# Social Media Solution Guide

Sample Business Process: Facebook BP - Single Comment Routing

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# Sample Business Process: Facebook BP - Single Comment Routing

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Facebook BP - Single Comment Routing resembles Facebook BP, except that it submits only interactions that consist of a post and exactly one comment.

## Requirements

Set the `x-submit-comments-it` 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 Digital 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.