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Social Media Solution Guide

Configuration Objects for Sample Business Processes

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Overview

After installing sample Business Processes, create configuration 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 should be configured with each of them.

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

Facebook

Configure the following objects for Business Process for Use with Facebook:

- 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`

Twitter

Configure the following objects for Business Process for Use with Twitter:

- 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

After driver installation, the following .kme files are made available in <eServices home>\<Digital Messaging Server>\media-channel-drivers\channel-<SocialMediaName>\bp\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**.