

TWITTER MANAGED ACCOUNTS

What is the Social Account Manager?

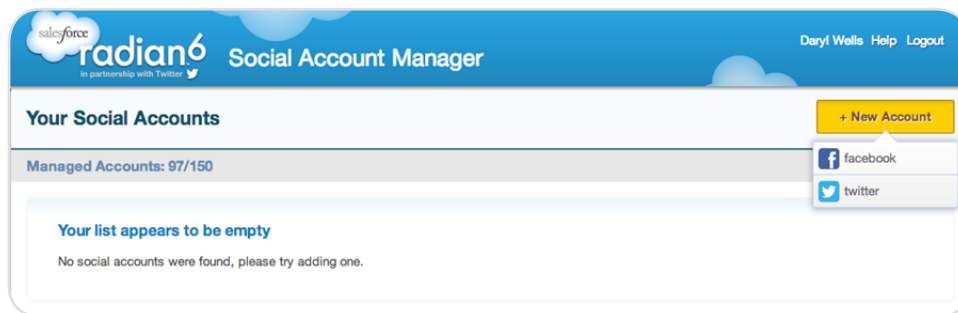
The Social Account Manager user interface is a single landing page to manage all of your social identities, starting with Twitter.

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

Adding Twitter Accounts

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

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



Social Account Manager

The Social Account Manager has both Facebook and Twitter options; however, Facebook registration will be available in a future release.

2. Enter the Twitter username that you wish to integrate into the platform.
3. Enter your Password.
4. Select **Authorize App**. You will be directed back to the Social Account Manager site.
5. In the Engagement Console Twitter Account window, click **Done**.

Twitter Managed Accounts

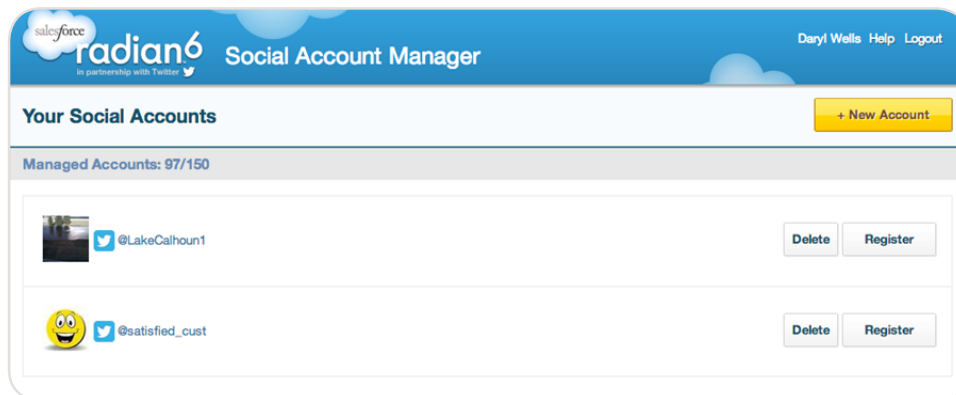
Twitter Managed Accounts is available as an add-on to your account from Salesforce Marketing Cloud. Twitter Managed Accounts is designed to facilitate easier collaboration between team members, helping you communicate more effectively with your Twitter followers. Twitter Managed Accounts helps simplify this process by enabling you to assign accounts to specific team members, or even share accounts across the entire team. By allowing control at a public, private or project level, administrators know who's engaging with customers, and what's being said.

Adding a Twitter Managed Account

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

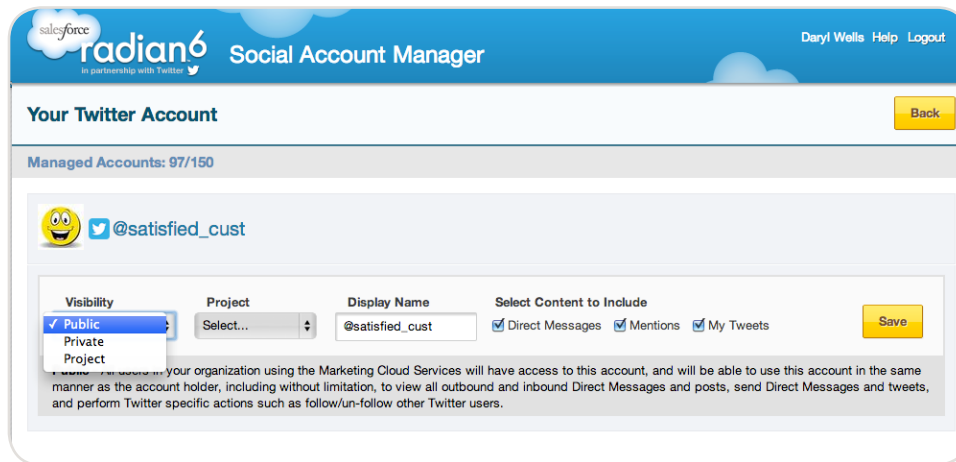
Note - If adding a New Account, please see section Adding a Twitter Account to register your Twitter account. If your account is already registered, proceed to the following steps.

1. Click **Register** on the desired Twitter account for which you would like to create a Managed Account.



Register New Twitter Account

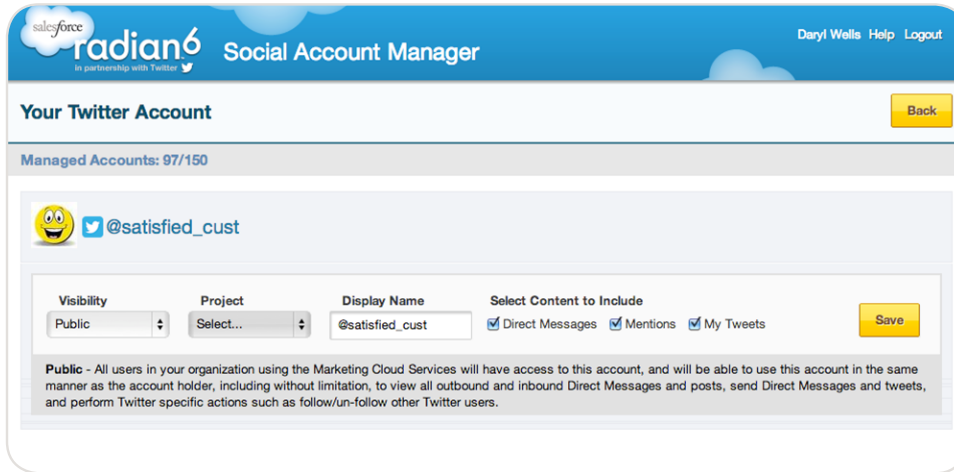
2. Select the necessary account options:



Account Options

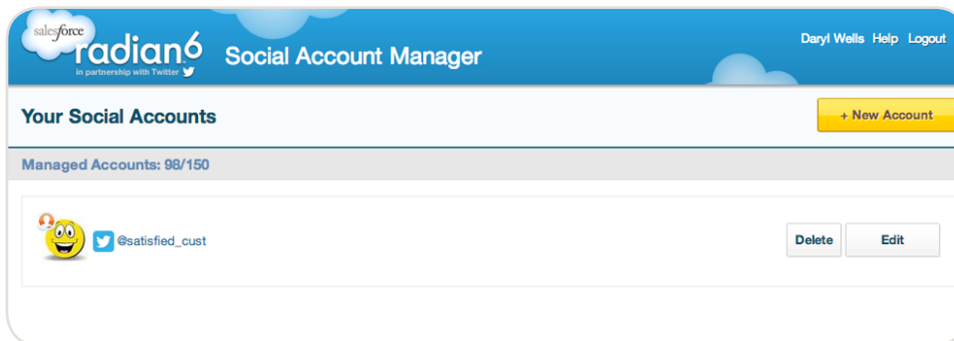
- **Visibility** – This setting enables you to limit who is able to access your Managed Account. Your visibility options are:
 - **Private** - Only you will be able to access and use this social account through the Salesforce Marketing Cloud Services. The content selected above will be retrieved and 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 access and use this Twitter social account in the same manner as 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 access and use this Twitter social account in the same manner as 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.

- Once your account options have been selected, click **Save**. Once successful, the Save button will be replaced with Delete and Update.



Save Account Options

- 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

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

Adding a Twitter Managed Account Stack

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

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

Stack Title:

Stack Title

3. In the Twitter Accounts field, click on the desired Twitter Account. You can bring in content from one or more Twitter 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 Twitter Managed Account.

Media Types:

All

Specify

DMs Sent My Tweets

DMs Received Mentions

Media Types

6. 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 Twitter).



Sort By

7. 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 Twitter Managed Account only. You must specify a Post Tag.
 - **Source Tags**- Returns all posts that have a Source Tag added in the last 96 hours. It is specific to the selected Twitter Managed Account only. You must specify a Source Tag.



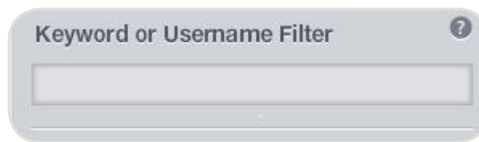
Filter By

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



Filter By - Unassigned and Post Tag

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



Keyword or Username Filter

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



Posts per Page

10. Click **Save and View Stack**.

Have questions? Contact us:

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