GENESYS™

Social Media Solution Guide

Deploy Social Messaging Server with a Facebook Channel

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Contents

For a Facebook channel, you need two installation packages: Social Messaging Server and Genesys Cloud API Driver for Facebook. The Driver adds Facebook-specific features to Social Messaging Server and does not require its own Application object in the Configuration Server database. You can also create a Custom Media Channel Driver.

Create the Facebook Channel

1. Deploy Social Messaging Server.

2. Run the installation for Genesys Driver for Use with Facebook, selecting the desired Social Messaging Server object:
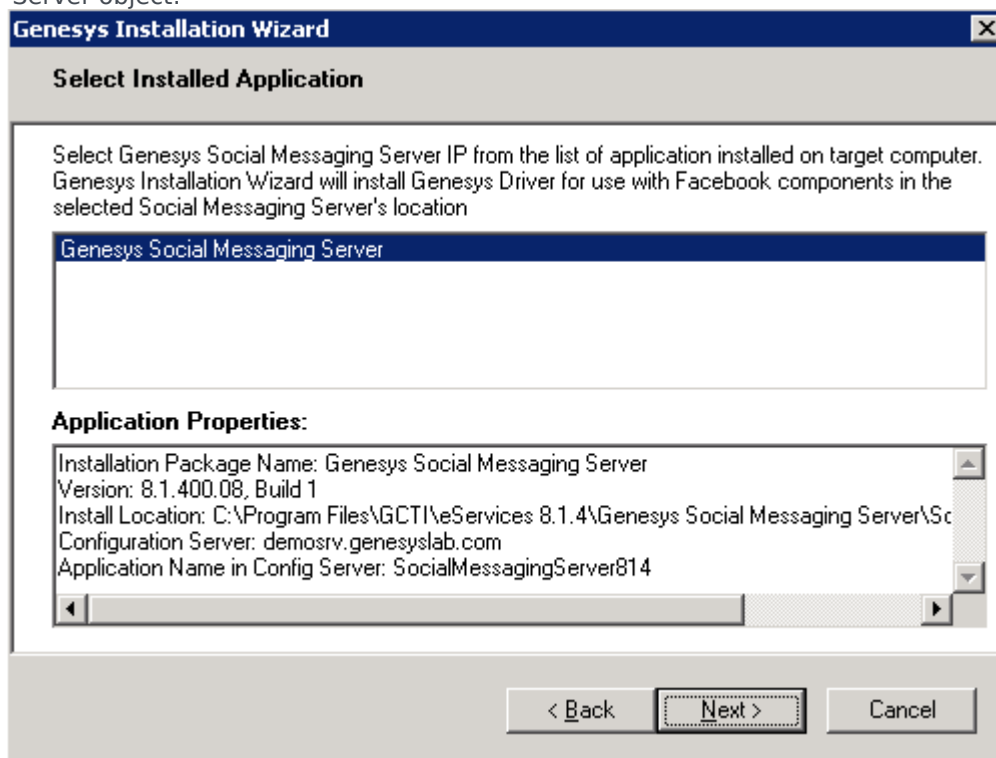
Select your Social Messaging Server Object

3. Locate the `driver-for-facebook-options.cfg` configuration file in the **\<Social Messaging Server application>\media-channel-drivers\channel-facebook** directory.

4. In Configuration Manager, open your Social Messaging Server Application, go to the **Options** tab, and import `driver-for-facebook-options.cfg`.

Configure the Options

Set the following options:

Section	Option	Example
channel-facebook-*anyname*	driver-classname	com.<your domain>.mcr.smserver.channel.facebook.cl
	fetch-image	true
	gsa-account-name	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Facebook, and may cause a loss of data.
	gsa-api-key	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Facebook, and may cause a loss of data.
	gsa-batch-limit	200
	gsa-batch-reserve-time	60
	gsa-channel-id	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Twitter, and may cause a loss of data.
	gsa-channel-name	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Twitter, and may cause a loss of data.
	gsa-user-name	**Note:** Contact Genesys Customer Care to configure an

Section	Option	Example
		account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Twitter, and may cause a loss of data.
	gsa-user-password	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Twitter, and may cause a loss of data.
	gsa-url-base	**Note:** Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be setup once and never change without first communicating with Genesys team. **CRITICAL:** Changing this field without taking care will stop the connection between your Social Engagement system and Twitter, and may cause a loss of data.
	inbound-route	`101:facebook_queue,101:FacebookInboundQue`
	itx-resubmit-attempts	3
	itx-resubmit-delay	30
	itx-submit-timeout	10
	reconnection-timeout	180
	submit-as-chat	`true`
	x-debug-mode	`false`
	x-inbound-media	`facebook`
	x-max-comments-per-post-to-process	50
	x-sampling-period	3
	x-submit-comments-itx	`false`
	x-submit-internal-itx	`true`

For information on how to configure the options, see the options for SM Server.

Interaction Attributes

The Driver for Use with Facebook provides a number of interaction attributes. A reference listing is available on a separate page.

Sample Business Processes and Database Scripts

You must:

- Install the sample Business Processes for Social Media.
- Run the database upgrade scripts installed with the sample Business Process. These scripts add required fields to the Interaction Server database.

Requirement for Posting and Commenting

In order for the Genesys Desktop Plugin to display the `Delete, Delete Post, Comment,` and `Share` buttons, it checks the `_facebookCanComment` and `_facebookCanDeleteComments` keys in the interaction's attached data. This means that, if the Facebook account holder did not set permissions to let everybody post/comment on the account holder's wall, the agent must "like" the poster's page or add him as a friend to be able to post on the wall. The same holds for an autoresponse if it is included into the strategy: if we do not "like" the poster, or if he or she did not set permissions to let everybody post/comment on the wall, our post/comment will fail and a `Facebook POST failed` exception will be written in the log.