

FACEBOOK MANAGED ACCOUNTS

Facebook Managed Accounts

Facebook Managed Accounts is available as an add-on to your account from Radian6. Use Facebook Managed Accounts to communicate more effectively with your team and with your Facebook fans. You can easily assign accounts to specific team members, or even share accounts across an entire team. Allow control at a public, private or project level, so administrators know who's engaging with customers, and what's being said.

Before you can register your Facebook Pages as Managed Accounts you must add your social identities into the Social Account Manager.

What is the Social Account Manager?

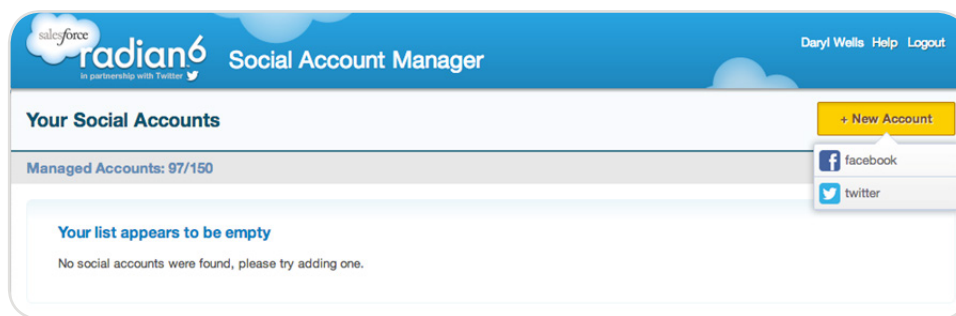
The Social Account Manager user interface is a single landing page to manage all of your social identities.

The next time you need to add or remove your Facebook accounts, you will be directed to the Social Account Manager login page. Log in with your credentials. From there, you can add or remove Facebook accounts as needed.

Adding Facebook Accounts

To register a Facebook account in the Social Account Manager user interface, take the following steps:

1. Click **+New Account**. From the drop-down menu, select **Facebook**.



Social Account Manager

2. Enter the Facebook username that you wish to integrate into the platform.
3. Enter your Password.

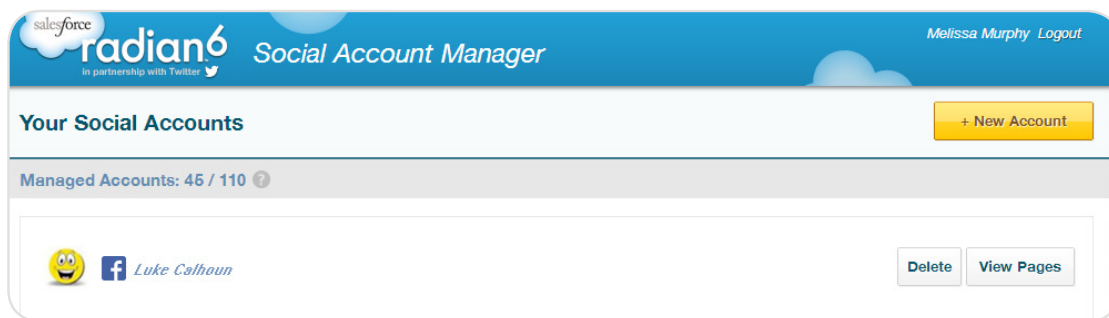
4. Click **Log in**. You will be directed back to the Social Account Manager site.
5. In the Engagement Console Facebook Account window, click **Done**.

Adding a Facebook Managed Account

Facebook Managed Accounts require authorization; please contact your account representative to purchase this add-on. To register a Facebook account in the Social Account Manager user interface, take the following steps:

Note - If registering a New Account, please see section Add a Facebook Account to add your Facebook account. If your account is already added, proceed to the following steps.

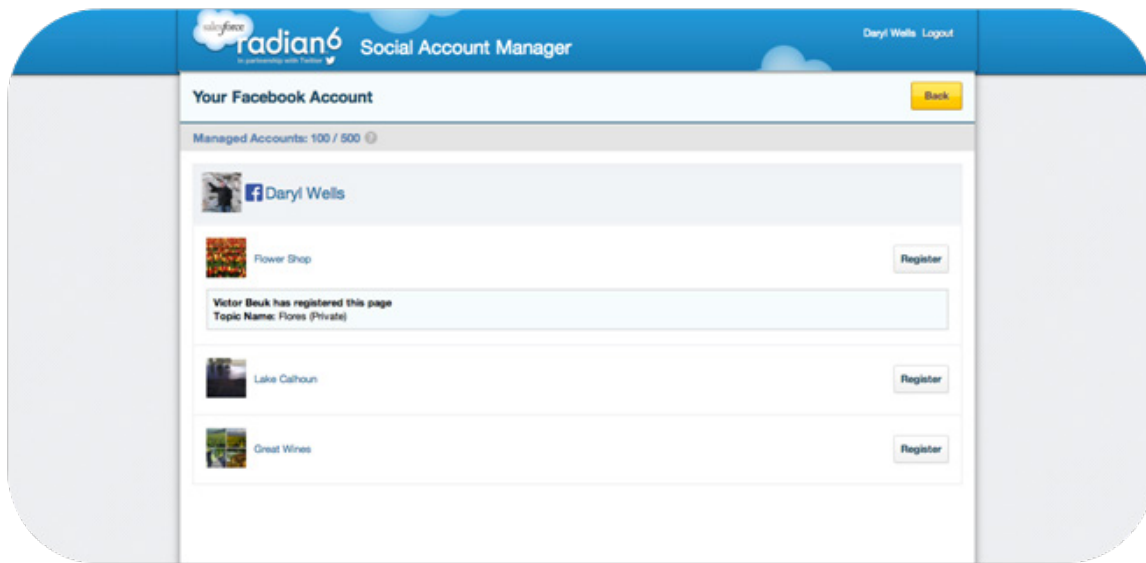
1. Click **View Pages** on the desired Facebook account for which you would like to create a Managed Account.



Register New Facebook Account

2. To the right of the Facebook Page for which you want to create a Managed Account, click **Register**.

Note - You can only register a Facebook Page as a Managed Account if you are an Admin on the Page.

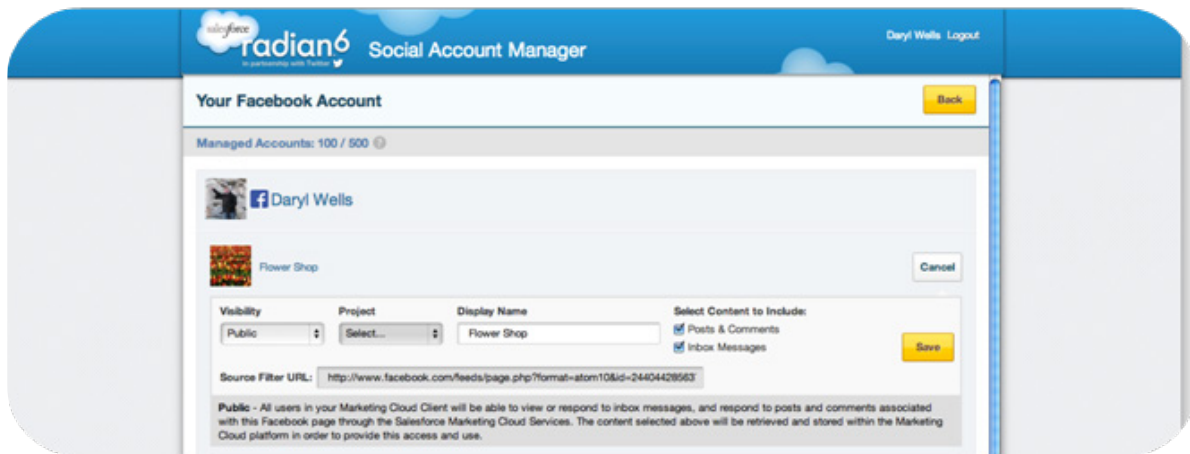


Account Options

2. Set the visibility of the account:

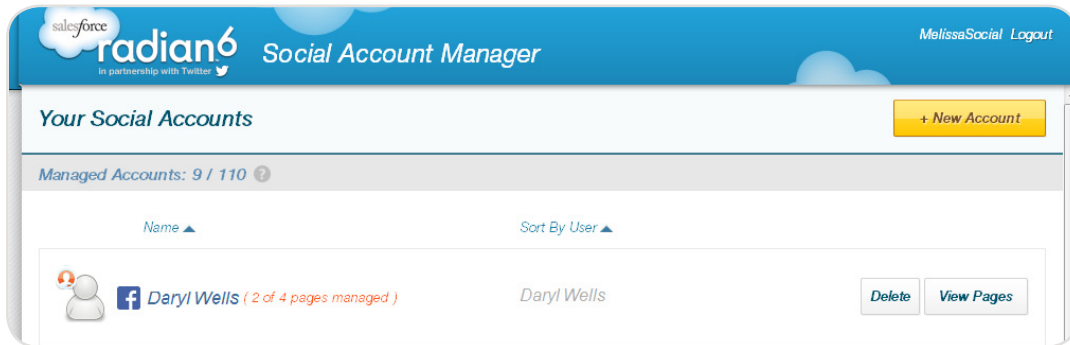
- **Visibility** – This setting enables you to limit who is able to access your Managed Account. Your visibility options are:
 - **Private** - Only you will have access to and use of this Facebook Page through the Salesforce Marketing Cloud services. The content selected above will be retrieved and stored within the Marketing Cloud platform in order to provide this access and use.
 - **Project** - All users assigned to this project will be able to view or respond to Inbox messages, and respond to posts and comments associated with this Facebook Page through the Salesforce Marketing Cloud services. Project access can be managed via the configuration settings in the Analysis Dashboard. The content selected above will be retrieved and stored within the Marketing Cloud platform in order to provide this access and use.
 - **Public** - All users in your Marketing Cloud client will be able to view or respond to Inbox messages, and respond to posts and comments associated with this Facebook Page through the Salesforce Marketing Cloud services. The content selected above will be retrieved and stored within the Marketing Cloud platform in order to provide this access and use.
- **Display Name** – This is a label for identification purposes only.

- **Select Content to Include** – By default, all content is included but you can choose to view results by deselecting the content options.
 - **Managed Accounts** - The Managed Account Summary (entitlements) will display your usage of Managed Accounts compared to what you have purchased. For additional information, please contact your account representative.
4. Once your account options have been selected, click **Save**. Once successful, the Register button will be replaced with Edit.



Save Account Options

5. Click the **Back** button to navigate to the Social Account Manager homepage where you will see a list of all of your social accounts. Your Managed Account will be identified with a badge in the top left corner.



Social Account Manager Homepage

6. Log out of and back in to your Engagement Console for the Facebook Managed Account to display.

Adding a Facebook Managed Account Stack

The Facebook Managed Account Stack enables you to add all Radian6 workflow capabilities to all your posts. To configure the Facebook Managed Account Stack, take the following steps:

1. In the Engagement Console Add Stack menu, click the **Managed Account Stack** icon.
2. In the Stack Title field, name the Stack (optional).

Stack Title:

Stack Title

3. In the Facebook Accounts field, click on the desired Facebook Account. You can bring in content from one or more Facebook Managed Accounts.
4. Select **Real Time Monitoring (Refresh Rate)** or **Specify Date Range** (defaults to Real Time Monitoring).

Real Time Monitoring (Refresh Rate):

Specify Date Range:
 to

Real Time Monitoring or Specify Date Range

5. Select **All** Media Types or only display specific Media Types from your Facebook Managed Account.

Media Types:

All
 Specify

- Posts
- Comments
- Received Inbox Messages
- Sent Inbox Messages
- Replies

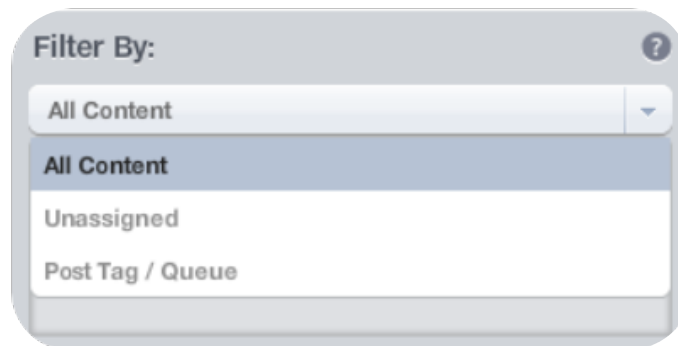
Media Types

- From the Sort By drop-down, select the order in which you would like the posts to display. (Defaults to Received Newest First)
 - Received** date refers to the time at which content was brought into Radian6.
 - Published** date refers to the time at which content was authored (i.e created on Facebook).



Sort By

- From the Filter By drop-down, (defaults to All Content) select the posts you would like to display:
 - All Content** - Real time monitoring brings back the last 96 hours worth of data.
 - Unassigned** - Returns unassigned posts from the last 96 hours. Posts that have workflow and are already in the Stack will stay there until new items are added when clicking on the yellow badge.
 - Post Tag/Queue** - Returns all posts that have a Post Tag added in the last 96 hours. It is specific to the selected Facebook Managed Account only. You must specify a Post Tag.



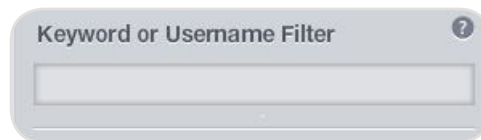
Filter By

Note - You can combine different filters by clicking the (+) sign to Add Filter. This enables you to display a very specific piece Managed Account.



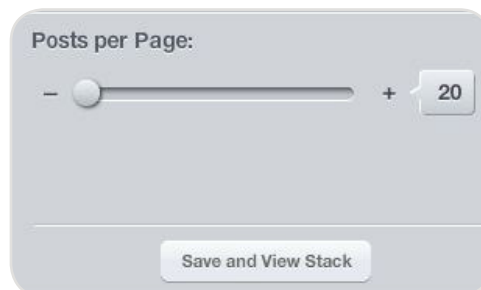
Filter By - Unassigned and Post Tag

- In the Keyword or Username Filter field, insert a term or terms to search (defaults to blank).



Keyword or Username Filter

- Using the slider, select the number of Posts per Page to display (defaults to 20).



Posts per Page

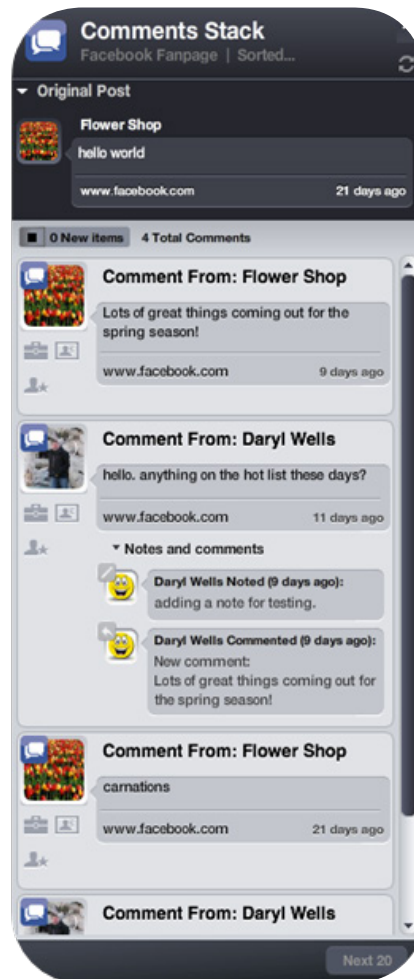
- Click **Save and View Stack**.

Navigate a Facebook Managed Account Stack

The Facebook Managed Account Stack enables you to view all of the posts on your Facebook Page. You can view comments on Facebook posts by opening a Comment Stack. Plus, you can view replies to comments by opening a Replies Stack. Use the Conversation Stack to view Inbox messages and conversations.

To open a Comments Stack:

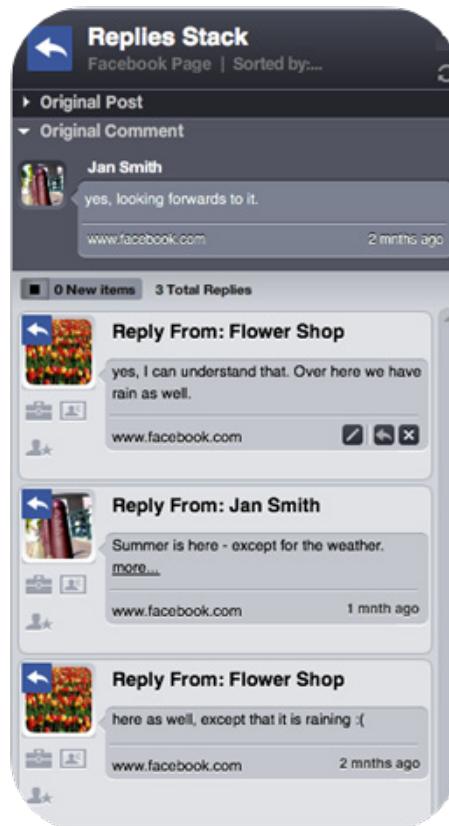
- When viewing a post in a Facebook Managed Accounts Stack, there are two ways to open a Comments Stack. At the bottom of a post, click **View comments** to open a Comments Stack. Or, at the bottom of a comment, click **View parent post and comments** to open a Comments Stack. This displays the original post and all of the comments to the post listed in the order they were published.



Comments Stack

To open a Replies Stack:

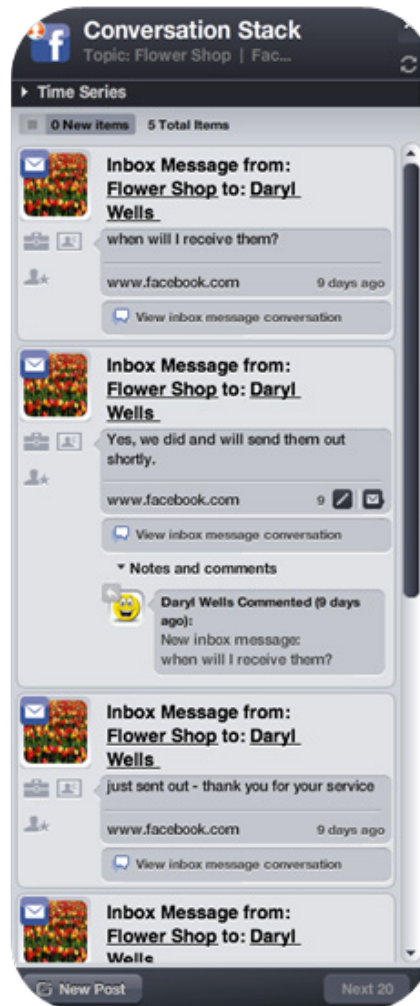
- When viewing a Reply in a Facebook Managed Account Stack, at the bottom of a Reply, click **View parent comment and replies** to open a Replies Stack. You can also open a Replies Stack from a Comments Stack. At the bottom of a comment, click **View comment reply** to display the Replies Stack. This stack displays the original post, comment and all of the replies to the selected comment in the order they were published.



Replies Stack

To open a Conversation Stack:

- When viewing an Inbox Message in a Facebook Managed Accounts Stack, click **View inbox message and conversation** to open a Conversation Stack. This stack displays the original Inbox message and any subsequent conversation.



Conversation Stack

Have questions? Contact us:

- W www.salesforcemarketingcloud.com
- E marketingcloud@salesforce.com
- T [@marketingcloud](https://twitter.com/marketingcloud)
- T 1-888-672-3426