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Social Media Solution Guide

Sample Business Process: Facebook BP - Simplified

4/30/2025

Sample Business Process: Facebook BP - Simplified

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

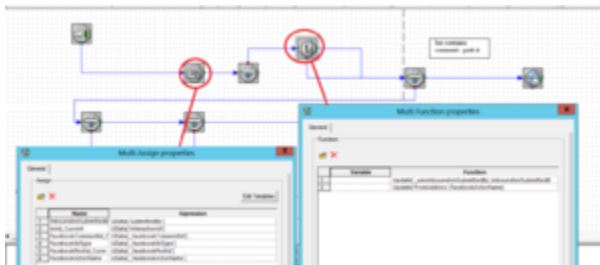
The Business Process, Facebook BP - Simplified, has a known issue that prevents users from sending Facebook private messages. The following workaround can be applied to overcome this issue:

1. Add a new local strategy variable umsInbItxSubmittedBy .
2. Assign the UData['_umsInboundIxSubmittedBy'] 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['_umsInboundIxSubmittedBy', InboundIxSubmittedBy] value.
5. In the existing **Function** component, remove the first row with

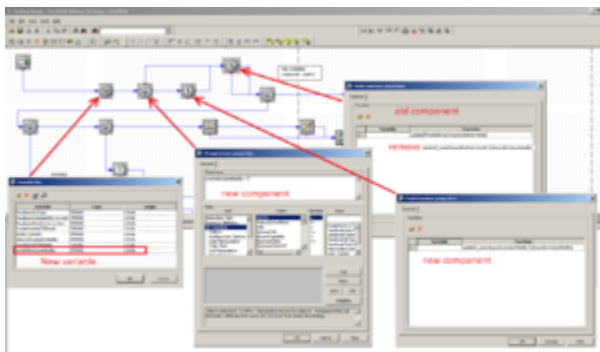
Update['_umsInboundIxSubmittedBy',InboundIxSubmittedBy] value and leave the second row with Update['FromAddress',FacebookActorName] value.

6. For the new **If** component added in Step 3, link the Out port (True condition) to new **Function** component with Update['_umsInboundIxSubmittedBy',InboundIxSubmittedBy] 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['_umsInboundIxSubmittedBy',InboundIxSubmittedBy] 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