



Creating a Campaign **facebook**

Hermes.net V5

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Version: 1.0 Vocalcom Campaign Social V1 Copyright © 2001- 2011

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DOCUMENT DESCRIPTION

This technical note describes how to create a Facebook application for social networks to the campaign web admin Hermes net.

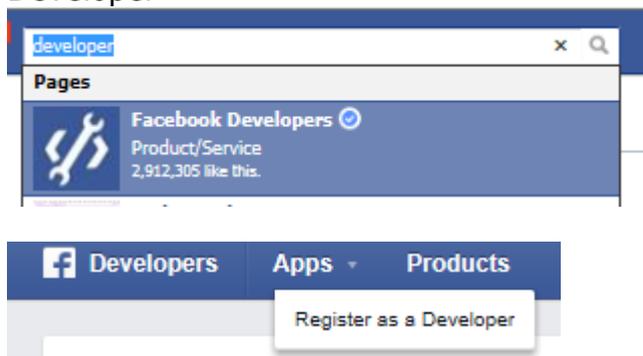
ADDING FACEBOOK APPLICATION "DEVELOPER"

Only the developer of Facebook accounts have the rights to create Facebook applications, this part of documentation explains how registered a developer account on Facebook.

Login to your Facebook accounts URL: <http://www.facebook.com/> or via the registration steps to access your Facebook account.



Having logged in as the Facebook user, use the search feature and type Developer

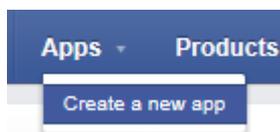


CREATING A FACEBOOK APPLICATION

After adding the "Developer" Facebook application, it can be accessed via the following URL: <https://developers.facebook.com/apps>. Then, to create a Facebook application, just click on **create an application** right at the top of the page.

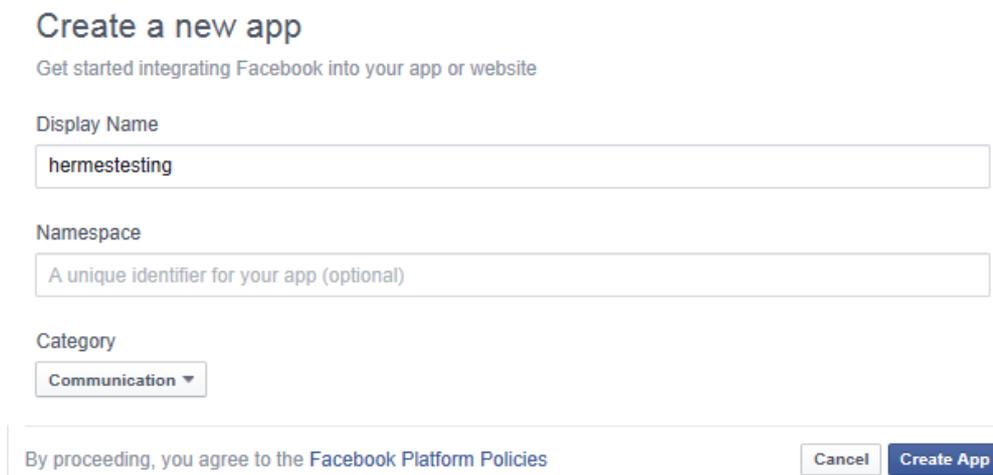


A dialog box titled "Register as a Facebook Developer" with a close button (X) in the top right corner. On the left, there is a placeholder for a profile picture. To the right of the profile picture, there is a text input field containing a redacted name. Below the name field, the text reads "Do you accept the Facebook Platform Policy and the Facebook Privacy Policy". To the right of this text is a "YES" button. At the bottom of the dialog, there are two buttons: "Cancel" and "Next".



A navigation menu with two main items: "Apps" and "Products". Below "Apps", there is a sub-menu item "Create a new app".

Enter the application name and then click continue when the popup is displayed:

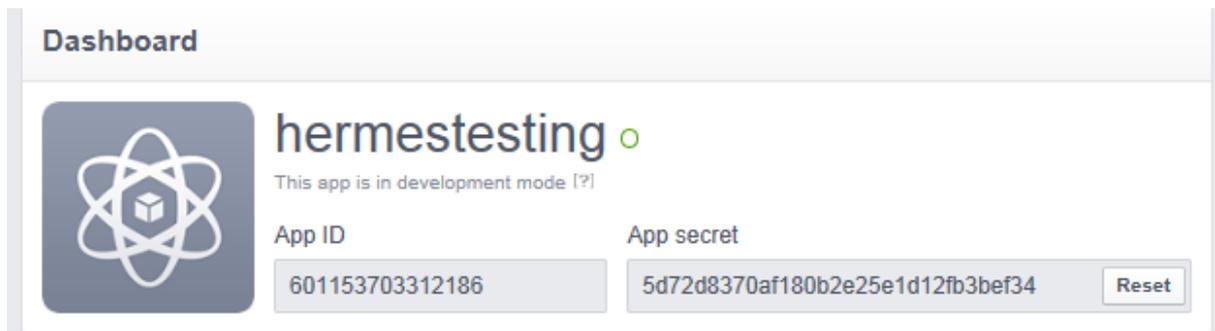


A form titled "Create a new app" with the subtitle "Get started integrating Facebook into your app or website". The form contains three input fields: "Display Name" with the value "hermestesting", "Namespace" with the placeholder text "A unique identifier for your app (optional)", and "Category" with a dropdown menu showing "Communication". At the bottom of the form, there is a line of text: "By proceeding, you agree to the Facebook Platform Policies". To the right of this text are two buttons: "Cancel" and "Create App".

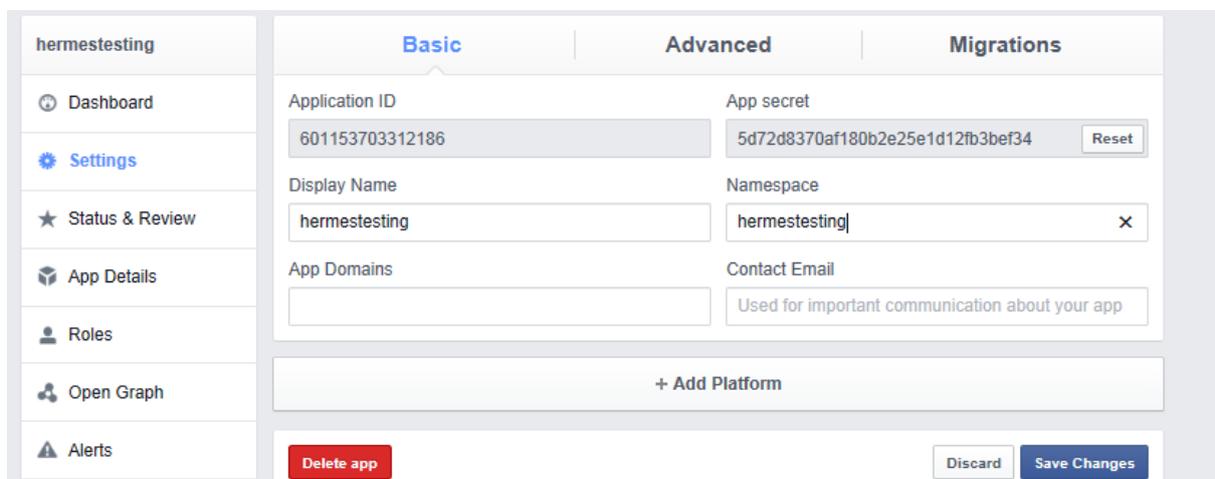
Skip security step



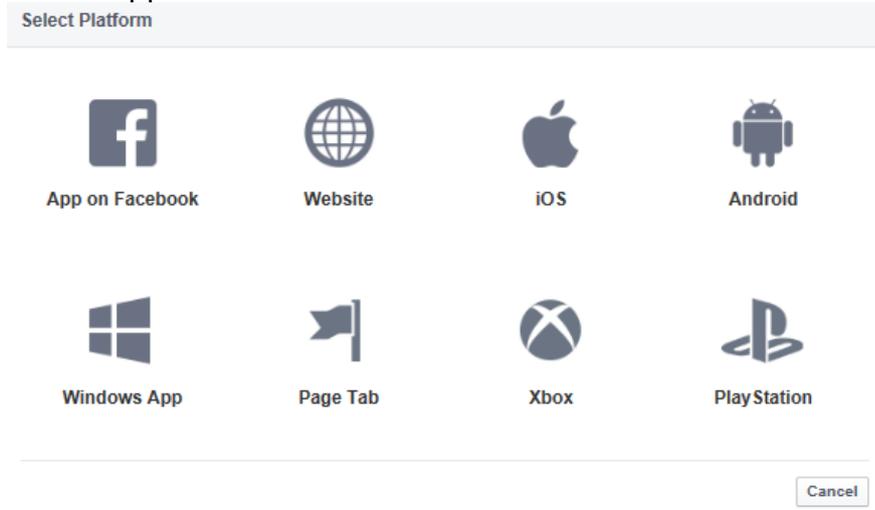
Finally, we have a new Facebook application and necessary information to enter in web admin for the social media campaign. This page is the general configuration of the application; the red rectangles are the parameters to remember: You will need to keep these settings for the Hermes Campaign



Select Add Platform



Select App on FaceBook

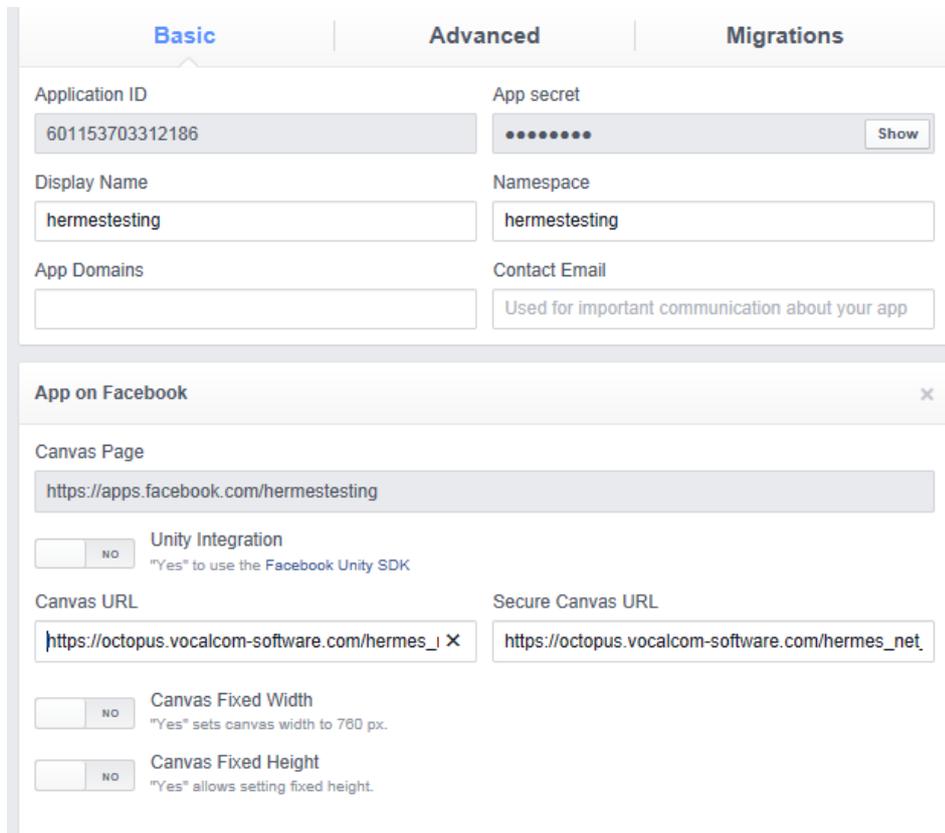


You will need a Canvas page for vocalcom in this example like the below

<https://apps.facebook.com/hermestesting>

You will need the following secure URL

https://octopus.vocalcom-software.com/hermes_net_v4/thelink/b4d62466352455b4/



In the advance TAB you will require the client token for Hermes

Basic | **Advanced** | **Migrations**

NO **Native or desktop app?**
Enable if your app is a native or desktop app

Deauthorise Callback URL

App Restrictions

NO **Contains Alcohol**
Restricts age in some locations [?!]

Age Restriction

YES **Social Discovery**
App shows up in Newsfeed

NO **Country Restricted**
Restrict app to users in selected countries

Security

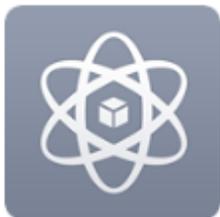
Server IP Whitelist

Update Settings IP Whitelist

Update Notification Email

Client Token

Make the application public

 **hermestesting** o

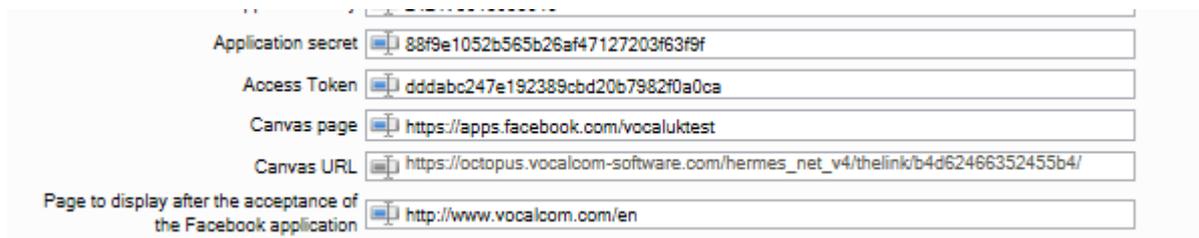
Do you want to make this app and all its live features available to the general public? **NO**

Now create social media campaign in web admin Hermes Net, using the details you have captured during this setup process you can now complete the Hermes setup.

- Application ID
- App secret
- Client Token
- Canvas Page
- Canvas URL
- Secure Canvas URL

1 – GO TO THE TAB "SOCIAL NETWORKS" IN WEB ADMIN

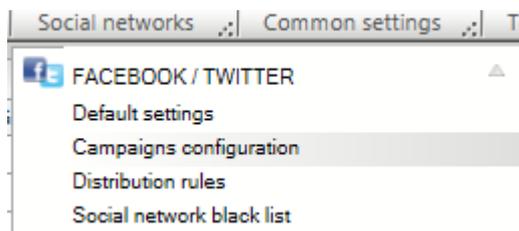
You will require the following:



A screenshot of a configuration form with the following fields:

- Application secret: 88f9e1052b565b26af47127203f63f9f
- Access Token: dddabc247e192389cbd20b7982f0a0ca
- Canvas page: https://apps.facebook.com/vocaluktest
- Canvas URL: https://octopus.vocalcom-software.com/hermes_net_v4/thelink/b4d62466352455b4/
- Page to display after the acceptance of the Facebook application: http://www.vocalcom.com/en

Campaign configuration

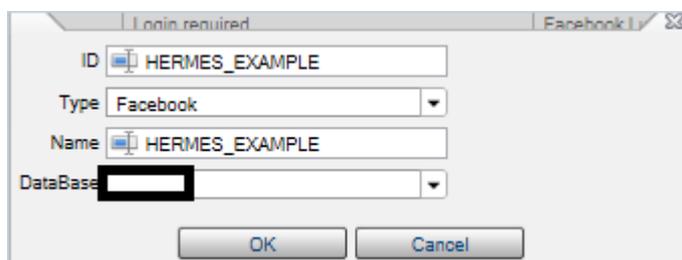


A screenshot of a menu titled "FACEBOOK / TWITTER" with the following options:

- Default settings
- Campaigns configuration
- Distribution rules
- Social network black list

2 – CREATE A "FACEBOOK" CAMPAIGN

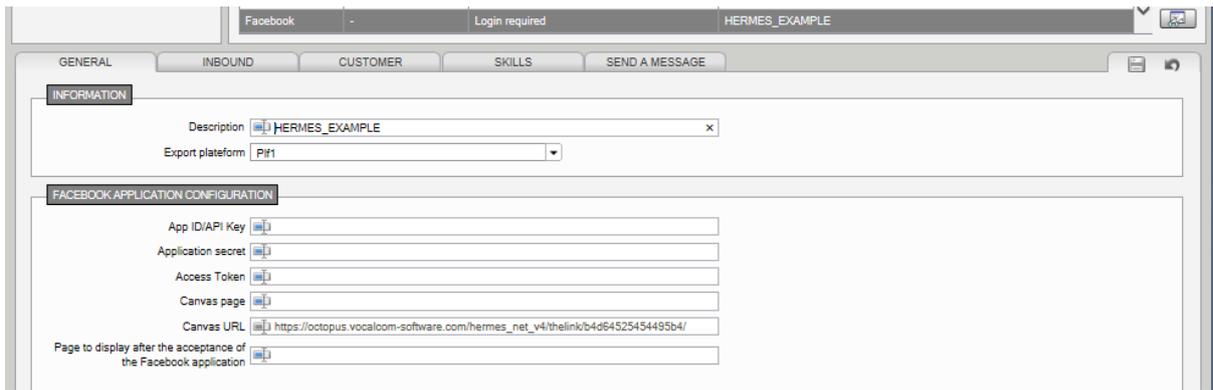
- ID = leave or create your own
- Database = select your connection



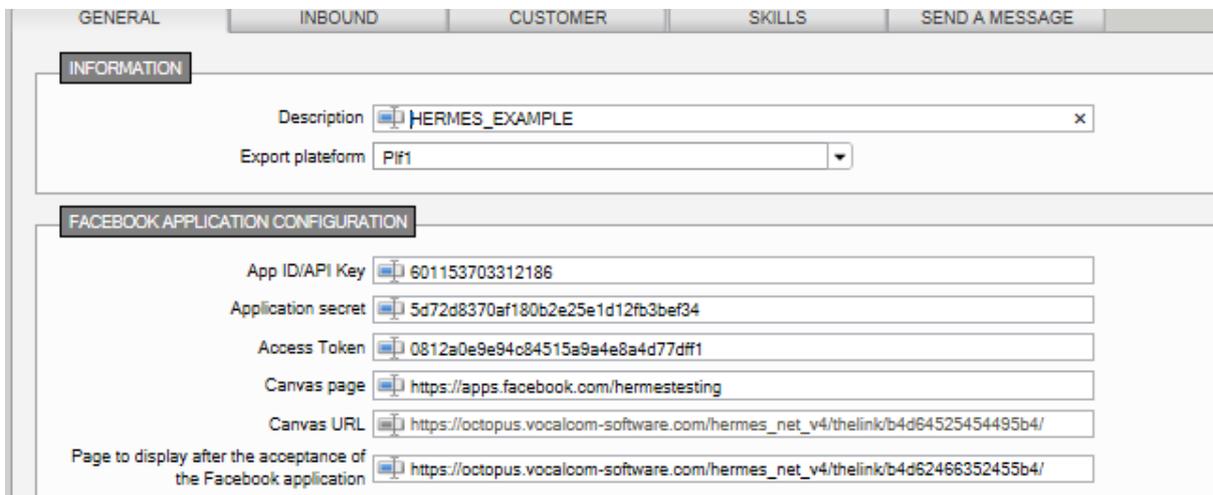
A screenshot of a dialog box titled "Facebook" with the following fields:

- ID: HERMES_EXAMPLE
- Type: Facebook
- Name: HERMES_EXAMPLE
- DataBase: [Redacted]

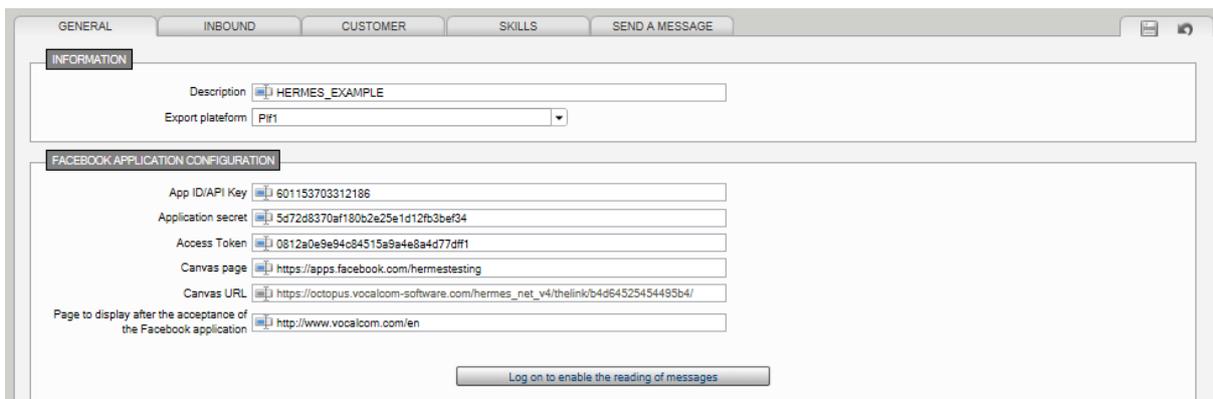
Buttons: OK, Cancel



3 – COMPLETE CONFIGURATIONS OF THE CAMPAIGN WITH THE PARAMETERS OF THE FACEBOOK APP:



Now select the “Log on to Reading of Campaigns” to active the account



You may have to login to Facebook the first time but once this has been setup you will see the following message when you click the

