Social Media Solution Guide

Genesys Social Engagement 8.5.4

12/29/2021

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eServices Social Media Solution Guide

About This Guide

This guide covers areas of information that are required for using the Genesys Social Engagement product. Topics cover the components of Genesys Social Engagement, other associated Genesys products, and some non-Genesys items.

This guide describes the following. Start your reading with the Genesys Social Engagement Overview.

- General information:
  - Genesys Social Engagement Overview
- Deploying Social Messaging Server
- Using and understanding the Samples for Social Media
- Deploying the Workspace Desktop Edition Plugin

These pages are valid for all 8.5.4 releases of this product.

Interoperability and Compatibility

Information on interoperability of Social Engagement components with other eServices and Genesys components can be found in the eServices chapters of the *Migration Guide*. See also the eServices page of the *Supported Operating Environments Guide*

Legal Terms for Social Engagement 8.5.4

> **Important**
> If you have not already done so, please read and review the terms and conditions outlined below. It is important that you do not proceed with this upgrade/deployment if you do not accept these terms and conditions.
> Read the terms.

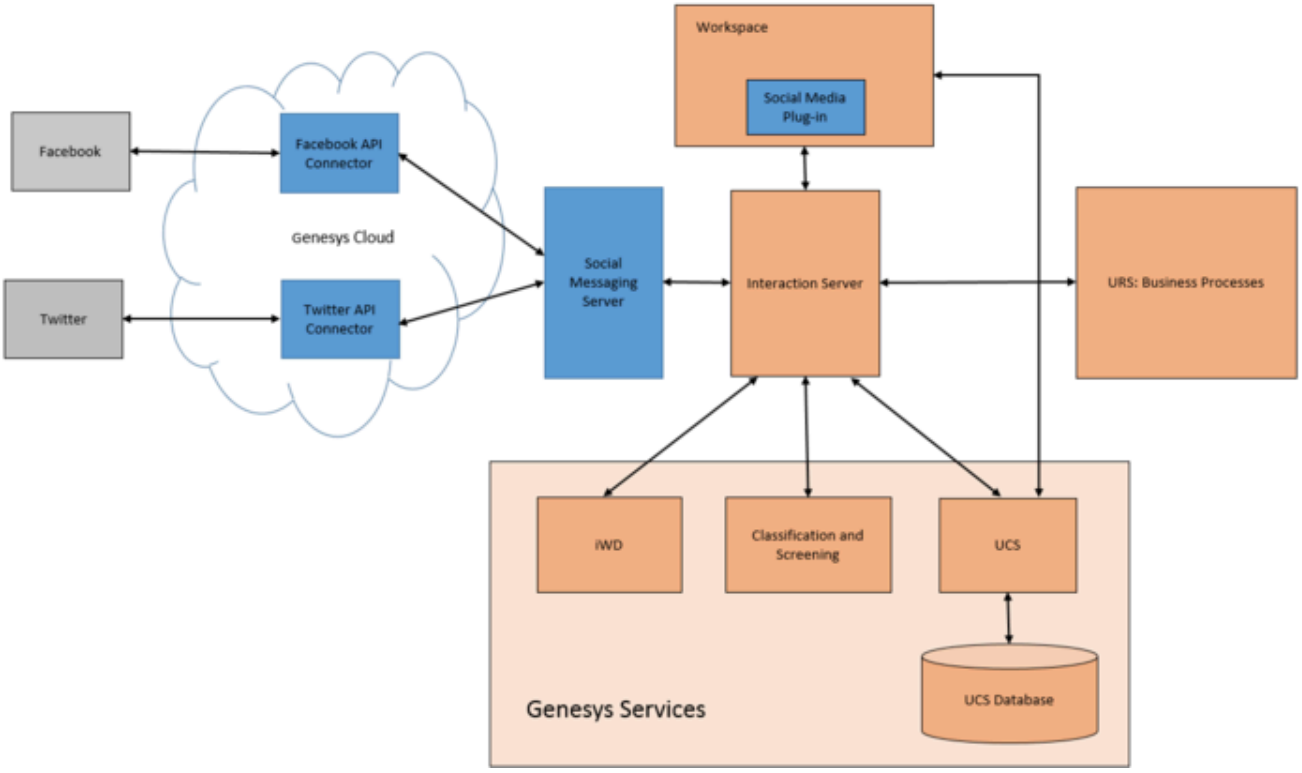
Genesys Social Engagement Overview

What It Is

Genesys eServices takes interactions (which may be defined as attempted acts of communication) and gives them a uniform representation that can be processed in the many ways available in the Genesys suite of products.

Genesys Social Engagement is the latest extension of the range of media that eServices can process. The system monitors a social media site, gathers items that fit a defined profile, and converts them into Genesys interactions. The 8.x releases provide interfaces with Facebook and Twitter.

Here is a simplified architecture diagram:



Component dependencies

When using only a Twitter media channel upgrade the following

- Cloud API driver for Twitter
- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: will work with both SMS/DMS

When using only a Facebook media channel upgrade the following

- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: If using SMS, then NO Cloud API driver for Facebook upgrade is required. If using DMS, then Cloud API driver for Facebook upgrade is required

When using both Facebook and Twitter media channels upgrade the following

- Cloud API driver for Twitter and Facebook
- Workspace Desktop Edition
- Social media Plug-in for Workspace Desktop Edition

Note: will work with both SMS/DMS

New in 8.5.2

- In Genesys Social Engagement 8.5.2, the connection with Twitter and Facebook is managed in a Genesys data center. This allows for simplified channel configuration, text analytics, and protection from changes in the Twitter and Facebook APIs.
- Twitter and Facebook data is managed by centralized apps in the Genesys data center. Data is stored for approximately three months.
- The Drivers no longer write into history files in the Social Media Server workspace folder. Instead, the queue on the cloud side keeps track of submitted posts.

For information on installing and configuring see Social Media Cloud Connectors for Twitter and Facebook.

Twitter Changes

- Simplified sourcing of tweets
  - You can now skip retweets, which cuts the volume of extraneous data in the Twitter feed.
  - The options **str-follow-<any name>** and **str-track-<any name>** are no longer available. These capabilities are covered by using keywords in setting up the Twitter channel.
- Removal of get-home-timeline
  - In version 8.5.1 and earlier, it was possible to source all posts submitted by the followers of a Twitter handle. This resulted in the sourcing of too many posts that were not relevant to engagement. The option **get-home-timeline** has been removed, making it no longer possible to source all posts submitted by the followers of the Twitter handle.

Facebook Changes

- Release 8.5.2 uses an upgraded version of Facebook's API.

> **Important**
>
> Existing Genesys Social Engagement customers should be aware that Facebook has announced that the API used in Genesys Social Engagement 8.5.1 and earlier (the FQL API) will no longer be supported as of August 7th 2016. In order to ensure stable usage of Facebook with Genesys Social Engagement, it will be important to upgrade to Genesys Social Engagement version 8.5.2 or higher by that date.

- More efficient polling:
  - GSE 8.5.2 uses Facebook's web hooks technology to improve the efficiency of polling posts and comments on Facebook pages.
  - Adaptive polling is employed for private messages. When a private message session is active, the polling frequency increases, then eventually tapers off when there are no active private message sessions.
  - Polling settings are locked. Customers cannot change the polling settings.
- In 8.5.2, you can only respond to Facebook posts using the Facebook page on which the post was submitted. You cannot, for example, respond as the individual who is logged in, nor as a separate Facebook page that your customer administers.
- By default, Facebook sources both private and public messages. In 8.5.2, Facebook no longer requires separate monitors for private messages and public messages. If you wish not to respond to a private message, the option can be turned off on Facebook.com.
- Facebook Channel monitors Pages and Events only. Monitoring the user's wall is not supported.
- Facebook is now more restrictive regarding the data it makes available via API. In 8.5.2, data such as birthday and gender are not available.

Social Messaging Server

Social Messaging Server is the eServices component that interfaces with social media sites to bring interactions into the Genesys system.

Pages in this chapter describe what you must do to deploy and use Social Messaging Server.

You can also use Social Messaging Server with a Custom Media Channel Driver.

Deploy Social Messaging Server

Interoperability and Compatibility

Information on interoperability of Social Engagement components with other eServices and Genesys components can be found in the eServices chapters of the *Migration Guide*. See also the eServices page of the *Supported Operating Environments Guide*

Create a Social Messaging Server Application Object

Create an Application object for Social Messaging Server if it does not already exist.

1. Import the Social Messaging Server application template from the CD.

> **Important**
> In configuration environments before 8.1.0, import the 8.0.0 template. Otherwise, use the current template.

2. Create a new Application object based on the template.
   - Open the `Properties` dialog box of the Application object.
   - On the `Server Info` tab:
3. In the `Host` box, enter the name of the desired host.
   - In the `Communication Port` box, enter the port Social Messaging Server will use.
4. On the `Start Info` tab enter some characters in the `Working Directory`, `Command Line`, and `Command Line Arguments` fields. These characters will be over-written with the correct values during the installation, but they cannot be left blank at this point.
5. On the `Connections` tab, add a connection to Interaction Server.
6. If this is for a multi-tenant environment, add the tenant(s) on the `Tenants` tab.
7. Open your Interaction Server Application and add a connection to Social Messaging Server then specify the Connection Protocol as either `simple` or addp.

Install Social Messaging Server

Windows

Prerequisites

- MS Windows Server 2003/2008/2012 (x64)
- JDK greater than or equal to 1.7.0_03 and less than 1.8

1. Locate the `Setup.exe` for Social Messaging Server on the product CD.
2. Double-click `Setup.exe`.
3. Select Java.
4. Enter the login information for your Configuration Server:
   - Host
   - Port
   - User
   - Password
5. Select the appropriate Social Messaging Server Application object from the list.
6. Confirm selection of JDK.
7. Click `Install`.

Linux, Solaris, AIX

Prerequisites

Platform	OS/Service Pack	JRE/JDK
Linux	Red Hat Enterprise Linux 5 or 6 (x64 only)	JRE greater than or equal to 1.7.0_03 and less than 1.8
Solaris	Solaris 10 (x64) (Oracle DBMS)	
AIX	AIX 6.1 or 7.1 (x64)	JRE greater than or equal to 1.7.0 and less than 1.8

1. Locate the `install.sh` file for Social Messaging Server.
2. Use the command `>install.sh` to start the installation script.
3. On request, enter the absolute path for the directory of the Java executable.
4. Press `Enter` to confirm the host name for the installation.
5. Enter the login information for your Configuration Server:
   - Host
   - Port

- User
- Password

6. From the list of applications, select one and enter its number in the list.
7. Press `Enter` to confirm the suggested destination directory, or choose another one.
8. Answer other questions, if required.
9. Edit the path to Java 1.7—In the **smserver.sh** script, change the following line:
   `JAVA_EXECUTABLE_PATH="<JAVA_EXECUTABLE_PATH value>”`

TLS Connection as Windows Service

When Social Messaging Server has Transport Layer Security (TLS) configured, either as a server on its ESP port, or as a client in its connection to Configuration Server, Interaction Server, Message Server, Chat Server, and UCS, follow these steps to enable it as a Windows Service:

1. Select the Windows service related to Social Messaging Server .
2. Select the `Log On` tab. The default setting is `Log on as local system account.`
3. Select `Log on as this account` and provide the login/password of a local host user.

Proxy Server Support for Social Messaging Server

1. Edit the appropriate file by adding these Java runtime startup options:
   - If using Genesys Cloud API Driver for Facebook 8.5.300.09 or earlier, or Genesys Cloud API Driver for Twitter 8.5.300.07 or earlier:
     - `-DproxySet=true`
     - `-DproxyHost=<host of proxy server>`
     - `-DproxyPort=<port of proxy server>`
   - If using Genesys Cloud API Driver for Facebook 8.5.300.10 or later, or Genesys Cloud API Driver for Twitter 8.5.300.08 or later:
     - `-Dhttp.proxyHost=<host of proxy server>`
     - `-Dhttp.proxyPort=<port of proxy server>`
     - `-Dhttps.proxyHost=<host of proxy server>`
     - `-Dhttps.proxyPort=<port of proxy server>`
2. To enable authentication for the proxy server, add these options as well:
   - If using Genesys Cloud API Driver for Facebook 8.5.300.09 or earlier, or Genesys Cloud API Driver for Twitter 8.5.300.07 or earlier:

    - `-DproxyUser=<username>`
    - `-DproxyPassword=<password>`
  - If using Genesys Cloud API Driver for Facebook 8.5.300.10 or later, or Genesys Cloud API Driver for Twitter 8.5.300.08 or later:
    - `-Dhttp.proxyUser=<username>`
    - `-Dhttp.proxyPassword=<password>`
3. File to edit:
  - Windows: In `JavaServerStarter.ini`, the `[JavaArgs]` section
  - Unix and related systems: In `smserver.sh`, the last string, namely `"$JAVA_EXECUTABLE_PATH/java" -classpath $CLASSPATH $JVMPARAMS $MAINCLASS $*`

Next Steps

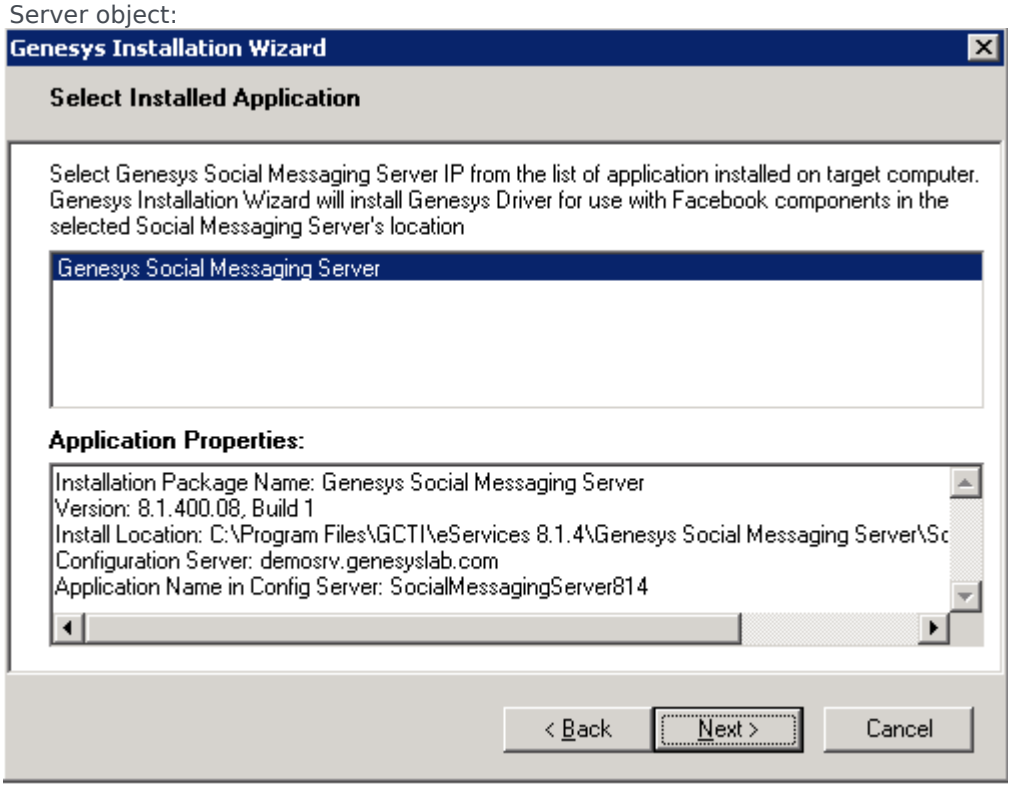
Continue deployment by adding a Facebook channel, a Twitter channel, or a Custom Media Channel.

Deploy Social Messaging Server with a Facebook Channel

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

Section	Option	Example
		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 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`

Section	Option	Example
	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.

Facebook Interaction Attributes

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	• 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	Int	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

Key Name	Value Type	Description
		attached file. If that information is missing, Subject is equal to `_facebookPostId`.
_facebookMessageText	UTF string	Message in the Post
_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: • 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: • 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`.

Key Name	Value Type	Description
_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.
_facebookCreatedTime	UTF String	Last update time of the thread (UNIX timestamp)
_facebookActorId	UTF String	Facebook ID of the User who sent the message
_facebookActorName	UTF String	Name of the user who published the private message All of the content of User Attributes (table farther down

Key Name	Value Type	Description
		this page) is added to UserData as well.
Subject	UTF String	Subject of the Message. Truncated version of Message text.
_facebookXML	UTF String	XML string that includes some info about all objects that participated in this thread (Thread, Message, Page, User)
_facebookPMInboxUrl	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
_facebookActorId	UTF String	Facebook ID of the object that published this Comment
_facebookActorIdType	int	Type of the Facebook object that published the Comment: • 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.
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	Description
url	User's app scope ID
first_name	First Name of the user
last_name	Last name of the user
link	URL to the user's Facebook profile
name	Display name of the user
updated_time	Timestamp for the last updated time of the user's profile
picture	Key-Value list containing following values: • is_silhouette - Should be true is user if user does not have any profile picture, and false if profile picture is present.

Key Name	Description
	• url - URL to the user's profile picture

Sample of user attributes:

```
{
"id": "240958046340982",
"first_name": "John",
"last_name": "Smith",
"link": "https://www.facebook.com/app_scoped_user_id/240958046340982/",
"name": "John Smith",
"updated_time": "2017-06-09T11:43:41+0000",
"picture": {
"data":
{ "is_silhouette": false, "url": "https://scontent.xx.fbcdn.net/v/t1.0-1/p50x50/
16195176_258650437905076_3924523920539810613_n.jpg?oh=da57bd2ece1b88e84206b908936b654f&oe=59DB5A2D" }
}
}
```

_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
_facebookSourceId	UTF String	ID of the Facebook object on whose behalf the Post/Comment/Reply is published
_facebookSourceObjectType	UTF String	Type of the object on whose behalf the Post/Comment/Reply is published: • com.genesyslab.mcr.facebook.fql.Application • com.genesyslab.mcr.facebook.fql.User • com.genesyslab.mcr.facebook.fql.Page
_facebookSourceNickName	UTF String	Name of the object
_facebookSourceXML	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>"
```

Deploy Social Messaging Server with an RSS Channel

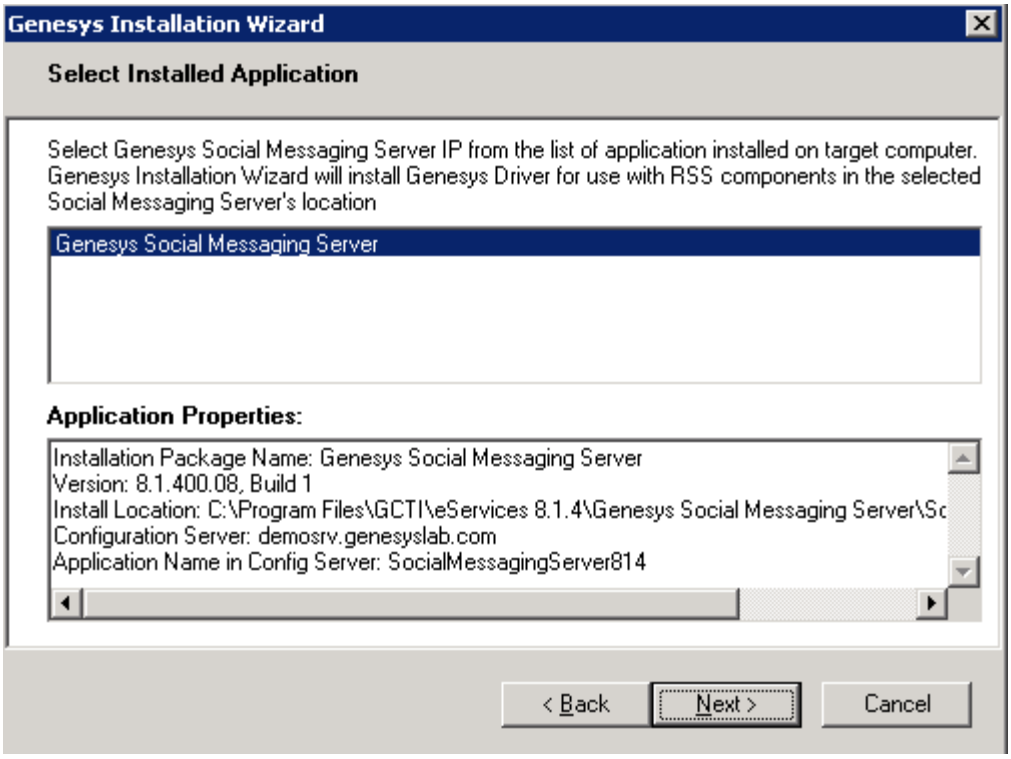
> **Warning**
> The APIs and other features of social media sites may change with little warning. The information provided on this page was correct at the time of publication (22 February 2013).

For an RSS channel, you need two installation packages: Social Messaging Server and Genesys Driver for Use with RSS. The Driver adds RSS-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.

> **Important**
> Unlike some other eServices components, Social Messaging Server does not require Java Environment and Libraries for eServices and UCS.

Prepare the RSS Channel

1. Deploy Social Messaging Server.
2. Run the installation for Genesys Driver for Use with RSS, selecting the desired Social Messaging Server object:



Select your Social Messaging Server Object

3. Locate the `driver-for-rss-options.cfg` configuration file in the **\<Social Messaging Server application>\media-channel-drivers\channel-rss** directory.
4. In Configuration Manager, open your Social Messaging Server Application, go to the **Options** tab, and import `driver-for-rss-options.cfg`.

Configure the Options

Set the following options:

Section	Option	Example
channel-<any name>	driver-classname	com.genesyslab.mcr.rss.driver.RssDriver
	inbound-route	101:rss_queue
	reconnection-timeout	115
	x-history-length	2500
	x-inbound-media	rss

Section	Option	Example
	x-itx-resubmit-attempts	5
	x-itx-resubmit-delay	90
	x-itx-submit-timeout	15
	x-print-rss-channel	true
	x-print-rss-items	18
	x-sampling-period	1200
channel-<any name>-monitor-<any name>	history-length	5000
	print-rss-channel	false
	print-rss-items	15
	rss-url	http://news.google.com/news?ned=us&topic=w&output=rss ("World — Google News") http://news.google.com/news?pz=1&cf=all&ned=us&hl=en&topic=tc&output=rss ("Technology — Google News") http://us.rd.yahoo.com/dir/RSS/xml/*http://dir.yahoo.com/rss/dir/getrss.php?comp ("What's New on Yahoo! — Computers and Internet") (Yahoo and Google also provide lists of RSS feeds at http://dir.yahoo.com/rss/dir/index.php and http://support.google.com/news/bin/answer.py?hl=en-GB&answer=59255, respectively.)
	sampling-period	1000
settings	hide-attached-data	false
	media-accounts-monitoring	true
	subject-size	40

Interaction Attributes

There are two types of interaction attributes provided by RSS Driver: media channel generic and RSS-specific. RSS-specific interaction attributes are named in accordance with this pattern: _rss<rss-specific attribute name>

Name	Description	
Generic Channel Attributes		
_umsChannel	Media channel name	
_umsChannelMonitor	Media channel monitor name	
attr_tenant_id	Tenant ID	
attr_media_type	Media type (RSS is the default; may be redefined in channel configuration)	
attr_itx_type	Interaction type	
attr_itx_subtype	Interaction subtype	
attr_is_online	Whether the media is online	
attr_queue	Queue	
attr_user_data	User data	
RSS-Specific Attributes		
_rssChannelTitle	Title	
_rssChannelCopyright	Copyright	
_rssChannelLink	Channel Link	
_rssChannelCategory	Category	
_rssChannelLanguage	Language	
_rssChannelPublishedDate	Date Published	
_rssChannelImageTitle	Title	
_rssChannelImageLink	Image Link	
_rssChannelImageUrl	Image URL	
_rssItemGuid	Globally Unique Identifier	
_rssItemTitle	Item Title	
_rssItemLink	Item Link	
_rssItemAuthor	Author	
_rssItemPublishedDate	PublishedDate	
_rssItemCategory	Category	
_rssItemFullDescription	Description	
_rssItemContent	Contents	

Next Steps

Review the sample RSS business process.

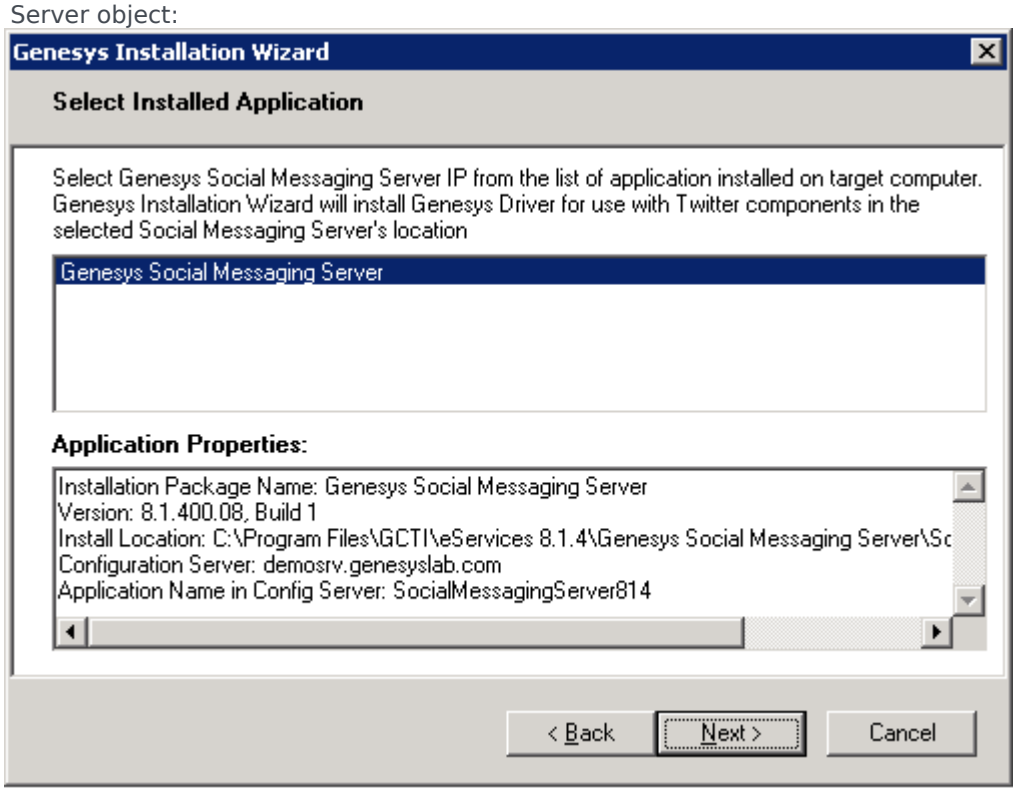
Deploy Social Messaging Server with a Twitter Channel

Overview

For a Twitter channel, you need two installation packages: Social Messaging Server and Genesys Cloud API Driver for Twitter. The Driver adds Twitter-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.

Prepare the Twitter Channel

1. Deploy Social Messaging Server.
2. Run the installation for Genesys Driver for Use with Twitter, selecting the desired Social Messaging Server object:



Select a Social Messaging Server object

3. Locate the `driver-for-twitter-options.cfg` configuration file in the **\<Social Messaging Server**

application>\media-channel-drivers\channel-twitter directory.

4. In Genesys Administrator Extension, open your Social Messaging Server Application, go to the **Options** tab, and import `driver-for-twitter-options.cfg`, selecting `No` in response to `Do you want to overwrite the existing data?`

Configure the Options

Set the following options:

Section	Option	Example
channel-twitter-*anyname*	driver-classname	`com.<your domain>.mcr.smserver.channel.twitter.clou`
	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 Twitter, 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 Twitter, 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

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-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-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:twitter_queue
	itx-resubmit-attempts	3
	itx-resubmit-delay	30
	itx-submit-timeout	10
	reconnection-timeout	180
	sampling-period	10

Section	Option	Example
	x-debug-mode	false
	x-inbound-media	Twitter
	x-submit-own-all	false

There is also a **[log]** section that holds the usual log options, which are described in the Configuration Options Reference Manual.

Custom Media Channel Driver

Genesys supplies drivers for media channels that connect Social Messaging Server to Twitter and Facebook. You can also create a custom media channel driver, as described in this API reference.

> **Important**
>
> Installation of Social Messaging Server is described on the Deploy Social Messaging Server page.

Social Messaging Server Configuration Options

Configuration Options

The option for a particular monitor overrides the general channel option.

Information on the sections and options for Social Messaging Server is available as follows.

Configuring Options for Particular Channels

- Facebook
- RSS
- Twitter

Reference Information on All Options

- channel-<anyname> section options
- channel-<anyname>-monitor-<anyname> section options
- settings section options
- endpoints:*tenant_dbid* section options

channel-Facebook/Twitter-*any-name* Section

driver-classname

Default Value: No default value
Valid Values: Any valid driver class name
Changes Take Effect: After restart

Specifies the class name of the media driver for a specific media service. The class name of the Genesys Driver for Genesys Social Admin (GSA) cloud. For example, `com.<yourdomain>.mcr.smserver.channel.twitter.cloud.TwitterCloudDriver`.

fetch-image

Default Value: true
Valid Values: true, false
Changes Take Effect: Immediately

When set to `true`, the Social Messaging Server downloads images attached to inbound messages. When this option has value `false`, an http link to a remote location storing message attachments is added to inbound messages. The link to remote location is provided by Facebook and Twitter. If using Workspace Desktop Edition as your desktop, you must set **fetch-image** to `false`.

grouping-timeout

Default Value: No default value
Valid Values: Integer in the range 10 to 3600 (one hour)
Changes Take Effect: After restart

Specifies, in seconds, the timespan within which tweets must arrive in order to be grouped together. If this option has an invalid value (including none) or the option is missing, grouping is not done.

gsa-account-name

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies Genesys Social Analytics cloud account name that is used by the driver to access a service. Contact Genesys Customer Care to configure an account in Genesys Social Analytics cloud platform. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-api-key

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies an access key that is used by the driver to access Genesys Social Analytics cloud API. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-batch-limit

Default Value: 200
Valid Values: In the range 1 to 500
Changes Take Effect: Immediately

Specifies the maximum number of posts retrieved by the driver from GSA cloud API in a single request. If loads are high, changes may be made to this field in order to throttle the stream of incoming messages to improve performance of the on premise system.

gsa-batch-reserve-time

Default Value: 60
Valid Values: In the range 10 to 3600
Changes Take Effect: Immediately

Specifies a period of time, in seconds, for which an inbound message is removed from the GSA cloud channel queue after it was fetched by the Social Messaging Server. If the Social Messaging Server does not send confirmation to the GSA cloud channel that the message was successfully processed within this period, it will be placed back into the queue.

gsa-channel-id

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies a channel ID in Genesys Social Analytics cloud platform. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-channel-name

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies a name associated with a channel in Genesys Social Analytics cloud platform. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-user-name

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies a user's email address associated with a channel in Genesys Social Analytics cloud platform. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-user-password

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies the administrator user's password to access the Genesys Social Analytics cloud platform. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

gsa-url-base

Default Value: No default value
Valid Values: Any valid string
Changes Take Effect: After restart

Specifies the Genesys Social Analytics cloud platform URL. Contact Genesys Customer Care to obtain the value of this option. This field should be set up once and not changed without first communicating with Genesys team.

CRITICAL: Changing this field without taking care will stop the connection between your Social Engagement system and Twitter or Facebook, and may cause a loss of data.

inbound-route

Default Value: No default value
Valid Values: `<tenant id> : <access point name>` or
`<tenant id> : <access point name1>, <tenant id> : <access point name2>`
Changes Take Effect: After restart

The value <tenant id> : <access point name> specifies the access point that is used to place submitted interactions for incoming messages. The access point name can either be the actual name of the endpoint, or a reference to the option in section *tenant dbid*:endpoints. For example, value 101:facebook_queue is a reference to option 101:endpoints/facebook_queue="Facebook Inbound Queue".

The value <tenant id> : <access point name1>, <tenant id> : <access point name2> is applicable only in support of Facebook session mode. <access point name2> specifies the access point used by Chat Server.

> **Important**
>
> For sessions, if the second access point is not configured in Chat Server, all private-messaging interactions are placed in the default Chat Server queue.
> The name of this option was changed from inbound-route-default to inbound-route in eServices 8.1.

itx-resubmit-attempts

Default Value: 3
Valid Values: 0-9
Changes Take Effect: Immediately

This option controls the way that Social Messaging Server submits interactions. The Social Messaging Server submits a request with an inbound message to Interaction Server and waits **itx-submit-timeout** seconds for a positive response from the Interaction Server. If the expected response has not been received within this time period, the Social Messaging Server repeats the submit request up to **itx-resubmit-attempts** times, with a delay of **itx-resubmit-delay** seconds between successive attempts.

itx-resubmit-delay

Default Value: 30
Valid Values: In the range 1 to 120
Changes Take Effect: Immediately

The time, in seconds that Social Messaging Server waits between attempts to resubmit an interaction. See **itx-submit-timeout** for a full description of the submission process.

itx-submit-timeout

Default Value: 10
Valid Values: 1-60
Changes Take Effect: Immediately

Specifies the amount of time, in seconds, that Social Messaging Server waits for a positive response when it submits a request with an inbound message to Interaction Server.

reconnection-timeout

Default Value: 180
Valid Values: Any positive integer greater than or equal to `10`
Changes Take Effect: After restart

Specifies the delay, in seconds, before the server starts the reconnection procedure to the GSA cloud platform for this media channel if the connection was lost.

sampling-period

Default Value: 10
Valid Values: In the range 1 to 3600
Changes Take Effect: Immediately
Specifies how frequently, in seconds, data-fetching from a Genesys Social Analytics cloud platform will occur. Increasing the default may improve performance of the on-premise system, but also increase the time in which interactions appear on the agent's desktop.

submit-as-chat

Default Value: `true`
Valid Values: `true, false`
Changes Take Effect: Immediately

Specifies how new incoming Facebook private messages are introduced into the system. With the value `true`, the driver submits a new Facebook private chat session via Chat Server. With the value `false`, the driver submits a regular interaction of media-type `facebookprivatemessage`.

> **Important**
>
> Workspace Desktop Edition 8.5.1 does not support the `facebookprivatemessage` media type for inbound interactions. If you are using Workspace Desktop Edition 8.5.1, you must not change the default setting of this option. If you are using a custom desktop, you may use either setting.

x-debug-mode

Default Value: `false`
Valid Values: `true`, `false`
Changes Take Effect: Immediately
Specifies the form of logging. If set to `true`, an extended form of logging is set for the driver. If set to `false`, a reduced form of logging is set for the driver.

x-faulty-conditions-delay

Default value: 60
Valid values: 0 - 3600

Changes take effect: Immediately.

Specifies, in seconds, a timespan that takes effect in the event of problems with Facebook communications. Depending on the scenario, the Driver either restarts the affected monitor after the timespan or puts the monitor into sleeping mode for the length of the timespan. This option was introduced in release 8.5.101.17.

Following are the possible scenarios, with the Driver's current and previous behavior contrasted:

- FacebookOAuthException received while the monitor is starting.
  - Previous versions: the driver shut down the monitor with the error message "Unknown reason. Shutting down monitor" in the log.
  - Current version: the driver restarts the affected monitor after the time specified by the option.
- FacebookException received while the monitor is starting.
  - Previous versions: the driver restarted the monitor in two seconds.
  - Current version: the driver restarts the affected monitor after the time specified by the option.
- FacebookOAuthException received while the monitor is working normally.
  - Previous versions: the driver ignored this exception and continued working normally.
  - Current version: the driver puts the affected monitor to sleep for the time period specified by the option, unless the option is set to 0.
- FacebookNetworkException received while the monitor is working normally.
  - Previous versions: the driver restarted the affected monitor in two seconds.
  - Current version: the driver restarts the affected monitor after the time specified by the option.

Background: When certain issues arise on the Facebook side, Facebook returns errors such as "unknown error, please repeat later" or "Service is temporarily unavailable" and so on. The best available behavior for the Genesys Driver in these cases is one of the following:

- Not to send any requests to Facebook for an appropriate amount of time—at least 15 minutes to be safe.
- To restart the monitor; that is, close the current connection to Facebook and open a new one after an appropriate amount of time—again about 15 minutes is suggested.

Note that there is no way of knowing if Facebook will come back on line in the time specified by the option, and that during that time period no interactions will be submitted to the Genesys solution or delivered to agents' desktops.

It may also be advisable to configure an Alarm condition for Social Messaging Server for the log message "Standard 45102": Exception caught and processed: <description>.

x-history-length

Default Value: 1000
Valid Values: Any positive integer
Changes Take Effect: After the time interval specified in the sampling-period or x-sampling-period options

Specifies how many successfully submitted interaction IDs the RSS/ATOM driver will keep in the history file in order to avoid duplicate submissions.

> **Important**
>
> This option can be configured for each monitor section individually using the `history-length` option. The option in a particular monitor section overwrites the option in the main channel section.

x-inbound-media

Default Value: `facebook` for a Facebook channel, `rss` for an RSS channel, `twitter` for a Twitter channel
Valid Values: Any valid media name
Changes Take Effect: Immediately

Specifies the media type that is assigned to interactions that are submitted to Interaction Server.

x-max-comments-per-post-to-process

Default Value: 50
Valid Values: In the range 1 to 5000
Changes Take Effect: Immediately

Specifies the maximum number of comments that can be attached to an interaction. For example, if a Post has one hundred comments and this option is set to `50`, only the fifty most recent comments are attached to the interaction and passed to an Agent. If the option is set to `0`, all comments are attached to the interaction and passed to an Agent. This option does not count parent comments, regardless of whether they were created inside or outside of the scan time bracket.

x-print-rss-channel

Default value: `false`
Valid values: `true`, `false`
Changes take effect: After the time interval specified in the `sampling-period` or `x-sampling-period` options.

Specifies whether the driver should print common fields of the received RSS/ATOM feed to a log file.

> **Important**
>
> This option can be configured for each monitor section individually using the `print-rss-channel` option. The option in a particular monitor section overwrites the option in the main channel section.

x-print-rss-items

Default value: `0`
Valid values: Any integer above `0`.
Changes take effect: After the time interval specified in the `sampling-period` or `x-sampling-period` options.

Specifies how many received RSS/ATOM items the driver prints to a log file.

> **Important**
>
> This option can be configured for each monitor section individually using the print-rss-items option. The option in a particular monitor section overwrites the option in the main channel section.

x-sampling-period

Default Value: 3
Valid Value: In range of 1 to 3600
Changes Take Effect: Immediately

Specifies how frequently, in seconds, data-fetching from the Genesys Social Analytics cloud platform occurs.

> **Important**
>
> The value of `sampling-period` cannot be smaller than the value of `sampling-time-buffer`.

x-submit-comments-itx

Default Value: `false`
Valid Values: `true`, `false`
Changes Take Effect: Immediately

Specifies whether a new interaction with Facebook type `comment` will be created for each comment (true).

x-submit-internal-itx

Default Value: `true`
Valid Values: `true`, `false`
Changes Take Effect: Immediately

When the Facebook driver is monitoring the Facebook wall, it reads all of the posts and comments; some of the posts and comment might be created by agents. If this option is set to `true`, *all* Facebook

interactions (regardless of who created the posts and comments) are created. If this option is set to `false`, only interactions in which there is new content (posts or comments) created by *customers* are created. All interactions that have older posts created prior to monitor read times and comments created only by agents are not be submitted.

x-submit-own-all

Default Value: `false`
Valid Values: `true`, `false`
Changes Take Effect: Immediately

Specifies whether the inbound messages originating from the media account associated with this channel ("own" messages) are submitted to Interaction Server. This option applies to Twitter channels only.

channel-<any name>-monitor-<any name> Section

faulty-conditions-delay

Default value: value of the `x-faulty-conditions-delay` option
Valid values: 0 - 3600
Changes take effect: Immediately.

Specifies, in seconds, a timespan that takes effect in the event of problems with Facebook communications. Depending on the scenario, the Driver either restarts the affected monitor after the timespan or puts the monitor into sleeping mode for the length of the timespan. This option was introduced in release 8.5.101.17.

The description of the corresponding channel-level option includes a listing of the scenarios and explanations of the Driver's behavior in each.

history-length

Default Value: value of the `x-history-length` option
Valid Values: Any positive integer.
Changes Take Effect: After the time interval specified in the sampling-period or x-sampling-period options.

Specifies how many successfully submitted interaction IDs the RSS/ATOM driver will keep in the history file in order to avoid a duplicate submission.

> **Important**
> This option overwrites the option `x-print-rss-channel` in the main channel section.

itx-submit-timeout

Default Value: `10`
Valid Values: `1–60`
Changes Take Effect: Immediately

Specifies the amount of time, in seconds, that Social Messaging Server waits for a positive response when it submits a request with an inbound message to Interaction Server.

itx-resubmit-attempts

Default Value: `3`
Valid Values: `0–9`
Changes Take Effect: Immediately

Specifies the number of times that Social Messaging Server resubmits an interaction after the `itx-submit-timeout timeout` expires.

itx-resubmit-delay

Default Value: `30`
Valid Values: `1–120`
Changes Take Effect: Immediately

Specifies the time, in seconds, that Social Messaging Server waits between attempts to resubmit an interaction.

print-rss-channel

Default value: `false`
Valid values: `true`, `false`
Changes take effect: After the time interval specified in the sampling-period or x-sampling-period options.

Specifies whether the driver should print common fields of the received RSS/ATOM feed to a log file.

> **Important**
> This option overwrites the option `x-print-rss-channel` in the main channel section.

print-rss-items

Default value: `0`
Valid values: Any interger 0 and above. Changes take effect: After the time interval specified in the sampling-period or x-sampling-period options.

Specifies how many received RSS/ATOM items the driver prints to a log file.

> **Important**
> This option overwrites the option `x-print-rss-items` in the main channel section.

rss-url

Default value: empty
Valid values: Any valid URL.
Changes take effect: After the time interval specified in the sampling-period or x-sampling-period options.

Specifies URL of an RSS feeder, which is used to request data from the feeder.

settings Section

esp-proc-timeout

Default Value: `60`
Valid Values: `5–180`
Changes Take Effect: After restart
Specifies the length of time, in seconds, to process ESP requests received by the server. A negative ESP response is returned to a requester if the request is not processed in the specified time.

hide-attached-data

Default Value: `true`
Valid Values: `true`, `false`
Changes Take Effect: After restart
Hides (`true`) or shows (`false`) in the log file attached data of interactions submitted to Interaction Server.

session-chat-request-timeout

Default Value: `40`
Valid Values: `10–600`
Changes Take Effect: After restart
Specifies the length of time, in seconds, to process requests to Chat Server in session mode. A chat session is not created by Social Messaging Server, or an active one is terminated by Social Messaging Server, if the request to Chat Server is not processed in the specified time.

> **Important**
>
> Genesys recommends that the value of `session-chat-request-timeout` be larger than the value of the Chat Server option `server-reply-timeout` (described in the eServices 8.5 Reference Manual).

session-max-number

Default Value: `10`
Valid Values: `0–5000`
Changes Take Effect: After restart
Specifies the maximum number of simultaneous chat sessions Social Messaging Server will process.

> **Important**

The `session-max-number` option provides resource allocation for all media channels for which the server supports chat sessions.
Usually, up to 300-400 concurrent sessions on one Chat Server are expected at maximum.

session-shutdown-timeout

Default Value: `180`
Valid Values: `60–604800`
Changes Take Effect: After restart
Specifies the length of time, in seconds, before an active chat session is terminated. The session is terminated if no new messages are received from a media channel during this timespan.

> **Important**
> The `session-shutdown-timeout` option is used for all media channels for which the server supports chat sessions.

subject-size

Default Value: 25
Valid Values: Any integer from `4–80`
Changes Take Effect: After restart
Specifies the maximum size (number of characters) of a subject string for an inbound message. The subject string is created by truncating the inbound message body to the specified length. A value of `0` means that a Subject attribute is not added to an interaction.

workspace-location

Valid values: Local or network path; for example, `c:\sms-workspace\` or `\\remote-box\shared-folder\`
Default: (none)
Takes effect: Upon restart

Specifies the location of the workspace for Social Messaging Server. The workspace is a dedicated folder that is used by primary and backup instances to store and retrieve its data. This helps ensure proper behavior during recovery after failover or switchover.

Notes:

- You must create this folder and assign create/delete/write/read access permissions to it for both primary and backup instances of Social Messaging Server.
- The path must include the final slash (\), as in the examples.
- If the option is automatically synchronized between primary and backup servers, the value must be a

network path.

endpoints:*tenant_dbid* Section

Specifies interaction queues for inbound messages. Substitute the tenant's database ID (in decimal format) for *tenant_dbid*. Each endpoints section can contain multiple options for various queues. In a multiple-tenant environment, you must create a separate `endpoints:*tenant_dbid*` section for each tenant.

endpoint name for inbound paging

Default Value: `true`
Valid Values: `true`, `false`
Changes Take Effect: After Restart
This is a placeholder for the option that represents the queue, in a Business Process, where Social Messaging Server places interactions for processing. The actual option is created as a result of actions in Interaction Routing Designer (IRD), as follows:

1. In IRD, add Social Messaging Server to a Business Process.
2. Add an endpoint to Social Messaging Server.
3. Connect the endpoint to a queue.
4. Save the configuration.

Saving the configuration creates an option whose name is the endpoint name and whose value is the queue name. You must use this endpoint name in the value of the `inbound-route-default` option.

> **Important**
> This procedure requires IRD 8.1.4 or later. With earlier versions of IRD, you can manually create an option whose name is the endpoint name and whose value is the queue name.

Sample Business Processes for Social Media

The Genesys Social Messaging Management product CD includes two components, each of them containing a number of sample Business Processes:

- Business Process for Use with Facebook
- Business Process for Use with Twitter

Requirements

Interaction Workflows (Business Processes) that handle social media interactions require the following versions of Universal Routing components:

- Interaction Routing Designer (IRD) 8.1.4 or later
- Universal Routing Server 8.1.4 or later

Install the sample Business Processes

Installation is similar for both Business Process installation packages.

> **Tip**
> Business process for use with Twitter 8.5.400.91 involves some special considerations.

General Procedure

1. Double-click `setup.exe`. This installs an application. It also places files in **<eServices_home>\Genesys Business process for use with <SocialMediaName>**.
2. Remove any existing versions of these Business Processes in this tenant: In Interaction Routing Designer, deactivate the component strategies, delete the Business Process, and save changes.
3. From the Start menu, launch the application.
4. The application asks you to log in to the Configuration Layer in order to launch the wizard for this Business Process.
5. Select a Social Messaging Server and User Account or Access Group.

6. Select a Tenant.
7. Decide whether to add Interaction Custom Properties for iWD integration. If you select this checkbox,
   - The wizard adds `desktop_actionable`, `desktop_influence`, and `desktop_sentiment` to the Interaction Custom Properties under Business Attributes.
   - After completing the wizard, you must run an upgrade script to add the corresponding fields to your Interaction Server database, as the wizard screen reminds you. This script is described below.
8. Select a destination directory for strategy files. This directory will be created (or overwritten if it already exists).
9. Select a resource capacity rule. This concludes the wizard.
10. Use IRD to review the Business Process. There is no need for any import operations.

Configuration Objects Installed

Installing the sample Business Processes creates configuration objects that are listed in Objects Installed with Sample Business Processes.

Database Upgrade Scripts

As part of the installation of the sample Business Processes, the following scripts are installed in **<eServices home>\Genesys Business process for use with <SocialMediaName>\Scripts\<RDMSname>**. The scripts come in pairs, one for cleaning up the existing database and one for performing upgrades. Always run the CleanUp script first.

- Both Facebook and Twitter:
  - `CleanUpTableInteractionsForIWDIntegration851.sql`
  - `AlterTableInteractionsForIWDIntegration851.sql`

    The Alter script adds fields for sentiment, actionability, and influence to the database. Identical copies of this script are installed in the Twitter and Facebook directories; you only need to run one of them.

- Facebook:
  - `CleanUpTableInteractionsForFacebook851.sql`
  - `AlterTableInteractionsForFacebook851.sql`
    This adds the following fields to the database:
    - `facebookPostId`
    - `facebookInQueueAtTarget`
    - `facebookCommentId`

        - facebookInBufferBeforeTarget
- Twitter:
    - CleanUpTableInteractionsForTwitter854.sql
    - AlterTableInteractionsForTwitter854.sql
      The Alter script adds the following fields to the Interactions table:
        - twitterGroupId
        - twitterInBufferBeforeTarget
        - twitterInBufferAfterTarget

Next Steps

Review the sample Business Processes

- Facebook BP
- Facebook BP Simplified
- Facebook BP iWD
- Single Comment Routing
- RSS BP
- Twitter BP
- Twitter BP with iWD
- Twitter BP - Threaded Routing

Sample Business Process: Facebook BP

Facebook BP is a sample Business Process that is supplied on the Genesys Social Messaging Management product CD. Facebook BP submits Facebook interactions to a configured agent group. It consists of eight strategies, four subroutines, and nine queues.

> **Important**
>
> If the x-submit-comments-itx option is set to `true`, you must use the Sample Business Process: Facebook BP - Single Comment Routing. You can use Facebook BP only if the x-submit-comments-itx option is `false`.

In Release 8.1.0

In broad terms, processing proceeds as follows:

1. The first step depends on whether you want to create a contact record for each author of a comment to a Facebook post. If you do, you must set the `x-submit-comments-itx` option to `true`, which makes the system create an interaction for each comment (this is in addition to the interaction that it creates containing both the base post and all of the comments on it).
   - If the interaction being processed is one of these comment-only interactions, it is sent to the `Stop Interaction Comments in Parking Queue` strategy, which creates a contact for the author of the comment, then terminates.
   - If the interaction consists of a post plus comments, it continues to the next step.
2. This step determines whether this interaction contains comments on some post that is already in the strategy and so should be merged with it.
3. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.
4. Then,
   - If such an interaction is found, it is updated with the content of (merged with) the newer interaction, then the newer interaction is terminated.
   - If no such interaction is found in the strategy, then this current interaction proceeds into the buffer stage, which delays the delivery of the interaction to the agent queue.

- The buffer stage is similar to the preceding, but it determines whether this interaction contains comments on some post that has already been delivered to an agent. If it does, the interaction is held until that agent can accept delivery of it.

a. The buffer stage periodically checks if there is an interaction with the same Post ID being processed by any agent in the group.

b. Then,

    - If there is such an interaction, the current interaction is delayed in the buffer stage until it can be delivered to the agent who is processing the earlier related interaction.
    - If there is no such interaction, it proceeds to the classify and screen stage.
- This stage tries to classify and screen the interactions that will be delivered to the agent group. Note the following:
    - This stage uses:
        - One subroutine that screens for sentiment and actionability.
        - One subroutine that classifies for sentiment.
    - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.
- Finally the interaction is created in UCS and is delivered to an agent's virtual queue.

> **Important**
>
> For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

In Release 8.1.1

1. Facebook Inbound Strategy can be described in two main steps.
    a. The first step depends on whether you want to create a contact record for each author of a comment to a Facebook post. If you do, you must set the `x-submit-comments-itx` option to `true`, which makes the system create an interaction for each comment (this is in addition to the interaction that it creates containing both the base post and all of the comments on it).
        - If the interaction being processed is one of these comment-only interactions, it is sent to the Stop Interaction Comments in Parking Queue strategy, which creates a contact for the author of the comment, then terminates.
        - If the interaction consists of a post plus comments, it continues to the next step.
    b. This step determines whether this interaction contains comments on some post that is already in the strategy and so should be merged with it.
    c. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.
    d. Then,
        - If such an interaction is found, it is updated with the content of (merged with) the newer interaction, then the newer interaction is terminated.
        - If no such interaction is found in the strategy, then this current interaction proceeds into the buffer stage, which delays the delivery of the interaction to the agent queue.

- Facebook Inbound Buffer Strategy is similar to the preceding, but it determines whether this interaction contains comments on some post that has already been delivered to an agent. If it does, the interaction is held until that agent can accept delivery of it.

  a. The buffer stage periodically checks if there is an interaction with the same Post ID being processed by any agent in the group.

  b. Then,

     - If there is such an interaction, the current interaction is delayed in the buffer stage until it can be delivered to the agent who is processing the earlier related interaction.
     - If there is no such interaction, it proceeds to the classify and screen stage.

- Classification-Screen Strategy tries to classify and screen the interactions that will be delivered to the agent group. Note the following:

  - The strategy organizes the task as follows:
    - The strategy itself screens and classifies posts for sentiment and actionability.
    - One subroutine screens comments for sentiment and actionability.
    - One subroutine classifies comments for sentiment and actionability.
  - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.

- Facebook Calculation Strategy processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
- Facebook Agent Delivery Strategy delivers the interaction to the agent desktop.
- Finally,

  - If there is a reply, Facebook Outbound Strategy dispatches it to Digital Messaging Server, for delivery to Facebook.
  - If there is no reply, Facebook Stop Strategy terminates the interaction.

> **Important**
>
> For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

In Release 8.1.4

There are the following changes in this release:

- The Facebook BP now filters out interactions of type `question`. That is, if the substring "<type>question</type>" occurs in the `_facebookXML` value of an interaction, the interaction is terminated.
- The Facebook BP now checks for interactions of type `facebooksession` (Facebook chat) in inbound strategies: `FacebookItxType=10`. If the type is `facebooksession`, the interaction skips the rest of the inbound strategy and Buffer strategy, and goes straight to the Classify-Screen strategy.
- The new Facebook Outbound Init Queue acts as a virtual queue that provides a temporary placeholder for an outbound interaction for the plug-in while agents work on their content. If the plug-in crashes, the interaction remains in that queue and could potentially be routed to a custom supervisor's desktop, for example. The interaction sits in the strategy for one month (60x60x24x31 sec) and is terminated, but the logic of this strategy can be extended.

In Release 8.5.1

Facebook Agent Delivery Strategy

- Target objects, rather than delivering to a specific group, use the skill-based expression `1=1`, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.
- The first object in the strategy has been updated with `FacebookContentCreatedOnlyByAdmin'= UData['_facebookContentCreatedOnlyByAdmin']`
- Right before the target object, the following were added:
  - If object: `if( FacebookContentCreatedOnlyByAdmin != 1 )`
  - Stop Interaction object: `if FacebookContentCreatedOnlyByAdmin =1`

Facebook Outbound Strategy

In order to enable editing of outbound comments and posts, `_facebookPostId` and `_facebookCommentId` are included for all newly created posts and comments.

Facebook Classify-Screen Strategy and Facebook Calculation Strategy

Instead of the `KVListAddData` function, these strategies use `KVListSetData`, which does not create duplicate keys.

Sample Business Process: Facebook BP - Simplified

Facebook BP - Simplified is a sample Business Process that is supplied on the Genesys Social Messaging Management product CD.

Overview

The simplified Facebook business process is designed to process the submitted Facebook interactions in the most simplistic way.

- If the interaction contains both a post and comments:
  1. An interaction is created in the UCS database.
  2. The Facebook post ID and comment ID are updated in the UCS database.
  3. The interaction is delivered to an agent.
- If the interaction contains only a comment, it is parked in a parking queue.

> **Important**
>
> Starting in release 8.1.4, processing of interactions of type `facebooksession` (Facebook chat) is supported with `FacebookItxType=10`
>
> Starting in release 8.5.1, Facebook Agent Delivery Strategy is modified so that target objects, rather than delivering to a specific group, use the skill-based expression `1=1`, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.

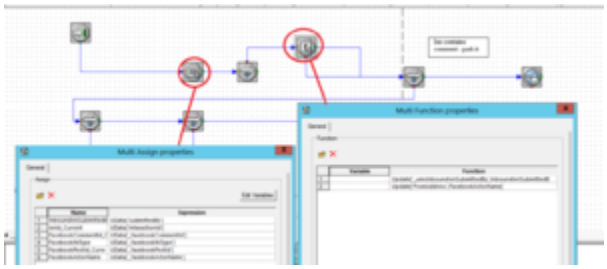
Known issue and workaround

The Business Process, Facebook BP – Simplified, has a known issue that prevents users from sending Facebook private messages. The following workaround can be applied to overcome this issue:

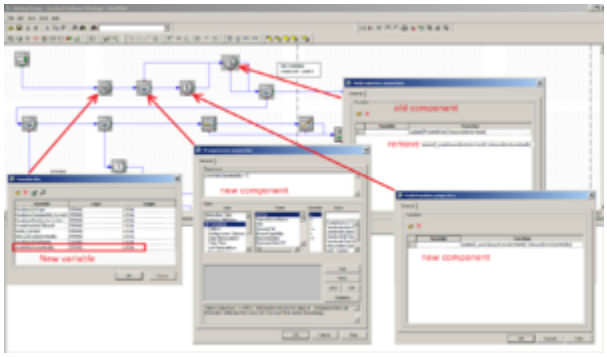
1. Add a new local strategy variable `umsInbItxSubmittedBy` .
2. Assign the `UData['_umsInboundIxnSubmittedBy']` interaction parameter to the `umsInbItxSubmittedBy` variable in the existing **Multi Assign** component.
3. Add new `umsInbItxSubmittedBy = ''` verification in a new **If** component.

4. Add a new **Function** component with `Update['_umsInboundIxnSubmittedBy', InboundIxnSubmittedBy]` value.
5. In the existing **Function** component, remove the first row with `Update['_umsInboundIxnSubmittedBy',InboundIxnSubmittedBy]` value and leave the second row with `Update['FromAddress',FacebookActorName]` value.
6. For the new **If** component added in Step 3, link the Out port (True condition) to new **Function** component with `Update['_umsInboundIxnSubmittedBy',InboundIxnSubmittedBy]` added in Step 4.
7. For the new **If** component added in Step 3, link the Default port (False condition) to Old **Function** component with `Update['FromAddress',FacebookActorName]` modified in Step 5.
8. Link the new **Function** component with `Update['_umsInboundIxnSubmittedBy', InboundIxnSubmittedBy]` value to old **Function** component with `Update['FromAddress', FacebookActorName]` value.
9. Save and activate the strategy.

You can refer to the following images to know the changes that this workaround applies to the strategy:



Before applying the workaround



After applying the workaround

Sample Business Process: Facebook BP-iWD

Facebook BP-iWD is a sample Business Process that shows how Genesys Social Messaging can work with Genesys Intelligent Workload Distribution (iWD). Facebook BP-iWD is supplied on the Genesys Social Messaging Management product CD and is used together with two of the Business Processes that are supplied with iWD, as described below.

Requirements

To use Facebook BP-iWD:

- Install Facebook BP. This creates some configuration objects that are required by Facebook BP-iWD.
- Use the iWD Setup Utility to install these Business Processes:
  - Standard Genesys to iWD Adapter
  - IWDBP

For information on how to install and use the iWD Setup Utility, consult the intelligent Workload Distribution Deployment Guide.

> **Important**
> iWD Setup Utility is no longer supported from iWD release 8.5.104 onwards. From that release onwards, all configuration is done manually. See Manual Installation of iWDBP.

In Release 8.1.0

Facebook BP-iWD and its associated Business Processes do the following things.

1. Facebook BP-iWD proceeds in the following stages:
   1. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.
      - If such an interaction is found, it is updated with the content (merged) of the newer interaction, then the newer interaction is terminated.
      - If no such interaction is found in the strategy, then this current interaction proceeds into the Buffer stage, which delays the delivery of the interaction to the agent queue.
   2. The Buffer stage periodically checks if an interaction with this Post ID can be delivered to the agent

desktop; in other words, if there is an interaction with the same Post ID being processed by any agent in the group.

- If there is such an interaction, the current interaction is delayed in the buffer stage.
- If there is no such interaction, it proceeds to the Classification and Screening stage.

3. The Classification and Screening stage tries to classify and screen the interactions that will be delivered to the agent group. Note the following:
   - This stage uses:
     - A subroutine that screens for sentiment and actionability.
     - A subroutine that classifies for sentiment.
   - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in the sample BP, which you can modify. All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.
4. The last stage passes the interaction to Standard Genesys to iWD Adapter.

2. Standard Genesys to iWD Adapter attaches some required key-value pairs to the interaction, then passes the interaction to IWDBP.
3. IWDBP performs classification, prioritization, distribution, and archiving.

> **Important**
>
> For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

For more information about the Standard Genesys to iWD Adapter and IWDBP Business Processes, see the *intelligent Workload Distribution 8.1 Deployment Guide*.

In Release 8.1.1 and Later

1. Facebook Inbound Strategy-iWD can be described in two main steps.
   a. The first step depends on whether you want to create a contact record for each author of a comment to a Facebook post. If you do, you must set the `x-submit-comments-itx` option to `true`, which makes the system create an interaction for each comment (this is in addition to the interaction that it creates containing both the base post and all of the comments on it).
      - If the interaction being processed is one of these comment-only interactions, it is sent to the Stop Interaction Comments in Parking Queue strategy, which creates a contact for the author of the comment, then terminates.
      - If the interaction consists of a post plus comments, it continues to the next step.

   b. This step determines whether this interaction contains comments on some post that is already in the strategy and so should be merged with it.

c. A query is sent to Interaction Server to see if there is already an interaction down the flow in the strategy with the same Facebook Post ID.

d. Then,

- If such an interaction is found, it is updated with the content of (merged with) the newer interaction, then the newer interaction is terminated.
- If no such interaction is found in the strategy, then this current interaction proceeds into the buffer stage, which delays the delivery of the interaction to the agent queue.

- Facebook Inbound Buffer Strategy-iWD is similar to the preceding, but it determines whether this interaction contains comments on some post that has already been delivered to an agent. If it does, the interaction is held until that agent can accept delivery of it.

  a. The buffer stage periodically checks if there is an interaction with the same Post ID being processed by any agent in the group.

  b. Then,

  - If there is such an interaction, the current interaction is delayed in the buffer stage until it can be delivered to the agent who is processing the earlier related interaction.
  - If there is no such interaction, it proceeds to the classify and screen stage.

- Facebook Classification-Screen Strategy-iWD tries to classify and screen the interactions that will be delivered to the agent group. Note the following:

  - The strategy organizes the task as follows:
    - The strategy itself screens and classifies posts for sentiment and actionability.
    - One subroutine screens comments for sentiment and actionability.
    - One subroutine classifies comments for sentiment and actionability.
  - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.

- Facebook Calculation Strategy-iWD processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
- Facebook iWD Delivery Strategy delivers the interaction to iWD.

> **Important**
>
> For the `MergeItxData` method in the ESP block of Facebook Inbound Strategy-iWD to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

In Release 8.1.4

Starting in this release, Facebook BP-iWD:

- Filters out interactions of type `question`. That is, if the substring `"<type>question</type>"` occurs in the `_facebookXML` value of an interaction, the interaction is terminated.
- Checks for interactions of type `facebooksession` (Facebook chat) in inbound strategies: `FacebookItxType=10`. If the type is `facebooksession`, the interaction skips the rest of the Facebook Inbound Strategy-iWD and Facebook Buffer Strategy-iWD, and goes straight to the Facebook Classify-Screen Strategy.

In Release 8.5.1

In Facebook Classify-Screen Strategy and Facebook Calculation Strategy, the `KVListSetData` function is used instead of `KVListAddData`. `KVListSetData` does not create duplicate keys.

Sample Business Process: Facebook BP - Single Comment Routing

Facebook BP - Single Comment Routing is a sample Business Process that is supplied on the Genesys Social Messaging Management product CD. It resembles Facebook BP, except that it submits only interactions that consist of a post and exactly one comment.

Requirements

Set the `x-submit-comments-itx` option to `true`. This makes the system create an interaction for each comment in addition to the interaction that it creates containing both the base post and all of the comments on it.

Description

1. Facebook Inbound Strategy - Single Comment Routing can be described in two main steps.
   a. The first step filters out interactions of type question. That is, if the substring `<type>question</type>` occurs in the _facebookXML value of an interaction, the interaction is terminated.
   b. The next step filters out any interactions consisting of a post and multiple comments. If the interaction is a post and multiple comments, it is sent to the Facebook Stop Strategy - Single Comment Routing, which terminates it. If the interaction consists of a post plus a single comment, it continues to the next step.
2. Classification-Screen Strategy - Single Comment Routing tries to classify and screen the interactions that will be delivered to the agent group. Note the following:
   - The strategy organizes the task as follows:
     - One subroutine screens for sentiment and actionability.
     - One subroutine classifies for sentiment.
   - Routing decisions can be made based on the classification/screening results. One way of doing this is presented in this Business Process: All the results are attached to the interaction, and can later be viewed on the agent desktop in the attached data tab.
3. Facebook Calculation Strategy - Single Comment Routing processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
4. Facebook Agent Delivery Strategy - Single Comment Routing delivers the interaction to the agent desktop.
5. Finally,

- If there is a reply, Facebook Outbound Strategy - Single Comment Routing dispatches it to Social Messaging Server, for delivery to Facebook.
- If there is no reply, Facebook Stop Strategy - Single Comment Routing terminates the interaction.

8.1.4

Starting in this release, processing of interactions of type `facebooksession` (Facebook chat) is supported with `FacebookItxType=10`

8.5.1

In this release there are the following changes.

Facebook Agent Delivery Strategy

- Target objects, rather than delivering to a specific group, use the skill-based expression `1=1`, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.
- The first object in the strategy has been updated with `FacebookContentCreatedOnlyByAdmin'= UData['_facebookContentCreatedOnlyByAdmin']`
- Right before the target object, the following were added:
  - If object: `if( FacebookContentCreatedOnlyByAdmin != 1 )`
  - Stop Interaction object: `if FacebookContentCreatedOnlyByAdmin =1`

Facebook Outbound Strategy

In order to enable editing of outbound comments and posts, `_facebookPostId` and `_facebookCommentId` are included for all newly created posts and comments.

Facebook Classify-Screen Strategy and Facebook Calculation Strategy

Instead of the `KVListAddData` function, these strategies use `KVListSetData`, which does not create duplicate keys.

Sample Business Process: RSS BP

RSS BP is a sample Business Process that is supplied on the Genesys Social Messaging Management product CD.

RSS BP performs the following simple processing, using the following strategies:

1. RSS Inbound Strategy
    1. Initializes the required variables.
    2. Ensures that the interactions will be delivered to agents in the order they were created.
    3. Checks whether the interaction already exists in the UCS database and, if not, creates it.
    4. Creates contacts in UCS.
2. RSS Classify-Screen Strategy performs classification and screening, and attaches the resulting Actionability and Sentiment attributes to the interaction.
3. RSS Calculation Strategy processes all previously attached classification and screening keys and attaches the keys desktop_sentiment and desktop_actionable, which the desktop uses in presenting the interaction in its user interface.
4. RSS Agent Delivery Strategy delivers the interaction to the agent desktop.

> **Important**
>
> Starting in release 8.5.1, RSS Agent Delivery Strategy is modified so that target objects, rather than delivering to a specific group, use the skill-based expression 1=1, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.

Sample Business Process: Twitter BP

Twitter BP is a sample Business Process that is supplied on the Genesys Social Messaging Management product CD.

There is also a sample Twitter BP with iWD.

In Release 8.1.0

Twitter BP performs the following simple processing, using two strategies:

1. Twitter Inbound Strategy
    1. Filters out tweets that already exist as interactions in the Universal Contact Server (UCS) database
    2. Creates an interaction in the UCS database
    3. Sends a request to Classification Server to screen and classify the interaction
    4. Delivers the interaction to an agent, along with the results of the screening and classification
2. Twitter Outbound Strategy dispatches a reply from the agent to Social Messaging Server, for delivery to Twitter.

In Release 8.1.1 and Later

Twitter BP uses the following strategies:

1. Twitter Inbound Strategy
    1. Initializes the required variables.
    2. Ensures that the interactions will be delivered to agents in the order they were created.
    3. Checks whether the interaction already exists in the UCS database and, if not, creates it.
    4. Associates the interaction with the correct thread.
    5. Creates contacts in UCS.
2. Twitter Classify-Screen Strategy performs classification and screening, and attaches the resulting Actionability and Sentiment attributes to the interaction.
3. Twitter Influence Calculation Strategy calls up the Klout service and attaches the appropriate keys showing the influence values.
4. Twitter Calculation Strategy processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
5. Twitter Agent Delivery Strategy delivers the interaction to the agent desktop.

6. Twitter Outbound Strategy dispatches a reply from the agent to Social Messaging Server, for delivery to Twitter.

In Release 8.1.2

- The Twitter BP now processes errors returning from Twitter when send message, submit post, or submit comment requests are sent to the Twitter driver. If an error is returned, the Twitter BP will make multiple consecutive attempts to send these requests to the driver until either the messages have been successfully posted or the limit for the number of attempts has been reached.
- UCS implements threading based on the Twitter `inReplyToStatusId` attribute (called `_twitterInReplyToStatusId` in interaction data). This attribute is not presented in direct messages; because of that every direct message starts a new thread in UCS. The outbound strategy now makes sure that the correct threading info is saved in UCS.
- When the `SendMessage` ESP request is sent, the `StatusId` of the posted message is returned by the Twitter API. This `StatusId` is then saved in UCS for the current outbound interaction. This information will be used later by the inbound reply interaction to thread them together. The inbound Twitter strategy takes care of the message threading in UCS by checking the contact and looking for an interaction whose `StatusId` is equal to `inReplyToStatusId` (if it exists) of the current inbound interaction. If a matching interaction is found, the inbound interaction is threaded as a child of the matching interaction.

In Release 8.1.201

- The new Twitter Outbound Init Queue acts as a virtual queue that provides a temporary placeholder for an outbound interaction for the plug-in while agents work on their content. If the plug-in crashes, the interaction remains in that queue and could potentially be routed to a custom supervisor's desktop, for example. The interaction sits in the strategy for one month (60x60x24x31 sec) and is terminated, but the logic of this strategy can be extended.

In Release 8.5.1

- Twitter Outbound Strategy—A Function is added that updates user data with a key-value pair. The key is the message ID of the outbound interaction, and the value represents the Twitter status ID of the interaction. This makes it possible for the agent to delete outbound Tweets.
- Twitter Agent Delivery Strategy—Target objects, rather than delivering to a specific group, use the skill-based expression `1=1`, meaning the interaction is delivered to any agent who has the capacity to handle social media interactions.

Sample Business Process: Twitter BP with iWD

Twitter BP with iWD is a sample Business Process that shows how Genesys Social Messaging can work with Genesys Intelligent Workload Distribution (iWD). Twitter BP with iWD is supplied on the Genesys Social Messaging Management product CD and is used together with two of the Business Processes that are supplied with iWD, as described below.

Requirements

To use Twitter BP with iWD:

- Install Twitter BP. This creates some configuration objects that are required by Twitter BP with iWD.
- Use the iWD Setup Utility to install these Business Processes:
  - Standard Genesys to iWD Adapter
  - IWDBP

For information on how to install and use the iWD Setup Utility, consult the intelligent Workload Distribution Deployment Guide.

> **Important**
> iWD Setup Utility is no longer supported from iWD release 8.5.104 onwards. From that release onwards, all configuration is done manually. See Manual Installation of iWDBP.

In Release 8.1.0

Twitter BP with iWD and its associated Business Processes do the following things:

1. Twitter BP with iWD performs initial processing, using the Twitter Inbound Strategy-iWD strategy to:
   1. Filter out tweets that already exist as interactions in the Universal Contact Server (UCS) database.
   2. Create an interaction in the UCS database.
   3. Pass the interaction to Standard Genesys to iWD Adapter.
2. Standard Genesys to iWD Adapter attaches some required key-value pairs to the interaction, then

passes the interaction to IWDBP.

3. IWDBP performs classification, prioritization, distribution, and archiving.

For more information about the Standard Genesys to iWD Adapter and IWDBP Business Processes, see the *intelligent Workload Distribution 8.0 Deployment Guide*.

In Release 8.1.1 and Later

1. Twitter Inbound Strategy-iWD
    1. Initializes the required variables.
    2. Ensures that the interactions will be delivered to agents in the order they were created.
    3. Checks whether the interaction already exists in the UCS database and, if not, creates it.
    4. Associates the interaction with the correct thread.
    5. Creates contacts in UCS.
2. Twitter Classify-Screen Strategy-iWD performs classification and screening, and attaches the resulting Actionability and Sentiment attributes to the interaction.
3. Twitter Influence Calculation Strategy-iWD calls up the Klout service and attaches the appropriate keys showing the influence values.
4. Twitter Calculation Strategy-iWD processes all previously-attached classification and screening keys and attaches the keys `desktop_sentiment`, `desktop_actionable`, and `desktop_expand`, which the desktop uses in presenting the interaction in its user interface.
5. Standard Genesys to iWD Adapter attaches some required key-value pairs to the interaction, then passes the interaction to IWDBP.
6. IWDBP performs classification, prioritization, distribution, and archiving.

For more information about the Standard Genesys to iWD Adapter and IWDBP Business Processes, see the *intelligent Workload Distribution 8.0 Deployment Guide*.

Sample Business Process: Twitter BP - Threaded Routing

This Business Process was introduced with Business process for use with Twitter 8.5.400.91. There are some special considerations that are specific deploying to this Business Process, described in Deploying below.

Twitter BP - Threaded Routing is a sample Business Process that submits grouped Twitter interactions to a configured agent group. It consists of ten strategies, four subroutines, and ten queues.

In broad terms, processing proceeds as follows:

1. **Twitter Inbound Strategy-TR**:
    1. A query is sent to Interaction Server to see if there is already an interaction with the same Twitter Group ID farther along in the strategy.
    2. Then,
        - If such an interaction is found, it is updated with the content of (merged with) the newer interaction, and the newer interaction is terminated.
        - If no such interaction is found in the strategy, then the current interaction proceeds to the buffer stage.
2. In the buffer stage, **Twitter Inbound Buffer Strategy-TR** holds the interaction for the period specified in the **grouping-timeout** option for the relevant Twitter channel. During this time, any other incoming interactions from this sender are added. When the specified period is up, the interaction is sent to Twitter Post Buffer Strategy-TR.
3. **Twitter Post Buffer Strategy-TR** is similar to Twitter Inbound Strategy in Twitter BP. It:
    1. Initializes the required variables.
    2. Ensures that the interactions are delivered to agents in the order they were created.
    3. Checks whether the interaction already exists in the UCS database and, if not, creates it.
    4. Associates the interaction with the correct thread.
    5. Creates contacts in UCS.
4. **TwitterCalculationOfDesktopFlagsOtherPosts-TR** calls in a cycle **TwitterCalculationOfDesktopFlags-TR** (which is similar to Twitter BP) for every item from the existing group of tweets.
5. The remaining seven strategies are the same as the strategies with the same names (minus the appended -TR) used in Twitter BP.

If the **grouping-timeout** option in Social Messaging Server is missing or is set to 0, Twitter BP - Threaded Routing works the same as Twitter BP.

Deploying

Twitter BP - Threaded Routing was introduced in the Business process for use with Twitter 8.5.400.91 Installation Package (IP). Prior to the release of that IP, it was possible to obtain Twitter BP - Threaded Routing as an Interaction Routing Designer (IRD) export package. If you previously installed Twitter BP - Threaded Routing by importing it into IRD, your procedure for deploying the Business process for use with Twitter 8.5.400.91 IP differs in a few places, indicated in the description below.

1. First,
   - If you previously installed Twitter BP - Threaded Routing, run the Business process for use with Twitter IP using the general deployment procedure.
   - Otherwise, install all of the following:
     - Business process for use with Twitter
     - Social Media Plug-in for Workspace version 8.5.400.86 or higher
     - Cloud API Driver for Twitter 8.5.400.53 or higher
     - Cloud API Driver for Facebook 8.5.400.67 or higher (required only if you have both Facebook and Twitter channels in the same Social Messaging Server).
2. Deactivate the old Business Process strategies: In IRD, right-click Twitter BP and select **Deactivate Strategies**.
3. In the Social Messaging Server configuration options, in the section for the relevant Twitter channel (**channel-Twitter-*any-name***), add an option called **grouping-timeout** and give it a value in the range 10–3600. This is the timespan, in seconds, within which tweets must arrive in order to be grouped together.
4. Check queues: Stop Social Messaging Server, then use Genesys Administrator or Configuration Manager to check or set the following options:
   - Social Messaging Server: **[[[endpointstenant_dbid|endpoints:*related_tenantId*]]]** > **twitter_queue** must have the value `Twitter TR Inbound Queue`.
   - Workspace Desktop Edition: **[interaction-workspace]** > **twitter.default-queue** must have the value `Twitter TR Outbound Init Queue`.
   - Workspace Desktop Edition: **[interaction-workspace]** > **twitter.outbound-queue** must have the value `Twitter TR Outbound Queue`.
5. Now,
   - If you previously installed Twitter BP - Threaded Routing, install:
     - Social Media Plug-in for Workspace version 8.5.400.86 or higher
     - Cloud API Driver for Twitter 8.5.400.53 or higher
     - Cloud API Driver for Facebook 8.5.400.67 or higher (required only if you have both Facebook and Twitter channels in the same Social Messaging Server).
   - Otherwise, proceed to the next step.
6. Restart:
   - Social Messaging Server.
   - Universal Routing Server

- Universal Contact Server
- Interaction Server
- Workspace Desktop Edition

Important

For the `MergeItxData` method in the ESP block of Twitter Inbound Strategy to work properly, the `settings/delay-updates` option in Interaction Server should be set to `false`. With this setting, Interaction Server forces updates of interaction properties in the database each time it processes `RequestChangeProperties`.

Objects Installed with Sample Business Processes

Overview

Installing the sample Business Processes creates various objects in your environment, most of them being objects in the Configuration Layer.

> **Important**
> This page lists configuration objects by their Display Name. Where the Name differs from the Display Name, it is given in parentheses.

Common to Facebook and Twitter

These objects are used by both the Facebook and Twitter Business Processes and are installed with each of them.

- Business Attributes: Contact Attribute
  - _umsMediaAccount
- Capacity Rule
  - Default_Social_Media_Capacity_rule
- Language
  - English for Sentiment Analysis (English_Sentiment)

Facebook

Business Process for Use with Facebook also installs the following objects:

- Business Attributes: Contact Attributes
  - Facebook Actor ID (_facebookActorId)

    - Facebook Actor Name (_facebookActorName)
- Business Attributes: Interaction Attributes
    - _facebookPostId
- Business Attributes: Interaction Custom Properties
    - _facebookCommentId
    - _facebookInBufferBeforeTarget
    - _facebookInQueueAtTarget
    - _facebookPostId
- Business Attributes: Media Type
    - facebook
    - facebookprivatemessage
    - facebooksession

Facebook with iWD Integration

- Business Attributes: Interaction Custom Properties
    - desktop_actionable
    - desktop_influence
    - desktop_sentiment

RSS

- Business Attributes: Contact Attribute
    - _rssItemAuthor
- Business Attributes: Media Type
    - rss
- Capacity Rule
    - Default_Social_Media_Capacity_rule
- Language
    - English for Sentiment Analysis (English_Sentiment)

Twitter

Business Process for Use with Twitter also installs the following objects:

- Business Attributes: Contact Attribute
  - Twitter User ID (_twitterFromUserId)
  - Twitter From Address (_twitterFrom Addr)
- Business Attributes: InteractionCustomProperties
  - _twitterGroupId
  - _twitterInBufferBeforeTarget
  - _twitterInAfterBeforeTarget
- Business Attributes: Interaction Attribute
  - TwitterMsgId
  - _twitterGroupId
- Business Attributes: Media Type
  - twitter
  - twitterdirect

> **Important**
> mediatype `twitterdirect` attribute should be added manually in **Business Attributes > Media Type** with the same values as the mediatype `twitter` attribute.

Knowledge Management Export Files

Installing any of the sample Business Processes also places the following files in `\eServices DRAFT\Genesys Business process for use with <socialmedia>\KnowledgeManagerExport:`

- SentimentAndActionabilityScreeningRules.kme
- EnglishSentiment.kme
- Actionability.kme

These files can be used in eServices Manager Plug-in for GAX and Content Analyzer to detect sentiment and actionability.

- SentimentAndActionabilityScreeningRules.kme uses screening rules.
- EnglishSentiment.kme and Actionability.kme use natural language processing.

Social Media Cloud Connectors for Twitter and Facebook

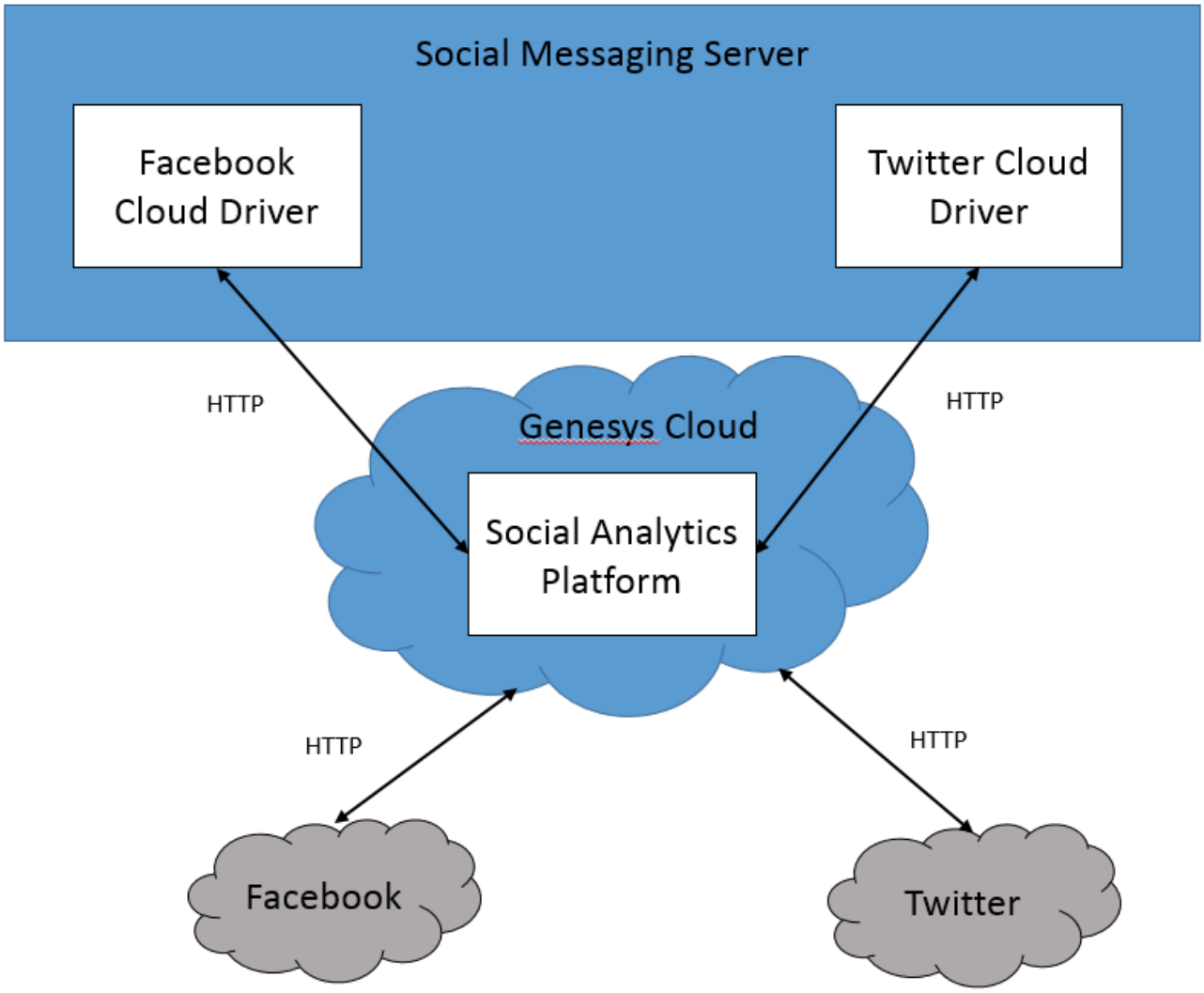
> **Important**
> Starting with Social Engagement 8.5.2, on-premise drivers point to connectors in the Genesys Engage cloud that interface with the Facebook and Twitter APIs.

Why Use the Social Media Cloud Connectors?

Prior to the release of Genesys Social Engagement 8.5.2, the APIs for Twitter and Facebook were installed on-premise at the customer's site. The key problem experienced by customers around this architecture related to the volatility of the Twitter and Facebook APIs. It is often the case that Twitter and Facebook make changes to their APIs with minimal notice. The repercussions of these changes are often unknown until after they have been rolled out. By moving the Social Media Cloud API connectors to the Genesys Engage cloud, Genesys can track and apply changes to the APIs centrally and without the need to release hot-fixes; thus protecting you from the volatility and reducing the risk of unexpected service outages. When the drivers are managed in the cloud, Genesys has the opportunity to provide you with the latest versions of the APIs on a more consistent basis.

In 8.5.2 and later you can also benefit from the use of Social Analytics. Social Analytics allows users to delve into their social traffic and conversations and gain insights into trends and opportunities to improve service. In order to use Social Analytics, you need up to four months of data stored in the Genesys Engage cloud.

How Does it Work?



Inbound messages are pulled or streamed from Twitter and Facebook and simply passed to the Social Analytics Platform, and from there on to the Social Messaging Server where they are lined up for processing.

When a message (we call them all posts) is processed, it is placed in the database in a standard way that supports display of history, discovery of trends, review of reports in key metrics. The post is inserted into an existing conversation, or new conversation, if needed. It is then placed in a Queue for pickup by Driver clients, if not present already.

Outbound messages are also dispatched to Twitter and Facebook via the Social Analytics Platform.

Note that in order to make use of the Social Analytics reporting and dashboard capabilities, a copy of both inbound and outbound social data will be stored in the Social Analytics database for up to four

months.

Setting Up Social Engagement

Overview

Social Engagement 8.5.2 introduced new data architecture. From 8.5.2 onwards, the API connectors to Twitter and Facebook are stored in the Genesys Hub. This allows the Genesys Engineering team to quickly adapt to changes to the APIs made by Twitter and Facebook, and thus protect customers from the volatility inherent in connecting to Social Networks via APIs. Now, besides installing Twitter and Facebook drivers on-premise, you must also set up and configure the cloud component, Genesys Hub.

Important

- Contact Twitter or Facebook to get your business ID before proceeding with account and channel creation in Genesys Hub.
- In release 9.0, Genesys Engage cloud for Social has been renamed to Genesys Hub. For information about the current active version of the Genesys Hub environment, see the Genesys Hub Release Note.

Legal Terms for Social Engagement 9.0.x

Important

If you have not already done so, please read and accept these terms to continue.

Installing On-premise Components

Important

Regardless of whether you are a new customer or an existing customer upgrading, it’s critical that you have already read and accepted the legal terms referenced above.

For New Social Engagement Customers:

1. Install Digital Messaging Server.
2. Install Social Engagement 8.5.x or 9.0.x

For Existing Social Engagement Customers:

1. Uninstall your existing drivers and remove their configuration options, as described here.
2. Proceed to install Social Engagement 8.5.x or 9.0.x, as described in the following section.

Installing Social Engagement 8.5.x or 9.0.x

1. Download the installation packages for Genesys Cloud API Driver for Twitter and Genesys Cloud API Driver for Facebook.
2. Locate the installation script for each driver (**install.exe** for windows and **install.sh** for Linux platforms) and run it.
3. While running the script you will be asked to enter/confirm:
   - Host Name
   - Configuration Server Host Name
   - Network port
   - Username
   - Password
4. Select a Digital Messaging Server object.
5. Answer any other questions and finish the installation.
6. If you are an existing customer,
   a. In Genesys Administrator Extension, select the Digital Messaging Server object, go to the **Options** tab, and select **Import**.
   b. Import the configuration files **driver-for-facebook-options.cfg** for Facebook and **driver-for-twitter-options.cfg** for Twitter (usually located in **...SMServer/media-channel-drivers/channel-facebook** and **.../SMServer/media-channel-drivers/channel-twitter)**. Select to *NOT* override the existing configuration options. At this point, you have two new configuration sections: **[channel-facebook]** and **[channel-twitter]**. For more information on importing .cfg files, see the Genesys Administrator Extension User Guide.
7. Use Genesys Administrator Extension to configure your Digital Messaging Server application for the Twitter and Facebook driver channels. For more information about the Digital Messaging Server options, see the Digital Messaging Server Guide.

Preparing for the Cloud Integration

After you have completed the above steps, you can gather the following information:

1. Identify and note the name of the company/organization that will be using the product—for example, XYZ Corp. This is your Account name for Genesys Hub.
2. **For Twitter:**
   a. Identify and note the handle, (and optionally, keyword strings) that you plan to use for your Twitter feed:
      - In most instances, using just the Twitter handle used for responding will be a sufficient first step; for example, '@XYZCorp_Help'.
      - It is **CRITICAL** that only the appropriate keywords are used. Twitter does not permit infinite access to the Twitter data feed. If very broad or popular keywords are used inappropriately, too much data will be consumed. If keywords such as: #JustinBieber, #iphone, #awesome were used the likely result would be a data failure.
      - Testing for keywords may be necessary in order to check and see if they are inappropriate. To do this go to https://twitter.com/search-home and enter the keyword(s) you plan to use (one at a time). View the search results and if they are relevant. Only relevant keywords should be used.

   b. Note the login and password credentials for any twitter handles you intend to use with Social Engagement.
3. **For Facebook:**
   a. Identify and note the names of the of the Facebook pages that you plan to use.
   b. Note the login and password credentials for the user that has administrator access to these Facebook pages.

Note also the following:

- **Ports**—Both Twitter and Facebook drivers (installed in Digital Messaging Server) connect to the Social Admin platform (in the Genesys Hub) using HTTPS on standard port 443. All API calls must go over HTTPS.
- **Copy, Paste, Save**—In the first seven steps of the following setup you will have to copy and save various pieces of text in order to use them in later steps. Please have a plain-text editor ready on your desktop and be prepared to save text (along with descriptions regarding the text) from steps 1 through 7.

Cloud Integration

Contents of this section:

8. Using more than one Twitter handle

1. Set up your company/organization account

The first step of deploying Social Engagement requires you to create an Account within Genesys Hub.

a. Navigate to https://socialanalytics.genesyscloud.com/gse/signup. You should see a form titled "Setup your Social Engagement Software."

> **Important**
>
> We recommend that you always use https://socialanalytics.genesyscloud.com to access Hub. But if you prefer a static URL, you can alternatively use https://static.socialanalytics.genesyscloud.com .

Setup Form

b. Populate the fields. Note and copy the value of **Company/Org. Name** to your text file (for example, **Company/Org. Name:** `##> ACME XYZ123 Corp.`) You'll use this text in a later step of this setup.

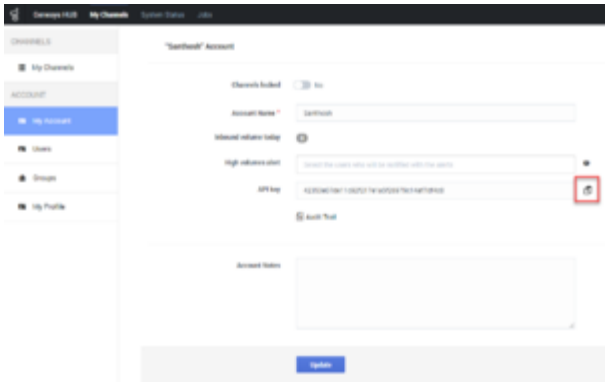
c. Click **Continue**.

d. Go to your email inbox and open the email titled "Confirmation required for Genesys Social Engagement deployment". If you don't see it, check your spam folder.

e. Follow the steps described in the email and select the option to log in using the email and password you've just created.

f. After successfully logging in, click **My Account** in the left navigation pane. The account update page is displayed.

g. Copy the value of the **API key** field to your clipboard using the **Copy API key to clipboard** option (displayed next to the field). You'll need it in a later stage of this setup.



API key

h. At this point, it is not necessary to make any changes to the other fields and attributes on this form.

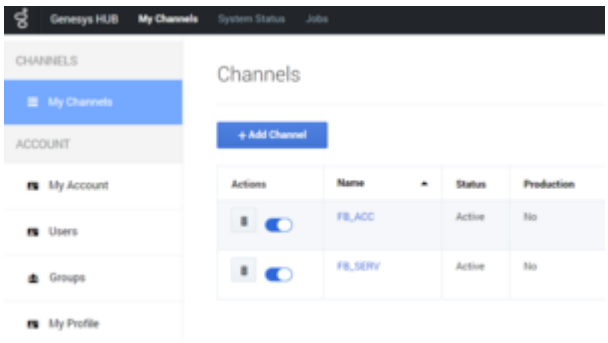
2. Create a Twitter channel with the type Twitter:Account

The Twitter Channel with channel type 'Twitter:Account' is the mechanism you will use to authenticate to Twitter. Please be ready with your organization's Twitter handle (login) and Twitter password before proceeding.

> **Important**
>
> Your company or organization may use multiple Twitter handles. Step 8 below describes how to handle this situation.

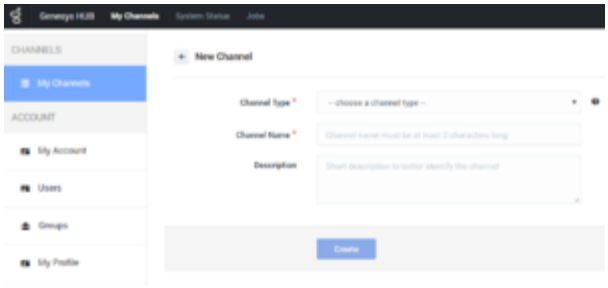
a. Click **My Channels** in the left navigation menu. The **Channels** screen is displayed.

b. Click **+Add Channel** to create a new channel.



Channels

The **New Channel** window displays.



New Channel

c. From the **Channel Type** drop-down, select **Twitter:Account**.

d. Add a Channel Name. Please use the form `<your channel's Twitter handle> - Twitter Account`. Example: `@Genesys - Twitter Account`.

e. Optionally, add a description that indicates the planned usage of the channel.

f. Click **Save and Proceed**.

g. Click **Login to Twitter**.

h. Enter the Twitter credentials for your organization: username (handle) or email, and the password associated with your Twitter account. IMPORTANT: Also check **Remember me**.

i. A window that displays **Access_token successfully saved** indicates that you have successfully authenticated to Twitter.

3. Create a Twitter channel with the type Twitter:Service

A Twitter channel of type Twitter:Service will listen for mentions of your keyword(s) on Twitter.

a. Click **My Channels** in the left navigation menu. The **Channels** screen is displayed.

b. Click **+Add Channel** to create a new channel.

c. In the **New Channel** window (see the figure **New Channel** above):

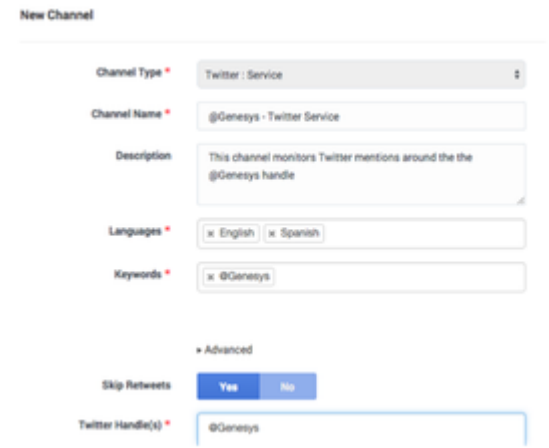
   i. From the **Channel Type** drop-down, select **Twitter:Service.**

   ii. Add a Channel Name. Please use the convention `'<your channel's Twitter handle> - Twitter Service'`. Example: `@Genesys - Twitter Service`.

   iii. Optionally, add a **Description.**

iv. Click **Save & proceed.**

d. An extended form displays.



New Channel, extended

i. Click in **Languages** to select one or more languages.

ii. In **Keywords**, type the handle you will be using to listen for mentions, for example @Genesys, then hit Return or Tab. This will have the effect of sourcing all tweets based on the handle that you use.

- If there is a need, you may source additional posts by populating other words and phrases in the keyword field; for example, #Genesys.
- It is not possible to exclude posts with certain mentions, while including others. The inclusion of words or phrases in the keyword field is the only mechanism for sourcing posts from Twitter. If you have a need to use a broader range of words and phrases, it is important to review Best Practices for Managing Keywords in Twitter Service Channels below.

- Click **Yes** if you want to Skip Retweets. Skipping retweets means your system will not source tweets that have been retweeted, which may help cut out clutter and noise. You may want to select **No** if you want to analyze retweets and viral activity.
- In **Twitter Handle(s)**, just type the Twitter handle that you will be using to respond, example @Genesys. If you need to create multiple channels for the purpose of responding using different channels, see Step 8 below.
- To ensure the deletion of personal data (Personally Identifiable Information) from Twitter messages after the on-premise Twitter driver fetches the data, click **Do not store personal data**.

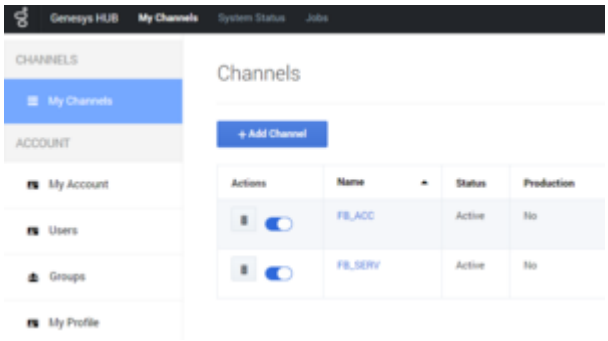
  This action is not retroactive. Pre-existing personal information remains in the UCS database.
- Click **Update and Proceed**.

4. Create a Facebook channel with the type Facebook:Account

A Facebook channel of this type is the mechanism you will use to authenticate to Facebook. Please be ready with your organization's Facebook administrator login credentials for the relevant page(s) before proceeding. For simplicity, please make sure that you are currently logged into Facebook (with this administrator's password) using the same browser that you are using for this setup.

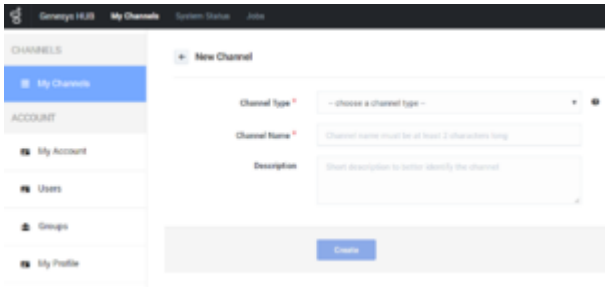
a. Click **My Channels** in the left navigation menu. The **Channels** screen is displayed.

b. Click **+Add Channel** to create a new channel.



Channels

The **New Channel** window displays.



New Channel

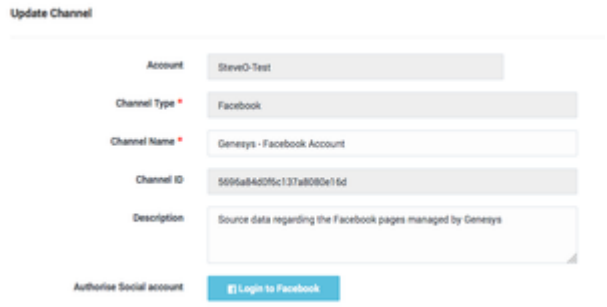
c. From the **Channel Type** drop-down, select **Facebook:Account**.

d. Add a Channel Name. Please use the convention `<company name> - Facebook Account`. Example: `Genesys - Facebook Account`.

e. Optionally, add a description that indicates the planned usage of the channel.

f. Click **Save and Proceed.**

g. An extended form displays.



Update Channel

h. Click **Login to Facebook**. A pop-up appears asking you to log in to Facebook

Facebook Login

i. Log in with the admin credentials for the Facebook pages that you want to use. It is important that these user credentials have Facebook admin access to all of the Facebook pages to be used.

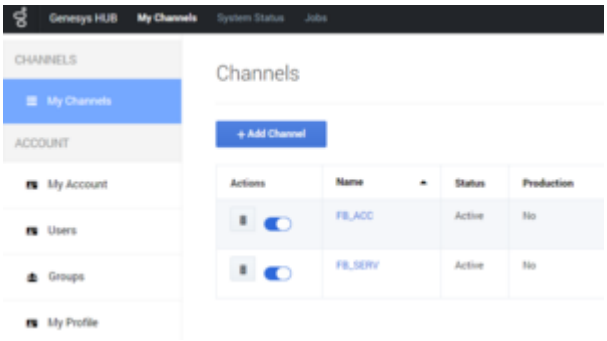
j. Once you have logged in and authenticated you should see a message **access_token successfully saved, close window.** You may close this window.

5. Create a Facebook channel with the type Facebook:Service

A Facebook channel of this type is used to listen for posts, comments, and messages on Facebook.

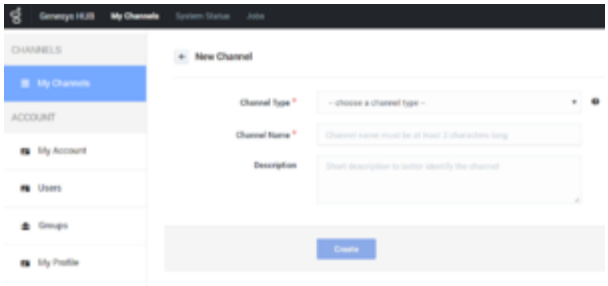
a. Click **My Channels** in the left navigation menu. The **Channels** screen is displayed.

b. Click **+Add Channel** to create a new channel.



Channels

The **New Channel** window displays.



New Channel

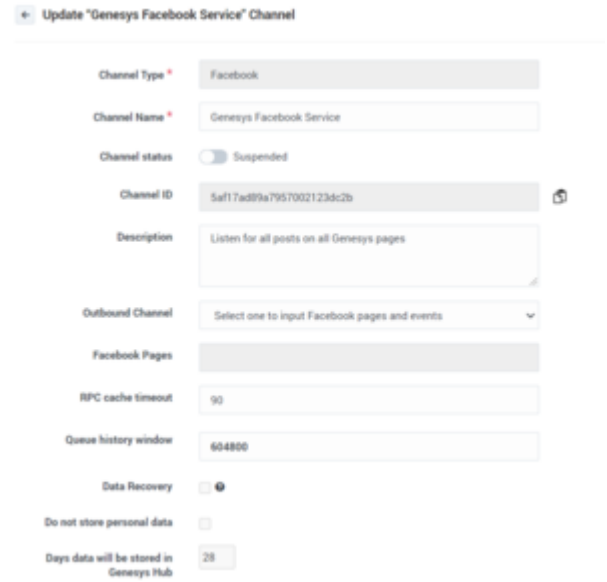
c. From the **Channel Type** drop-down, select **Facebook:Service**.

d. Add a Channel Name. Please use the convention `<company name> - Facebook Service`. Example: `Genesys - Facebook Service`.

e. Optionally, add a description that indicates the planned usage of the channel.

f. Click **Save and Proceed.**

g. **Update Channel** displays.



Update Channel

h. Make a note of the Channel ID—it will be needed for a later step

i. Click **Facebook Pages** to get a drop-down list of all of the Facebook pages that the Facebook user is an administrator of. Select each page that you want to monitor.

j. To ensure the deletion of personal data (Personally Identifiable Information) from Facebook posts after the on-premise Facebook driver fetches the data, click **Do not store personal data**.

This action is not retroactive. Pre-existing personal information remains in the UCS database.

k. Click **Update & proceed.**

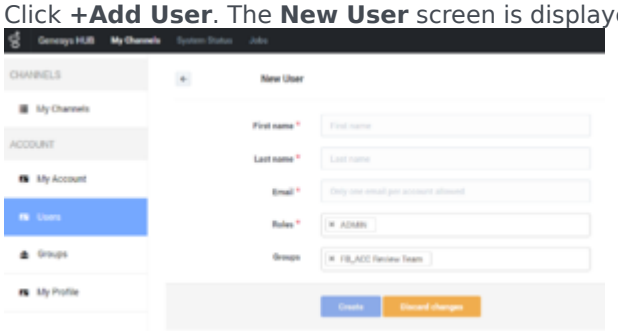
6. Define an Admin user for the account

You will also have to create a new admin user login and password in order to facilitate communication with Digital Messaging Server.

a. Click **Users** in the left navigation menu. The **Users** screen is displayed.

Users

b. Click **+Add User**. The **New User** screen is displayed.



New User

c. In the **First Name** field, type the company's name followed by a 1; for example, `Genesys1`.

d. In the **Last Name** field, type `admin`.

e. In the **Email** field, type an email address using a format like the following: `Genesys1_Admin@GenSocialEngage.com`. Copy and paste this email address to your notepad file as it will be used for a later step of the deployment.

> **Important**
>
> This email address will not be used for sending or receiving emails. It is only used to manage logging in, and communications between the cloud and on-premise components of Genesys Social Engagement.

f. Make sure that **Admin** is selected in the **Roles** field.

g. Click **Create.**

h. Now return to **Users**. You should see a list of the users associated with the account that you have set up.

i. Click **Reset Password** for the admin user that you have just created.

j. Enter a new password, and make a note of it (copy and paste to your text file); also make a note of associated email address. You will use them in a later step of the deployment.

7. Configure connections

To configure connections between the on-premise Digital Messaging Server and the cloud-based Account and Channels that you set up in Steps 1 through 5 above, you must set values for certain configuration options.

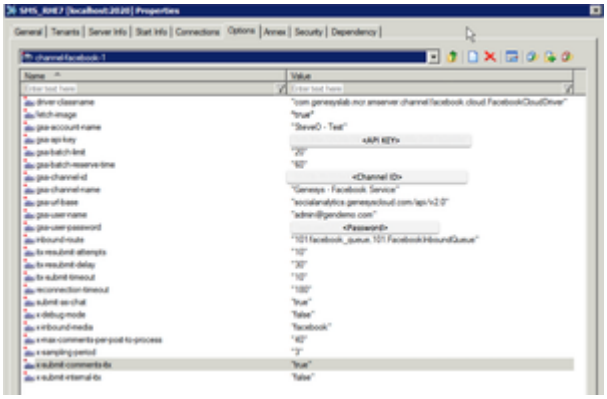
a. Import the configuration options files, being sure to select **No** in response to **Do you want to overwrite the existing data?**

b. Set option values both the Twitter and Facebook Drivers. The values are based on the setup in Steps 1–6. Be sure that your text file has all of the text that you've copied and pasted clearly identified. Set the option values by copying and pasting the exact values from your text file (complete descriptions of these options are on this page).

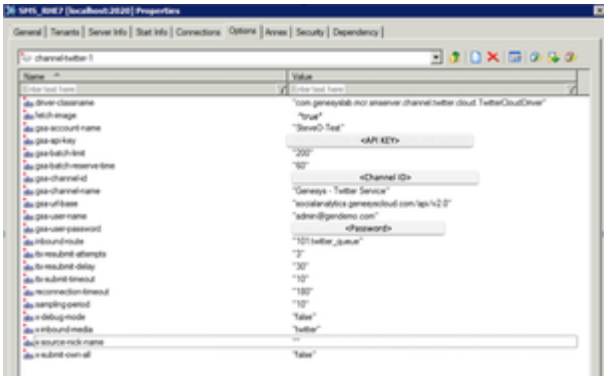
Option Values

Option	Value
gsa-account-name	Company/Organization name from Step 1
gsa-api-key	API key from Step 1
gsa-channel-id	Facebook—Facebook:Service Channel ID from Step 5
	Twitter—Twitter:Service Channel ID from Step 3
gsa-channel-name	Facebook—Facebook:Service channel name in Step 5
	Twitter—The exact text used in the Twitter:Service channel name from Step 3
gsa-url-base	`socialanalytics.genesyscloud.com/api/v2.0`
gsa-user-name	The admin email address from Step 6
password	The admin password from Step 6

Sample values are shown in the following figures (click to enlarge). Note that the values of **gsa-api-key, gsa-channel-id**, and **password** are masked in these figures for privacy.



Facebook Sample



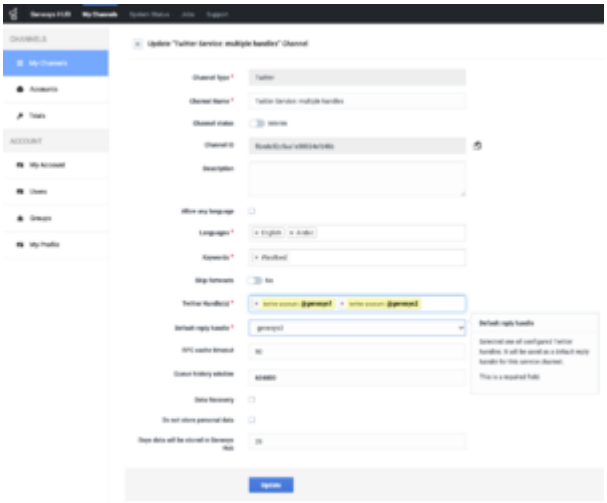
Twitter Sample

c. Test both channels by submitting posts via Twitter and Facebook, and seeing if they appear in the customer's Workspace.

8. Using more than one Twitter handle to respond to customers

Administrators can configure multiple Twitter handles using a single Twitter Service channel in Genesys Hub. This feature allows agents to select a Twitter handle from which the reply message is sent to the brand's user.
Follow these steps to configure multiple Twitter handles:

1. Add a Twitter Account channel for each Twitter handle that you wish to add.
2. Access the **Update Channel** page of the Twitter Service channel.
3. Enter the Twitter handle names in the **Twitter Handle(s)** field.



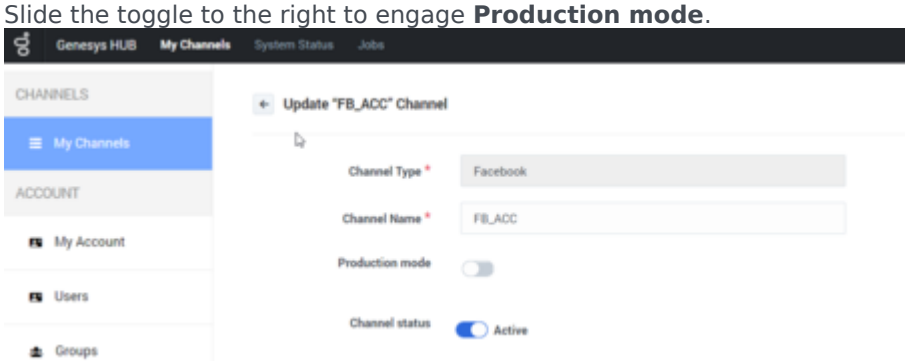
Muliple Twitter handles

4. Enter the default handle in the **Default reply handle** field.
5. Click **Update** to save the settings.

Production Toggle

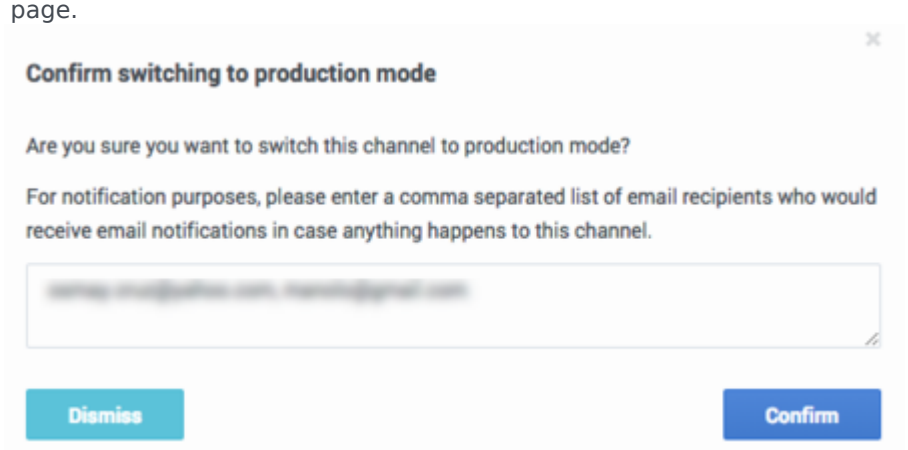
You can toggle between production and non-production (lab, staging, test) modes using a switch in Hub.

1. Log in to Hub.
2. Click **Channels** in the left-hand menu to get a list of the channels you have access to.
3. Select a channel and click **Edit**.
4. Slide the toggle to the right to engage **Production mode**.



Note the following:

- Internal Service Level Agreements (SLAs) apply only to accounts in production mode.
- Genesys carries out recovery, or assists with it, for Production accounts only.
- Production mode is indicated in reports.
- Production mode requires all required licenses to be in place.
- Switching to **Production mode** creates a distribution list to send emails and updates in the Hub Status page.



Best Practices for Managing Keywords in Twitter Service Channels

When setting up a Twitter:Service channel, you have the option to add any text in the Keyword field. It is important to use only appropriate keywords. If your keywords are very common or popular, your inbound feed may be cluttered with too many useless posts. In extreme scenarios, Twitter may cut off access to data if the data volumes are too high. This might occur for example if you were to input keywords such *#awesome* or *hello*.

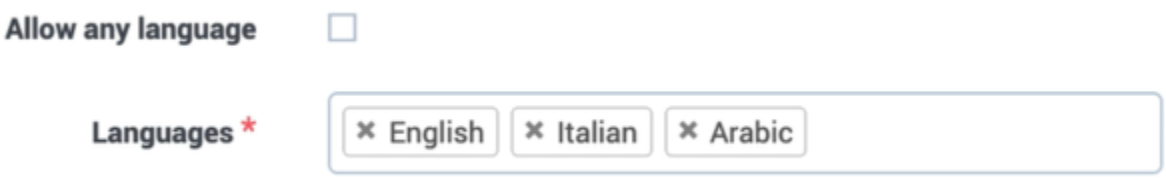
> **Warning**
> If a channel's inbound traffic exceeds 300 tweets per minute for a certain keyword, the keyword is removed from the channel automatically. The keyword can be added back by the admin account after 3 days, when the keyword gets unblocked. However, users can request the Genesys representative to add the keyword back before the 3 days block period expires. Users can run recovery on the missing data after the keyword has been added back and there is no risk of the keyword getting blocked while data recovery is running as the recovery uses a different API.

If one were to set up a channel to monitor mentions of Genesys on Twitter, some appropriate keywords and phrases would include: *@Genesys*, *#Genesys*, and *Genesys software*.

It is essential to check that keywords you use are not too broad or ambiguous. Go to https://twitter.com/search-home and check the keyword(s) you plan to use (one at a time). You will need to view the search results and assess the results. If there were a company called "United Ultra Local Bank Inc." one might be inclined to use the keyword *#United.* This would be a mistake, as it would source a flood of unnecessary posts from Twitter users that are submitting posts relating to *#United Nations*, *#United States*, *Manchester #United*, and so on. Even worse would be *#Check, savings account, #balance,* or *overdraft* as these are even more generic.

Languages filter

You can configure the supported languages using the **Languages** field in the **Update Channel** page in Genesys Hub. Tweets in the supported languages only are downloaded and displayed to agents. Even if a Tweet matches your keyword, the Tweet is not downloaded if the language is not supported as per the channel configuration.



Configure Multiple Facebook Channels

There are several possible combinations of Facebook channels.

One Account Channel, One Service Channel

(This was available previously, but we need to change screenshot of a service channel form as we have a new field for outbound channel).

1. Configure a Facebook Account channel.
2. Log in as an administrator and save the channel.
3. Configure a Service type channel and adds the pages and events you want to track. You must designate the Account channel as the default channel for the admin user (screenshot assign_default).

One Account Channel, Multiple Service Channels

This configuration is appropriate if the pages you want to track belong to the same administrator and you need to track each page on a separate service channel.

1. Configure a Facebook Account channel.
2. Configure a separate Service channel for each page. (see screenshots service1 and service2). As before, you must designate the Account channel as the default channel for the admin user.

Two or More Account Channels, Each With a Corresponding Service Channel

- Each cloud admin user must configure each pair of Account:Service channels.
- Each Account channel should be set as the default for the admin who configured it.
- For each Service channel, select the corresponding Account channel in the **Outbound channel** field.

This is very similar to configuring multiple Twitter channels. (screenshots multiple_channels1,2)

Social Media Plugin for Workspace Desktop Edition

Overview

Genesys provides a plugin that adds functionality to Workspace Desktop Edition, enabling agents to handle social media interactions.

Outline of Deployment

Important

The 8.5.0 release of Social Media Plugin for Workspace Desktop Edition for Social Media requires Workspace 8.5.1 or later.

Important

- When installing Persistent Chat for Facebook, a mandatory upgrade of the latest version of Workspace Desktop Edition (WDE), and Social Media Plug-in for Workspace Desktop Edition is required.
- If you are using DMS then a mandatory upgrade of the latest version of WDE, Social Media Plug-in for WDE, and Genesys Cloud API Driver for Facebook is required.
- When installing a new Twitter media type `twitterdirect` for Twitter direct messages, a mandatory upgrade of the latest version of WDE, Social Media Plug-in for WDE, and Genesys Cloud API Driver for Twitter is required.

1. Configure Interaction Workspace. Note that to use role-based access control, you must use Genesys Administrator to configure Workspace Desktop Edition and the plugin.
2. Install Interaction Workspace using the non-ClickOnce deployment procedure, also known as "installing the Interaction Workspace Application."

Tip

> The social media plugin does not support ClickOnce deployment.

3. Configure and install the social media plugin, being sure that your configuration procedure includes importing the template and metadata for the plugin (see Genesys Administrator 8.1 Help for information on importing metadata). This makes roles and other required items available.

> **Important**
> Currently, only the "default" Social Media Plug-in theme for WDE is supported for Persistent Chat.

4. Assign privileges, if you are using role-based access control.
   - You must assign all Workitem privileges. The plugin does not support unassigned Workitem privileges.
   - Assign <socialmedia> privileges.
5. Provide values for the configuration options that you added to your Interaction Workspace Application, as described in the next section of this page.

TwitterDirect

[**Added:** 8.5.405.16]

Twitter direct messages now have their own separate media type called `twitterDirect`. All inbound or outbound interactions related to Twitter direct messages are processed by `twitterDirect` handler.

To enable `twitterDirect`:

1. Add new Media Type `twitterdirect` to Business attributes.
2. Add new Media Type `twitterdirect` to `Default_Social_Media_Capacity_rule` or any other custom capacity rule being used.
3. Import the template file `Social_plugin_Workspace_Desktop_Edition_854.tpl`; this template file has the following new attributes added which are specific to the `twitterdirect` media type:

```
twitterdirect.default-queue=*queue name*
twitterdirect.outbound-queue=*queue name*
workbin.twitterdirect.in-progress=Twitter Workbin InProgress
workbin.twitterdirect.draft=Twitter Workbin Draft
twitterdirect.hashtag-regex=(?:(?<=\s)|^)#(\w*[A-Za-z_]+\w*)
twitterdirect.max-chars=140
twitterdirect.direct-message-max-chars=10000
twitterdirect.mention-regex=@(\w+)
twitterdirect.direct-message-disable-reply=true
twitterdirect.use-esp-broadcast=false
twitterdirect.response-wait-time=10000
twitterdirect.shortened-url-char-length=23
twitterdirect.toast-information-key=Subject
```

```
twitterdirect.url-regex=(http|https|ftp)\:\/\/[a-zA-Z0-9\-\.]+\.[a-zA-Z]{2,3}(:[a-zA-
Z0-9]*)?\/?([a-zA-Z0-9\-\._\?\,\'/\\\+&%\$#!\=~\)\(\*])*[^\^\u2026\<\"\.\,\)\(\s]
twitterdirect.sentmessages-image-max-height=60
twitterdirect.auto-answer=false
twitterdirect.prompt-for-done=false
intercommunication.twitterdirect.queue=
intercommunication.twitterdirect.routing-base-actions=
intercommunication.twitterdirect.routing-based-targets=
```

4. Once imported, correct the following attributes to:

```
twitterdirect.default-queue=*queue name*
twitterdirect.outbound-queue=*queue name*
```

5. If role base security is enabled, `security.disable-rbac = false`, then `Social_plugin_Workspace_Desktop_Edition_854.xml` must be imported into Genesys Administrator and must allow all privileges related to `twitterdirect` media channel.

Setting Options

This section provides an outline of the options for the Social Media plugin. Full descriptions of all options can be found in the eServices 8.5 Reference Manual. Some options are similar enough for all media that they can be described together. In the following descriptions, <media-type> substitutes for twitter, facebook, facebooksession, or rss. For example, `<media-type>.response-wait-time` stands for `facebook.response-wait-time, facebooksession.response-wait-time, rss.response-wait-time,and twitter.response-wait-time.` All options are located in the `interaction-workspace` section.

Queue Options (mandatory)

You must set a value for these options.

- `<media-type>.default-queue`—Specifies the name of the queue in which outbound interactions are first created. This name must be identical with the the name of the default queue in the Business Process that the plugin uses. In the sample business processes that are provided with Genesys Social Engagement, the names are:
  - Facebook Outbound Init Queue
  - Twitter Outbound Init Queue
- `<media-type>.outbound-queue`—Specifies the name of the queue in which an outbound interaction is to be placed when an agent is done editing it.

Regex Options

These options allow for certain strings to be highlighted and made clickable when interactions are displayed.

- `<media-type>.url-regex`—Highlights URLs and makes them clickable. Default value: (http|https|ftp)\:\/\/[a-zA-Z0-9\-\.]+\.[a-zA-Z]{2,3}(:[a-zA-Z0-9]*)?\/?([a-zA-Z0-9\-\._\?\,\'/\\\+&%\$#!\=~\)\(*])*[^\^\u2026\<\"\.\,\)\(\s]
- `<media-type>.hashtag-regex`—Highlights hashtags and makes them clickable. Default value: (?:(?<=

\s)|^)#(\w*[A-Za-z_]+\w*)

- `twitter.mention-regex`—Highlights mentions in Twitter and makes them clickable.

Color Options

These options allow messages to be displayed in different colors in the Facebook Session view using Hexadecimal color codes.

- `facebooksession.background-color-agent`—Specifies the background color for agent messages.
- `facebooksession.background-color-client`—Specifies the background color for client messages.
- `facebooksession.background-color-error`—Specifies the background color for error messages.
- `facebooksession.background-color-external`—Specifies the background color for external messages.

Workbin Options

- workbin.<media-type>.draft

This option specifies the name of the workbin in which outbound interactions are placed. Outbound interactions are placed in the Draft workbin; for example, `workbin.facebook.draft = Facebook Workbin Draft.`

Other Options

- `<media-type>.response-wait-time`—Specifies the length of time that Workspace Desktop Edition waits for a response to a request to Interaction Server.
- `<media-type>.toast-information-key`—This is an instance of a more general Workspace Desktop Edition option. See, for example, email.toast-information-key.
- `<media-type>.auto-answer`—Specifies whether the interaction is automatically accepted, and joined if necessary, when an Interaction Server Invite event is received.
- `<media-type>.subject-max-chars`—Specifies a maximum length of characters for an outbound interaction subject.
- `facebooksession.font-size-text`—Specifies the font size for message text in transcript.
- `facebooksession.get-transcript-interactions`—Specifies whether the main interaction window does (`true`) or does not (`false`) show transcripts of past interactions with the contact.
- `facebooksession.reconnect-attempts`—Specifies the number of attempts to reconnect to the chat session in the case of a connection loss.
- `facebooksession.reconnect-timeout`—Specifies the duration, in seconds, between each attempt to reconnect to the chat session in the case of connection loss.
- `facebooksession.show-system-messages-in-history`—Specifies whether system messages (such as joined/left session, error messages, and so on) are (`true`) or are not (`false`) shown when displaying previous chat sessions.
- `facebooksession.transcript-interactions-count`—Specifies the number of previous chat sessions that are shown when the Agent clicks "See older messages...".

- `facebook.comments-order-direction`—Specifies the order that comments are shown in, top to bottom. Possible values are:
  - `ASC` (the default)—older first
  - `DESC`—newer first
- `facebook.comments-pagination-size`—Specifies the number of comments (a) shown initially and (b) added when `show more` is clicked.
- `facebook.image-attachment-max-size`—Specifies the maximum size, in kilobytes, of a picture that is attached to a post.
- `facebook.use-esp-broadcast`—Specifies whether the ESP request `GetChannelsDescription` is sent in broadcast mode.
- `intercommunication.<media-type>.queue`—Use this option as a template for any specific workitem media-type to specify the name of the Interaction Queue that is used by the Routing Based feature for the specified workitem media-type. The following attached data are added by Interaction Worskspace: `IW_RoutingBasedOriginalEmployeeId, IW_RoutingBasedTargetId, IW_RoutingBasedTargetType, IW_RoutingBasedRequestType.`
- `keyboard.shortcut.interaction.facebooksession.transfer`—Specifies a valid shortcut key. For example: `'Win+A', 'D1', 'SPACE', 'Ctrl+Alt+V', 'Ctrl+Shift+Alt+V'.`
- `log.filter-data._facebookPictureBody`—Specifies whether the value of `_facebookPictureBody` in attached data is printed in log files.
- `twitter.direct-message-disable-reply`—Disables (`true`) or enables (`false`, the default) the **Reply** and **Replay All** buttons in Direct Message tweets. Added in release 8.5.300.03.
- `twitter.image-attachment-char-length`—Specifies the length, in characters, of the shortened URL Twitter uses to replace all images in the outbound message text.
- `twitter.image-attachment-max-size`—Specifies the maximum size, in kilobytes, of a picture that is attached to a tweet.
- `twitter.max-chars`—Specifies the maximum number of characters allowed per tweet or direct message.
- `twitter.sentmessages-image-max-height`—Specifies the maximum height, in pixels, of attached images in the History pane. The default value is 260, valid values are 50–1000, and changes take effect immediately. Added in release 8.5.300.03.
- `twitter.shortened-url-char-length`—Specifies the length to which Twitter shortens URLs.
- `twitter.use-esp-broadcast`—Specifies whether the ESP request `GetChannelsDescription` is sent in broadcast mode.

Emoji Picker

Enabling Emoji Picker

> **Tip**
> For more information about emojis in Genesys solutions, see this article.

Social Media Plugin for Workspace Desktop Edition uses the following configuration options to display emojis in inbound interactions and in emoji picker:

- `facebook.font-name`
- `twitter.font-name`

To connect the emoji picker for Facebook and Twitter we have to add in WDE configuration settings in existing `interaction-workspace` section keys:

- `facebook.emojis-business-attribute`
- `twitter.emojis-business-attribute`

Set the value of the these attributes options to the name of a Business Attribute that defines the emojis that you want to support. It can be one common attribute, for example "Emojis", per both facebook and twitter mediatypes or different like for example "FacebookEmojis" and "TwitterEmojis".

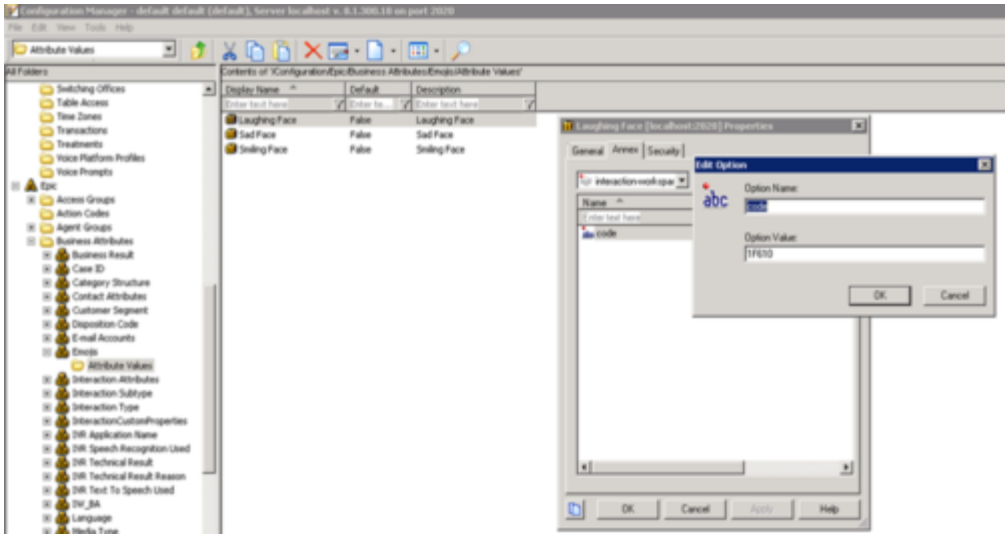
Valid Values: The name of a Business Attribute that defines a set of emojis.
Changes take effect: At the next interaction.

Use the following steps to create a Business Attribute that defines the emojis that your agent can send:

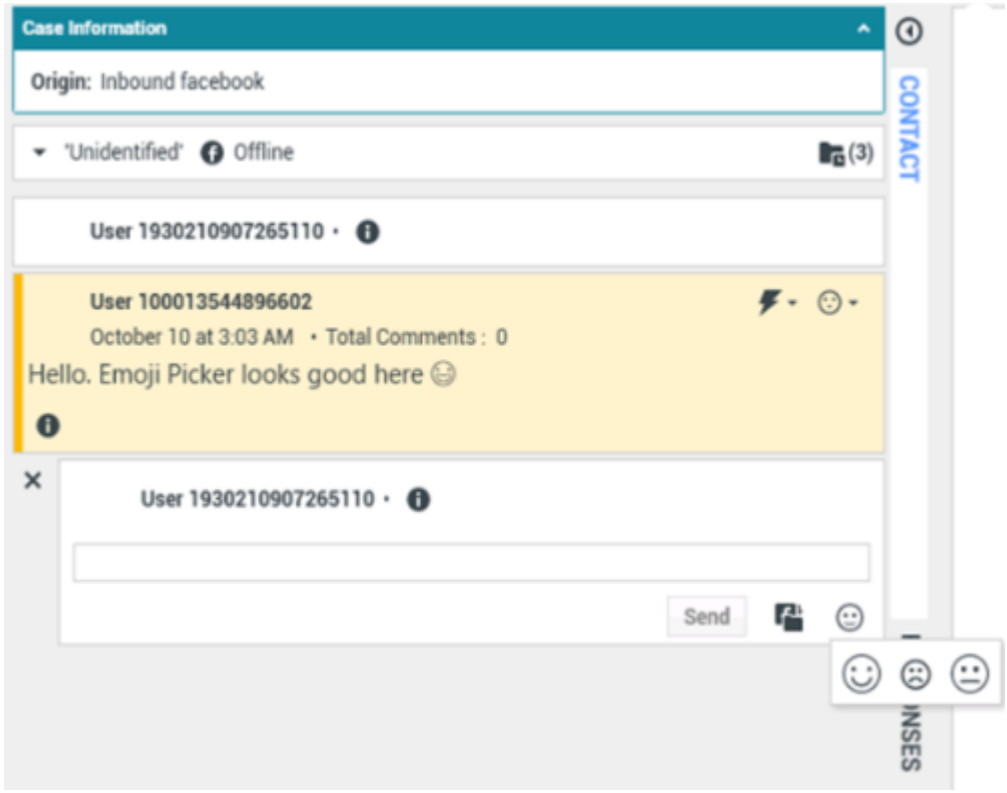
1. Create a new **Business Attribute** with a name (for example "Emojis"). This is the Business Attribute that you set as the value of the `chat.emojis-business-attribute` option.
2. In the **Attribute Value** tab of the **Business Attribute**, create one value for each emoji Unicode character that you want to support.
3. Name each value with a unique name, such as the number of the Unicode character that you want to support. The Display Name that you define is displayed in a tooltip when an agent hovers their mouse pointer over an emoji before selecting it from the chat text field tools.
4. For each attribute value, configure the code option and assign to it the value of the emoji Unicode character. The value of the Unicode emoji format is 1F6nn where nn are digits in hex format; for example: 1F607

The following procedure explains how to set up a sample laughing face emoji that has a Unicode = 1F610:

1. Under the *Emojis* business attribute, create a new Business Attribute Value.
2. Update the fields in the **General** tab with relevant information.
3. Create a new section called `interaction-workspace` in the **Annex** tab.
4. In the `interaction-workspace` section, create a new option with **Option Name** = `code`, and **Option Value** = `1F610`



5. Save this Business Attribute Value. This configured emoji will appear in Emoji Picker now.



Enabling Emojis in WDE

Twitter and Facebook interactions support Unicode 6 emojis from an installed font such as Segoe UI Emoji. To enable emojis, you must:

1. Add the following parameters to the Social Messaging Server init file **JavaServerStarter.ini** under the

[JavaArgs] section:

```
-Dfile.encoding=UTF-8

-Dfile.client.encoding=UTF-8

-Dclient.encoding.override=UTF-8
```

> **Important**
>
> To avoid data corruption, you must ensure that all components in the chain of communication use UTF-8 encoding.

2. Install the font Segoe UI Emoji from https://www.dafontfree.net/freefonts-segoe-ui-emoji-f63785.htm.
3. Set the font name and font size for Twitter inbound interaction text and the font name for Twitter outbound interaction text by adding these options to the WDE configuration settings under the "interaction-workspace" section:

```
twitter.font-name=“Segoe UI Emoji”

twitter.font-size=[specify font size if you need to change the default of 14]
```

4. Set the font name and font size for Facebook inbound interaction text and font name for Facebook outbound interaction text by adding these options to the WDE configuration settings under the `interaction-workspace` section:

```
facebook.font-name=“Segoe UI Emoji”

facebook.font-size=[specify font size if you need to change the default of 14]
```

The related map between emoticons and emojis is defined in the file **EmoticonsEmojis.xml**, where you can add, update, or remove emoticon-emoji pairs. After editing this file, you must restart WDE.

Migrating from 8.5.1 to 8.5.2 or Later

1. As a safety measure, back up your 8.5.1 configuration by exporting the **[channel-<any name>]** and **[channel-<any name>-monitor-<any name>]** sections relating to your Facebook and Twitter channels (these might have names like channel-facebook, channel-facebook-monitor, channel-twitter, and channel-twitter-monitor).
2. Delete the **[channel-<any name>]** and **[channel-<any name>-monitor-<any name>]** sections relating to your Facebook and Twitter channels.
3. Uninstall the existing Facebook and Twitter drivers.

> **Tip**
>
> All of the preceding actions can be done in Genesys Administrator, by navigating to your Social Messaging Server Application object, then clicking **Export** and **Delete** (on the **Options** tab) and **Uninstall** (any tab).

4. Proceed to set up Social Engagement 8.5.3.

Legal Terms for Social Engagement 8.5.3

Overview

IMPORTANT - THIS DOCUMENT MUST BE READ IN FULL AND TERMS ACCEPTED PRIOR TO THE DEPLOYMENT OR UPGRADE OF GENESYS SOCIAL ENGAGEMENT

The release of Genesys Social Engagement version 8.5.3 ("Product") introduces some *significant changes* over earlier versions of the product. For details regarding these changes, please see this link.

Prior to deploying (or upgrading) and using the Product (and subsequent versions) you agree to review the remainder of this document, after which you will select the **click-to-accept** option to be bound by these Terms. If you do not agree to these Terms, in whole or in part, you will reject the Terms and refrain from deploying or otherwise using the product. If you are deploying (or upgrading) the product on behalf of an organization or entity ("Customer"), then you are agreeing to these Terms on behalf of that Customer and you represent and warrant that you have the authority to bind the Customer to these Terms. In that case, "you" and "your" refers to you and that Customer.

Social Engagement Channels

Channels in the Product are used to source and dispatch data to and from Twitter and Facebook and potentially other Social Networks ("Social Media Providers"). You, or authorized persons working with the Customer may setup channels for the purposes of enabling engagement around Customer's business on Social Media. Customers will not setup channels for the purpose of monitoring competitors branded social networking pages or for uses outside of the need to engage and manage conversations regarding their business on Social Media.

The Customer's usage of Social Media will be bound by the Social Media Providers: Rules, and Terms of Service, that may be found on Social Media Providers branded web pages. Notwithstanding any term in the Agreement to the contrary, Genesys reserves the right to suspend the Product, or portion thereof, or reject or cancel the transmission of any information through the Product based upon (i) reasonable belief that the use of the Product is in violation of applicable laws or Social Media Providers Terms of Service (ii) Customer's use unreasonably burdening the platform running the Product (e.g., use of broad search criteria) or (iii) an imminent compromise to the security or integrity of the platform running the Product. As practicable depending on the circumstances, Genesys will provide written notice of the suspension and keep Customer reasonably informed of Genesys' efforts to restore the Customer's use of the Product.

Customer Interactions Stored in the Genesys Data Center

In order to facilitate the use of the analytics component of the Product, Genesys will store a copy of the customer's inbound and outbound Twitter and Facebook posts, comments, and messages

("Customer Interactions") in a Genesys-managed software-as-a-service environment/data center, for a maximum of 4 months, after which the data will be deleted from the Genesys-managed software-as-a-service environment/data center. Customer will not use the Product to receive or transmit sensitive data, including but not limited to personal health information, personally identifiable information, passwords and sensitive account access information, and credit card information. Provided that Customer is fully compliant with the limitations in this Agreement, Genesys shall maintain reasonable, appropriate administrative, physical, and technical safeguards for protection of the security, confidentiality and integrity of Customer Interactions while such interactions are stored with the Genesys-managed software-as-a-service environment/data center center

As between Genesys and Customer, the Customer Interactions are the proprietary material of Customer and shall be considered Customer's Confidential Information. Customer grants Genesys a non-exclusive, non-sublicenseable (except to parties working on Genesys' behalf), non-transferable, royalty-free license to access, process, store, transmit, and otherwise make use of the Customer Interactions as directed by Customer or as necessary to provide the Product capabilities and to otherwise fulfill its obligations under and in accordance with the Agreement.

Data Limits

Genesys does not limit the number of inbound Customer Interactions, but limits imposed by 3rd parties such as Twitter and Facebook apply to inbound Customer Interactions and thus may impact the availability and throughput of such inbound Customer Interactions. Inbound Customer Interactions may include tweets that mention the company's handle or tweets that mention keywords, or Twitter Direct Messages, or any posts or comments around the customer's Facebook page or events, or Facebook Private Messages via Facebook or Facebook Messenger.

Genesys does not limit the number of outbound Customer Interactions that are issued in direct response to inbound Customer Interactions.

Service Availability Support and Warranties

Service level targets as set out in the Support Guide for On-Premises Licenses shall come into effect following acknowledged receipt of All Relevant Information being supplied by Customer to Genesys for the Product.

Maintenance must be purchased with new and continued use of the Product. The analytics component of the Product is facilitated by the Genesys-managed software-as-a-service environment/data center. Use of analytics component of the Product is only available for those customers that purchase and continuously maintain Maintenance. Lapse in maintenance coverage terminates any usage right of the analytics component of the Product.

Customers that discontinue Maintenance, may build custom interfaces to Social Media Providers, and continue to use the engagement capabilities of the Product.

Customer acknowledges that the Product is dependent on access to various third party services (including (but not limited to) Twitter and Facebook) and you agree that Genesys is not responsible for the non-availability, delays, failures or interruption affecting the Service or the performance of the Service caused by any such third party services or errors or bugs in software, hardware or the Internet on which the Service relies as you acknowledge that we do not control such third party

services and such errors or bugs are inherent in the use of such software, hardware and the Internet.

Disclaimer

THE PRODUCT AND SERVICES ARE PROVIDED ON AN "AS IS" "WHERE IS" AND "AS AVAILABLE" BASIS WITHOUT WARRANTY OF ANY KIND EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT. GENESYS MAKES NO REPRESENTATIONS OR WARRANTIES THAT USE OF THE SOCIAL ENGAGEMENT SERVICES WILL BE UNINTERRUPTED, TIMELY, COMPLETE, OR ERROR-FREE.

Do you accept these terms?

New in This Document

This section lists all the changes between the 8.5.3 and 8.5.4 versions of this document.

Removed Pages

Updated Pages

Page eServices Social Media Solution Guide

- Updated sections
  - About This Guide

Page Setting Up Social Engagement

- New sections
  - Legal Terms for Social Engagement 8.5.x
  - Installing Social Engagement 8.5.x
- Updated sections
  - Installing On-premise Components
  - 1. Set up your company/organization account