

Supported File Formats in Engage

Did you know that it's possible to send/attach or receive/view certain file formats when interacting with your audiences in Engage? This article will cover which file formats are supported to send and receive in Engage by social network.

Facebook

Supported file types to send/attach

Own posts/Reviews/Mentions/Fan post comments/Nested comments

Supported:

Image files: JPG/JPEG, PNG, TIFF

GIF links

Not Supported:

GIF files

Note:

Links to GIF files can be added to the comment text and will be shown as an animated GIF in Facebook and as a static image in Social Media Management. GIF files cannot be uploaded to Social Media Management.

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF

Supported file types to receive/view

Own posts/Reviews/Mentions/Fan post comments/Nested comments

Supported:

Image files: JPG/JPEG, PNG, TIFF

GIF links

Not Supported:

GIF files

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF

Videos

Stickers

Voice clips

Note:

Stickers are shown as a still image in Social Media Management. Videos are shown as a video with video control, but without an image.

Instagram

Supported file types to send/attach

Own posts/Mention comments/Nested comments

Currently, **no file attachments** are supported when sending your own Instagram posts, Mention comments, and nested comments in Engage. Links to GIFs also cannot be added at this time.

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF

Not Supported:

GIFs

Note:

For Instagram direct messages, links to GIFs will not work and they will only show as a still image in Social Media Management. GIF files can be uploaded in Social Media Management, but in future loads they will display as still images. In Instagram, GIFs will only display as still images.

Supported file types to receive/view

Comments and nested comments

Currently, **no file attachments** are supported when receiving Instagram comments and nested comments in Engage.

Direct messages

Supported:

Image and video attachments

GIFs (will display as a still image)

Media shares

Like reactions

Not Supported:

Stickers

Voice recordings

X (Twitter)

Supported file types to send/attach

Own posts/Likes/Mention comments/Nested comments/Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF, GIF

Not Supported:

Video files

Supported file types to receive/view

Own post/Likes/Mention comments/Nested comments

Supported:

Image files: JPG/JPEG, PNG, TIFF, GIF

Videos

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF, GIF

Note:

X (Twitter) GIFs received in Social Media Management will display as videos with video control.

WhatsApp

Supported file types to send/attach

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF, GIF

Note:

GIFs sent via Social Media Management will display as a link in WhatsApp.

Supported file types to receive/view

Direct messages

Supported:

Image files: JPG/JPEG, PNG, TIFF, GIF

Video files

Not Supported:

Voice recordings

Non-media files (e.g., PDF, DOC, etc.)

LinkedIn

Note:

Due to API limitations, no file attachments are currently supported to send to LinkedIn from Engage.

Supported file types to receive/view

Direct messages

Supported:

Documents: CSV, XLS, XLSX, DOC, DOCX, PPT, PPTX, PDF, TXT, HTML, HTM

Images: GIF, JPEG, JPG, PNG, BMP

YouTube

Currently, **no file attachments** are supported when either sending or receiving YouTube comments and nested comments in Engage. GIFs will not display in Social Media Management, but links to GIFs will display as links and can be opened.

TikTok

Currently, **no file attachments** are supported when either sending or receiving TikTok comments in Engage.