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Social Media Solution Guide

Facebook Interaction Attributes

12/18/2025

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Basic Attributes

Genesys Driver for use with Facebook adds the following attributes to an interaction's user data.

Key Name	Value Type	Description
_facebookDriverVersion	UTF string	Driver version
_facebookItxType	Int	<ul style="list-style-type: none"> 1—Facebook Post and single Comment (if the interaction is a Reply, the parent Comment is also included, as well as all elements in Comment Attributes below). 2—Facebook Post and multiple Comments
_umsChannel	UTF String	Name of the channel that includes the monitor that submitted the interaction
_umsChannelMonitor	UTF String	Name of the monitor that submitted the interaction
_umsChannelInfo	Key-value list	Present if the driver was able to get Publisher information. See _umsChannelInfo Attributes below.
_facebookPostId	UTF String	Post ID
_facebookContentCreatedOnlyByAdmin		0 or 1
_facebookCanComment	Int	Whether the Comments are (0) or are not (1) allowed on the object.
_facebookNComments	UTF string	Number of Comments for this Post
_facebookShareCount	UTF string	Number of times the Post was shared
_facebookPostCanBeDeleted	UTF string	true or false
_facebookMediaAttachmentsCount	Int	Number of files attached to the Post
Subject	UTF string	Subject of the Post, usually taken from Post text itself. If the message in the Post is empty, Subject is taken from the name or description of the first attached file. If that information is missing, Subject is equal to _facebookPostId.
_facebookMessageText	UTF string	Message in the Post

Key Name	Value Type	Description
_facebookNLikes	UTF string	Number of Likes for the Post
_facebookUpdatedTime	UTF string	The time, expressed as a UNIX timestamp, that the Post was last updated, which occurs when a User comments on the Post.
_facebookCreatedTime	UTF string	The time the Post was published, expressed as UNIX timestamp
_facebookSourceId	UTF string	Facebook ID of the object where this Post was published
_facebookSourceObjectType	Int	Type of the Facebook object that published the Post: <ul style="list-style-type: none"> • 0—User • 1—Page • 2—Event • 3—Group • 4—Application
_facebookActorId	UTF string	Facebook ID of the object that published this Post
_facebookActorObjectType	Int	Type of the Facebook object that published the Post: <ul style="list-style-type: none"> • 0—User • 1—Page • 2—Event • 3—Group • 4—Application
_facebookActorName	UTF string	Name of the Page or User that published the Post. If it is a User (_facebookActorIdType = 0), then in addition to the name, the attributes listed in User Attributes below are also included.
_facebookComments	Key-value list	The list of key-value pairs provided in facebookComments Attributes below. The key for each list equals the value of _facebookCommentId.
_facebookXML	UTF string	An XML string which includes information about all objects that participated in or were mentioned in the Post/Comments/Replies

Private Message Attributes

Key Name	Value Type	Description
_facebookDriverVersion	UTF String	Driver version
_facebookItxType	int	10 (Private Message)
_umsChannel	UTF String	Configured Facebook channel name
_umsChannelMonitor	UTF String	Configured Facebook monitor name
_umsChatRequired	UTF String	Always true
_umsMediaType	String	Value of inbound-media option for the monitor. To work with Workspace Desktop Edition the value must be facebooksession.
_umsMediaTypeChat	UTF String	
_umsFromAddr	UTF String	Either full User name of the user who published the message, or Facebook User ID
_umsToAddr	UTF String	Page name that the message was sent to
_umsMsgContext	int	Facebook thread ID, used to identify Chat session.
_umsMsgPlainText	UTF String	Text of the message.
_facebookPMThreadId	UTF String	Facebook thread ID.
_facebookPMThreadNMessages	int	Total number of messages in the thread
_facebookPMMessageId	UTF String	Facebook message ID.
_facebookMessageText	UTF String	Text of the message.
_facebookPMActionId	UTF String	Unique numeric version identifier for the thread. Guaranteed to increase as the thread is modified
_facebookCreatedTime	UTF String	Last update time of the thread (UNIX timestamp)
_facebookActorId	UTF String	Facebook ID of the User who sent the message
_facebookActorIdType	int	Always 0 (User)
_facebookActorName	UTF String	Name of the user who published the private message All of the content of User Attributes (table farther down this page) is added to UserData as well.
Subject	UTF String	Subject of the Message. Truncated version of Message

Key Name	Value Type	Description
		text.
<code>_facebookXML</code>	UTF String	XML string that includes some info about all objects that participated in this thread (Thread, Message, Page, User)
<code>_facebookPMInboxUrl</code>	String	Value is set to a link that points to a list of all conversations for this Page.

`_facebookComments` Attributes

The value of the `_facebookComments` attribute: a list of key-value pairs with type Key-value list and keys equal to `_facebookCommentId`.

Key Name	Value Type	Comments
<code>_facebookActorId</code>	UTF String	Facebook ID of the object that published this Comment
<code>_facebookActorIdType</code>	int	Type of the Facebook object that published the Comment: <ul style="list-style-type: none"> • 0—User • 1—Page • 2—Event • 3—Group • 4—Application
<code>_facebookActorName</code>	UTF String	Name of the Page or User that published the Post. If it is a User (<code>_facebookActorIdType = 0</code>), then in addition to the name, the attributes listed in User Attributes below are also included.
Plus the contents of Comment Attributes below		

Here is an example of `_facebookComments`:

```
'_facebookComments' [lst] = KVList:
  '744384022244153_8236433' [lst] = KVList:
    '_facebookCommentId' [str] = "'744384022244153_8236433'"
    '_facebookCommentParentId' [str] = "0"
    '_facebookText' [str] = "This is a Comment on the Post"
    '_facebookTime' [str] = "1384811057"
    '_facebookCommentNLikes' [str] = "0"
    '_facebookActorId' [str] = "507441822604742"
    '_facebookActorIdType' [int] = 1
    '_facebookActorName' [str] = "Some Page Name"
```

```
'744384022244153_8250812' [lst] = KVList:
  '_facebookCommentId' [str] = "'744384022244153_8250812"
  '_facebookCommentParentId' [str] = "'744384022244153_8236433"
  '_facebookText' [str] = "This is a Reply to the Comment"
  '_facebookTime' [str] = "1385154821"
  '_facebookCommentNLikes' [str] = "10"
  '_facebookActorId' [str] = "100000523748952"
  '_facebookActorIdType' [int] = 0
  '_facebookActorName' [str] = "UserFirstName UserLastName"
Also all key-value pairs from User Attributes
'744384022244153_8250813' [lst] = KVList:
  '_facebookCommentId' [str] = "'744384022244153_8250813"
...
```

Comment Attributes

Key Name	Value Type	Description
_facebookCommentId	UTF String	Facebook Comment ID
_facebookCommentParentId	UTF String	Facebook parent Comment ID
_facebookText	UTF String	The text of the Comment
_facebookTime	UTF String	UNIX timestamp associated with the creation time of the Comment
_facebookCommentNLikes	UTF String	The number of likes for the Comment

User Attributes

Key Name	Value Type	Description
FirstName	UTF String	
MiddleName	UTF String	
LastName	UTF String	
EmailAddress	UTF String	
_facebookFriendCount	int	
_facebookSex	UTF String	
_facebookBirthdayDate	UTF String	MM/DD/YYYY
_facebookTimezone	UTF String	The User's time zone offset from UTC, from -24 to 24
_facebookLocale	UTF String	The two-letter language code and the two-letter country code representing the User's locale . Country codes are taken from the ISO 3166 alpha 2 code .
_facebookHomeTownLocation	Key-value list	The values are all UTF Strings and the keys are as follows:

Key Name	Value Type	Description
		<ul style="list-style-type: none"> • City • State • Country <p>These are available only if provided by Facebook.</p>
<code>_facebookCurrentLocation</code>	Key-value list	<p>The values are all UTF Strings and the keys are as follows:</p> <ul style="list-style-type: none"> • City • State • Country <p>These are available only if provided by Facebook.</p>
<code>_facebookLanguages</code>	Key-value list	<p>This list may be empty. If it is not, the keys represent languages specified by the Facebook User; for example, English, Spanish, or Teochew dialect. Language names are provided as received from Facebook. See the sample below.</p>

Sample of user attributes:

```
'FirstName' [str] = "UserFirstName"
'MiddleName' [str] = ""
'LastName' [str] = "UserLastName"
'EmailAddress' [str] = "UserLastName @host.com"
'_facebookFriendCount' [int] = 3
'_facebookWallCount' [int] = 2
'_facebookSex' [str] = "male"
'_facebookBirthdate' [str] = "01/01/1971"
'_facebookTimezone' [str] = "-8"
'_facebookLocale' [str] = "en_US"
'_facebookHomeTownLocation' [lst] = KVList:
  'City' [str] = "Home"
  'State' [str] = "Kansas"
  'Country' [str] = "United States"
'_facebookCurrentLocation' [lst] = KVList:
  'City' [str] = "Cuttack"
  'State' [str] = "Orissa"
  'Country' [str] = "India"
'_facebookLanguages' [lst] = KVList:
  'U.S. English' [str] = ""
  'Korean' [str] = ""
  'Teochew dialect' [str] = ""
```


_umsChannelInfo Attributes

The value of the `_umsChannelInfo` attribute: a list of key-value pairs that represent information about the Facebook object on whose behalf Posts/Comment/Replies are published by this particular Monitor.

Key Name	Value Type	Comments
<code>_facebookSourceId</code>	UTF String	ID of the Facebook object on whose behalf the Post/Comment/Reply is published
<code>_facebookSourceObjectType</code>	UTF String	Type of the object on whose behalf the Post/Comment/Reply is published: <ul style="list-style-type: none"> <code>com.genesyslab.mcr.facebook.fql.Application</code> <code>com.genesyslab.mcr.facebook.fql.User</code> <code>com.genesyslab.mcr.facebook.fql.Page</code>
<code>_facebookSourceNickName</code>	UTF String	Name of the object
<code>_facebookSourceXML</code>	UTF String	Information about the object packed in an XML string

Sample:

```
'_umsChannelInfo' [lst] = KVList:
'channel-facebook-2-monitor-G-Page-MBAero-Main' [lst] = KVList:
'_facebookSourceId' [str] = "178227039004532"
'_facebookSourceObjectType' [str] = "com.genesyslab.mcr.facebook.fql.Page"
'_facebookSourceNickName' [str] = "Some Page Name"
'_facebookSourceXML' [str] = "<com.genesyslab.mcr.facebook.fql.Page>"
  <page__id>178227039004532</page__id>
  <name>Some Page</name>
  <pic__small>https://fbcdn-profile-a.akamaihd.net/hprofile-ak-ash1/
373048_178227039004532_890644691_t.jpg</pic__small>
  <pic__big>https://fbcdn-profile-a.akamaihd.net/hprofile-ak-ash1/
373048_178227039004532_890644691_n.jpg</pic__big>
  <page__url>https://www.facebook.com/SomePage</page__url>
  <type>COMMUNITY</type>
</com.genesyslab.mcr.facebook.fql.Page>"
```