



# Facebook CMS Integration

Version 0.92

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## Document History

Author/Editor	Date	Reason for Change	Version
CrownPeak	08/01/2014	Draft Version	0.92

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## Facebook CMS Integration Overview

This document explores how integrating Facebook helps content authors generate brand awareness for their products and content of their website. Integrating Facebook helps authors improve content discovery by the use of social collaborations.

CrownPeak subscribers can use Facebook for the following:

- Enable social collaborations that include:
  - Liking content
  - Recommending content
  - Sharing content
  - Subscribing to Facebook pages
- Use Facebook insights data for targeting purposes
- Promote content
- Manage their Facebook timeline in the CMS

## Facebook CMS Integration Benefits

Facebook integration provides the ability to post to Facebook from the CMS to:

- Generate brand awareness
- Make announcements
- Increase web traffic
- Social Collaboration
- Promote content to Web visitors
- Use insights analytics data in CMS reports to use for personal targeting and segmentation

## Business Process for Configuring Facebook CMS Integration

Facebook can be configured to support many processes. Before starting the configuration, it is beneficial to solidify the scope of the configuration.

Use these questions to create an integration plan:

Does the customer want to enable social collaborations?

Are we implementing a Share This plug-in?

Does the customer have a custom plug-in?

Are we enabling the following buttons?

Facebook Like

Facebook Recommend

Facebook Send

Facebook Subscribe

Is there a need to surface Facebook insights data?

Does the customer want to promote content and build brand awareness?

Does the customer want to promote events?

Does the customer want to promote new offerings?

## Configuring the Facebook CMS Integration

Once the business process is understood you can configure the Facebook CMS integration.

### Presentation Layer

Enable social media collaboration buttons including:

- Likes
- Recommends
- Send
- Subscribe

To add collaboration buttons:

1. Navigate to <http://www.sharethis.com>
2. Click Get Started
3. Select the Website
4. Select the Style type, **Buttons** or **Bars**.



Buttons



Bars

5. Add Facebook plug-ins.

## Preview



6. Click Get the code.
7. Add the Global Configuration code.
8. Embed the code by adding it to the Global Configuration file and ensure every page references the information.

**Note:** It is recommended to use a common include or template to embed the code instead of manually adding it to every page

```
1 <script type="text/javascript" src="http://w.sharethis.com/button/buttons.js"></script>
2 <script type="text/javascript">stLight.options({ publisher: "{Unique ID}", doNotHash: false, doNotCopy: false, hashAddressBar: false });</script>
```

9. Add the button code
10. Copy the code and place it where you want your buttons to appear.

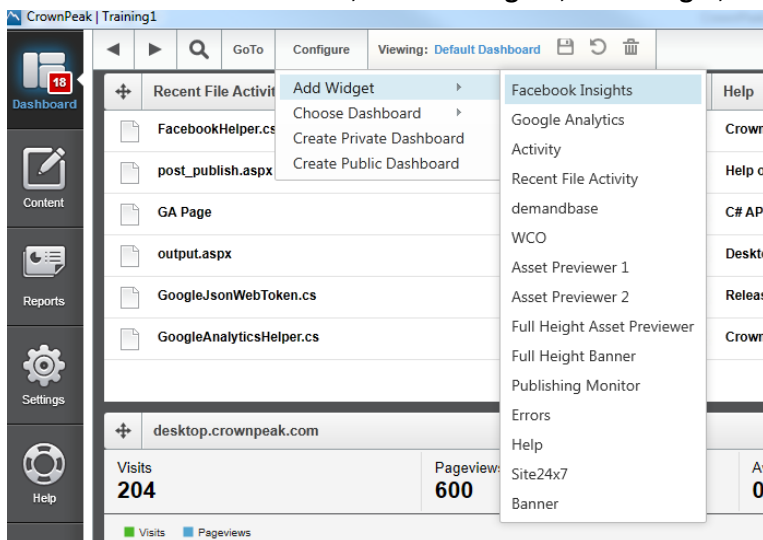
```
<span class='st_facebook_large' displayText='Facebook'></span>
<span class='st_fblike_large' displayText='Facebook Like'></span>
<span class='st_fbrec_large' displayText='Facebook Recommend'></span>
<span class='st_fbseend_large' displayText='Facebook Send'></span>
<span class='st_fbsub_large' displayText='Facebook Subscribe'></span>
```

## Basic CMS Layer

You must enable the Facebook Insights Widgets in UI Dashboard.

To enable the Facebook Insights widget:

1. Ensure the Dashboard is set up for a specific instance.
2. Submit a Jira ticket to verify set up with the Engineering team.
3. Go to the Dashboard, select **Configure, Add Widget, Facebook Insights**.



CrownPeak CMS Dashboard –Facebook Insights Widget

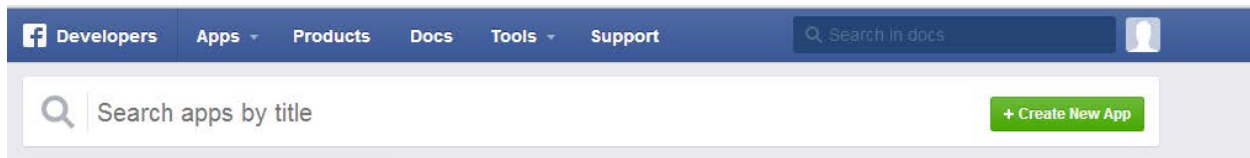
4. Enter Facebook credentials.
5. Click **Log In** and follow the prompt instructions.

## Advanced CMS Layer

You must configure a Facebook connection and then create the Facebook app.

To configure a Facebook connection:

1. Log in to the Facebook account
2. Navigate to <https://developers.facebook.com/apps>.
3. Select **Create New App**.
4. Enter required information and click **Create New App**.



Facebook Developers page



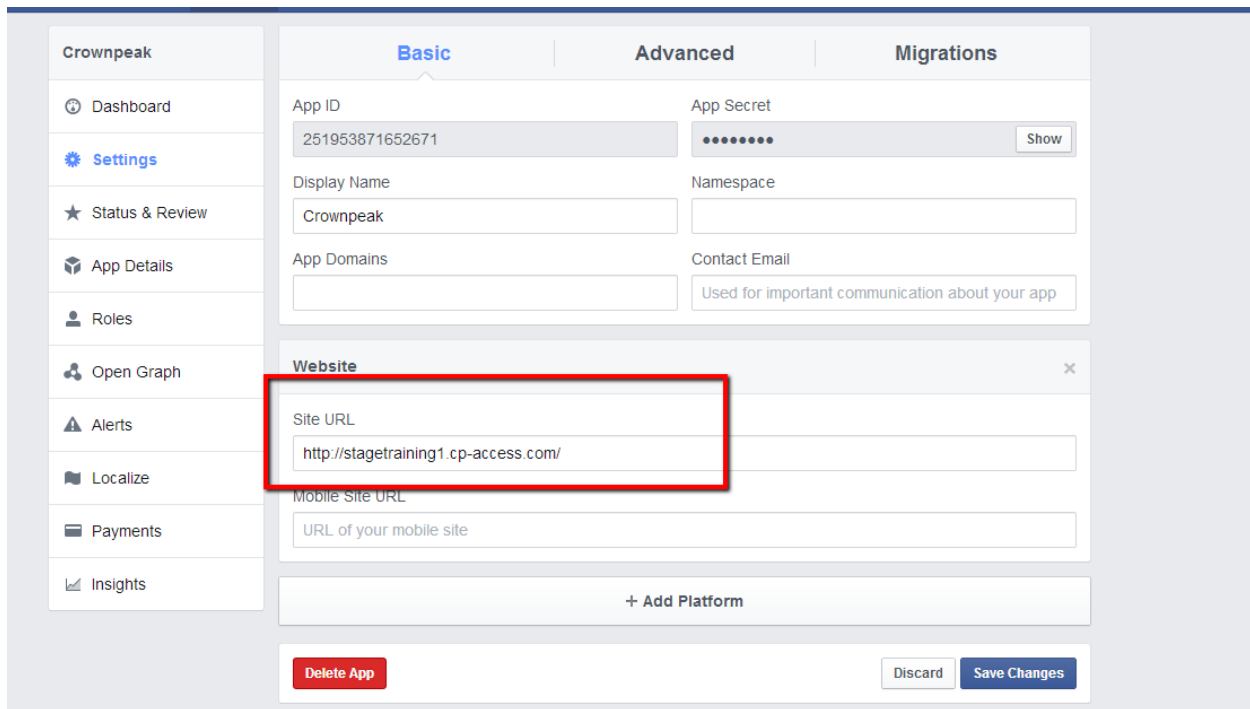
## Set the Platform

1. Navigate to <https://developers.facebook.com/apps>.
2. Select the app you created.
3. Click **Settings**.
4. Click **+ Add Platform**.
5. Go to the Website area.
6. Enter the fully qualified domain name (FQDN) in the Site URL input field.
7. Click **Save Changes**.

## Set the Website URL

You must enter the domain that authors use to create posts.

To set the URL enter the domain in the **Site URL** field and click **Save Changes**.



The screenshot displays the Facebook App Settings interface for an app named 'Crownpeak'. The 'Basic' tab is selected, showing fields for App ID (251953871652671), App Secret (masked), Display Name (Crownpeak), Namespace, App Domains, and Contact Email. A 'Website' section is expanded, showing the Site URL field with the value 'http://stagetraining1.cp-access.com/' highlighted by a red box. Below the Site URL field is the Mobile Site URL field. At the bottom, there are buttons for 'Delete App', 'Discard', and 'Save Changes'.

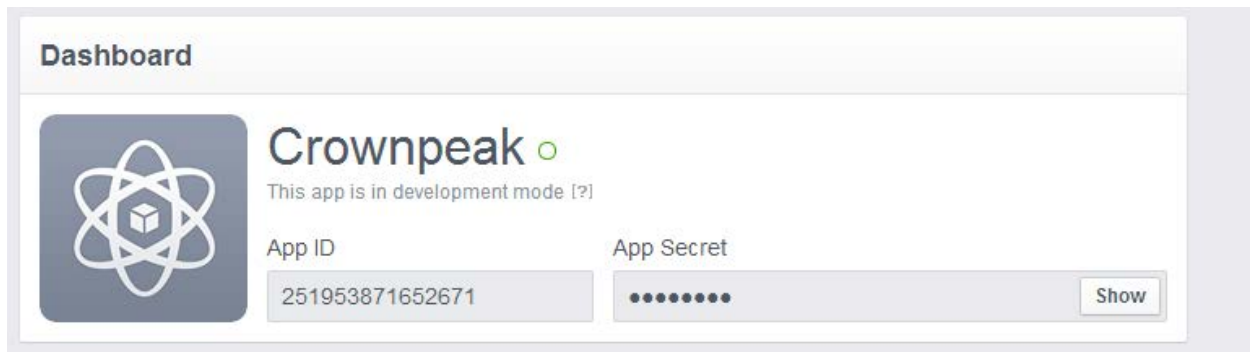
Setting the Domain in Facebook

### App ID and App Secret Key

You must create an ID and secret key for apps that you create and add.

To create an app ID and secret key:

1. Navigate to <https://developers.facebook.com/apps>.
2. Select the app you created.
3. Document the app ID and secret key to be entered into the CMS.



App ID and App Secret

### Facebook Page ID

To find the Facebook page ID go to the Facebook page and locate the ID in the address bar, for example, <https://www.facebook.com/pages/AdventGeneral/XXXXXXXXXXXXXXXXX>. Document the ID for use in the CMS.



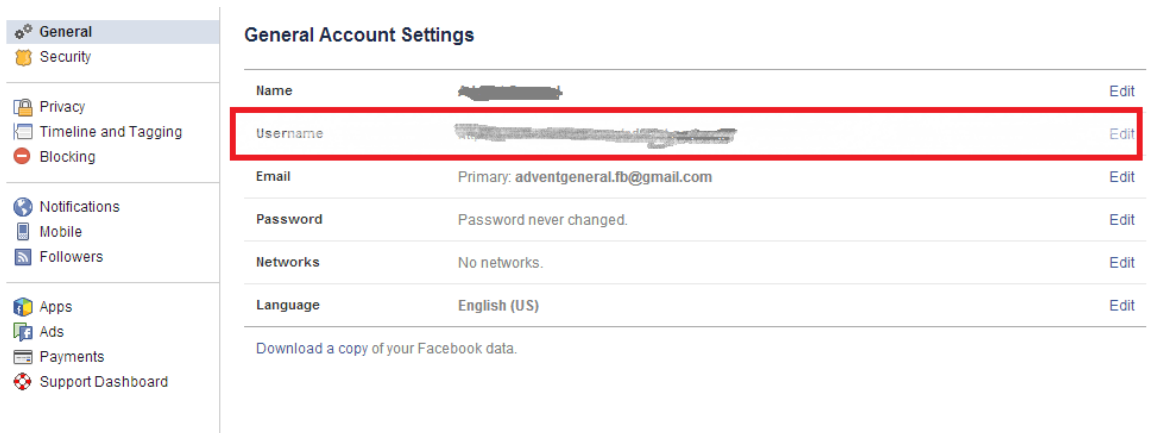
Facebook Page ID

## Facebook User Name

You must have a Facebook user name to enter into the CMS.

To locate your Facebook user name:

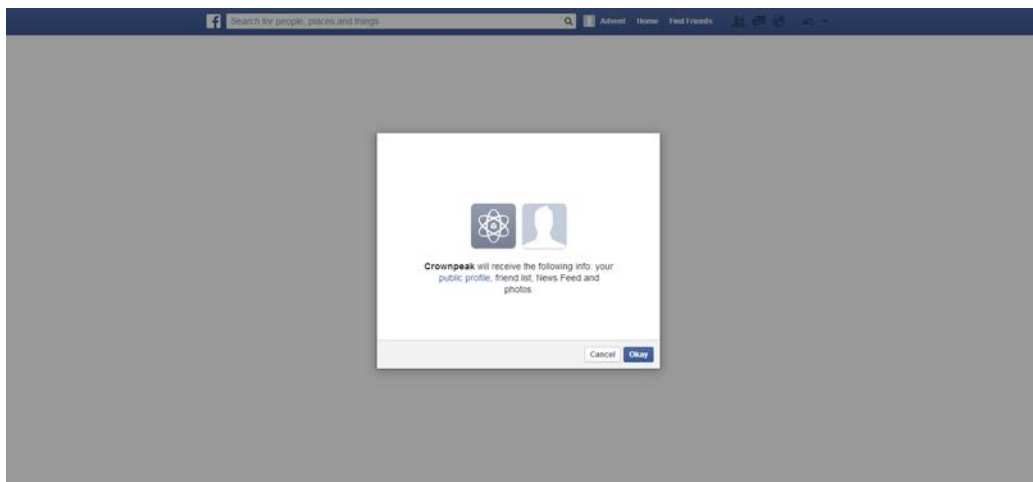
1. Navigate to <http://www.facebook.com> and log in.
2. Go to General Account settings.
3. Locate username and document for entry into the CMS.

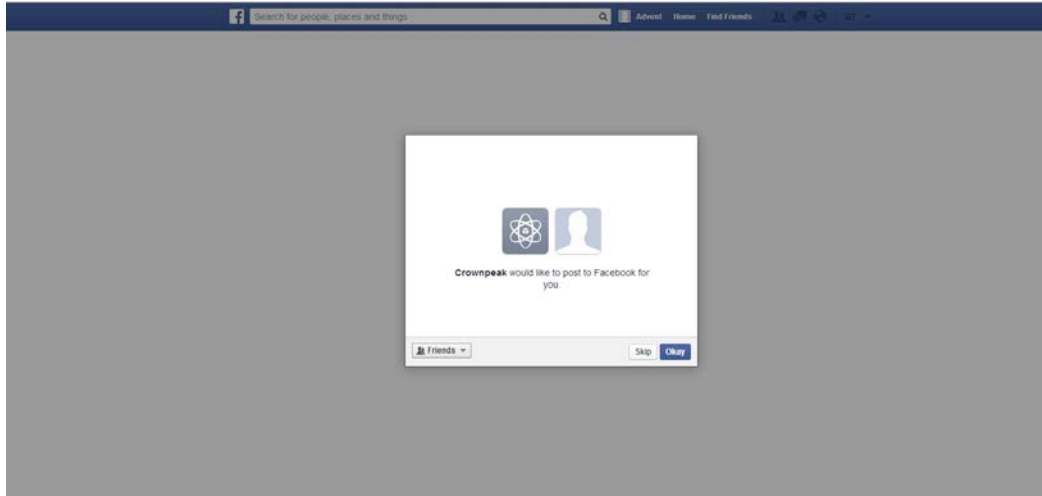


Facebook General Account Settings page

## Facebook User Token

1. Navigate to [https://www.facebook.com/dialog/oauth?client\\_id=251953871652671&redirect\\_uri=http%3a%2f%2fhttp://stagetraining1.cp-access.com/&response\\_type=token&scope=manage\\_pages,publish\\_stream,read\\_stream,user\\_photos](https://www.facebook.com/dialog/oauth?client_id=251953871652671&redirect_uri=http%3a%2f%2fhttp://stagetraining1.cp-access.com/&response_type=token&scope=manage_pages,publish_stream,read_stream,user_photos).
2. Replace the **app id** and **domain** with the information you created earlier.
3. Press **Enter**.
4. Click **Okay** for the following images:





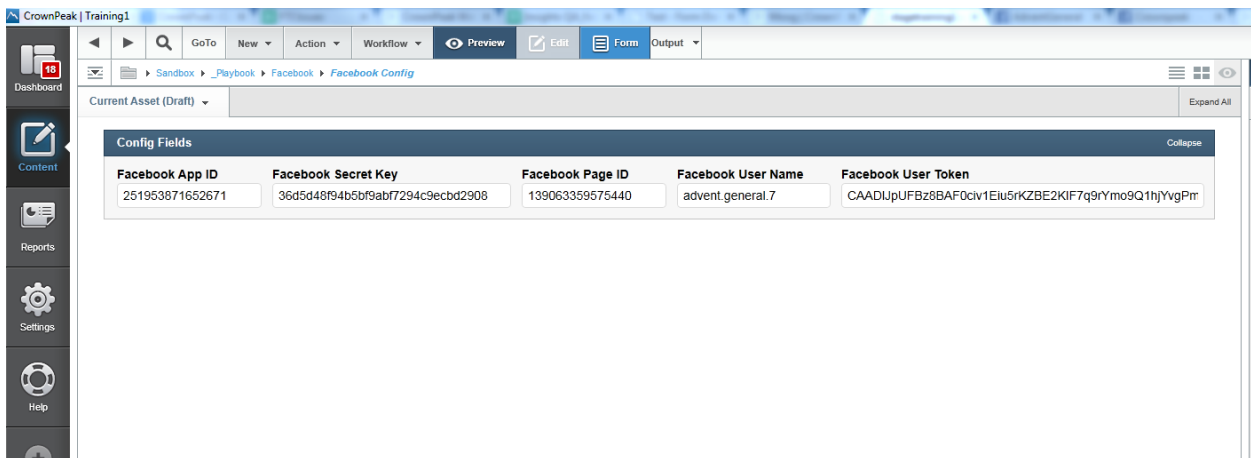
5. Locate the access token provided in the URL:

*http://www.adventgeneral.com/?#access\_token=CAADlJpUFBz8BADPnTSRQWzeHt5nPZAmuPfsD7SnDOZCZA1i3fhHZBosaybVkOR5w16q9J4QbOC334qvHmq5PyczFjG7N30a9XTQ2D2DrMbkjrrQewPyOOaAeHVRvcSfBRIFcaU0mOOrle06V0RpMZB8fVN2SSpGJXpZCZAoKgZAhiPTUEUwLcggi5cDxBleQgnEtZCvhgahhQZDZD&expires\_in=4412*



**Access Token**

6. Document access token for use at a later time and entry into the CMS.
7. Enter all gathered information into the CMS.
8. Enter all documented information into the Facebook Config Asset.



**Facebook Config Asset**

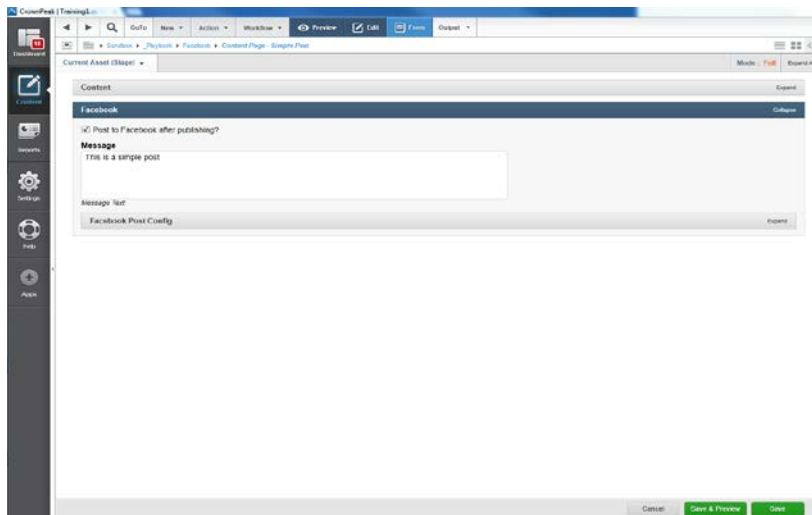
## Posting to Facebook

In this section you will learn how to create simple and rich Facebook posts.

### Creating a simple Facebook Post

Once the Facebook connection is established:

1. Select checkbox option to post to Facebook after publish.
2. Enter a message.
3. Click **Save and Publish**.



Create a Facebook Message

## Creating a Rich Facebook Post

1. Select checkbox option to post to Facebook after publish.
2. Enter content for each rich field you want to use.
3. Click **Save and Publish**.

Create a Rich Facebook Message

## Using the Facebook CMS Integration

Once the configuration is complete, CrownPeak will conduct user training as a part of User Acceptance testing.

CrownPeak will review Facebook in the context of the business process and confirm the proper operations for:

- Facebook Insights Dashboard Widget
- Facebook Plug-ins to share/like/recommend content
- Post to Facebook

Any issues or additional changes requested will be processed as a part of the final configuration tuning.

Once the User Acceptance Testing is completed, normal operations will commence, the configuration project will end, and operations will be supported by CrownPeak's Absolute Service team.

## Notes

### Implementation Guidelines

A Facebook project takes about 16-24 hours to configure from a business process specification. Gathering the business requirements may take as much as 8 hours depending on documentation levels required. UAT and tuning the configuration may add 8 hours to an existing UAT or may require up to 16 hours for a stand-alone configuration as: 8 hours of training, 8 hours of support across a 5 day UAT window.

### PlayBook Notes

*<https://connect.crownpeak.com/documents/product-updates/feb2013/facebookindashboardwmv>*

You can find additional information about using Facebook apps at:

*<https://developers.facebook.com/apps>*