

## Adding Labels to a Profile

Add valuable insight to your Audience by adding Labels to the profiles you are interacting with. By applying a Label, you will attribute a valuable nomination that will help you create a better customer experience to identify for example brand ambassadors, customers or prospects.

You can attribute a Label directly in Audience and also from Engage.

The screenshot displays the 'People' section of a Social Media Management tool. The profile for Anna-Marie Tighe is shown, with a profile picture and a location tag 'Ireland'. Below the profile picture, there are three labels: 'candidate' (grey), 'influencer' (yellow), and 'complaint' (red). The 'About' section lists her email as 'anna@falcon.io', address as 'ireland', first seen on '6 Jun 2016', and last seen on '27 Mar 2017'. A 'FIND PEOPLE TO MERGE' search bar is present. Below this, a list of people to merge is shown, including Anna-Marie Tighe. The 'Notes' section has a text input field and an 'Add' button. On the right, a map of Europe is displayed. Below the map, the 'Talking about' section shows a list of activities related to the profile, including 'wireless headphones (2)', 'headphones (2)', 'discount (2)', '#vandemayhifi headphones (1)', '#musicmakesmehappy (1)', 'special promotion (1)', and '#vacationselfie (1)'. The 'Activities' section shows a list of activities, including a message from Vandemay HiFi dated 27 Mar 2017 and a comment from Vandemay HiFi dated 27 Mar 2017.

## Add Labels in Audience

1. In the **People** section, click on a profile.
2. Once the profile card is open, add your **Label** in the section.
3. Review all labels under **Info -> Labels** tab in **Home** as well as Audience.


### Tip:

Next time you want to attribute this label to another profile, type the first few letters of the labels and Social Media Management will retrieve it for you to avoid mistakes.

DM between @VandemayHifi and @AnnaTighe

Add labels

All 1 Unread 1 Assigned to me FILTER ...

 **Anna Tighe** [VIEW PROFILE](#) influencer  
@AnnaTighe · May 2  
Hey, I've contacted you on Facebook too but still waiting to hear back. The promo code you are currently pushing is not working for me? I'm trying on different browsers. Has this deal expired?

**Anna-Marie Tighe**  
Copenhagen, Denmark  
[VIEW PROFILE](#)

[Details](#) Activities Notes

influencer

EMAIL	anna@falcon.io
COMPANY	falcon.io
CITY	Copenhagen
COUNTRY	Denmark
ACCOUNT	SAT31BZV3LK

### Add Labels in Engage

1. Click on any message in your feed.
2. The profile card of the user will show up on the right-hand side, or from the message select **View Profile**.
3. On the profile card, under the **Details tab**, add label in the **Add labels** field.