

Introduction to Engage

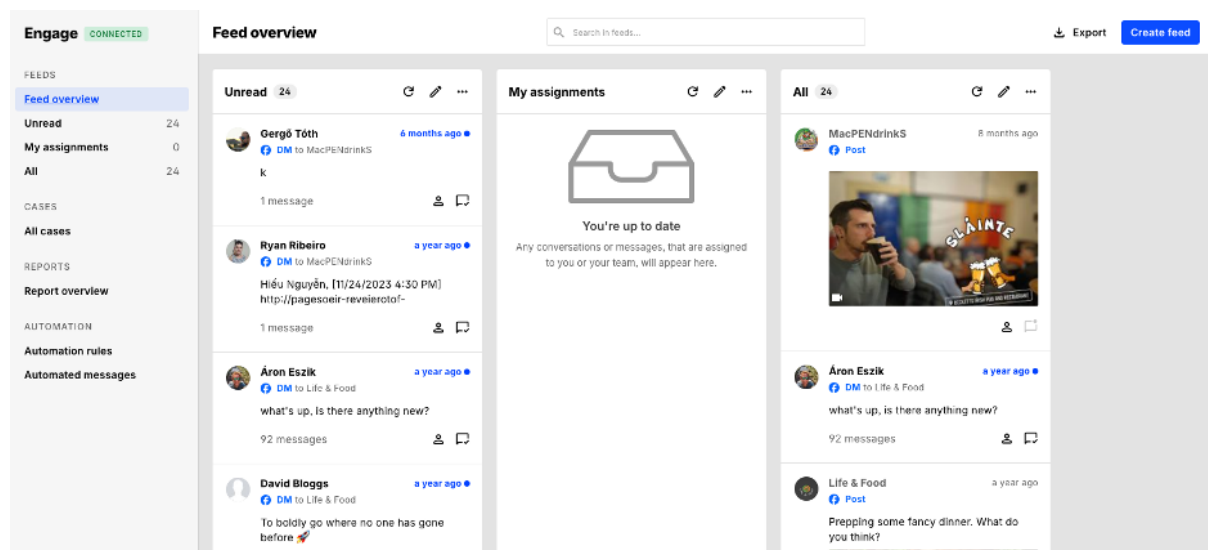
The Engage module lets you interact with your customers from one central inbox. It is flexible enough to support any workflow you and your team choose, making moderation and teamwork a smooth experience. In this article, get a first glance at Engage's main features.

Tip:

New to Social Media Management? Register for a [live onboarding webinar](#) to hit the ground running and don't forget to check out our course on [Running campaigns with Social Media Management](#) to get up to speed with Publish and Engage.

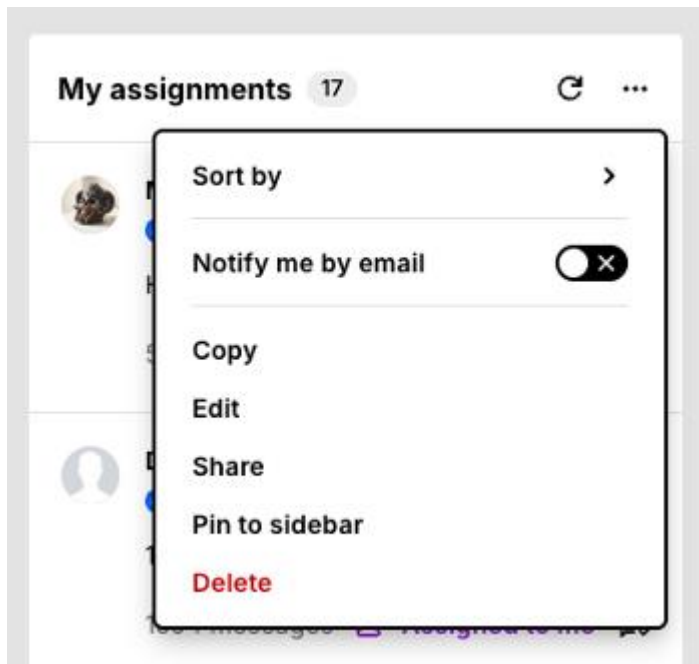
Feed overview

The first thing you'll see in the Engage module your Feed overview. This is the central hub that will show you all of the content that is waiting for your team to engage with or moderate.



Your incoming messages can be organized in feeds, which are columns of content items that are shown according to the filters you set. For example, you could [create a feed](#) with all Facebook direct messages, and another feed that shows all mentions of your X (Twitter) channel.

You can drag and drop your feeds to reorder them in Engage. At the top of each feed, you can further sort your content by newest or oldest, and refresh, edit, or delete your feed.



At the top of your Feed overview, you can search through all of your Engage content and click on your feed names for quick access to the Detail View. You will see indicators in your feeds whenever there are new replies to moderate. Clicking on an item in your feed will open a Detail View where you can see a thread of the individual replies.

Creating feeds

You can [create new feeds](#) and edit existing feeds with a variety of filtering options.

The basic filters include the content type, type of post, channel, and the “Marked as Read” or “Assigned To” status. These last two options allow you to filter by messages that have been moderated or need moderation, or by messages assigned to a specific team member respectively.

More advanced filters include labels and keywords, as well as [spam](#) and [sentiment](#) detection.

Search in feeds...

Create feed

Engage feed

Listen feed

Select a preset

ALL UNREAD MY ASSIGNMENTS

OR CREATE A FEED FROM SCRATCH

On network(s)

On channel(s)

SELECT CHANNELS

Of type(s)

SELECT CONTENT TYPE

Marked as read by

ME ANYBODY NOBODY AUTOMATION

Assigned to

ME MY TEAM OTHERS NOBODY

Mentions me in notes

☐

With open case

☐

SPAM FILTERS

Marked as spam

MANUALLY AUTOMATION NOT SPAM

Hidden on network

SELECT HIDDEN STATUS

Blur media

☐

ADVANCED FILTERS

Message language

SELECT LANGUAGE

With labels

Add labels...

With keywords

Keywords to include

Without keywords

Keywords to exclude

Visible on the network as

PAGE POST DARK POST

Priority

☐

Sentiment

POSITIVE NEUTRAL NEGATIVE

Feed name

All

CLEAR SELECTION

APPLY

SAVE FEED

Tip:

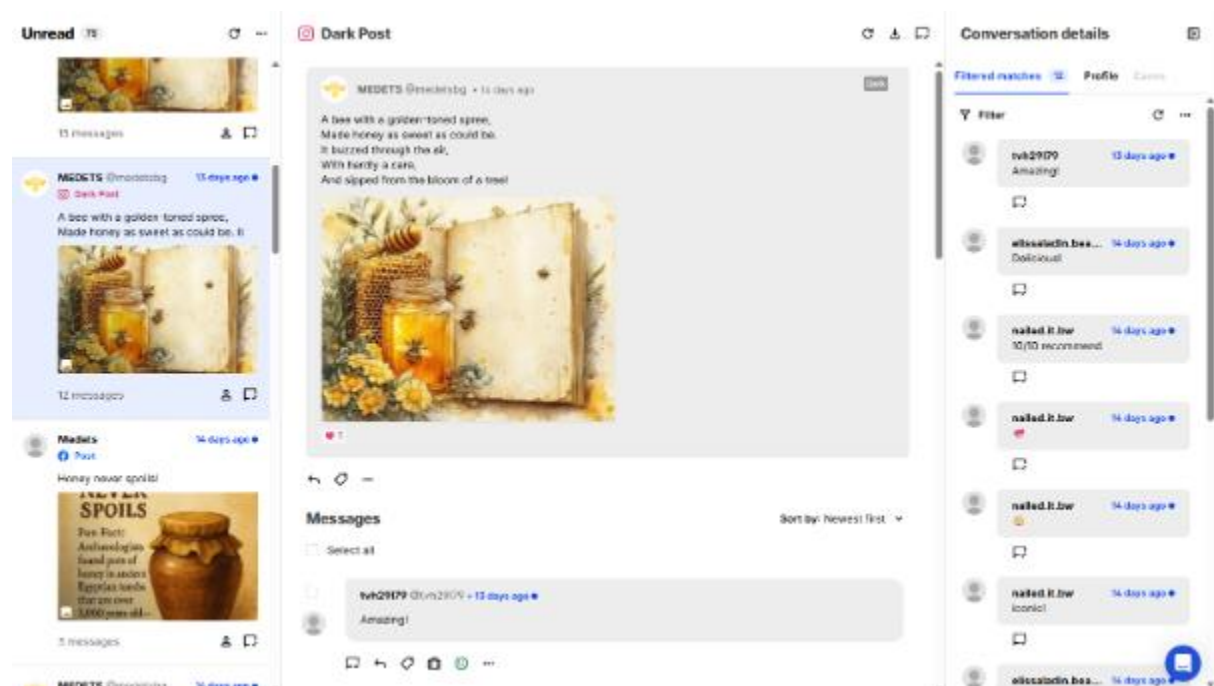
Visit our best practices guide on [Creating and Managing Feeds](#) to ensure that you never miss a message and learn how to maximize collaboration across your teams.

Tip:

The feeds that you create are specifically suited to your own Engage use case and unique to your Social Media Management user account. You can choose to share your feeds with other users or teams. Visit our article on [Feed Sharing](#) to learn more.

Detail view

Clicking on any piece of content in your feed will open up a Detail View. This is where you can take content handling actions on individual messages, such as a comment on a post.



The left side of the screen will display your feed with all the conversations that match your feed filters. The center panel shows your selected conversation with all messages that belong to it. For public conversations you will see all first-level comments beneath the post and you can click to view the replies to each of the comments.

On the right, you can find a sidebar with different tabs. Filtered matches will show you the exact messages in the conversation that match your feed filters. For example, if you are filtering for unread messages for your own post, you will see all the comments that need handling. Or, if you filter for a specific label or sentiment, these messages will show in the sidebar. From the sidebar, you can mark as read or like (where supported) the message or you can click on it to view it in its full context in the center panel. You can also switch tab to view the Audience profile or cases.

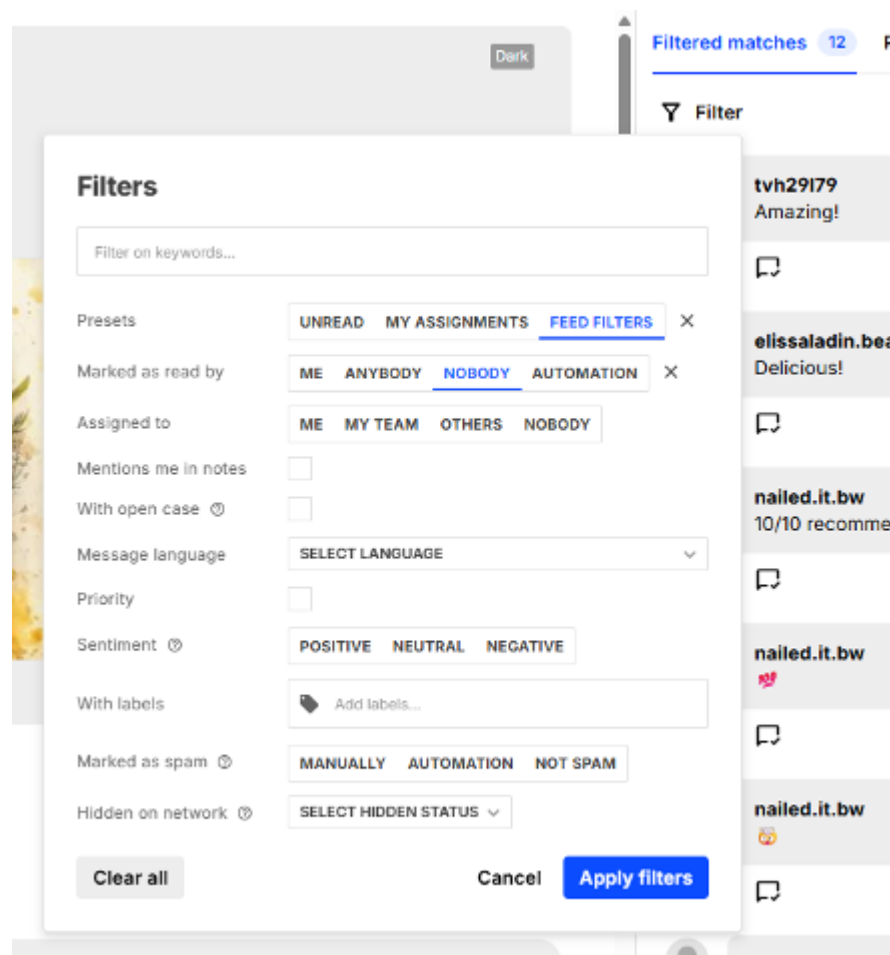
There are multiple ways to interact with a message. You can send a reply, assign it to another user, mark it as read, like it, delete it, or [create a case](#). Other options include

adding [labels](#), changing [sentiment](#), [hiding comments](#), and marking it as [spam](#). These, and more options, appear under the message on the right side when hovering your mouse over it.

[Bulk actions](#) allow you to apply one action, such as marking a message as spam, for multiple pieces of content at once. You can perform bulk actions either on the center panel or in the sidebar where you can perform bulk actions on the messages that match your filters.

[Message templates](#) let you send scripted replies in situations where the same response is appropriate for different inquiries.

Finally, from the filtered matches tab in your sidebar, you can change the filtering to find the messages you are looking for. This won't change the settings of your feed.



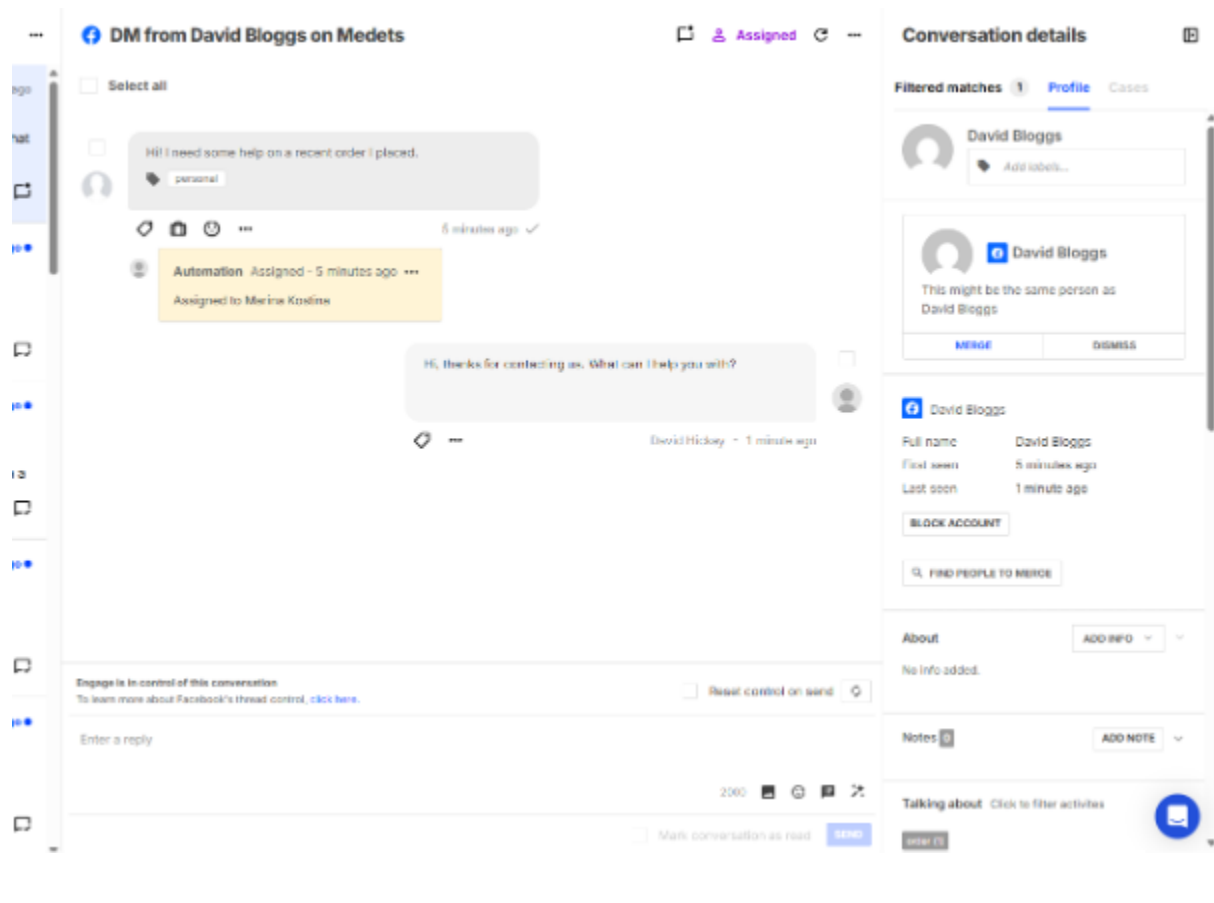
Sorting allows you to sort the messages according to newest or oldest either from the center panel or in the sidebar for your filtered matches.

Tip:

Afraid of accidentally responding to the same message as your colleague? Social Media Management automatically makes sure that your colleagues cannot reply to a message you are already typing a response to.

Note:

There's a different layout for direct messages compared to comment sections. The available handling actions may differ per type of message and per network.



Engage mobile app

The [Engage mobile app](#) enables you and your team to moderate your Engage feeds on the go. Visit our help center article to learn more about the app and its features.