

## Labeling Conversations, Messages, and Comments in Engage

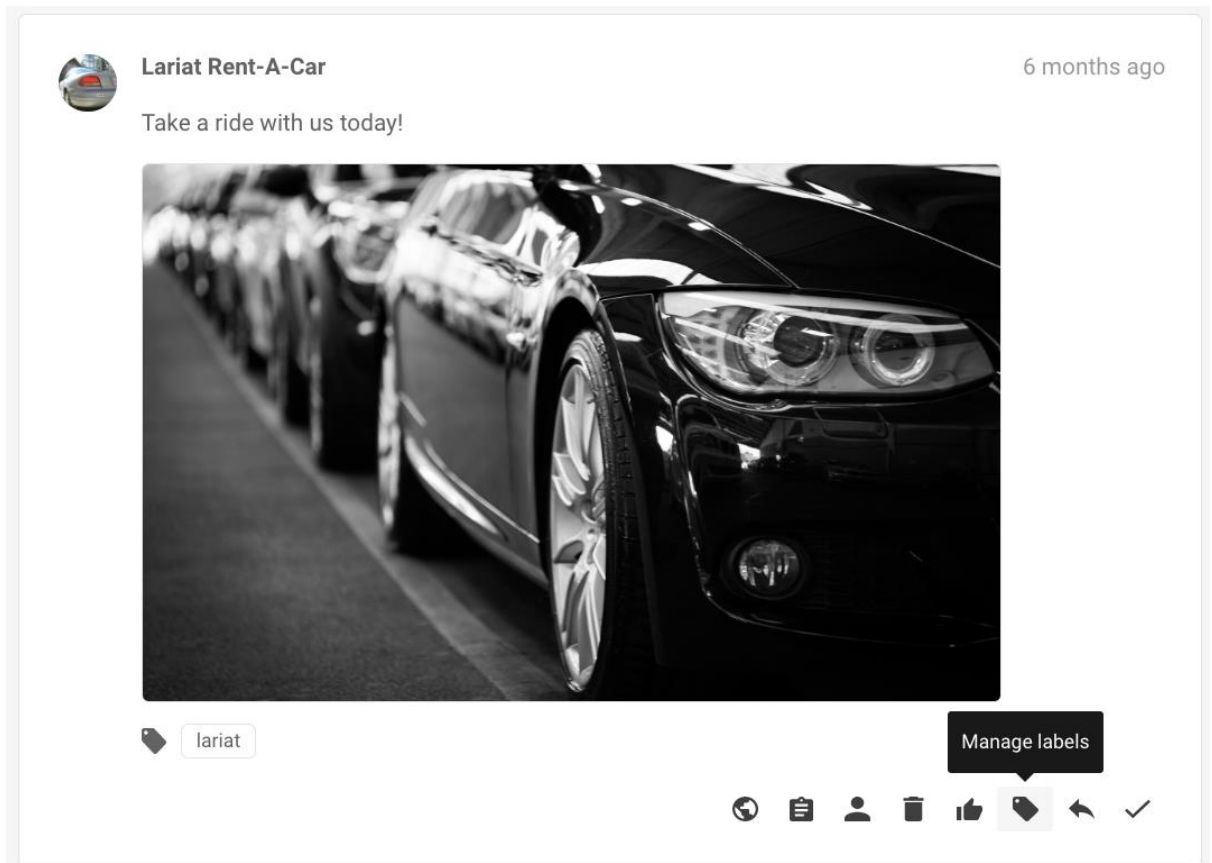
Labels in Engage allow your teams to categorize conversations and provide context to those replying to messages. For example, you may have certain team members responsible for questions, while others may be responsible for collecting feedback about a campaign.

Once you have Engage labels applied, you can then choose to have a new feed showing specifically labeled conversations or [report on the labels](#) to spot trending topics in your social communications.

---

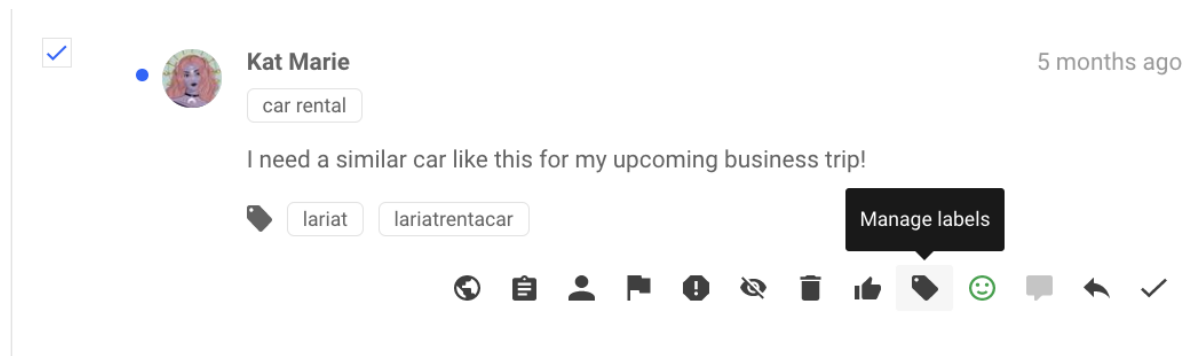
### Adding a label

1. Within Engage, open the detail view of a conversation by clicking on a post.
2. Hover over the post, click on the **label** tag and add an existing label or create a new one.

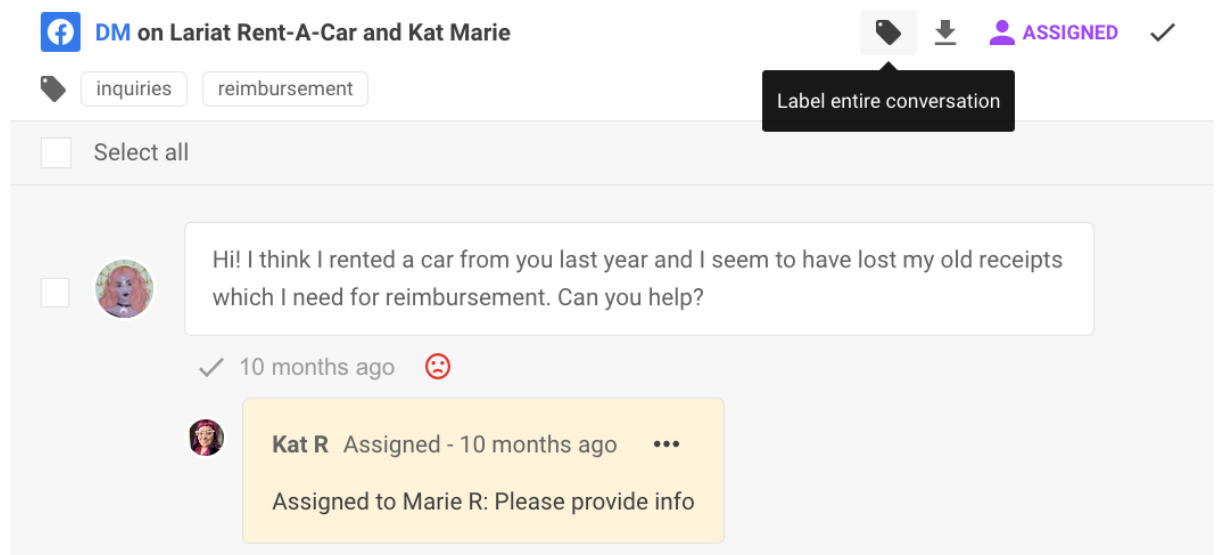


3. In order to label a specific comment or comment reply for a post, hover over the comment, click on the label tag and add an existing label or create a new

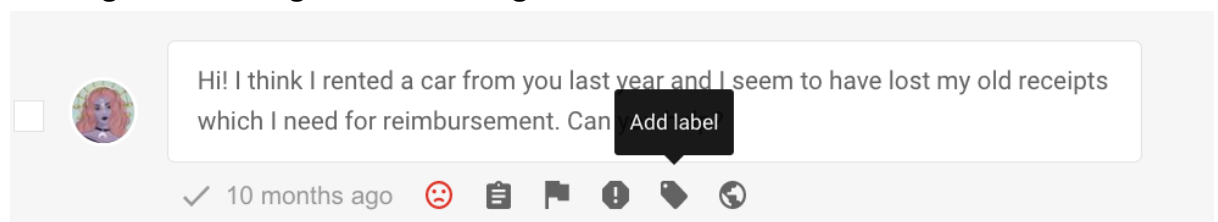
one.



4. For direct messages, you may add a label to the entire conversation in the top bar above the chat.



5. You may also add a label to a specific direct message, by hovering over the message and clicking on the **label** tag.



6. To add labels to multiple comments or messages, use the check boxes on the left-hand side of each comment or message to select multiple, or use the



- From the Bulk Actions menu that appears at the top of the page, select **Manage labels**.

**Dark Posts** 396

Search in feeds...

3 messages selected Clear selection

Manage labels Mark as read

3 messages

Everyday Beauty In Life... 17 days ago  
Dark Post  
beauty is everywehre in social gatherings

Everyday Beauty 17 days ago  
Dark Post  
beauty is everywehre in social gatherings

@everydaybeauty478 2180

COMMENTS

yoana\_egg\_master @yoana\_egg\_master • 14 days ago •  
where is this

yoana\_egg\_master @yoana\_egg\_master • 14 days ago •  
hi

Automation Assigned - 14 days ago  
Assigned to megha's team

yoana\_egg\_master @yoana\_egg\_master • 17 days ago •  
feathres

Available actions:

- See if a label is applied to all selected items, or only to part of the selected items (ticked checkmark for all selected items, minus for part of the selected items)

Manage labels on 11 messages



Existing labels ?

- ☒ adventures
- ☐ lariat
- ☐ lariatrentacar

Add labels to selected messages

Add labels...

CANCEL

SAVE CHANGES

- Any label can be removed from all selected items.
- Any label can be added to all selected items.
- Any partially assigned label can be added to all items.
- New labels can be created and added to all selected items.

**Note:**

Any new labels created in Social Media Management and can be applied across the Publish, Advertise, and Engage modules. Therefore, any label created and added in Publish or Advertise will be available and applicable for content in Engage, and vice versa. To permanently delete a label from Engage and its use in Social Media Management, visit our [Label Management](#) article for more information.