

NobelBiz

# Setting Up Facebook

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# 1 FACEBOOK DBR MESSENGER CONNECTOR

## 1.1 PREREQUISITES

Have an account in the FACEBOOK app and be able to make a page and an application to receive and send messages "Messenger" through it. With this connector you can receive messages through the Facebook page, through a website with the Chat Plugin and with the Messenger app.

The mechanism that Facebook uses to send message notifications in real time is that of Webhooks. Omni+ must be configured to receive notifications and Facebook must be notified "where" to warn when a new event occurs, therefore the Omni+ server must have a public IP address and allow HTTPS connections and this address must be configured in the Facebook application.

## 1.2 CREATING THE FACEBOOK MESSENGER CONNECTOR

We need to create a Facebook Messenger connector, in this first step, it will only be necessary, assign any name and Verification Token. When you save the connector, the WebHook value will be set, we will need it later to tell Facebook where to send the messages.

The screenshot displays the 'DBR Connectors admin - Modification' interface. At the top, there are four buttons: 'Save', 'Save and Close', 'Close', and 'Delete'. Below this, the 'General parameters' section includes:

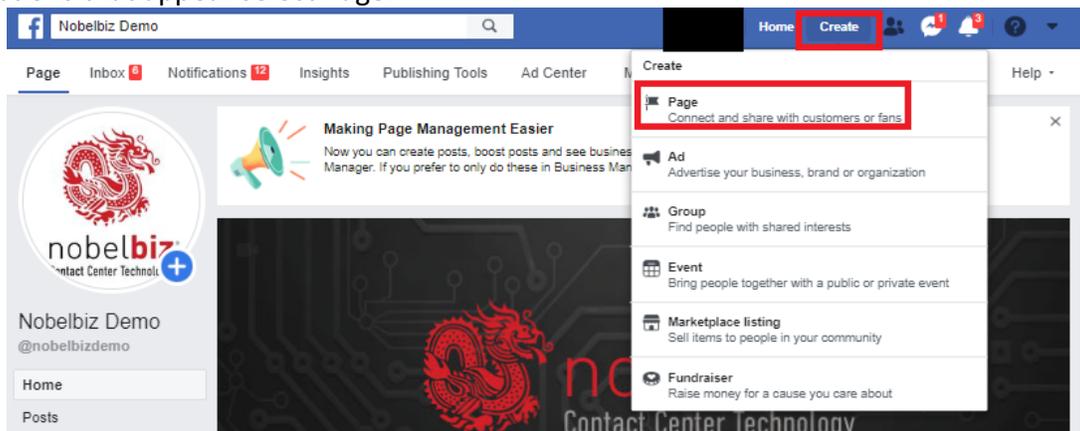
- ID: 100000116
- (\*) Name: Connector Messenger (highlighted with a red box)
- Status: Active
- Strategy: 100000119 - MainDemo\_MediaStrat
- (\*) Type: Facebook Messenger (highlighted with a red box)

The 'Facebook Messenger parameters' section includes:

- WebHook: https://<EVOLUTIONHOST>/Evolution/ApiGateway/Messaging/FBM/100000116/receive (highlighted with a green box)
- (\*) Verification Token: 1234 (highlighted with a red box)
- Access Token: [empty field]
- App Secret: [empty field]
- Additional Parameters: [empty field]

### 1.3 CREATING THE PAGE

To create the page, log in to the Facebook app and select the Create option from the menu and the options that appear select Page:

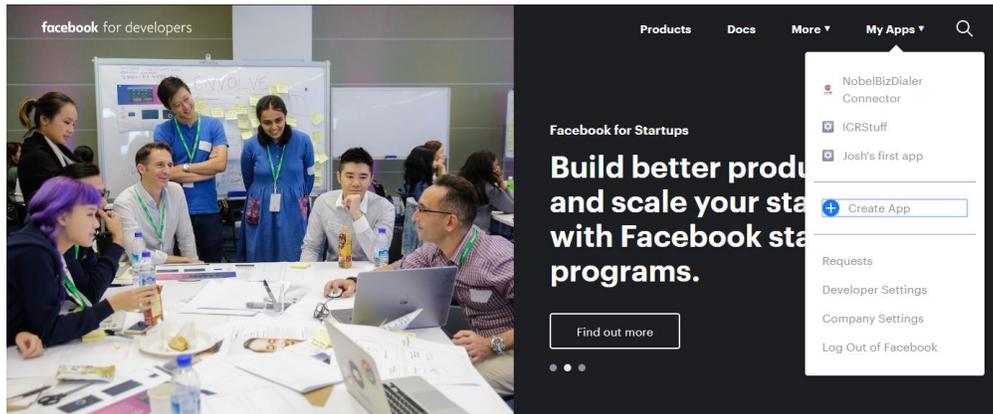


Select the category of page to create, business/brand or community/public figure, define a name and category that defines the activity to be carried out with this page and finally if you want to upload a photo for the page profile, another for the page cover.



## 1.4 CREATING THE FACEBOOK APP

To create the app go to the <https://developers.facebook.com/> page, select My Apps and Add an app.



On the new screen that appears, enter a name for the app and a contact email. Select Create App ID.

Create a New App ID

Get started integrating Facebook into your app or website

Display Name

Connector MSG App

Contact Email

This email address is used to contact you about potential policy violations, app restrictions or steps to recover the app if it's been deleted or compromised.

By proceeding, you agree to the Facebook Platform Policies

Cancel Create App ID

Select Settings and then Basic, fill in this page: The Privacy Policy and Terms of Service URLs, select a Category and fill in the "Data Protection Officer Contact Information" section.

Dashboard

Settings

Basic

Advanced

Roles

Alerts

App Review

PRODUCTS

App ID

258922216

App Secret

..... Show

Display Name

Connector MSG App

Namespace

App Domains

Contact Email

Privacy Policy URL

https://www. com/legal

Terms of Service URL

https://www. com/legal

App Icon (1024 x 1024)

Category

Messenger Bots for Business

Find out more information about app categories here

Get the value of the app's secret key and copy it to the connector in App. Secret from Manager:

Facebook Messenger parameters

WebHook	https://<EVOLUTIONHOST>/Evolution/ApiGateway/Messaging/FBM/100000116/receive
(*) Verification Token	1234
Access Token	
App Secret	.....
Additional Parameters	

And in the advanced settings assign the app the Commercial Manager, the user must have administrator permissions on Facebook.

Then add the product "Messenger" by selecting Configure, Reference:

Reference: <https://developers.facebook.com/docs/messenger-platform/getting-started/app-setup>

Select "Settings" from the Messenger product and select "Subscribe to events" from the Webhooks section.

In the callback URL and Verify Token, you will have to use the parameters obtained from creating the connector from Manager:

Facebook Messenger parameters

WebHook	https://<EVOLUTIONHOST>/Evolution/ApiGateway/Messaging/FBM/100000116/receive
(*) Verification Token	1234

Changing <OMNI+HOST> to the name of the server published on the Internet.

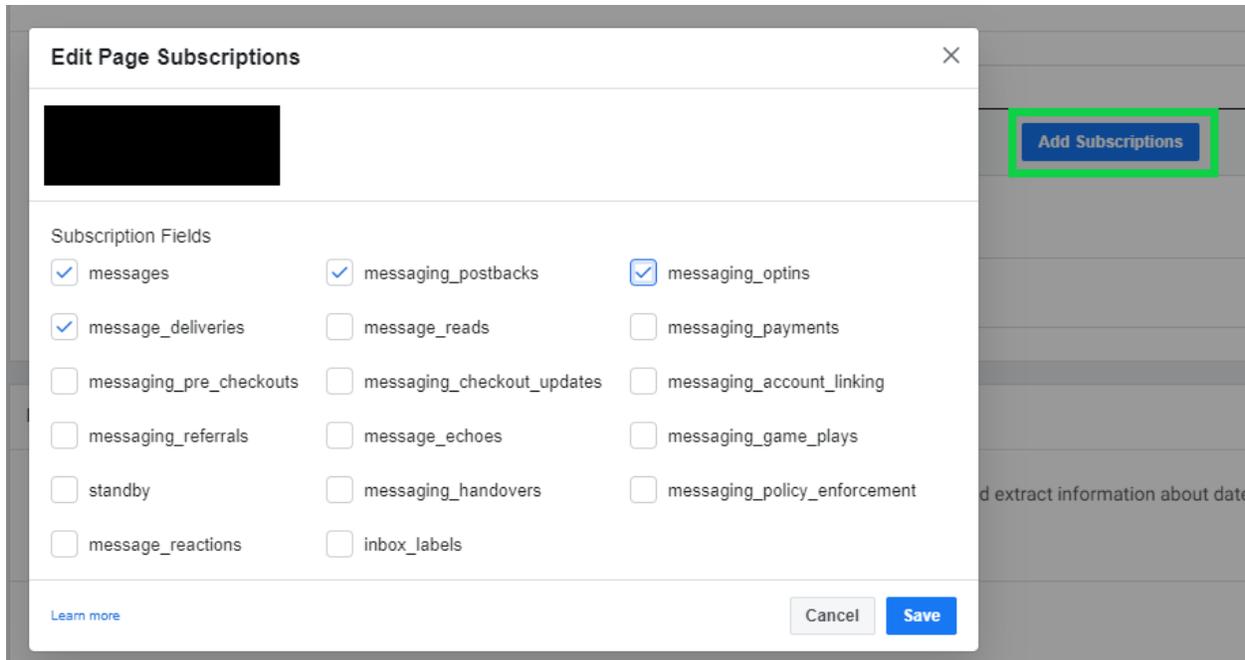
### Edit Callback URL

Callback URL

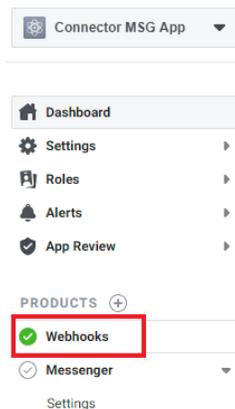
Verify Token

[Learn more](#)

You must choose as subscription fields: messages, messaging\_postbacks, messaging\_options and messaging\_deliveries.

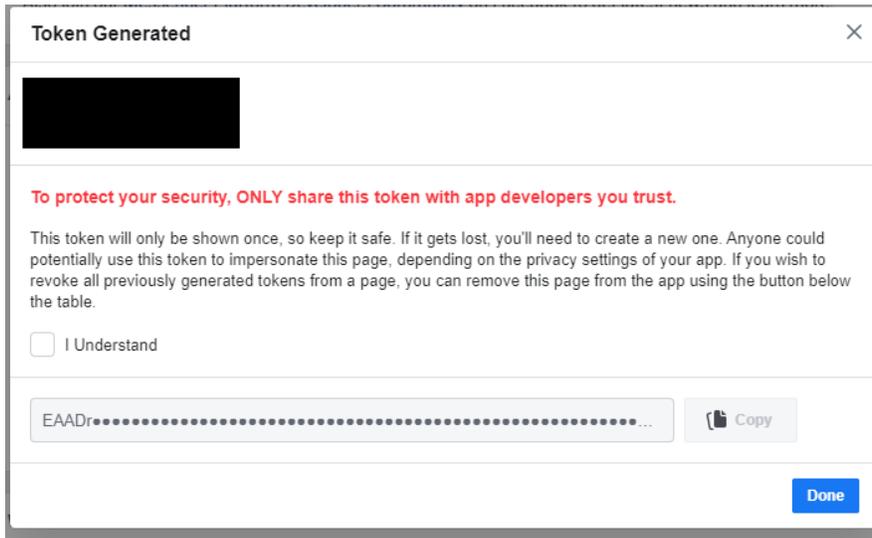


Verify and save, the Messenger platform will send a GET request to the webhook with the verification token provided. If the webhook is valid and is properly configured to respond to the verification request, the webhook configuration will be saved. and in products it will appear with the indicator green.



You should now subscribe the app to the Facebook page

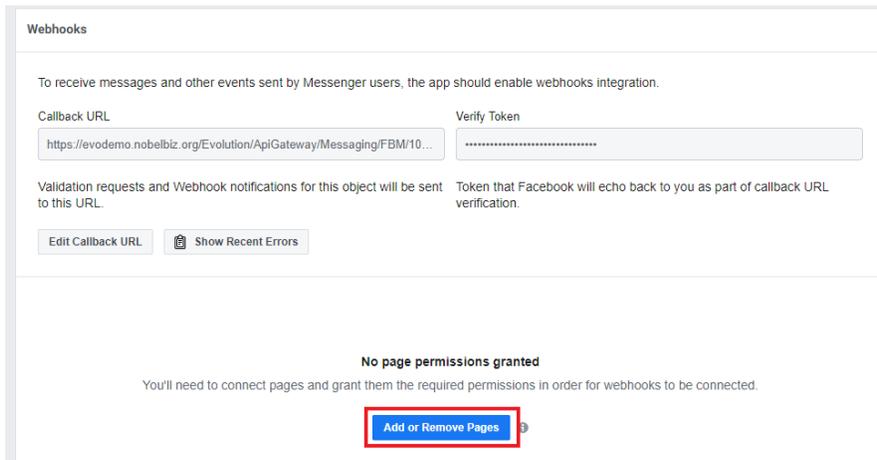
In the Access Tokens section of the Messenger configuration console, first edit permissions for the page you want to use, and then select it from the drop-down, this action will generate a Token that we'll paste into the connector through Manager:



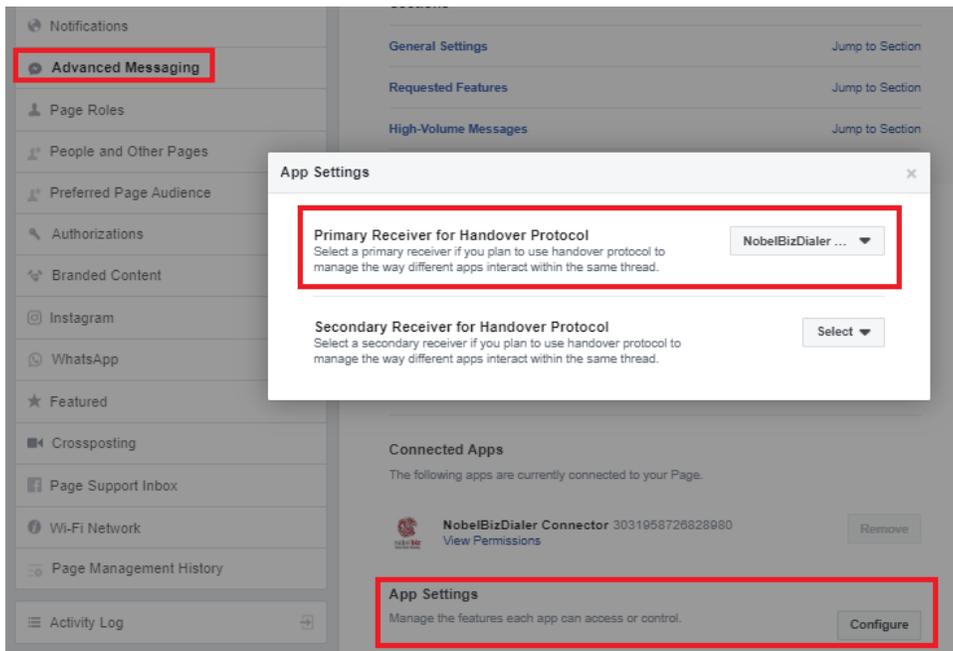
Facebook Messenger parameters

WebHook	https://<EVOLUTIONHOST>/Evolution/ApiGateway/Messaging/FBM/100000116/receive
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Access Token	.....
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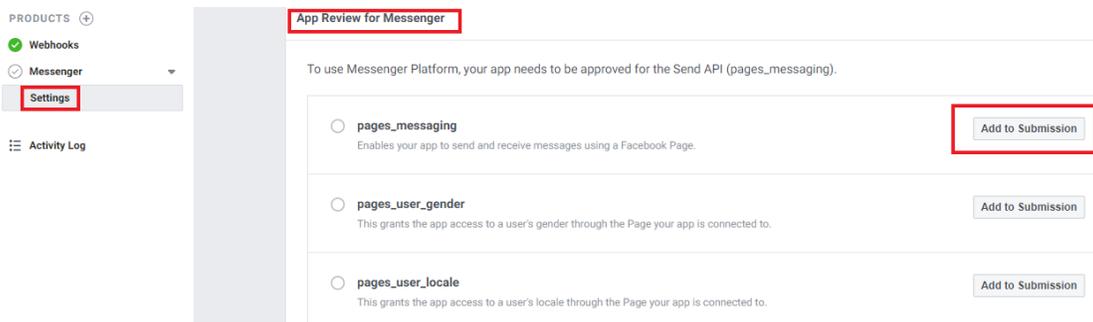
Select the same page in the Webhook and subscribe it:



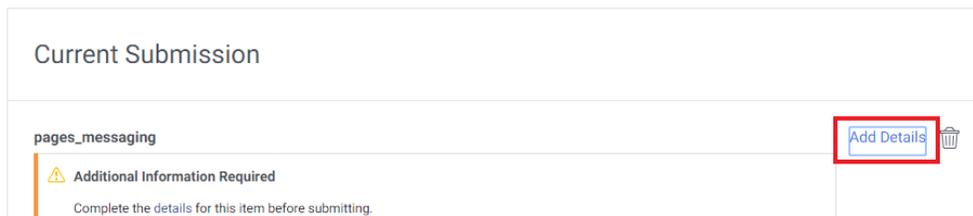
From Facebook go to the page settings and select Messenger Platform, select as the response method "Responses are all automated". In the app settings section select as "Primary Receiver of the Transfer Protocol" the generated application.



Go back to the Messenger app settings and proceed with the App Review request for pages\_messaging permission.



When you add the request, a new section will appear indicating that "Add details" will be added:



Selecting it will open a form where you

Details for pages\_messaging ✕

**pages\_messaging**  
 The pages\_messaging permission allows your app to manage and access Page conversations in Messenger. You can use this permission to create user-initiated interactive experiences, send customer support messages or to confirm bookings or purchases and orders.

**Allowed Usage**

- Create interactive experiences initiated by a User
- Confirm customer interactions such as purchases, orders, and bookings
- Send customer support messages

I agree to Facebook's permission and feature usage guidelines.

**Tell us about the use case(s) for your app will use the permission for**

Send / respond to messages in Messenger automatically.

Involved business integration to support live chat by humans.

Send / respond to comments or visitor posts for a Page automatically. This requires manage\_pages too.

Others, please further elaborate your use cases:

Describe the Messenger experience you'll enable from this integration. ✍

**Test and reproduce the functionality of your integration**

As part of the review process, we will check that the functionality of the app experience is working as intended. If you provide a Page management surface to users, provide us with a temporary test account so we can test it.

Select a Page ▼

Please provide step-by-step instructions to walk us through how to test this integration. For example,  
 Step 1: Go to the test Page with (m.me) link, and Get Started.  
 Step 2: Click on an item in the menu.  
 Step 3: Click a CTA button to bring up a webview or extension experience.  
 Step 4: Go to (link), and log in as a test user using Facebook Login.

Describe the Messenger experience you'll enable from this integration. ✍

**Show us how you're using this permission or feature**

Provide a detailed step-by-step video walkthrough of how your app will use this permission or feature so we can confirm the permission is used correctly and it does not violate our policies. [Learn more about screencasts.](#)

**Screencast requirements:**

1. How a person sees this feature used in your app.

**Drag and Drop Your File**

This form must accept the rules for the use of features or permissions, provide a reason why you use this feature, instructions on how to play this feature, and a video capture showing how this feature is used in the app. Remember to click on the **Submit for Review** button. Facebook may take 48 hours in this process.

Once you get acceptance of the request, Facebook will let you know, the request will appear green and you can activate the app by scrolling the bookmark at the top of the screen.

App Review for Messenger

To use Messenger Platform, your app needs to be approved for the Send API (pages\_messaging).

i Results From Last Submission (February 27):

**Approved:** pages\_messaging

Tell us about your app review experience in a 1-minute survey.

✔ **pages\_messaging**

Enables your app to send and receive messages using a Facebook Page.

**pages\_user\_gender**

This grants the app access to a user's gender through the Page your app is connected to.