not see them natively. Users must manually add labels to profile cards; labels will not be added automatically.

### How are profiles created in Audience?

You connect a social media channel is connected to Social Media Management, the profiles that have interacted with those channels will automatically be fed into Audience. This includes users who have sent a message, commented, or mentioned the brand on those channels. Brands can integrate additional profiles by importing a list from an external source (e.g. a CRM or email marketing system).

It will take the system up to five minutes to load data into Audience after a channel is connected.

### **How does "Talking about" work?**

The **Talking about** tab of an Audience captures which topics are most discussed in your audience by looking at posts and X(Twitter) posts (tweets) associated with the profiles. It extracts which words and phrases are most commonly used, and the data is then aggregated on an audience level.

### **Why are no LinkedIn customers included in my Audience exports?**

To remain compliant with LinkedIn's terms of service, it's not possible to include LinkedIn customers, customer data, or conversations in exports from both Audience and Engage.