

Field Key	Label Name (If Labeled)	Description	Required	What should I enter into this field?	Example	What happens if I leave this field blank?	Additional Notes
employee_id	Employee ID	The user's employee ID.	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	00123	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will return an error.	If your organization's employee IDs have leading zeros, set the column's format to "plain text" or enter a single quotation mark before the employee ID (i.e. '00123) to prevent the zeros from being dropped when the file is processed.
email	Email	The user's email address.	Yes	Enter a valid email address.	morgan.oconnor@acme.com	This field can never be left blank. Doing so will always return an error.	The domain at the end of a user's email address must be associated with their organization and cannot be a public domain (i.e. gmail.com, yahoo.com, etc.).
first_name	First Name	The user's legal first name.	Yes	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	Morgan	This field can never be left blank. Doing so will always return an error.	If there is a value in the preferred_name field, it will override the value in the first_name field (i.e. Morgan O'Connor will display as Mo O'Connor throughout the Betterworks application).
preferred_name	Preferred Name	The user's preferred first name (nickname).	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	Mo	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will not return an error or clear the value. Only entering "bw_null" will clear the value.	If there is a value in the preferred_name field, it will override the value in the first_name field (i.e. Morgan O'Connor will display as Mo O'Connor throughout the Betterworks application).
last_name	Last Name	The user's legal last name (surname).	Yes	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	O'Connor	This field can never be left blank. Doing so will always return an error.	NA
department_name	Department	The user's department.	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	Marketing	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value.	If the field contains a department name for a department that doesn't yet exist, it will be created automatically. Also, department names are case-sensitive. As a result, entering a department name with a different letter case (i.e. Marketing vs. MARKETNG) will create a duplicate department.
title	Job Title	The user's job title.	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	Sr. Digital Marketing Specialist	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value.	NA
phone	Phone	The user's phone number.	No	Enter a valid phone number with the country code (any format).	+15551234567	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value.	Enter a single quotation mark before the mobile phone number (i.e. '+15555555555) to prevent your spreadsheet application from reading it as a formula.
hire_date	Hire Date	The user's hire date (start date).	No	Enter a valid date (MM/DD/YYYY format).	01/01/2019	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will not return an error or clear the value. Only entering "bw_null" will clear the value.	NA
deactivation_date	Deactivation Date	The user's deactivation date (termination date).	No	Enter a valid date (MM/DD/YYYY format).	12/31/2024	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value and reactivate the user. Entering "bw_null" will also clear the value and reactivate the user.	Excluding users from the file will not deactivate them. Only providing a deactivation date will. Deactivation dates can be provided in advance and stored for the future. Every hour, the Betterworks application runs a task that checks if there are any users scheduled for deactivation. If there are, those users are deactivated at midnight (your organization's time zone) on that date. Once the date has passed, those users can be excluded from future files.
manager_id	Manager ID	The employee ID of the user's manager.	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	00456	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value. Entering "bw_null" will also clear the value.	Manager assignments have an impact on what the manager can view and take action on. Managers can participate in conversations with their direct reports through the Conversations module; request feedback on behalf of their direct reports through the Feedback module, and view certain data about their direct reports through the Insights module. Also, a user who is at the top of their organization (i.e. CEO, president, etc.) should not have a manager.
manager_email	Manager Email	The email address of the user's manager.	No	Enter a valid email address.	avery.valentine@acme.com	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value. Entering "bw_null" will also clear the value.	Manager assignments have an impact on what the manager can view and take action on. Managers can participate in conversations with their direct reports through the Conversations module; request feedback on behalf of their direct reports through the Feedback module, and view certain data about their direct reports through the Insights module. Also, a user who is at the top of their organization (i.e. CEO, president, etc.) should not have a manager.
location	Location	The user's location.	No	Enter ASCII and/or UTF-8 characters. This includes letters, numbers, and various symbols.	Illinois, US	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value.	NA
locale	Language	The language the user is most comfortable reading.	No	Enter one of the following values: <ul style="list-style-type: none"> • cs = Czech • de = German • da = Danish • en = English • en_GB = English (United Kingdom) • es = Spanish • es_419 = Spanish (Latin America) • fr_FR = French • fr_CA = French (Canada) • hi = Hindi • hr = Croatian • hu = Hungarian • it = Italian • ja = Japanese • km = Khmer • ko = Korean • ms = Malay • nl = Dutch • no = Norwegian • pl_PL = Polish (Poland) • pt_BR = Portuguese (Brazil) • ro = Romanian • ru = Russian • sk = Slovak • sv = Swedish • th = Thai • tr = Turkish • vi = Vietnamese • zh_Hans = Chinese (Simplified Han) • zh_Hant = Chinese (Traditional Han) 	en	You do not need to enter a value in this field. By default, the Betterworks application will use the language selected at the organization level. However, once a value has been entered, leaving this field blank will not return an error or clear the value. Only entering "bw_null" will clear the value.	The Betterworks application will be translated into the language associated with the language code provided.
on_leave	On Leave	Whether or not the user is on leave.	No	Enter the one of the following values: <ul style="list-style-type: none"> • true • false 	false	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value. The Betterworks application will then read the blank field as "true".	Users who are on leave will still be included in scheduled conversations and/or scheduled feedback cycles unless cycle participation is based on a department, group or custom participant file that excludes the user.
matrix_manager	Matrix Manager	The leader who the user reports to during a project, but who is not their manager.	No	Enter a valid email address.	richard.jarvis@acme.com	You do not need to enter a value in this field. However, once a value has been provided to the Betterworks application, leaving this field blank will clear the value.	NA