Oracle Social Cloud
Using Social Cloud

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Preface

This preface introduces information sources that can help you use the application and this guide.

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1 About Oracle Social Cloud

Introduction to Oracle Social Cloud

Welcome to the Oracle Social Cloud application. This topic gives you an overview of Oracle Social Cloud and how to learn more about each individual area and feature of the application.

What is Oracle Social Cloud?

Oracle Social Cloud is a web-based application that helps brands and marketers monitor and analyze the engagement with that content.

Oracle Social Cloud groups all of our tools, Listen and Analyze, Engage, and Workflow and Automation under one website for access to our entire product suite.

Basic Terminology

Let's go over some terminology that you will see throughout these help topics. Many of these names or phrases will appear in other product help files, so it is important to know what they refer to.

- Oracle Social Cloud -An application that hosts the following products: Publish, Content and Apps, Listen and Analyze, Engage, and Workflow and Automation, and Social Station.
- Home - The area of the application where you can get updates on the product, release notes, helpful hints, basically anything you need to know. It's a good idea to check Home frequently to get the most up-to-date information on the application.
- Listen and Analyze - A tool that gives you an in-depth look into how users are interacting with your Facebook Pages, Views, Twitter streams, and Google+ pages. You can quickly and easily gauge how your content and brand is resonating with your influencers and communities and then take the actions needed to increase engagement, respond and make necessary adjustments.
- Engage - A tool that helps you build stronger relationships through intelligent understanding of your social conversations and respond with appropriate action and engagement.
- Workflow and Automation - The area of Oracle Social Cloud where you can organize and manage all aspects of your account, including users, social properties, and topics. You can also manage your social properties and users into organizational hierarchies with bundles and teams.
- Facebook Page - Your brand or organization's home on Facebook. A Facebook Page has several tabs included by default, like the Wall and Info tabs.
- Stream - Your Facebook Pages, Twitter accounts, and Google+ accounts are "streams" of content. Therefore the connection between Publish and your social properties is called a stream.

Related Topics

- *Logging In and Out of Oracle Social Cloud*
- *Oracle Social Cloud Knowledge Base Home Page*

Logging In and Out of Oracle Social Cloud

In Oracle Social Cloud, you only have to log in once to have access to all your Oracle Social Cloud programs.

To log in to Oracle Social Cloud:

1. Log in to Oracle Social Cloud using the following URL: *https://cas.vitrue.com*

   Note: When you log in to Oracle Social Cloud for the first time, you must set the password. Use this task to log in and then set your password. If you are logging in for the first time, you will be prompted to create a password of at least 8 characters (but no more than 255) with one letter, one number, and one special character.

2. To log out, click the Log Out button any page within Oracle Social Cloud.

When a user has not logged in to Oracle Social Cloud for more than six months, the user's account status is set to `Pending Disabled`. When the status of the account is changed to `Pending Disabled`, an email is sent to the user informing them that their account will be removed from Oracle Social Cloud in one week. If the user logs in within one week of the receipt of this email, the account status is set back to `Active`. However, if the user doesn't log in within that week, another email is sent to the user, and the account is removed from Oracle Social Cloud.

Once a user has been removed from Oracle Social Cloud, reactivation is not possible. If the user wants to regain access to Oracle Social Cloud, a new account must be created for the user.

Using the Oracle Social Cloud Navigation Bar

Oracle Social Cloud is made up of several areas. To get from one area to another, you'll use the Oracle Social Cloud Navigation Bar. This bar enables you to determine which Oracle Social Cloud area you are currently in.

1. Click the arrow to expand the Navigation Bar.
2. The Navigation Bar expands and displays all the Oracle Social Cloud programs you have access to.
3. Click on the program you want to be taken to its home page.

Working with the Bundle Picker

Use the bundle drop-down menu to switch between bundles associated with your account.

Click the drop-down list to select a new bundle.

What we previously called your account will now appear as a top-level bundle. If you only have one account, only one top-level bundle will be displayed.

Previewing

Clicking on a bundle will open a preview in the Search window. If the bundle has sub-bundles, a folder icon will be displayed in the preview.

As you click on bundles and sub-bundles, you will path back to your original search is created in the Search window. You can click any part of that path to navigate to a previously searched bundle.

Once you find the bundle you want, highlight it. Click Select This Bundle and the page will refresh to that bundle.

Searching Your Bundles

If you aren't sure where to find the bundle you want, you can search for it in the Search for bundle field.This operation will search your entire account, not just forward from where you are in the folder structure.

Important: Firefox 28.0 has a bug that prevents search in the bundle picker from working. Firefox is working on the problem, but until it's solved, please use another browser or an earlier version of Firefox.

Supported Browsers

The following tables list browsers supported by Oracle Social Cloud:

This table lists browsers supported by Oracle Social Cloud.

Browser	Supported Version	Operating System
Chrome	53	Mac • Yosemite (10.10.x) • El Capitan (10.11.x) Windows 8 or later
Firefox	• 45 ESR • 49	Mac • Yosemite (10.10.x) • El Capitan (10.11.x) Windows 8 or later
Internet Explorer	11	Windows 8 or later
Safari	9	Mac • Yosemite (10.10.x) • El Capitan (10.11.x)

This table lists mobile browsers supported by Oracle Social Cloud.

Browser	Supported Version	Operating Systems
Chrome	52	Android • Mashmallow (6.0 — 6.0.1) • Nougat (7.0)
Safari	iOS 9.3.x native	iOS 9.1 or higher

The Oracle Social Cloud Home Page

The Home section of Oracle Social Cloud is made up of two tabs: News and Updates and Collaborations.

News and Updates

News and Updates is the best place to find updates about the application and all the tools in it. When our development teams release an update to a tool or a brand new feature, the release notes will be published here. Our product team will also be posting helpful hints about all tools in the Oracle Social Cloud application, if needed.

The information on this page will be updated frequently, so we suggest checking this page each time you log in to Oracle Social Cloud.

Collaborations

The Collaborations tab is part of our Workflow feature. On this tab, you'll find all the threads you are involved in.

Threads are collaboration spaces where you can have a conversation with your coworkers about your project and track the progress of your workflow. You can be a participant, which means you are assigned a task or are part of a team that's been assigned a task, or an observer, which means you aren't assigned a step but you can comment in the thread.

About Social Station

Social Station is your home base for Dashboards and Intelligence Centers. Dashboards display a set of custom analytics that you pick and select. Intelligence Centers display social media content, allowing you to visualize social media trends. You can display insights based around a Listen topic.

Getting Started with Social Station

You access Social Station from the main Navigation drop-down list.

When you navigate to Social Stations, click Intelligence Centers. This is your home page for your Intelligence Center views. All the views you create will appear on this page.

- Topic Insights View: Display metrics on topics you have created in Listen and Analyze.

Adding a Topic Insight View

1. From the Intelligence Center home page, click Add New.
2. From the sub-menu, you chose the view you want to add.
3. Select Add New Topic Insights View.

4. In the Add a Topic Insight View modal, provide the following information:
    - Name - Give your view a name.

        Note: If you don't give your view a name, it will use the topic name by default.

    - Description - Give your view a short description.
    - Select Topic - Select which topic from Listen and Analyze that you want to display metrics from.
    - Select View Type - Select from two different Topic view types:
        - Theme View - Displays a word cloud of the terms used most often with the selected topic
        - Demographics View - Displays demographic metrics for the selected topic

    Once you have made all your selections, click Done and your view will appear on the home page.

Organizing and Displaying Your Views

Once you have created views, you can sort them by Topic Insights using sort buttons.

You can delete and view by hovering over it until a trash can icon appears, and then clicking the icon will delete the view.

Note: This will not delete the topic to which the view is connected.

Displaying Your View

Once you have created a view, you are ready to display it.

To display the view correctly, ensure the following:

- Change your screen resolution to 1080p.
- Put your browser in Presentation mode.

About the Topics Insight Theme View

The Theme view displays a word cloud of the themes for your topic, plus three metrics on those themes. The display rotates every 10 seconds, changing to a new theme with the metrics for that theme.

On the screen, a the theme cloud appears along with the name of the current theme being displayed and the following metrics on that theme:

- Volume - Measurement of the number of mentions in the theme, compared to the other themes in the set for the topic. Displayed as a chart, as low, medium, high, very high, or highest volume.
- Topic Accuracy - Measurement of how similar the individual theme is to the topic. Displayed as a bar graph, as off topic, slightly off topic, on topic, very on topic, or exactly on topic.
- Content Focus - Measurement of how similar the individual mentions are to each other; the more similar they are, the higher the focus. Displayed as a chart, as very diverse, diverse, slightly focused, focused, or highly focused.

The appearance of this chart also gives you insights into the theme:

- Distance - Measurement of how accurate the content of the theme is to the topic. The further away from the center, the less similar the theme is to the topic.
- Color - Measurement of the focus of the content; the darker the chart presented as a circle, the more focused.
- Size - Measurement of the number of mentions; the larger the chart, presented as a circle, the more mentions there are in it.

About the Topics Insight Demographic View

The Demographic view displays metrics about near real-time engagement on a specific Listen and Analyze topic. The display refreshes every 20 seconds, updating the data in the metrics.

You'll see the following metrics:

- Gender Breakdown - The percentages of males and females talking about the selected topic.
- Social Sources - Displays how much content is coming from the various social sources, including:
  - Blogs: publication of personal thoughts and web links
  - Consumer reviews: customer opinion sites of products and services
  - Message boards: online discussion sites
  - Microblogs: Twitter
  - News: current events and updates
  - Social Networks: Facebook and G+
  - Video: YouTube
- Net Sentiment -The percent change between the messages collected in the current day versus messages collected in the previous day using the formula [number of positive mentions minus the number of negative mentions) divided by (the number of positive mentions plus the number of negative mentions).
- Volume - The number of mentions categorized by topic.
- Reach -The sum of the total number of followers per author per mention. This could also be called "potential reach", as it calculates the potential number of people who could see a mention.
- Recent Activity - The volume and reach of the activity on the topic. Each bar represents a 20 second window. A dark blue bar represents volume, and a light blue bar represents reach (Twitter only).

  Note: The height of each bar's segment (reach or volume) are relative.

- Twitter Activity - The amount of recent Twitter activity on the topic.
- Mentions - A sample of mentions, which are examples of the content coming in from the topic.

2 Workflow and Automation

Introduction to Workflow and Automation

This topic provides an overview of the Workflow and Automation section of the Oracle Social Cloud platform.

About Workflow and Automation

The Workflow and Automation area of the Oracle Social Cloud platform is where you control your account settings, configure your resources (teams, social properties, bundles) and configure your users.

These topics have been written assuming that you are assigned as an account or team admin on your Oracle Social Cloud account. This means that you have full access to Workflow and Automation. If you are not an admin, then you may have access only to the Profile tab.

About Workflow and Automation Layout

There are the following seven tabs on the Workflow and Automation page.

- Profile - Set and edit your basic user information, like your password and address, and determine what teams, bundles, and social properties you have been assigned to
- Resources - Create, organize and control the Resources for your account
- Users - Invite new users to your account, edit information on existing users, and view any pending invitations you have sent
- Account - General settings for your account
- Workflow - Create and run processes while collaborating with your coworkers
- Automations - (Engage only) Set rules to automatically label, assign, and delete posts in Engage
- Plugins - (Engage only) add connections to your RightNow, and Siebel accounts for Engage

There are topics for each of these sections, so if you want more information on those individual sections, check there.

About Basic Terminology

Let’s go through some terminology that will be relevant in Workflow and Automation and throughout the Oracle Social Cloud platform:

The following terms are what we refer to as resources in Oracle Social Cloud Marketing--they each have their own area in the Resources tab.

- Social Property: For example, a Facebook stream, Twitter account, Google+ stream or Tabs View that you publish to, create, moderate, and analyze using the Oracle Social Cloud platform.
- Users: People who have access to your Oracle Social Cloud account. Users can be given various permission levels and be assigned to specific social properties, teams, and bundles on your account.
- Teams: Groups of users who have access to the same social properties on your account.
- Bundles: Groups of your social properties. You can assign specific teams or users to your bundles

.

Related Topics

- *About User Roles in Oracle Social Cloud*

About Permissions Common to All User Roles

This topic describes permissions common to all user roles.

All user roles have the following permissions:

Topics and Dashboard Tabs

- View topic properties
- View dashboard
- Export charts
- Create and edit topic alerts and email digests

Note: Users can be put into bundles and will only have permissions in the bundles they are in.

Only Admins have the permission to create Historical Data requests. For more information on Historical Data, refer to the *About Add On Data for Topics* topic.

Resources and Social Campaigns Tabs

- View all data
- Download reports

SEM Reports

- View all data
- Download reports

About User Roles in Oracle Social Cloud

User roles in Oracle Social Cloud give your users permissions in the Oracle Social Cloud platform.

Each role has specific permissions for each part of the platform, with the following ten roles total:

- Admin
- Editor
- Author

- Moderator
- Listen Editor
- Reader
- Media Manager
- Analyst
- Brand Designer
- Designer

All these user roles have the same permissions. For more information about permissions common to all user roles, refer to the *About Permissions Common to All User Roles* topic. All these permissions are explained in detail in its role topic. Users will only have these permissions on the streams to which they have access.

About the Admin Role

Admins have full administrative access to the account.

The following table lists Admin role permissions by platform:

Platform	Permisssions
Workflow and Automation	• Add new users and social properties to any team or bundle • Create new teams and bundles • Set permission levels and user roles for individual users on their account • View and create Workflow templates • Add paid partner accounts
Publish	• Create, schedule, target, publish, and edit posts
Content and Apps	• Create and add Facebook apps • Create and publish Views • Attach Views to Facebook Pages • Create and edit brand templates, template CSS, and View-level CSS • Access contests links • Restrict users with no roles from obtaining contests links
Engage	• View, assign, label, archive, reply, hide, delete, and lock messages.
Listen	• *Access to Historical Data* • *Access to Facebook Pages Management* Create, edit, clone, activate, deactivate, and delete topics and indicators • Create and edit topic alerts and email digests • Create and edit notes on topics • View dashboard • Export charts

About the Editor Role

This topic describes permission for the Editor role.

The following table lists Editor role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Publish	• Create, schedule, target, and publish posts
Content and Apps	• Add modules to, edit, and publish Views • Access contests links • Restrict users with no roles from obtaining contests links

About the Author Role

This topic describes permissions for the Author role.

The following table lists Author role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Publish	• Create posts, but can only save them as drafts

About the Moderator Role

This topic describes permissions for the Moderator role. This role only has permissions for the Workflow and Automation and Engage sections of the Oracle Social Cloud platform.

The following table lists Moderator role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Engage	• View, assign, label, archive, reply, hide, and delete messages

About the Listen Editor Role

This topic describes permissions for the Listen Editor role.

This role only has permissions for the following Listen pages: Topics, Indicators, and Dashboards.

The following table lists Listen Editor role permissions by platform:

Platform	Permissions
Indicators Tab	• Create, edit, clone, and delete their own indicators **Note:** Users can be put into bundles or teams and will only have permissions in the bundles or teams they are in.
Social Station	• Create custom analytics • Create intelligence center views
Topics and Dashboard Tabs	• Create, edit, activate, deactivate, and delete their own topics • Clone topics created by other users • Create and edit topic alerts and email digests • Create and edit notes on topics • View dashboard • Export charts

About the Reader Role

This topic describes permissions for the Reader role. This role only has permissions for the Workflow and Automation and Engage sections of the Oracle Social Cloud platform.

The following table lists Reader role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Engage	• View, assign, label, and archive messages

About the Media Manager Role

This topic describes permissions for the Media Manager role. This role only has permissions for the Workflow and Automation and Publish sections of the Oracle Social Cloud platform.

The following table lists Media Manager role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Publish	• Promote published and unpublished posts • Create, publish, and delete unpublished posts

About the Analyst Role

This topic describes permissions for the Analyst role. This role only has permissions for the Workflow and Automation and Analytics sections of the Oracle Social Cloud platform.

The following table lists Analyst role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page
Listen and Analyze	• View and download reports for the Resources they have been assigned to

About the Brand Designer Role

This topic describes permissions for the Brand Designer role. This role only has permissions for the Workflow and Automation and Content and Apps sections of the Oracle Social Cloud platform.

The following table lists Brand Designer role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page • Create Views • Cannot assign Views to bundles or add users to the View
Content and Apps	• Create and publish Views • Create and publish brand templates • Create and edit View-level CSS • Access the Style tab for individual Views • Access contests links • Restrict users with no roles from obtaining contests links

About the Designer Role

This topic describes permissions for the Designer role. This role only has permissions for the Workflow and Automation and Content and Apps sections of the Oracle Social Cloud platform.

The following table lists Designer role permissions by platform:

Platform	Permissions
Workflow and Automation	• Access only to My Profile page • Create Views • Cannot assign Views to bundles or add users to the View
Content and Apps	• Create and publish Views • Create and edit View-level CSS • Access to the Style tab for individual Views • Access contests links • Restrict users with no roles from obtaining contests links

My Profile

The My Profile section of Workflow and Automation is where you can set and edit your basic user information, such as your password and address, and access the teams, bundles, and social properties you have permissions on.

There are two parts to the My Profile page: Your Information and Your Resources.

About Your Information

The My Profile area allows you to display, add to, and edit the information you entered when you created your Oracle Social Cloud account. The user picture was pulled from the Facebook profile you linked to your account.

Also displayed is the following information:

- Company name and title
- City, State, Country
- Time zone

Click the pencil icon to edit your information.

You can edit everything mentioned above, and the following fields:

- If you have not linked your Facebook profile, the following option will be displayed: **Link Oracle Social Cloud Profile with Facebook**. If you're logged into Facebook when you click this option, your profile will be linked to that Facebook account. If you are not logged into Facebook, you will be given the option to log in.
- **Link a Different Profile** - This allows you to link your Oracle Social Cloud profile to a different Facebook account. Note: If you're not logged into Facebook, you will be given the option to log in. If you're logged into Facebook, make

sure that you're logged into the account that you want to link with your Oracle Social Cloud profile before clicking the link.

- **Unlink Facebook Profile** - This allows you to disconnect your Facebook account from your Oracle Social Cloud account.
- **Geolocation** - This link takes you to the list of Geotargets you have been added to. For more information on geotargeting, refer to the *Templates* topic.
- **Email address**
- **Phone number**
- **Receive email notifications?** - Select this box if you want Oracle Social Cloud to send you e-mail notifications about things happening in your account. The notifications include, Social Property Re-authorizations, Expired user, Destroyed user, Unmetric, and Message Limit Thresholds.
- **Security** - This is your password for your Oracle Social Cloud account.
- Session Timeout - How many hours until you are automatically logged out of the Oracle Social Cloud.

About Languages

If you want to view the Oracle Social Cloud platform in a different language, you will set that here. Use the drop-down menu to choose the language you want the platform to appear as, then click **Save Changes**. The text in Oracle Social Cloud will change to the language you chose. In the drop-down list, each listed language will appear in its own language.

Note: Anywhere you are entering text, like the Create a Post page in Publish, semantic analysis filters in Listen and Analyze, or modules in Content and Apps, are not affected by this language setting. Whatever language you type, that is the language that will appear.

The following two column table lists the languages that are supported:

Language Name in English	Language Name in Localized Language
Czech	[illegible]eština
Danish	Dansk
Dutch	Nederlands
English	English
Finnish	suomi
French	Français
German	Deutsch
Hungarian	Magyar
Italian	Italiano
Japanese	[illegible]

Language Name in English	Language Name in Localized Language
Korean	[illegible]
Norwegian	Norsk
Polish	Polski
Portuguese (Brazil)	Português (do Brasil)
Russian	[illegible]
Simplified Chinese	[illegible]
Spanish	Español
Swedish	Svenska
Traditional Chinese	[illegible]
Ukrainian	[illegible]

Once you have finished editing your information, click **Save Changes**.

Your Social Properties, Bundles, and Teams

Use the Social Properties, Bundles, and Teams tabs to display a list of the social properties, bundles, or teams to which you have access.

The Resources Tab: Teams

The Resources Tab is where you will create, organize and control the resources for your Oracle Social Cloud account. Resources, as we mentioned before, are your social properties, teams and bundles you have created for your account.

The Teams area is where you can create and edit teams - groups of users who work together on your social properties.

Downloading CSV

The Download CSV button on the main Teams page allows admins to download a CSV file with information on all the teams on either their account or team.

Creating Teams Grid

All teams on your account are listed in the Teams Grid. The grid shows the team name and the number of team members. Click the arrows beside your team name to expand and view your full team hierarchy.

You can edit, delete, or duplicate a team by clicking the gear image.

1. Click Create a Team. You will be taken to the Create a Team page.
2. Give your team a name and short description.
3. Click Create Team. The page will refresh, showing your team was saved successfully.

You can then edit your team's information and add users and teams.

Adding a User to a Team

Once you have created your team, you can add users to that team.

1. From the team's Edit page, click Add User. The Assign Users dialog box will open.
2. A list of users on your account will be displayed.

> **Note:** You can sort users alphabetically. Select the boxes next to the users you want to add, then click Save Changes.

3. You'll be taken back to the edit page for the team, with the new users appearing in the user grid.

Once you have added a user to a team, you can assign them a user role. To see full definitions of these user roles, see the *User Roles* topic.

The Resources Tab: Social Properties

The Resources tab is where you will create, organize and control the resources for your Oracle Social Cloud account. Resources, as we mentioned before, are your social properties, teams and bundles you have created for your account.

The Social Properties area is where you can create, edit, and view details of social properties on your account, like views and Facebook Streams.

You can work with the Social Properties section if you are an Oracle Social Cloud Marketing customer.

The Social Properties Grid

All social properties on your account are listed in the Social Properties grid. The grid shows the social property name, if any action needs to be taken on the property, how many assignees (users and teams) are on the property, and who was the last person to edit the property and the date and time of that editing. The gear icon on each social property allows you to either edit or delete the social property.

Sorting Your Social Properties

When you first click the Social Properties tab, you'll see all your social properties listed. You can also sort the list by social network, so you can see the social properties just for that network:

- Facebook Views
- Facebook Streams (authorized Facebook pages)
- Twitter Streams (authorized Twitter streams)
- Google+ Pages
- YouTube Channels
- LinkedIn Company and Showcase Pages
- Instagram
- Weibo Pages
- Tumblr
- WeChat

Note: The Google+ and YouTube streams you see here are authorized streams only, and appear in Publish and Analytics. These do not appear in Listen or Engage. Facebook Streams are your owned, authorized Facebook brand pages. These streams can be used in the entire Oracle Social Cloud platform.

Adding a Social Property

To successfully add a social property to Oracle Social Cloud, you must be an administrator of that social property on the social network. For example, to add a Facebook Page to Oracle Social Cloud, you must be an admin of that page on Facebook.

1. Click Add a Social Property. You'll be taken to the Add a Social Property page.
2. Choose which type of social property you wish to add:
   - Facebook Tabs View (Content and Apps only)
   - Facebook Stream (authorized Facebook brand page)
   - Twitter Stream (authorized Twitter account)
   - Google+ Page
   - YouTube Channel
   - Weibo Page
   - LinkedIn Company Page
   - Tumblr Blog
   - Instagram Account
   - WeChat

   Note: Facebook Streams are your owned, authorized Facebook brand pages. These streams can be used in the entire Oracle Social Cloud platform.

3. Click the social property type to select it, read and accept the terms and conditions, then click Add a Social Property.
4. A modal window will open prompting you to authorize Oracle Social Cloud to have access to your social network account. Follow the steps. You must be an administrator of the social property to add it.

> **Note:** For WeChat, a QR code will be presented. In order to add this channel to Oracle Social Cloud, the user must be an administrator on the admin WeChat platform. Scan the QR code from within the WeChat mobile application.

When you are done authorizing, you will be taken to the edit page for the social property in Oracle Social Cloud, where you can begin assigning teams and users to it, and place it in bundles.

About the Social Properties Edit Pages

The Edit page for a social property displays specific details for the stream, allowing you to edit certain ones. This topic outlines the different edit pages for the various social property types.

Facebook Stream Details

On the edit page for an authorized brand Facebook stream, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Make the stream the default stream - more info below
- Set how you want incoming comments to display (Engage only) - more info below
- Add third party analytics code to the stream
- Add campaign tracking code to the stream
- Add users and teams

Default Stream

A default stream appears automatically in the list of streams when you create a new post. If you don't want to publish to this stream on a particular post you are create, click the stream name in the Select Your Streams section to deselect it.

Comment Sort Order (Engage Only)

If your Facebook Page has been authorized for Engage, you can choose how you want comments coming in from that page to display. You can have them display chronologically or by ranking using the Facebook's ranking system.

Adding Third Party Analytics and Campaign Tracking

You can use third party analytics software with your stream, like Google Analytics and Omniture, to get specific information on your Publish posts.

To add third party analytics code to your stream, paste the analytics code you received from your third party provider into the field Analytics field, then click Save Changes.

Tracking a Campaign

You can also track the traffic coming specifically through this stream by using a third party campaign code, which you will get from your third party provider. This code is added to every link that is published through this stream, so you can view that activity specifically.

To add third party campaign code to your stream, paste the third party campaign code into the Campaign Tracking field.

- If you are using Omniture as your third party, you only need to add the Ocid= part of the code or the key value integer. Here's an example:

  http://www.fakeplace.com/?Ocid=3121

- If you are using Google Analytics and you are using multiple utmost, you must have an ampersand (&) between each. Here's an example:

  http://www.fakeplace.com?utm_source=Facebook&utm_medium=Coupon&utm_campaign=Tasty_Treat_Coupon

Note: You can also add this code to URLs on posts after you have published them. For more information, refer to *Dynamic Link Tracking*.

Authorizing a Facebook Stream with a Facebook Account that is Different from your Profile's Linked Facebook Account

If you have linked a Facebook account to your Oracle Social Cloud profile and you want to authorize a new Facebook stream, then you must authorize the stream using the same Facebook account linked to your profile.

To use another Facebook account, follow these steps to unlink the Facebook account from your profile:

1. In **Workflow & Automation**, unlink your Facebook account from your profile in the **Social Properties** tab.
2. Sign out of Oracle Social Cloud.
3. Sign in to Oracle Social Cloud.
4. In the **Add Properties** section in **Workflow & Automation**, select the required Facebook stream and authorize it.

Facebook Tabs View Details (Content and Apps only)

On the edit page for a public Facebook View, you can:

- Change the View's name
- Add users and teams

All other items are edited on the View Settings page for that View in Content and Apps. For more information, refer to *Building a View: The View Layout and Adding Modules and Content*

Twitter Stream Details

On the Edit page for an authorized brand Twitter stream, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Make the stream the default stream
- Add campaign code to individual posts
- Add users and teams

Google+ Page

On the Edit page for a Google+ page, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

YouTube Stream

On the Edit page for a YouTube stream, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

Instagram Account

On the Edit page for an Instagram Page, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

LinkedIn Company Page

On the edit page for a LinkedIn company page, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

Weibo Page

On the edit page for a Weibo page, you can:

- Authorize or reauthorize the stream
- Authorize or reauthorize direct messaging
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

Viewing Direct Messages for Weibo

To display your Weibo direct messages in Oracle Social Cloud, you must follow these steps:

1. On the edit page for your Weibo page, copy the URL from the Direct Message section
2. Sign in to your profile on Weibo.com
3. Click Management Center
4. Click Development Center
5. Enter the URL from Oracle Social Cloud into the provided field and click Save.

   Direct messages will now be enabled for Oracle Social Cloud and can be viewed and responded to in Engage.

Tumblr Account

On the edit page for a Tumblr account, you can:

- Authorize or reauthorize the stream
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

WeChat Page

On the edit page for a Weibo page, you can:

- Authorize or reauthorize the stream
- Authorize or reauthorize direct messaging
- Change the stream's name
- Add third party analytics code to the stream - more info above
- Add campaign tracking code to the stream - more info above
- Make the stream a default stream
- Add users and teams

Authorizing Facebook for Authentication Instead of Instagram

This topic describes how to authorize Facebook for authentication instead of Instagram.

After December 11, 2018, Instagram's Platform API will no longer be supported. As a result of this third-party change, you must link your Instagram account to a Facebook page. For more information, refer to this *Instagram FAQ*.

Once you have linked your Instagram account to your Facebook page, you will need to reauthorize your Instagram streams in Oracle Social Cloud.

To reauthorize your Instagram streams in Oracle Social Cloud:

1. Navigate to **Workflow & Automation**.
2. In the **Resources** work area, select the **Social Properties** tab.
3. Click your existing Instagram Social property.
4. Click **Reauthorize**.

   Your account is now reauthorized, using the Facebook for authentication, instead of Instagram.

For more information about migrating from the Facebook page, refer to this Facebook FAQ: *Add an Instagram account to a Facebook Business Page*

Adding Users and Teams

For each type of social property, you can add specific users and teams to that social property. You can do this below the main edit area.

When you add a user to a social property, you can also assign them to a specific user role for this social property. If you assign a user as an administrator on this social property, this gives them the ability to reauthorize it.

Updating Your Social Property Status

Your social properties have up to three apps that power them, depending on the social network.

When you go into the Social Properties page, you will be presented with a box showing the status of these apps. If a stream needs to be reauthorized or reconnected, a link, along with an exclamation point, shown in red, will indicate the requirement. Click the button to reauthorize them.

> **Note:** You must be an admin of the Facebook Page or Twitter stream as well as an admin in Oracle Social Cloud to authorize a social property.

Deauthorized Social Properties

Occasionally, your Facebook stream, Twitter stream, or YouTube stream may become deauthorized or reauthorized and will need action on your part to get it working with our system again. These streams will appear in the master list of your social properties in grey with a red exclamation point.

The Streams require reauthorization text link will show the number of streams that need attention. Click this link, and you will be taken to a list of your reauthorized streams. You can click on the stream and be taken to its page, where you can reauthorize whichever app is needed.

To reauthorize a stream:

1. Click the gear icon and select Edit from the menu. You will be taken to the stream's edit page.
2. In the Property Status box, click the Authorize button.
3. The Authorizing Your Stream dialog box will open. Once the authorization is finished, you can close the window.

Note: You must be an admin of the Facebook Page and an admin in Oracle Social Cloud in order to reauthorize a stream.

Downloading CSV

The Download CSV button on the main Social Properties page allows admins to download a CSV file with information on all the teams on either their account or team.

Backfilling Your Data

When you add a social property to the Oracle Social Cloud platform, we use APIs to add previous data from that social property to the Oracle Social Cloud. The amount of data differs with each type of social property, so here is the info for each:

Engage Messages:

- Facebook: 30 days
- Twitter: The last 200 tweets
- LinkedIn: The last 100 posts
- Instagram: The last 200 posts or last 30 days — whichever comes first
- Weibo: In Development
- WeChat does not support backfill. Additionally, you cannot respond to messages after 48 hours

Listen and Analyze:

- Listen and Analyze: Resources
- Facebook: 6 months
- Twitter: Up to about 3000 latest tweets, based on Twitter’s limit
- YouTube: 6 months
- Google+: 1000 last posts
- LinkedIn: In Development
- Instagram: In Development
- Weibo: In Development

The Resources Tab: Bundles

The Resources tab is where you will create, organize and control the Resources for your Oracle Social Cloud account. Resources are your social properties, users, teams and bundles that you have created for your account.

The Bundles area is where you can create and edit bundles. Bundles are groups of social properties that you can assign users and teams to. Bundles are useful for controlling permissions on your account; you can create bundles for specific social properties and users, so you can control exactly who has access to those properties.

Creating a Bundles Grid

All bundles on your account are listed in the Bundles grid. The grid shows the bundle name, description, and details, including how many social properties, teams and users are part of the bundle. You can edit or delete a bundle by clicking the gear image on the right side of the grid.

To create a bundle:

1. Click Create a Bundle. You will be taken to the Create a Bundle page.
2. Add a name and short description for your bundle.
3. Add social properties, users, teams, and sub-bundles to your bundle by clicking Add or Select in each section.
4. When you are finished adding items to your bundle, click Create Bundle. You will be taken back to the Bundles grid, where your new bundle will appear.

> **Note:** You will add social properties, users, teams, sub-bundles, templates, and workflows in the same way you add these items to teams. After you add them, they will appear in those sections in the Edit page for the bundle.

Downloading a CSV

The Download CSV button on the main Bundles page allows admins to download a CSV file with information on all the bundles on either their account or team.

Navigating with Bundles

Once you have created bundles on your account, you can use the Bundle drop-down list to select and use a bundle in the various products in the Oracle Social Cloud platform.

Account admins will see all the bundles that have been created in this list. Other users on the account will only see the bundles that they have been assigned to.

To select a bundle, click on the bundle's name from the drop-down list. The page will refresh and that bundle's info will be displayed. The Bundle drop-down list will display only the bundle's name.

If a bundle has sub bundles, an arrow will be displayed beside the bundle name. Click on the bundle name, and the menu will refresh to display the bundle's name in the header and the sub bundles will appear in the drop-down list.

Related Topics

- *Introduction to Workflow and Automation*

The Resources Tab: Templates

The Resources tab is where you will create, organize and control the Resources for your Oracle Social Cloud account. Resources, as we mentioned before, are your social properties, teams, bundles, and templates you have created for your account.

The Templates area of the Resources tab is where you can create and edit templates for use in Oracle Social Cloud Publish.

You can work with the Templates section if you are an Oracle Social Cloud Marketing customer.

What is a Template?

Templates allow you to create posts in Publish with certain fields pre-filled. You can create templates as complex as creating consistent messaging for campaigns, or as simple as assigning your users to post to specific regions.

How does Geotargeting work?

Geotargeting lets you make a Facebook post that only your fans that are in a certain country, city, and/or language will be able to see. A geotargeted post will only be visible on those users' news feeds and only those users will be able to see the post on your page.

Creating a Template

1. From the main Templates page, click Add a Template. You'll be taken to the template creation page.
2. Give your template a name. This can be anything. Click Save Changes to continue.
3. Choose the locations you want to geotarget. You can geotarget to a country, language, or both.
    - Country: Type the name of the country you want to target into the text field. If the country name matches one from Facebook's master list, it will appear and you can click to select it.
    - Region: You can choose to narrow your country geotarget to a particular region, either a state/province, or a city. Select one of the options.
    - Language: Type the name of the language you want to target into the text field. If the name matches one from Facebook's master list, it will appear and you can click to select it.
4. Click Save Filter to save your template.

Your template will now appear in the master list on the Templates main page and in Publish, where you can use them for your posts.

Adding a Template to a Bundle

Once you have created a template, you'll need to add it to a bundle for users to be able to use them in Publish. The template will be automatically added to the bundle you created it in.

1. Click the Bundles tab.
2. Click the name of the bundle you want to add the template to, and navigate to the Templates area.
3. Click Select Templates.

4. Select the template you want to add, then click Save Changes.

The template will then be available to users in the bundle in Publisher.

To learn how to use your templates in Publish, refer to the *Create a Post* topic.

The Users Tab

The Users tab is where you can invite new users to your account, edit information on existing users, and view any pending invitations you have sent.

User Grid

When you first enter the Users tab, you'll land on the main User page, which has the holy grail for users, the User grid. All users on your account are listed in the User grid.

The grid shows the user's name, when that user was added to the system, the user's contact information, and their default role. You can edit a user's information, or delete a user by clicking the gear icon.

You can also search for a specific user by typing their name or email address into the Search field. The list will repopulate with just the users that meet your search criteria.

Inviting Users

To give users access to your account, you need to send them an invite. You can either invite them individually, or in a group through a CSV file.

Note: You must be in your account level bundle to invite users, not a sub-bundle.

1. Click Invite Users. The Invite Users dialog box will open.
2. Enter the email addresses of the users you want invite to your account. If you want the invitee to be an admin on your account, select the Assign as Account Admin check box.
3. Click Send Invitations and your invites will be emailed.

Once you have invited users to your account, you can begin adding them to teams, social properties, and bundles, and set their user roles, even if the invitations are still pending. For more information on user roles, refer to the *User Roles* topic.

Inviting Multiple Users

1. Click Invite Users. The Invite Users dialog window will open.
2. Download the sample CSV file.
3. Fill out the CSV file with the user information you want to add, and save it with a new name.

   Note: There is a limit of 150 users per CSV upload, so if you have more than 150 users to invite, you will need to add them in separate uploads.

4. Return to the Invite Users modal and click Choose file.
5. Select the CSV you just saved, and click Upload Users.

The users you invited will receive the invite email and will need to click the link in the email to accept the invitation and set up their account.

Viewing Pending Invitations

You can view invites that have yet to be responded to by clicking the Pending Invitations tab. This tab enables you to view invite details, and resend invites at a user's request.

Downloading a CSV

The Download CSV text link on the main Users page allows admins to download a CSV file with information on all the users on either their account or team.

Editing a User

If you need to edit a user's information, click the gear icon by the name field or simply click on their name to open their user profile.

> **Note:** You can edit a pending invitation.

On the user's profile page, you can change any of the user's information. Once you make the changes you need to, click Save Changes.

To return to the Users page, click All Users.

Changing a User's Role

If you need to change a user's default role, you can do that from the User grid. Just find the person you want to change and use the drop-down menu to select the role you want them to have. The page will refresh and the user's role will be updated.

> **Note:** Users can also be assigned to a role on a specific stream. For more information, refer to the *Social Properties* topic.

About the Account Administrators Subtab

Clicking the Account Administrators tab will take you to a page that shows every user on your account whose user role is Account Administrator, which means the user has been assigned the administrator role as their default.

The Accounts Tab

The Account section of Workflow and Automation is where you can set and edit various options for your account, as well as add media accounts, and set up custom audiences for your paid media.

There are three tabs in the Account section. They are, My Account, Media Accounts, and Custom Audiences.

The My Account Section

This section is where you can change various settings for your account.

- Account Avatar - Choose an image that will appear beside your account in the bundle picker.
- Account Name - Displays your account name.
- Time Zone - Sets the time zone for the entire account. This will be the default time zone for the account, though individual users can set their own time zones on their profile.
- Default Timeout Value - Sets time duration in hours for which you can be logged into your account before you are logged out. This is set by default at eight hours.
- Password Expiration Value - Sets how long until your user's password expires.
- Enable Message Locking - Enables message locking for your account. For more information on message locking, refer to the *Getting Started with Engage* topic.
- Make Unpublished Posts Visible - Makes unpublished posts visible in Engage. For more information on unpublished posts in Engage, refer to the Hidden section of the *Filtering Messages* topic.

Once you have finished making any changes, click Save Changes. You'll get a confirmation message that your changes have been saved.

Media Accounts and Custom Audiences

The Media Accounts and Custom Audiences sections are part of our paid media solutions. All the details on how to use these sections are in the *Custom Audiences* topic.

Related Topics

- *Intro to Workflow and Automation*

Custom Audiences

Facebook's Custom Audience system allows you to match your customer lists to Facebook users, opening you to social marketing opportunities you may not have had before. With Oracle Social Cloud, we've set up an easy way to access this system, as well as providing you with valuable metrics, and allowing you to target certain groups of customers by partnering with Oracle Eloqua, and Commerce.

In these topics, we'll take you through the concepts behind custom audiences and how to set up custom audiences in Oracle Social Cloud.

Getting Started - Creating a Facebook Ads Account

The first thing you'll need to do is create a Facebook Ads account. Your Ads account will contain all your ads activity, including campaigns, ads, and billing information.

You'll do this using Facebook Business Manager or Facebook Ads Account Settings.

Facebook Business Manager allows advertisers to setup a business ads account associated to Facebook business account. They can manage all of their ad accounts, pages, apps and permissions in one place. You can access Facebook Business Manager here: *https://business.facebook.com*

> **Note:** When using Facebook Business Manager, make sure you are using your brand's Facebook page when you are setting up your Ads Account.

Facebook Ads Account settings allows you to setup a personal ads account associated to a Facebook profile. You can access Facebook Ads Account settings here: *https://www.facebook.com/ads/manager/account/settings*.

> **Important:** You must accept Facebook's Terms of Service for Custom Audiences before you start using Custom Audiences in Oracle Social Cloud. You can find and accept those TOS here:

https://www.facebook.com/ads/manage/customaudiences/tos.php.

For more information on using Facebook for business, refer to the Facebook Business Guide: *https://www.facebook.com/business*.

Adding Your Ads Account to Oracle Social Cloud

Once you have your Ad account set up, you'll need to add it to the Oracle Social Cloud platform as a media account.

> **Note:** You must be logged into the same Facebook account you use for your Ads account. Click your Profile tab and link your Facebook account with Oracle Social Cloud.

1. On the Accounts tab Workflow and Automation, click the Media Accounts tab.
2. Click Add A Media Account.
3. A list of your Facebook Ad Accounts will appear as a drop-down list. Select the one you want to add, then click Add.
4. You will be taken to the Media accounts main page. Your new account will appear in the list.

   > **Note:** If it has not already been authorized, an email will be sent for the administrator of the Ads Account to authorize it for use in Oracle Social Cloud. The account must be authorized before you can set up a custom audience.

Creating a Custom Audience

Now you are ready to set up your custom audience. You do this in the Custom Audiences section of the Accounts tab.

1. Click Create A Custom Audience. You'll be taken to the Create A Custom Audience page.

2. Give your custom audience a name, which is unique to your account, and an optional short description.
3. Using the Media Account drop-down list, select which media account you want to use with this custom audience. Do this only if you have multiple media accounts in Oracle Social Cloud.
4. Click Create Custom Audience.

   Once you click Create Custom Audience, you'll be taken to the detail page for your new custom audience where you can save any changes going forward. Your custom audience has been created and will appear on Facebook in your Custom Audiences section.

   You are now ready to populate your custom audience. You can do this by uploading a CSV of audience members, or by auto-synching a list of audience members with an integration through Oracle Eloqua, or Commerce.

   > **Note:** You can only use the integrations if you have Oracle Eloqua, Responsys, or Commerce as a part of your Oracle Social Cloud Marketing package. If you are interested in adding these products to your portfolio, contact your Oracle Sales representative.

   You do not need an integration to use the Upload CSV option.

Populating Your Custom Audience by CSV

If you have a list of your customers, you can upload those names into your custom audience and Facebook will find them in their system. You can then use this custom audience to create a social ad to target just those customers.

You not only can populate a custom audience using this button, but you can also use it with existing custom audiences to add members, delete members, or completely reset the members in a custom audience.

1. From the Sources tab within the custom audience detail page, click Upload CSV.

   The Custom Audience Users Upload form appears.
2. Complete the following fields:
   - Choose a CSV File - Click Choose File and find the CSV file you want to use.
   - Select an Action - Select Adding Members from this drop-down menu.
   - Select a Data Type - Facebook will use one type of data to find your customers in their user list. Choose from email address, phone number, or Facebook ID. Depending on the information you have in your CSV.
   - Enter either the CSV Index field or the spreadsheet column letter that contains the data - After you have chosen the data type you want Facebook to use, you will need to tell the system where to find that info in your CSV. Enter the number or letter for the index field or column that has the data type you selected.
3. Click Upload.

   Your CSV is sent to Facebook so they can begin matching your customers.

   > **Note:** You can upload multiple CSVs for use in the same custom audience.

How long will it take for my custom audience to populate?

Once you submit your CSV, it can take up to 24 hours for your matches to appear. The details of how many users have been matched will be added automatically to the detail page of your custom audience.

Example of Populating a Custom Audience by CSV

In this example, a CSV file is used to add members to the existing Gold Members 2016 custom audience. The CSV file is named new_gold_2016.csv, and contains one column of data in form of email addresses. The email addresses in the CSV file are located in column B of the spreadsheet.

1. Navigate to Workflow and Automation, then select Account.
2. From the menu, click Custom Audiences.
3. In the row with the custom audience entry: Gold Members 2016 , click the gear icon, then select Edit.
4. From the Sources tab within the custom audience detail page, click Upload CSV.

   The Custom Audience Users Upload form appears.
5. Click Browse, then navigate to and select the new_gold_2016.csv file.
6. Select Add Members from the Select an action menu.
7. Select Email Address from the Select Data Type menu.
8. Enter B in the Data Type column index field. This indicates that the data is found in column B of the spreadsheet.
9. Click Upload.

Populating Your Custom Audience with Eloqua

If you are using Eloqua, you need to install the Oracle Social Cloud Custom Audiences app and add the action to your Eloqua campaign or program. This will send contacts to the custom audience in Oracle Social Cloud.

For more information about Eloqua, refer to the instructions on the *Eloqua Help Center*.

Note: If you have any questions or issues, contact Eloqua support.

Advantages to Eloqua

Using Eloqua with Custom Audiences opens out your marketing opportunities beyond your own simple email lists. Eloqua gives you access to their large base of customers, which allows you to segment your customers using their digital body language so you can select a target of those customers for a custom audience, expanding the reach of your social advertising. If you are interested in adding Eloqua to your services, contact your Oracle Social Cloud Sales representative.

How long will it take for my custom audience to populate?

If you are using Eloqua to populate your custom audience, it will update the audience list hourly, so you will see changes to your total audience numbers over time. For more informatio see the following topics on the Sources Tab.

Custom Audience Main Page

After you have created a custom audience, it will appear on the table on the main Custom Audiences page.

Below this will be a table listing all the custom audiences you have created, along with some basic information about each one.

- Status - The two options are Ready, which means your custom audience has been populated and is ready to be used, or Waiting, which means you have created the custom audience, but haven't yet populated it.
- Custom Audience - The name of your custom audience.
- Facebook Match - The number of matches Facebook has found for the list you submitted.

- Total - The total number of users that were submitted to Facebook from Oracle Social Cloud.
- Total Match - The percentage of users matched of the ones you submitted.
- Last Updated - The last time anyone edited the custom audience.

Editing or Deleting a Custom Audience

Clicking the gear icon gives you the option for Edit or Create lookalike or Delete. Selecting Edit will take you to the edit page for the custom audience, where you will be able to view specifics or make changes as necessary. Selecting Create lookalike will help you create lookalike custom audiences. Selecting Delete will delete the custom audience from Oracle Social Cloud and from Facebook.

Custom Audience Detail Page

After your custom audience has been populated, the edit page will give you lots of information about your Custom Audience. You can reach the edit page either by selecting Edit from the gear icon next to the custom audience name on the main Custom Audiences table, or simply click on the row for the custom audience.

On the main area of the edit page is the name and description you entered for the Custom Audience, and the media account you associated with the Custom Audience.Additionally, there is a percentage representing the total audience that you are reaching on Facebook. This is figure is determined by dividing the number of users Facebook matched by the number of users that were submitted to be matched.

The Sources Tab

The Sources tab shows you information about the audience lists you are using in the custom audience.

The Sources Graph

The graph gives you a visual representation of the changes in the number of users in your custom audience over the last seven days. There are several separate lines:

- Sources - There are separate lines for each to upload a CSV or an Eloqua source.
- Updated Total - This line shows you the number of submitted audience members.
- Facebook Match - This line shows you the number of matched audience members.

You can display trends of the changes in your custom audience, as audience members being added or removed as you have made changes to your audience.

The Sources Table

Below the graph is a table of all the audience lists that make up your custom audience. The table has the following columns:

- Audience Name - The title of the CSV or Eloqua target that was uploaded to this custom audience.
- Change - The number and percentage of change to your custom audience when the custom audience was last updated.
- Updated - The timestamp for the last time the custom audience was updated.

- From - The source of the audience list, either CSV or Eloqua.

You can reorder the table by any of the columns.Click on the arrows next to the column header and the table will reorder.

The View History Tab

The View History tab gives you a full audit trail of changes that have been made to your custom audience.

The View History Graph

The graph gives you a visual representation of the history of your custom audience over the last seven days. It contains two lines:

- Updated Total - This line shows you the number of submitted audience members.
- Facebook Match - This line shows you the number of matched audience members.

The View History Table

This table includes all the changes or updates made to this custom audience, and has the following columns:

- Action - What update was done to your custom audience, either Added or Deleted.
- Upload Status - Whether the update was successful or not.
- Submitted Update - The number of audience members that were submitted to be either added or deleted from the custom audience.
- Updated - The timestamp for when the update was submitted.
- Audience Name - The title of the CSV or Eloqua target that was submitted as an update.
- Source - The source of the audience list, either CSV or Eloqua.

You can reorder the table by several of the columns. Click the arrows to reorder the table columns.

You can also filter the table by source to display only changes made from CSV or Eloqua. From the Filter by Source drop-down list select a source, and the table will refresh to only display the history of that source.

Creating Lookalike Custom Audiences

A Lookalike audience uses the details of the original audience as a base to create a similar audience.

1. Go to the Custom Audiences main page and find the custom audience you want to copy from the table.
2. Click the audience gear icon and select Create Lookalike Audience from the drop-down list.
3. In the modal change any of the following fields:
   - Name (Optional) - If you choose not to give your audience a new name, it will have the name of the original audience with _Lookalike at the end.
   - Country - Choose the country you want the audience to target.
   - Optimize for: - Choose how you want your audience to be optimized, for similarity or greater reach.
4. When finished click Create.

A message appears with confirmation that your Lookalike audience was created.

Note:

- It may take up to 24 hours to populate your audience.
- Your Lookalike audience may not contain the same users as the original audience.
- Once you create a Lookalike audience, you cannot make changes to it.

The Lookalike Main Page

This page provides information on your Lookalike audience, as well as information on the original audience the Lookalike was created from, such as the country the lookalike is targeting, how it's optimized, and the media account that it is associated with.

About Workflow

We've built the Workflow feature of the Oracle Social Cloud platform to help you more easily collaborate with your coworkers, and help you create and run processes so you can easily accomplish tasks as a group without ever leaving Oracle Social Cloud. With Oracle Social Cloud workflows, you can create workflow templates that you can use and reuse for your standard projects, and track and comment when you use those templates in a group collaboration space.

Creating Workflow Templates

First, you will need to create some workflow templates. Workflow templates are a series of steps . You can create templates as simple as a single step, or as complex as multiple steps with multiple approvals. These templates can be used over and over again, so you can use them to standardize the steps you follow to do common projects or campaigns.

You create your workflow templates in the Workflow section of Workflow and Automation.

1. Click Create Workflow.
2. Give your workflow a unique name.
3. Click Save.

   Your workflow will be saved, and you'll be taken to the edit page for that workflow.

To start adding steps to your workflow template, click Add Step. A modal window will open, allowing you to set the options for the step.Workflow templates are saved in your root bundle, no matter which bundle you are in when you create them. To use that workflow in a specific bundle it must be added to that bundle by using the bundle edit page in Workflow and Automation.
You can get more information on adding items to bundles in the *Bundles* topic.

Workflow Step Types

When creating a workflow, you first select the step type. Each step type has different options.

To Do Step

- Description - Enter what exactly the assignee will need to do for this step. For example, find images to use in the fall campaign post.
- Assignee - Select who you want to do this step.

The drop-down menu has several choices for you to assign the step. These are, a single person from your bundle, a team assigned to your bundle, or Assign Later, which lets you wait until the workflow template is used to assign the step. All the people and teams assigned to your bundle are listed as options in the drop-down menu. You can also type a name into the search box to find someone specific.

Approval Step

- Description - Enter what exactly the assignee will need to do for this step. For example, approve the images for the fall campaign.
- Assignee - Select an assignee for the step.

  Note: This cannot be the first step in the workflow.

Create Post Step

- Assignee - Since the title of the step explains what the step is, you only have to assign the step.

Publish Post Step

- This step is a trigger for Oracle Social Cloud to automatically publish the post when this step is reached. You don't have to enter any information for this step.
- This step requires that a Create Post step be included in the workflow and must appear after it.

Once you have entered the details on the step, click Add to add the step to your template.

Keep adding steps by clicking Add Step.

Rearranging Steps

If you need to reorder your steps, just click on a step and drag it to the place you want it.

Saving Your Template

Once you are finished adding all your steps, click Save. Your workflow will appear in the list on the main Workflow page.

Editing or Deleting a step

If you need to edit a step, click the pencil icon next to the step name. It will open the modal up again and you can make any changes you need to. To delete a step, click X (delete). The step will be automatically deleted.

When you go back to the main Workflows page, your workflow template will appear on the main page. If you need to delete or edit the template, click the gear icon and those options will appear in a drop-down list.

Using a Workflow

Once you have your workflow template set up, you will be ready to use it. you will do this inside a thread.

What is a Thread?

Threads are collaboration spaces, where you can have a conversation with your coworkers about your project, and track the progress of your workflow. You can be a participant, which means you are assigned a task or are part of a team that's been assigned a task, or an observer, which means you aren't assigned a step but you can comment in the thread.

Threads live in the Collaborations section of the Home page. Also displayed on the homepage the News and Updates tab in addition to the Collaborations tab.

Starting a Thread in Publish

You can also start a thread from the Create a Post page in Publish. On the Create a Post page is the Select Your Workflow section. This section will only appear if you have previously created some workflow templates.

Select the workflow you want to use with the post, and then enter a name for your thread. The thread will automatically be created for you. You will be able to assign users and teams after you select to save the post.

Note: If you select multiple streams when you create a post and assign it to a workflow, you will start threads for every stream you select. Each step in all the threads that are created will have the same user or team assigned to it. Ensure that's what you really want to do.

Active and Closed Threads

This page includes an Active and Closed section. Active contains threads that are still active - they either still have steps to be completed, or there is conversation still happening inside.

Closed contains threads that have completed all steps in their workflows. When a thread is closed by the thread creator, comments can no longer be added. However, you can still display the full audit trail of activity and comments, which you can export if you need to.

Inside Active and Closed are two options, Participating and Observing. Those are the roles you are assigned to for each thread.

- Participants are users or teams who are assigned to steps in the workflow and can comment on the thread. Users/ teams who you assigned when you created the workflow will be automatically added as participants when you start the thread with the workflow. When you assign a step to a user/team after the thread has started, those users/teams will then be added as a participant.
- Observers are users or teams who can view what is happening in the thread, but are not assigned to a step. They can comment on the thread. You will add any observers after you create the thread, using the drop-down list.

So, if you click Participating in Active, only the active threads that you are a participant in will be displayed.

Note: If a user or team is removed from the Oracle Social Cloud, the step will be assigned to the thread creator. If the step was assigned to a user in the workflow template, the step assignee will be changed to Assign Later.

Completing a Step

When it is your turn to complete a step, you will receive an email letting you know it's time and with a link to the thread page. When you have completed your task, the system will then send an email to the person assigned to the next step in the flow.

Creating a Post Step

If your task is to create a post, clicking Create Post will take you to Publish, where you can create your post. Displayed will be the thread name that the post is linked to. Currently, you cannot schedule a post when you create a post through a thread, but we're working on that.

> **Note:** You will not be able to publish the post at this point. When you are finished with the post, you will be able to save the post as a draft so others can review it. Clicking Save Draft will trigger the system to send an e-mail to the next person assigned to the next step in the flow.

Publishing the Post

If your flow contains a Publish Post step, once the last step before Publish Post is complete, the system will automatically publish the post for you.

Comments and Activity

Beneath the steps in your workflow are the comments and activity that has occurred in your thread. These form a handy audit trail to what's been happening on your thread. Comments and completed steps will appear in this area. You can add comments using the provided box.

To display only completed tasks, click Activity. If you only want to display added comments, click Comments.

Exporting the Audit Trail

To make a report how your thread progressed, click Export Audit Trail. Clicking the button will open a download window where you can save the audit trail as a CSV file.

About the Notification Widget

To keep up with your tasks in Workflow, use the notification widget which lets you know what is happening to your threads. These notifications are items that don't warrant an email, but are things you still want to know about if you are in the Oracle Social Cloud platform.

Click the Notifications link to display any new notifications. Clicking will open the widget, and display your last five notifications. The following lists the available notification types:

- Step Completed
- It's Your Turn!
- Step Rejected
- Workflow Started
- Workflow Completed
- Conversation Closed
- Observer Added
- Observer Unsubscribed

Clicking on a notification will take you to the thread that the item is about, where you can take action if necessary.

The Automation Tab

On the Automation tab, you can set rules to automatically label, assign, and delete posts. This can help you censor or categorize content, and then either forward it to a person for further processing or delete it immediately.

Note: Any automations you set on this page affect your top-level bundle (your account as a whole) and are not bundle-specific.

Creating Auto-Label

In addition to manually adding labels to posts in the channels you monitor, you can set an automation rule so that anytime specific words are used in posts, those posts automatically are assigned a certain label.

1. Click Automations, then click the AUTO-LABEL + Add icon.
2. Enter a name for your rule.
3. Enter keywords. These are the keywords to search for across the channels you select.

   Options:
   - Whole word matches only. Choosing this option will only label messages that use the specified whole word in your keyword, instead of a partial match, which is the default option.
   - Sequence of consecutive digits. Selecting this option let's you match any sequence of consecutive digits for a number of your choice. For example, if you wanted messages to auto-label any time they contain nine consecutive digits, such as a social security number, enter "9" in that box. That will label any messages that contain exactly nine consecutive digits, no more, no less.
4. Select the channels from the list. The keywords entered in step 3 are searched for all the channels you select here. For example, all channels you own.
5. Select a label. Every time the keywords you entered in step 3 are found on the channels you entered in step 4, they are auto-labeled based on your input here. For example, you can enter the keyword Problem in step 3 and the label name as Complaint.
6. Click Create.

Using Auto-Assign and Auto Delete

You can set an automation rule so that anytime specific labels are given to posts, they are assigned to a specific person or they are automatically deleted.

For example, you can set an auto-label rule so that whenever the keyword Problem is found in a post, it is labeled Complaint. Then, you could add an auto-assign rule so that any post labeled Problem is automatically assigned to your community manager, or you could set an auto-delete rule so that any post labeled Complaint is automatically deleted.

1. Click Automations, and then click the AUTO-LABEL + Add icon.
2. Enter a name for your rule.
3. Enter the label names, and click Next.
4. Select to either delete all posts with those labels or automatically assign those posts to a person. If you assign them, then you must also select the user name from the list. That user will receive a notification of the post.
5. Select the channel or channels from the list.
6. Click Create. If you chose auto-delete, you must confirm that you want all those posts deleted.

Auto Labeling with Indicators

By default, messages from your Listen and Analyze topics, and in some cases your owned channels, are auto-labeled with indicators. This includes both standard indicators and any custom indicators that have been created in your account. You can control which indicators are labeled automatically by deselecting and selecting the indicators in Workflow and Automation.

1. Navigate to Workflow and Automation, then click the Automations tab.

   Note: The list of indicators you see in the Indicator Auto-Labeling section include standard and custom indicators for your account.

2. To exclude an indicator from auto-labeling, deselect the indicator in the Indicator Auto-Labeling section.

   Messages in your account will no longer be labeled with the deselected indicator.
3. To include an indicator in auto-labeling, select the indicator in the Indicator Auto-Labeling section.

   Messages in your account will be labeled with the selected indicator.

For more information about creating indicators, refer to *Creating Indicators*.

The Plugins Tab

On the Plugins tab, you can add connections to your Oracle Service Cloud, and Siebel CRM accounts.

Note: Any connections you add here affect your top-level bundle of your entire account, and are not bundle-specific. The Plugins tab is only for the Engage product.

About Configuring Oracle Service Cloud, and Siebel CRM

If you have an Oracle Service Cloud or Siebel 'CRM account, you can send messages from Oracle Social Cloud into Oracle Service Cloud, or Siebel CRM as a service request.

For example, you can give posts with certain terms the label Customer Service. Search for posts with the Customer Service label, open the post, and select Send to Oracle Service Cloud, or Send to Siebel action from the drop-down menu to forward it to the respective service request system. In the internal activity, you can see who forwarded the request and when, as well as the incident number in the service request system. When the incident is resolved, you see the internal activity updated in Oracle Social Cloud, and you also receive an email notification.

To configure your Oracle Service Cloud, or Siebel CRM integration, enter your Oracle Service Cloud or Siebel user name, password, and URL identifier where prompted, and click Save.

Note: Depending on the version of the target integration, custom attributes might not be available. For all information about enabling and configuring custom attributes specific to your deployment, contact your Customer Service Manager.

3 Listen and Analyze

Introduction to Listen and Analyze

Welcome to Listen and Analyze.

Listen and Analyze gives you an in-depth look into how users are interacting with your Facebook Pages, Twitter streams, Google+ Pages, YouTube channels, and the content you publish through Oracle Social Cloud in Publish and Content and Apps. This granular data can help you understand these interactions and improve your content, creating more user engagement with your brand. It includes metrics for all your Oracle Social Cloud Marketing tools, with separate sections for account-wide metrics, data on your streams and posts, and data on your views and modules.

Listen and Analyze also includes dashboards and reports from Oracle Social Cloud. The **Dashboards** tab provides a real-time and automated view into the social side of your business by revealing trends using a variety of analytical indicators. The **SEM Reports** tab allows you to quickly track user and data activity. With user reports, you can see the internal actions per user during a specific time period. For data reports, you can see all content for a channel during a specific time period.

Basic Terminology

Let's go over some terminology that you will see throughout these topics. Many of these names or phrases are specific to Listen and Analyze, so it is important to know what they refer to.

- Fans: Facebook users who have clicked the Like button on your brand's Facebook page.
- Active Users: This is a metric defined by Facebook. Their definition is fans and non-fans who have viewed your brand's page or its posts. This includes when a post appears in their newsfeed or a visit to view a post directly on your page.
- User Engagement: This metric measures the actions that have been taken on your brand's Facebook page's Wall.
- Actions: These items happen on your brand's Facebook wall. It includes Likes, comments, posts, Shares, clicks, and engagement with wall apps, like polls or quizzes.
- Indicators: Preconfigured filters that extract and analyze precise aspects of conversations. An indicator contains logic designed to recognize a specific response or reaction within each conversation. For example, if social media content has language describing a problem with a product or service, then that conversation is categorized into the Problem indicator.
- Content Type: Types of social sources, such as microblogs, blogs, message boards, social sites, and so on.
- Topic: The organizational structure used to group a set of keyword searches that are created to aggregate and track relevant social media conversations. Topics are given a name for easy recognition. For example, the topic Oracle could aggregate posts that mention Oracle, @Oracle, or Oracle Corp.
- Messages: These are social posts, and they make up your Listen and Analyze subscription (what you are charged for in Listen). The number of messages you can bring into your account is listed on the Listen Topics page. A single message can result in multiple mentions, which are defined below.
- Mentions: These are social mentions that match your Topic criteria. A single message (social post) can result in multiple mentions.
- Theme: Listen semantically filters conversations that have matched to a topic's search query and groups them into like conversations. These groups, or themes, enable quick and accurate depictions of conversation drivers for the topic.

- Sentiment: Tonality of a mention (positive, negative, or neutral).

Software Note

Geographical data licensed from *geonames.org* under the *Creative Commons Attribution 4.0 License* .

Related Topics

- *The Resources Tab: Intro*

The Resources Tab (Legacy)

The Resources tab gives you a valuable and in-depth look at how your streams are performing. The pages within the tab are made up of modules and each module is a graph or chart showing you data on various aspects of your streams. Let's go through the interface of the tab, so you know exactly where to find the information you need.

> **Note:** The documentation in this topic describes legacy product features that are supported only for existing customers. The product features described in this topic are not available to new customers.

You can work with the Resources tab if you are an Oracle Social Cloud Marketing customer.

Resource Selector

All the resources in your selected bundle will be listed in the Resource Selector drop-down menu, separated out into Facebook Pages, Content and Apps Views, Twitter streams, Youtube, and Google+ Pages. Click the resource you want to see from the menu and the page will refresh, displaying metrics for that item.

You can also view metrics for certain social network resources all rolled up - simply select All Facebook Pages, All Twitter Pages, or 25 Newest Content and Apps Views from the drop-down menu and you'll see an aggregate of your top 25 streams.

Selecting a Date Range

You can select a specific date range for your data by using the Date Range Selector. This selector lets you view your data for the last seven days, last 30 days, or from a range of your choosing.

- To view data by Week or Month: Click the text link for **Last 7** or **Last 30** days and the graphs will refresh to display the new date range.
- To select a specific date range: Click the Range text link. Two calendars will appear, one for Start date and the other for End date. Select a date on each calendar, then click Apply. The graphs will refresh to display the new date range. Use the arrows to scroll to different dates or ranges.

Categories

Each social property resource has different categories for metrics, giving you a breakdown so you can get the greatest amount of information possible.

- Facebook Pages: Dashboard, Fans, Engagement, Visibility, and Posts
- Content and Apps Views: Visitors, Engagement

- Twitter Streams: Overview, Engagement
- Google+ Pages: Dashboard
- YouTube: Channel Overview, Videos

Category Help Guides

On each sub-page of the Resources tab there are Help Guides. Unique questions for each page will appear when you click on the page. Click on a question and a dialog window will pop up, answering the question.

Exporting Your Listen and Analyze Info

You can easily export your Listen and Analyze info so you can make your own reports. You can subscribe to get your metrics emailed to you, or download certain pages or all of them as an Excel spreadsheet. Use the SUBSCRIBE or DOWNLOAD links on each page of the Streams and Posts tab.

Note: These reports are based off of the time zone of the network or GMT. For instance, Facebook is based on PST, while Twitter uses GMT.

Subscribing to a Report

When you subscribe to Listen and Analyze, we'll email you an Excel report containing all the Facebook metrics in Listen and Analyze for the streams in your bundle. You can select a specific Facebook stream, or all your Facebook streams in your current bundle. You can subscribe from the Dashboard page. Here's how you subscribe:

1. Make sure you have the streams you want selected in the Stream Selector.
2. Click the Analytics text link. A modal window opens and displays your delivery information and options.
3. The following delivery information is displayed:
   - Streams Included in this Report: View the stream or streams you selected. To change the view, click Cancel and select the streams you want in the Stream Selector.
   - Deliver to: Reports are automatically sent to your account email address, which is displayed in this field.
4. Select your report frequency - how often you want to get the reports emailed.
5. Click Save. A confirmation message will appear.

   If you need to delete your subscription, click the same Analytics text link, then click the Manage All Subscriptions text link to be taken to the Subscription Manager, where you can unsubscribe from the email.

Downloading a Report

Each page in the Resources section has a DOWNLOAD: This Page link. To download an Excel spreadsheet of the data from that page, click This Page and a download modal will open. This modal gives you the option of where to save the resource on your computer.

Bundles with 25+ Streams

If you are viewing a group of resources in a bundle that has more than 25 streams, you will be given an option when you go to download a report. You can either download the data for what's currently displayed on the page (the data for your top 25 streams), or all the data for all of your streams in the bundle.

Select the option you want, then click Download. Your report will be prepared and you will be given the option of where to save it on your computer.

Exporting a Chart

Every chart on every page of the Resources tab is available for you to export. Click the Export Graph icon to export the graph in either PNG or PDF format.

Select which file type you want, select where you want to save the file, and it will begin downloading.

Related Topics

- *The Resources Tab - Facebook Dashboard*
- Oracle Social Cloud Knowledge Base Home Page

The Resources Tab: Facebook Dashboard

When you first click Resources tab, the first place you'll be taken is the Dashboard category for a Facebook page. The Dashboard functions as an overview of your Facebook page's activity over the set date range. Displayed are numbers from the Fans, Engagement, Visibility, and Posts category sections of the tab.

You can work with the Dashboard category if you are an Oracle Social Cloud Marketing customer.

Let's go through each module on the page and talk about the metrics and what data the charts show.

Fans

The first and largest module on the page is the Fans graph. A fan is a Facebook user who has liked your brand's page.

This line graph shows you the growth of fans of your page. The graph also displays the following metrics:

- **Total Fans:** The total number of people who have liked your page. Also displayed is the change percentage over the given time range.
- **New Fans:** The number of new people who have liked your page.
- **Removed Fans:** The number of people who have unliked your page.
- Avg. New Fans Per Day: The average number of new people who have liked your page within the specified timeframe.

To display more metrics about your fans, click the See More link and you'll be taken to the fans category page.

Fan Demographics

This graph shows the age and gender of your fans, based on the information they have provided in their user profiles. Hovering over the bars on the graph will show you the gender and the total number of fans in that age group that the bar is representing.

The following metrics are displayed below the graph:

- Male: The total number of your fans who are males.
- Female: The total number of your fans who are females.
- Top Gender/Age: The gender/age of the largest segment of your fans.

Top Fan Sources

This pie chart shows you the **Top Fan Sources**, which includes places inside Facebook (not including your page) and external websites. The pie chart will display the top five sources. For a complete list, click the **See More** link to display the Fans: Overview page.

The following metric is displayed below the chart:

- Top Fan Source: The source that has referred the most users to your page.

Reach and Impressions

The Reach line graph displays the **Unique Impressions** for your page - the number of people who have seen any content associated with your page (this number is an estimate). The Impressions line graph displays the **Impressions** for your page - the total number of times content associated with your page was displayed on a browser.

You can hover over each data point in each graph and the number of Unique Impressions or Impressions for a specific day will be displayed. The graphic also displays the following metrics:

- Reach: The average number of unique users who saw content associated with your page during the date range selected. This includes Ads and Sponsored Stories that point to your page.
- Note: Reach does not equal the sum of Organic, Viral, and Paid Reach, because Facebook may count users in more than one category.
- Average Reach/Day: The average number of people who have seen any content associated with your page per day, within the specified timeframe.
- Total Impressions: The total number of times content associated with your page has been displayed on a browser.
- Average Impressions/Day: The average number of times content associated with your page was displayed on a browser within the specified timeframe.

For more metrics about your Unique Impressions or Impressions, click the **See More** link for either graph and you'll be taken to the Visibility: Reach or Visibility: Impressions category page.

Engagement

This line graph displays the Stories for your page. The stories include:

- Liking your page
- Posting to your page's Wall
- Liking
- Commenting on or sharing one of your page posts
- Answering a question you posted
- RSVPing to one of your events
- Mentioning your page
- Phototagging your page
- Checking in at your place

You can hover over each data point on the graph and the number of Stories for a specific day will be displayed. The graph also displays the following metrics:

- Page Stories: The number of stories created about your page. The stories include:
  - Liking your page
  - Posting to your page's Wall
  - Liking
  - Commenting on or sharing one of your page posts

- Answering a question you posted
- RSVPing to one of your events
- Mentioning your page
- Phototagging your page
- Checking in at your place

- Avg. Page Stories/Day: The average number of stories created about your page within the specified timeframe.

To view more metrics about your page's Engagement, click the See More link for the graph and you'll be taken to the Engagement category page.

Posts

This line graph displays the number of posts you have made to your page. You can hover over each data point on the graph to display the number of posts you made on a specific day. The graph also displays the following metrics:

- Total Actions: The number of likes, comments, shares, video plays, photo views, clicks, and other clicks that came from your page's posts.
- Likes: The number of likes that came from your page's posts.
- Comments: The number of comments that came from your page's posts.

To display more metrics about your Posts, click the **See More** link and you'll be taken to the Posts category page.

The Resources Tab: Facebook Fans

The Fans section of the Resources tab shows you metrics all about your fans. This section is divided into two parts: Overview and Fan Demographics.

You can work with the Fans section if you are an Oracle Social Cloud Marketing customer.

Fans: Overview Section

The Fans: Overview section shows you metrics about the quantities of fans you have on your page.

Fans by the Numbers

The first and largest graph on the page is actually four different graphs in one. These are, New Fans, Removed Fans, and Total Fans. Selecting the metric's name from the drop-down list refreshes the graph so it displays the information for that particular metric. You can also display the New Fans and Removed Fans lines at the same time on the graph by selecting New vs. Removed Fans from the drop-down list. This allows you to compare these metrics directly against each other.

- New Fans: How many new people have liked your page.
- Removed Fans: How many people Unliked your page.
- Total Fans: The total number of people who have liked your page.

For each graph, the total number for the metric is displayed in the drop-down list. Also displayed is a percentage change indicator for the metric number, showing whether the change is positive or negative, along with the actual percentage number.

Hover over the individual data points on the graph and an exact number for a specific day within the time range will be displayed.

The following metrics are displayed below the graph:

- Total Fans: The total number of people who have liked your page.
- New Fans: The number of new people who have liked you page.
- Avg. New Fans/Day: The average number of new people who have liked your page within the specified timeframe.
- Removed Fans: The number of people who have Unliked your page.

Fan Sources

This list displays the most common places new fan can like your page, the number of likes that came from each, and the percentage each makes up of the total number of sources.

The data is also displayed in a pie chart, showing the most common fan sources.

Demographics

The Fan: Demographics section shows you demographic data about the people who have liked your page.

Fan Map

This map shows you the top 20 countries and cities where your fans are located around the world.

Hover over a country and the country's name and total fan count will appear. Hover over areas of concentration to view a specific location's name and fan count for that area.

The following metrics and the percentage of the total of that metric are displayed below the map:

- Total Fans: The total number of people who have liked your page.
- Top Country: The country where the highest number of your Fans live.
- Top City: The city where the highest number of your fan live.
- Top Language: The language that the highest number of your fan have set as their default language.

Top Locations

These lists are a breakdown of location data (countries, cities, and languages) about the fan of your page, ordered from highest to lowest. There are two charts, one from the earliest date from the range that is displayed and one from the latest.

Text links labeled countries, cities, and languages, enable you to display the data for that particular metric. The list automatically displays the first ten locations. Click Show the full list to display all available records.

Gender/Age Graph

This graph shows you the age and gender of your fan based on the information they provide in their user profiles.

The graph also displays the total gender count and age data. Click one of the links to refresh the graph and view specific data.

Gender

This pie chart displays the gender breakdown of your fan. The chart displays segments for male, female, and unknown genders.

Gender/Age Charts

These charts are based on the age and gender information your fans have provided in their user profiles. The data is ordered from highest to lowest. The charts are separated into male and female age groups, and show the total for the particular group, the percentage of the total number of fans that represents, and the change over the specified time frame.

There are charts for two dates: the earliest date from the range you are viewing, and the latest date from the range you are viewing.

Related Topics

- *The Resources Tab - Facebook Engagement*

The Resources Tab: Facebook Engagement

The Engagement section of the Resources tab shows you data about the interactions users are having with your page and its content. This section is divided into two parts: Overview and Demographics.

You can work with the Engagement section if you are an Oracle Social Cloud Marketing customer.

The Engagement: Overview Section

The Engagement: Overview section shows you metrics about the quantities of engagement with your page and its content.

Engagement Graph

The first and largest graph on the page is actually three different metrics in one. They are, page Stories, Engaged Users, and page Consumptions. Clicking the metric's name on the drop down menu will refresh the graph so it displays the information for that particular metric. You can also display metrics for certain combos of metrics together on the graph by selecting the combo from the drop down, such as Engaged Users vs Consumptions.

- Page Stories:The number of stories created about your page. The stories include:
  - Liking your page
  - Posting on your page’s wall
  - Liking
  - Commenting on or sharing one of your page posts
  - Answering a question you posted
  - RSVPing to one of your events
  - Mentioning your page
  - Phototagging your page
  - Checking in at your place
- Engaged Users: The average number of unique users who have created a story or clicked on content from your page during the date range selected.

  Note: We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics.

- Consumptions: The number of times people clicked on any of your page's content without generating a story.

For each graph, the total number for the metric is shown in the drop-down list. Also displayed is a percent change indicator for the metric number, which shows whether the change is positive or negative, and also the actual percentage number.

Hover over the individual data points on the graph to display the exact number for a specific day within the time range you are viewing.

Engagement Chart

This list displays how users are interacting with your page and its contents. The list is broken out by the type of engagement, ordered from highest to lowest.

Text links labeled stories, people talking about this, and consumptions enable you to refresh the list, displaying the data for that particular metric. The list shows you the total number for that metric, and the percentage that metric makes up of the total engagement.

Engagement Pie Chart

This pie chart displays the same data about the engagement for this stream as the previous chart, but in a different visual style.

Text links labeled stories, people talking about this, and consumptions enable you to refresh the pie chart, displaying the data for that particular metric.

Negative Feedback Chart

This list displays the number of times people performed a negative action on your page or its content (For example, unliked your page or hid a post). The list is broken out by the type of action, and shows you the total number for that type, and what percentage that represents for the total number of negative feedbacks.

Some notes on negative action types:

- Page unlikes only includes users who explicitly unliked your page.
- Removed fans also includes users who are no longer fans of your page for other reasons, like if the user’s account is no longer active.

Negative Feedback Pie Chart

This pie chart displays the same data about the negative feedback on your stream as the previous chart, but in a different visual style.

Top Engaged Users

This is a dynamic list of the ten users who have posted to your wall and commented on your posts the most in a 90 day period. Dislayed are the user's profile pic, name, gender, language, and number of comments they've made on your posts.

To display the actual comments the user has made, click the Comments box. The box will expand, displaying the actual text of the comments the user has made.

Referral Sources

This list shows you the external websites that are sending people to your Facebook page. The list shows you the site name, number of referrals, and what percentage that number makes up of the total referrals from all the sites.

The list automatically displays the first 10 external sources. To display a full list, click **Show the full list**, and the list will expand.

The data is also displayed in a pie chart, showing the most common referral sources.

Demographics

The Engagement: Demographics sections shows you demographic data about the people who have been sharing stories and interacting with your page.

Engagement Map

This map shows you the top 20 countries and cities where the people engaging with your page are located around the world. Hover over areas on the maps to display the number of engaged users in each portion of the map.

The following metrics and the percentage of the total of that metric are displayed below the map:

- Top Country: The country where the most people are talking about your page.
- Top Language: The language that the most people talking about your page have set as their default language.
- Gender-Age: The gender/age segment of the highest number of people talking about your page.

Locations/Languages Chart

This list is a breakdown of the countries and languages of your fans, ordered from highest to lowest.

Text links labeled country and language enable you to refresh the list and the data for that particular metric. The list automatically displays the first 10 items, click Show the full list to display all records.

Locations/Languages Pie Chart

This pie chart displays the same data about locations/languages as the previous chart, but in a different visual style.

Text links labeled country and language enable you to refresh the list, displaying the data for that particular metric.

People Talking About This: Gender and Age

This graph shows you the gender and age segments of the people talking about your page.

The graph shows you the different agree groups with the darker colored bar representing males and the lighter colored bar representing females in those groups. Hovering over a bar shows you the gender and age the bar represents and the exact number of users in that segment.

This data is also displayed in a pie chart.

People Talking About This: Males by Age

This list is a breakdown of the number of males who are talking about your page, broken out by age groups.

The chart shows you the age group, the total number of males in that age group, and what percentage that number makes up of the total males talking about your page.

People Talking About This: Females by Age

This list is a breakdown of the number of females who are talking about your page, broken out by age groups.

The chart shows you the age group, the total number of females in that age group, and what percentage that number makes up of the total females talking about your page.

Related Topics

- *The Resources Tab - Facebook Visibility*

The Resources Tab: Facebook Visibility

The Visibility section of the Resources tab shows you metrics about how your page's content is being seen by users. This section is divided into three parts: Impressions, Reach, and Reach Impressions.

You can work with the Visibility section if you are an Oracle Social Cloud Marketing customer.

Impressions

The Visibility: Impressions section shows you metrics about number of times content associated with your page was displayed on a browser.

Impressions Main Graph

The first and largest graph on the page is actually four different graphs in one. They are, Impressions, Paid Impressions, Organic Impressions, and Viral Impressions. Clicking the metric's name on the drop-down list will refresh the graph so it displays the information for that particular metric, or select All from the drop-down list to display lines for all of these metrics at once.

- Impressions: The number of times content associated with your page was displayed on a browser.
- Paid Impressions: The total number of times content from a Sponsored Story or Ad pointing to your page was displayed on a browser.
- Organic Impressions: The number of times your posts were seen in the Newsfeed, Ticker, or on visits to your page. These may come from your fans or non-fans.
- Viral Impressions: The number of impressions of a story about your page by a fan or non-fan.

For each graph, the total number for the metric is shown in the drop-down list next to its name and below the graph. The graph also includes a percent change indicator for the metric number, showing whether the change is positive or negative, and the actual percentage number.

Hover over the individual data points on the graph to display the exact number for a specific day within the time range.

To display data for a specific date, click on the dot for that date and you'll be taken to the Date Drilldown page. For information, refer to *the Date Drilldown* topic.

Impressions by Story Type Chart

This list shows you the total impressions of stories about your page published by a friend of a fan or non-fan, broken out by story type. It displays the type of stories from your page, the number of stories of that type, and the percentage that makes up of the total stories.

This data is also displayed in a pie chart, showing the top story types.

Reach

The Visibility: Reach section shows you metrics about the number of people who saw content associated with your page.

Reach Main Graph

The first and largest graph on the page is actually four different graphs in one. They are, Reach, Paid Reach, Organic Reach, and Viral Reach. Clicking on the metric's name on the drop-down list will refresh the graph so it displays the information for that particular metric, or select All from the drop-down list to display lines for all of these metrics at once.

- Total Reach:The total number of daily unique users who saw content associated with your page during the date range selected. This includes Ads and Sponsored Stories that point to your page.

  Note: We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, Total Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Paid Reach: The total number of unique users who saw an Ad or Sponsored Story pointed to your page during the date range selected.

Note: We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, Total Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Organic Reach: The total number of unique users who saw content about your page in the News Feed, ticker, or on your page during the date range selected. This includes both fans and non-fans.

  Note: We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, Total Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Viral Reach:The total number of unique users who saw a story about your page published by a friend during the date range selected. Stories include Liking your page, posting to your page's Timeline, Liking, commenting on, or sharing one of your page's posts, and other actions.

  Note: Facebook provides this metric as a unique number on a daily, 7-day, and 28-day basis only. In order to provide a custom date range selector for you, we must use the daily unique numbers. As a result, there is some overlap in users reached in this summary data, but you can display the unique daily numbers by hovering over the data points in the graph.

For each graph, the total number for the metric is shown in the drop-down list. Also displayed is a percent change indicator for the metric number, showing whether the change is positive or negative, and also the actual percentage number.

Hover over the individual data points on the graph to display the exact number for a specific day within the time range.

To view data for a specific date, click on the dot for that date and you'll be taken to the Date Drilldown page. For more info on this page, see *the Date Drilldown* topic.

Reach by Story Type (Estimated) Chart

This list shows you the estimated number of people who saw a story about your page, broken out by story type. It displays the type of story, the number of stories of that type, and the percentage that makes up of the total reach.

This data is also displayed in a pie chart, showing the top story types.

Reach Demographics

The Visibility: Reach Demographics section shows you demographic data about the people who saw content associated with your page.

Note: All the numbers on this page are estimated. We get them through the API from Facebook, who has their own algorithm for calculating the metrics.

Reach Locations

This map shows you the top 20 countries and cities where the people you reached are located around the world.

The following metrics and percentage of the total of that metric are displayed below the map:

- Most Reached Country: The country where the highest number of people Reached by your content live (estimated).
- Most Reached City: The country where the highest number of people Reached by your content live (estimated).

- Most Reached Language: The language that the highest number of people Reached by your content have set as their default language (estimated).
- Most Reached Age/Gender: The age/gender of the highest number of people Reached by your content (estimated).

Locations/Languages

This list and pie chart are a breakdown of location data (countries, cities, and languages) about the people your content has reached, ordered from highest to lowest. Click the text links to view the data for country, city, or language. The top 10 highest are displayed on the main page, but you can click **Show the full list** to display all of the countries, cities, and languages you have reached.

Hover over a segment of the pie chart to display the exact Reach number and percentage for that particular city, country, or language.

Gender and Age

This bar graph and pie chart show you the age and gender of the people your content has reached. Hover over each bar to display the number for that gender and age pair, or over a segment of the pie chart to display the number and percentage the segment makes up of the whole.

Males Reached by Age

This chart is a breakdown of the number of males your content Reached, broken out by age groups. The chart shows you the age group, the total number of males in that age group, and what percentage that number makes up of the total males your content Reached.

Females Reached by Age

This chart is a breakdown of the number of females your content Reached, broken out by age groups. The chart shows you the age group, the total number of females in that age group, and what percentage that number makes up of the total females your content Reached.

Related Topics

- *The Resources Tab - Facebook Posts*

The Resources Tab: Facebook Posts

The Posts section of the Resources tab shows you metrics all about your page's posts. This section is divided into three parts: Overview, All Posts, and Insights.

You can work with the Posts section if you are an Oracle Social Cloud Marketing customer.

Overview

The Posts: Overview section shows you high level data about your page's posts.

Posts Main Graph

The first and largest graph on the page is actually six different graphs about your posts in one. They are, Impressions, Posts, Likes, Comments, Shares, and Likes vs Comments. Clicking on the metric's name on the drop down menu will refresh the graph so it displays the information for that particular metric.

- Post Impressions: The number of impressions that came from all of the posts made by your page within the specified timeframe.
- Posts: The number of posts made by your page within the specified timeframe.

- Engagement Rate: The percentage of users who interacted with your post when they were exposed to it. This is calculated by adding post likes, comments, Shares, link clicks, video plays, photo views, and answers then dividing by Post Reach. We don't include other clicks in this metric.

  Note: Facebook reports post data for up to 28 days, so there is a chance post Engagement Rate may fluctuate up to 28 days after posting depending on the popularity of the post.

- Likes: The number of Likes on the posts made by your page.
- Love Reactions: The number of Love Reactions on posts published on that day.
- Wow Reactions: The number of Wow Reactions on posts published on that day.
- Haha Reactions: The number of Haha Reactions on posts published on that day.
- Sad Reactions: The number of Sad Reactions on posts published on that day.
- Angry Reactions: The number of Angry Reactions on posts published on that day.
- Total Reactions: The number of all reaction types (Like, Love, Wow, Haha, Sad, Angry) on posts published on that day.
- Comments: The number of comments on the posts made by your page.
- Shares: The number of times the posts made by your page were shared natively on Facebook.

For each graph, the total number for the metric is shown in the drop-down menu next to its name and below the graph. Next to the number below the graph, you'll also see a percent change indicator for the metric number, showing whether the change is positive or negative, and the actual percentage number.

By hovering over the individual data points on the graph, you can see the exact number for a specific day within the time frame you are viewing.

The following metrics are displayed below the graph:

- Post Impressions
- Posts
- Engagement Rate:
- Total Reactions
- Comments
- Shares

Content From

This chart shows you data about types of content in your Posts, broken out by content type. The list shows you the content type, the total number for that content type, and the percentage it makes up of the total content posted to the page.

This data is also displayed in a pie chart, showing the top content types.

Top Posts

This list shows you the 10 top posts from the last 1000 made by your page. This is calculated by adding the Likes and comments on each post. The post with the largest sum is the top post. For each post, you'll see content type, text, timestamp, virality percentage, permalink, number of Likes, and number of comments.

Click the permalink to navigate to the post on Facebook.

All Posts

The All Posts page is exactly that - all the posts you have made to the selected Facebook page through Oracle Social Cloud Publish and natively during the selected time range, along with some basic metrics about the post.

There are two types of posts:

- Published Post - A post that is published to your page timeline and will appear in your fans' newsfeed.
- Unpublished Post - A post that is not published to your timeline and will not appear in your fans' newsfeed. These posts are distributed to users only through promoted channels.

Note: Unpublished posts will be labeled as Unpublished and are available only for Facebook.

For more information on how to create and manage Facebook Unpublished posts, see *Creating an Unpublished Post*.

For information on how to engage and respond to comments on Facebook Unpublished posts, see *About Folders*.

Post Info

Here's what you'll see for each post:

- Photo (if you posted one)
- Social Network and stream name
- Time stamp
- Post content
- A link to the post on in its native habitat on Facebook

You'll also see the following metrics:

- Engagement Rate: The percentage of users who interacted with your post when they were exposed to it. This is calculated by adding post likes, comments, shares, link clicks, video plays, photo views, and answers then dividing by Post Reach. We don't include other clicks in this metric.

  Note: Facebook reports post data for up to 28 days, so there is a chance post Engagement Rate may fluctuate up to 28 days after posting depending on the popularity of the post.

- Virality Rate: The number of People Talking About This (unique people who created a story about this post) divided by the unique Impressions for the post (the number of people who have seen this post [estimated]).
- Reach: The number of unique users that saw the post.
- Total Actions: The number of likes, comments, shares, video plays, photo views, clicks, and other clicks on the post.
- Total Reactions: The number of times the post was reacted to (Like, Love, Wow, Haha, Sad, Angry).
- Comments: The number of comments the post received.
- Shares: The number of times the post was Shared on Facebook.

Sorting

You can view your posts by sorting them in several different ways:

- Published At
- Engagement Rate
- Total Actions
- Total Reactions

- Comments
- Shares
- Virality
- Reach

This helps you easily find the posts you want.

Insights

The Posts: Insights section gives you an in-depth look at the effectiveness of your page's posts.

Post Insights

The Post Insights scatter plot shows you when you have posted to your Facebook page and the number of Actions made on that content. The white center circle represents the number of posts made on a certain day of the week and time of day. The light outer circle represent the number of Actions (total actions from the All Posts page) made on those posts.

The following metrics are displayed below the scatter plot:

- Best-Performing Time: The time of day and day of the week when your posts are performing the best, based on the ratio of posts to interaction over a 90 day period.
- Best Ratio: The ratio of posts to interaction that is the highest over a 90 day period.
- Worst-Performing Time: The time of day and day of the week when your posts are performing the worst, based on the ratio of posts to interaction over a 90 day period.
- Time Posted Most Frequently: The time of day and day of the week when you are posting to your page the most frequently.

Post Frequency by Hour

The three graphs (graph, chart, and pie chart) show you the distribution of how often you are posting to your page throughout the day over a 90 day period.

Post Frequency Graph

This graph plots the 24 hours of the day out so you can see when you are posting. Hovering over a bar on the graph will show you the hour and the total number of posts for that hour.

Post Frequency Charts

This chart shows you the hours of the day, the total number of posts for the hour, and the percentage that makes up of the total posts for the timeframe.

Post Frequency Pie Charts

This data is also displayed in a pie chart, showing the top hours.

Related Topics

- *The Resources Tab - Facebook Post Drilldown*

The Resources Tab: Facebook Post Drilldown

Want to get more in-depth metrics on your posts? With the Post Drilldown page, you can see metrics on a specific post by clicking on a post from the All Posts page or one of your top posts on the Post Overview page.

You can work with the Post Drilldown section if you are an Oracle Social Cloud Marketing customer.

When you click on the post, you'll be taken to the Drilldown page for that post. Here's what you'll see:

Summary

In the summary section, you'll see the post itself, the image (if you attached one), the text of the post, the link (if you attached one), the date and time it was posted, and the permalink. You'll also see some metrics about the post: the number of Reactions by type, comments, and shares of the post.

Beneath the post you'll see the following metrics:

- Virality: The number of people talking about this (unique people who created a story about this post) divided by the unique Impressions for the post (Estimated number of people who have seen this post).
- Engagement Rate: The percentage of people who interacted with your post when they were exposed to it. This is calculated by counting the number of people who clicked anywhere in your post, and dividing by the Reach.
- People Talking About This: The number of unique people who created a story about this post.
- Reach: The number of people who have seen your post.
- Total Negative Feedback: The total number of negative feedback actions on this post. This includes clicking the X button, hiding the post, and reporting the post as spam

People Talking About This

This section shows you all the comments made on the post. You'll see the user pic and name of the Facebook user who commented, the full text and time stamp of the comment.

You'll see the first five comments on the post, then the section will paginate. Click Next to see more comments, if there are more.

Engagement

This section gives you metrics about the Engagement that happened on the post.

- Engaged Users: The number of people who clicked anywhere in your posts.
- People Talking About This: The number of people who commented.
- Likes By People Talking About This: The number of unique people who created a story about this post by Liking it.
- Comments by People Talking About This: The number of unique people who created a story about this post by commenting on it.

Virality

This section shows you metrics about stories that were made about this post. You'll see the number of Reactions by type, Comments, and Shares that were made on the post, plus the percentage these made up of the whole. This info is also shown as a pie chart.

Reach

This section shows you metrics about the people who have seen this post.

- Total Impressions: The total number of impressions made on your post, including Paid, Organic, and Viral impressions.
- Organic Impressions: The number of times your post was seen in the News Feed, ticker, or on visits to your Page. This includes impressions from your fans or non-fans.
- Viral Impressions: The number of stories about your post published by a friend of a fan or non-fan. These stories include liking, commenting on or sharing the post.
- Paid Impressions: The number of times content from a Sponsored Story or Ad pointing to the post was displayed on a browser.

Consumptions

This section shows you metrics about consumptions: the number of times people that clicked on your page's content, including clicks on links, photo views, video plays, post timestamp, user names, and clicks that do not generate a story.

Note: The types of clicks displayed will change depending on the type of post, such as video, photo, and link.

These metrics are the unique (per Facebook's algorithm) clicks on the link within your page's content.

You can view this metric by consumptions or unique consumptions by clicking the text links above the charts.

Negative Feedback and Unique Negative Feedback

These lists and pie charts show you the number of users who took negative feedback actions and unique negative feedback actions on this post, broken out by type of action. The unique numbers only count one user who performed multiple actions, while the regular feedback number counts each action separately. The list shows you the total number for each action, and the percentage it makes up of the total number of actions.

The types are:

- X Button Clicks: The number of users who clicked X on the post.
- Unlike page Clicks: The number of users who clicked Unlike page on the post.
- Hide Clicks: The number of users who clicked Hide Story on the post.
- Hide All Clicks: The number of users who clicked Hide All on the post.
- Report Spam Clicks: The number of users who clicked Report Spam on the post.

Related Topics

- *The Resources Tab - Twitter*

The Resources Tab: Twitter

With Twitter Listen and Analyze you can see an overview of your Twitter streams, with followers, tweet insights, and top tweets, then go in-depth with engagement metrics, like retweets, mentions, and Workflow and Automation clicks.

You can work with the Twitter section if you are an Oracle Social Cloud Marketing customer.

Viewing the Metrics

Click the Resources tab and you'll be taken to the Dashboard page. Use the Stream Selector to select a specific Twitter stream and display all your Twitter pages at once by selecting All Twitter Pages.

When you click on your choice, the page will refresh, taking you to the Twitter Listen and Analyze page. This section is divided into two parts: Overview and Twitter Engagement.

Working With Time Range of Data

Using the Date Range Selector

Select a specific date range for your data by using the Date Range Selector. The selector lets you view your data for the last seven days, last 30 days, or from a range of your choosing.

- To view data by Week or Month: Click on the text link for Last 7 or Last 30 days and the graphs will refresh to display the new date range.
- To select a specific date range: Click the Range text link. Two calendars will appear, one for Start date and one for End date. Select a date on each calendar, then click Apply. The graphs will refresh to display the new date range.

The date or dates that the graphs are currently displaying can be changed by using the arrows to scroll to different dates or ranges.

Categories

Each social property resource has different categories for metrics, giving you a breakdown so you can get the greatest amount of information possible.

Twitter Overview

The Twitter: Overview section shows you the metrics about general activity on your Twitter stream.

Followers

This module is a line graph that shows the total number of people who are following your brand on Twitter, showing you how your follower growth is trending. Display the total for each day by hovering over the data point for the day.

Tweet Insights

This module is a scatter plot showing average posting and engagement to your tweets. This is designed to show you when you are tweeting and the engagement those tweets have received.

The inner circle represents the average number of tweets you have made on that day of the week/time of day. The outer circle represents the amount of engagement those tweets have received.

Top Tweets

This module displays the ten tweets that had the most retweets from your last 30 days of tweets. Displayed are text of each tweet, the time and date it was posted, and the number of times it was retweeted.

Twitter Engagement

The Twitter: Engagement section shows you the metrics about the engagement your brand's tweets received.

Engagement

This module is a bar graph showing you the number of actions about your Twitter stream, which includes mentions, retweets, and Workflow and Automation clicks, on each day. Display the total for each day by hovering over the bar for the day.

The total engagement number for the given time range is also displayed.

Engagement Rate

This module is a bar graph showing the percentage of people who interacted with your Twitter stream when they were exposed to it on each day. This is calculated by dividing the Engagement number by the number of Twitter followers for your stream. Display the total for each day by hovering over that day's bar.

The graph also displays the total engagement rate for the given time range.

Retweets

This module is a bar graph showing the number of times your brand's tweets were retweeted on each day. Display the total for each day by hovering over the bar for the day.

> **Note:** This data can change if a retweet is deleted by the user who retweeted it.

Also displayed are the total retweets for the given time range.

Retweet Rate

This module is a bar graph showing the percentage of people who retweeted a tweet from your Twitter stream when they were exposed to it each day. This is calculated by dividing the number of retweets by the number of Twitter followers for your stream.

Also displayed is a percentage total of users who retweeted a tweet from your Twitter stream within a proscribed timeframe.

Mentions

This module is a graph showing the number of times your brand's Twitter handle was mentioned in tweets on each day. Display the total number of mentions for each day by hovering over the data point.

Also displayed are the total mentions for the given time range.

Mentions Rate

This module is a graph showing the percentage of people who mentioned your Twitter stream when they were exposed to it each day. This is calculated by dividing the number of mentions by the number of Twitter followers for your stream. Display the total for each day by hovering over the data point for the day.

Also displayed is the total mentions rate for the given time range.

Oracle Social Cloud Clicks

This module is a graph showing the number of times users clicked the Publish-generated short links in your tweets on each day. Display the total for each day by hovering over the data point for the day.

Also displayed are the total Workflow and Automation clicks for the given time range.

Oracle Social Cloud Click Rate

This module is a graph showing the percentage of people who clicked the Publish-generated short links in your tweets when they were exposed to it each day. This is calculated by dividing the number of Workflow and Automation clicks by the number of Twitter followers for your stream.

Also displayed is the total Workflow and Automation click rate for the given time range.

Related Topics

- *The Resources Tab - Content and Apps*

The Resources Tab: Google +

Using Google+ Listen and Analyze you can see an overview of your Google+ streams, with followers, post insights, and top posts.

You can work with the Google+ section if you are an Oracle Social Cloud Marketing customer.

Viewing the Metrics

Click on the **Resources** tab and you'll be taken to the Dashboard page. Use the Stream Selector to select the Google+ stream you want to view.

When you click on your choice, the page will refresh, taking you to the Google+ Dashboard Listen and Analyze page.

What is the Time Range of Data I'm Looking at?

For Google+ metrics, you'll be seeing them in the time zone you set for your account. You cannot currently set a specific date range for this data.

Metrics

Here are the metrics you will find for your Google+ streams.

Follower Growth

This module is a line graph that shows the total number of people who are following your brand on Google+, showing you how your follower growth is trending. You can see the total for each day by hovering over the data point for the day.

Engagement Insights

This module is a line chart showing the engagement on your Google+ posts. You can see the chart by +1s, replies, or reshares.

Post Insights

This module is a scatter plot showing average posting and engagement to your Google+ posts. This is designed to show you when you are posting and the engagement those posts have received.

The inner circle represents the average number of posts you have made on that day of the week/time of day. The outer circle represents the amount of engagement those posts have received.

Top Posts

This module shows you the 10 posts that had the most engagement - the most +1s, replies and reshares. You can view this over the lifetime of your page or in the past 30 days. You'll see the text of the post, the time and date it was posted, and the number of times it was +1, replied to, or reshared.

Top Circles

This module shows you the top circles that had the most activity, in order of the number of followers the circle has.

Related Topics

- *The Resources Tab - Content and Apps*

The Resources Tab: Content and Apps

The Content and Apps section of the Resources tab gives you information on the people visiting your Views and how those people are engaging with them.

You can work with the Content and Apps section if you are an Oracle Social Cloud Marketing customer.

Finding the Metrics

Click the **Resources Listen and Analyze** tab and you'll be taken to the Dashboard page. Use the **Stream Selector** to select the Content and Apps View you want, or you can view metrics on all your Content and Apps Views at once by selecting **All Content and Apps Views**.

Note: If your account has more than 25 Content and Apps Views, instead of **All Content and Apps Views** you'll see **25 Newest Content and Apps Views**, which is how many we can display metrics for at one time.

When you click on your choice, the page will refresh, taking you to the **Listen and Analyze** section of the **Content and Apps** page. This section is further divided into two parts, **Visitors** and **Engagement**.

Visitors

The **Visitors** page shows you metrics about the users who have visited your Content and Apps View on Facebook.

Page Views Graph

The first graph on the page is actually 4 graphs in one. They are All Page Views, Facebook Canvas Page, Facebook Page, and Mobile, each one showing you metrics on how people visited the View. Clicking on the metric's name on the drop down menu will refresh the graph so it displays the information for that particular metric.

- All Page Views: The total number of times the View was viewed by users, rolling up all the metrics together.
- Embedded: The number of times the View was seen on a site where it had been embedded.
- Facebook Canvas Page: The number of times the View was seen through a Facebook Canvas Page (an alternate way of displaying a Content and Apps View).
- Facebook Page: The number of times the View was viewed on your Facebook Page.
- Mobile: The number of times the View was viewed on a mobile device.

By hovering over the individual bars on the graph, you can see the exact number for a specific day within the time frame you are viewing.

Below the graph, you'll see the total number of page views the Content and Apps View has received over the date range you are viewing.

Page Views by Hour

This scatter plot shows you how many people have visited your View at which days of the week and hour of the day. Also displayed are the number of views a View got, along with figures showing the busiest time for a View.

Below the graph you'll see the busiest time for your View from the time range you are viewing, including the total number of views the Content and Apps View received on that day/time.

Page Views by Source

This chart shows you how people visited your View, broken down by type. You'll see the type and the total number for that type.

This information is shown in a list and in a pie chart, so you can visually see the data in different ways.

Engagement

The Engagement page shows you metrics about how users are interacting with your Content and Apps View.

Engagement Main Graph

This graph is actually several graphs in one, depending on which modules you have on your View. Whatever action can be done on the module, a graph for that type of engagement will appear in the drop down menu. You can see a graph for each one of those types of engagement, or you can see all the engagement in one graph by selecting All Engagement.

Below the graph, you'll see the total number of Engagement Actions the Content and Apps View received over the date range you are viewing.

Engagement Actions By Hour

This scatter plot shows you how many actions people performed on your View at which days of the week and hour of the day. Also displayed are the number of actions performed on the View, along with figures showing the busiest time for the View.

Below the graph you'll see the busiest time for your View from the time range you are viewing, including the total number of actions performed on the Content and Apps View on that day/time.

Engagement Actions by Type

This chart shows you the type of actions users performed on your Content and Apps View, broken down by type. The type of actions listed will depend on what modules you have on your View. You'll see the type of action and the total number of those actions.

This info is shown in a list and in a pie chart, so you can visually see the data in different ways.

Related Topics

- *The Social Campaigns Tab*
- Oracle Social Cloud Knowledge Base Home Page

The Resources Tab: The YouTube Channel

With YouTube Listen and Analyze you can see an overview of your YouTube channels, with likes, comments, shares and more, then go in-depth on specific videos with engagement metrics.

You can work with the YouTube section if you are an Oracle Social Cloud Marketing customer.

Viewing the Metrics

Click on the Resources tab and you'll be taken to the Dashboard page. Use the Stream Selector to select the YouTube channel you want to view, or see all your YouTube channels at once by selecting All YouTube channels.

When you click on your choice, the page will refresh, taking you to the YouTube Listen and Analyze page. This section is divided into two parts, Overview and Videos.

What is the Time Range of Data I am Looking At?

The same date range selector you'll use with the Facebook sections is available for you here. Info on the date range selector is available on the *The Resources Tab: Intro* topic.

When a YouTube Channel is Added to the Oracle Social Cloud Platform, How Far Back Does the Platform Get Data?

When a stream is added, the platform backfills data from that stream up to 6 months back.

In addition, here is when Oracle Social Cloud grabs new data:

- YouTube Channel - Every day at 12:40 AM and 11:40 AM
- YouTube Video - Every day at 12:05 AM and 11:05 AM
- Weekly rollup for YouTube Channels - Every day at 2:45 AM, 7:45 AM, and 7:45 PM
- Monthly rollup for YouTube Channels - Every day at 2:30 AM, 7:30 AM, and 7:30 PM

When a new channel is added, its data will be grabbed the next time the platform runs the job.

YouTube Overview

The YouTube: Overview section shows you metrics about general activity on your YouTube Channel.

Likes

The first and largest graph is actually six different graphs in one. They are, Likes, Dislikes, Comments, Shares, Subscribers Gained, and Subscribers Lost. Clicking the metric's name on the drop-down menu will refresh the graph so it displays the information for that particular metric.

- Likes: The number of people who have clicked Like on the videos on your channel.
- Dislikes: The number of people who have clicked Dislike on the videos on your channel.
- Comments: The number of comments users have made on the videos on your channel.
- Shares: The number of times users have shared the videos on your channel.
- Subscribers Gained: The number of times that users subscribed to your channel.
- Subscribers Lost: The number of times that users unsubscribed to your channel.

By hovering over the individual data points on the graph, you can see the exact number for a specific day within the time range you are viewing.

The following metrics are displayed below the graph:

- Subscribers: The total number of users who have subscribed to your channel.
- Likes: The total number of users who have liked the videos on your channel.

- Shares: The total number of times users have shared the videos on your channel.

Subscriptions

This graph that shows the total number of users who have subscribed to your channel, showing you how your subscription growth is trending. You can see the total for each day by hovering over the data point for the day.

Demographics: Age/Gender

This graph shows your the age and gender of YouTube users who were logged in at the time they viewed videos on your channel.

Demographics: Location

This map shows you the top 20 countries and cities where people who viewed your videos are located around the world.

Most Engaged VideosThis list shows you the 10 top most engaged videos on your channel. This is calculated by adding the comments, likes, shares, and subscribers gained, divided by the unique views on each video, which equals the engagement rate. For each video, you'll see: the video thumbnail (if you click on it, the video will play on the thumbnail), timestamp, title, engagement rate, and the numbers for views, likes, dislikes, comments, and shares.

Clicking on the area outside the video thumbnail will take you to the Drilldown page for that video.

Related Topics

- *YouTube Analytics - Videos*

The Resources Tab: The YouTube Videos Section

The YouTube: Videos section gives you metrics about the videos on your channel. In the Videos section, you'll see metrics on all the videos on your channel. You can click on each video to be taken to the Video Drilldown page, where you can see metrics for that specific video. We'll go through each page below.

You can work with the Videos section if you are an Oracle Social Cloud Marketing customer.

Videos

The Videos section is a list of all the videos on your YouTube channel, along with some basic metrics about each video.

Video Info

Here's what you'll see for each video:

- Video thumbnail, which will play the video if you click on it
- Time stamp
- Video title

You'll also see the following metrics:

- Engagement Rate: The percentage of people who interacted with your video. This is calculated by adding the comments, likes, shares, and favorites added, then dividing that by unique views on each video.
- Views: The number of times the video has been played.
- Likes: The number of times the Like button for the video was clicked.
- Dislikes: The number of times the Dislike button for the video was clicked.
- Comments: The number of comments people have made on the video.

- Shares: The number of times the video has been shared.

Sorting

You can view your videos by sorting them in several different ways:

- Published at
- Engagement Rate
- Views
- Likes
- Dislikes
- Comments
- Shares

This helps you easily find the posts you want.

Video Drilldown Page

The Video Drilldown page shows you metrics on a specific video by clicking on a video from the Videos page or one of your top videos on the Channel Overview page.

Video Drilldown Page

On the video drilldown page, you'll see metrics specific to that video.

Video Details

Displayed are the title of the video, the video itself (which will play when you click the button), then the video's description.

Also included are the following metrics:

- Views: The total number of times the video has been viewed.
- Comments: The total number of comments people have made on the video.
- Favorites: The total number of times the video has been added to a users Favorites list.
- Likes: The total number of times the Like button for the video was clicked.
- Dislikes: The total number of times the Dislike button for the video was clicked.
- Shares: The total number of times the video has been shared.
- Engagement Rate The percentage of people who interacted with your video. This is calculated by adding the comments, likes, dislikes, shares, and favorites added, the subtracting the favorites removed on each video.

Favorites

This module is a line graph that shows the total number of people who have added the video to their favorites list, showing you how the favorites are trending. You can see the total for each day by hovering over the data point for the day.

Likes/Dislikes

This module is a line graph that shows the total number of people who have Liked or Disliked the video, showing you how that is trending. You can see the total for each day by hovering over the data point for the day.

Views

This module is a line graph that shows the total number of times the video has been played, showing you how the popularity of the video is trending. You can see the total for each day by hovering over the data point for the day.

Comments

This module is a line graph that shows the total number of comments people have made on the video. You can see the total for each day by hovering over the data point for the day.

Shares

This module is a line graph that shows the total number of times the video has been shared. You can see the total for each day by hovering over the data point for the day.

Engagement Rate

This module is a line graph that shows the Engagement rate for the video per day. This is calculated by adding the comments, likes, dislikes, shares, and favorites added, then subtracting the favorites removed on each video, which equals the engagement rate.

Related Topics

- *YouTube Analytics - Channel Overview*

Custom Analytics

Custom Analytics is a new way to examine only the metrics that matter most to you. You can create as many customized analytics pages using our new simple drag-and-drop interface. You can use all the same metrics that are available in Analytics, but now you can pick and choose to create exactly the report that's most useful to you.

You'll find Custom Analytics on the Dashboards tab of Social Station. You can work with Custom Analytics if you are an Oracle Social Cloud Marketing customer.

Custom Analytics Home Page

Once you have finished creating your report, click the arrow next to your report title to return to the Custom Analytics home page. There you can display all the reports you have created and create a new report.

Related Topics

- *The Resources Tab: Intro*

Creating a Report

The first time you enter Custom Analytics, you'll be taken to a blank report. If you have already created a report, you'll be taken to the Custom Analytics home page, where all the reports you have created are displayed.

1. On the Custom Analytics page, click Add New.
2. In Edt mode, fill in the required information as described below:
   - Action Bar

     The Action Bar is where you you can give your report a name (we suggest something that will remind you of what type of report you have created), give your report a description (to help you remember what this report is all about), and use the icons on the right to perform different actions on your report.

     The Action Bar shows different icons if you are editing a report than when you are just viewing it. Reports include the following actions:
     - Export - Lets you export the entire report as an image (PNG file), PDF, or Excel file.

- Enable/Disable Annotations - Lets you add annotations to the modules on your report. Disable hides any annotations you have added.

  Note: Annotations you add to a module will be saved in Disable mode, they just will be hidden on the page. When you click Enable, the annotations will display again. (For example, if you want to use your report in a presentation, but don't want your notes displayed.)

- Duplicate Workspace - Lets you create a duplicate of the current workspace that is identical, but not linked. This is useful when you want the same report with some minor modifications without having to recreate it from scratch.

When you are in edit mode for a report, the following actions are available in the bar:

- Enable/Disable Annotations - Enable: Lets you add annotations to the modules on your report. Disable hides any annotations you have added.

  Note: Annotations you add to a module will be saved in Disable mode, they just will be hidden on the page. When you click Enable, the annotations will display again. (For example, if you want to use your report in a presentation, but don't want your notes displayed.)

- Delete- Deletes the report.
- Sharing - Lets the other users on your bundle have access your report. The use who created the report will be the owner. If a user who isn't the owner unshares the report, they are only removing their own access from the report.
- Save - Saves your report and takes you out of Edit mode.

Adding Modules

The main part of your report is adding modules. Modules display analytics data for various metrics on your report. There are several options available on the modules, so let's go through them.

1. Click Add New Module and select the type of module.
2. Chose from five options for your module:
   - Single Metric - Displays a single metric for one or more streams
   - Multi Metric - Displays several related metrics charted together to build context for one or more streams
   - Note - Displays a text box, where you can add notes about the report as a whole or a specific module
   - Message Monitor - Displays the message activity from an Engage channel and/or label
   - Key Performance Indicator - Displays the performance for a specific metric for one or more streams
   - Key Performance Indicator for Engage - Displays the performance of a specific Engage metric for one or more streams or users" and link to the appropriate section
   - Single Metric for Engage - Displays a single Engage metric for one or more streams or users" and link to the new section described below

   Each module type has several options to choose from. If you are an Unmetric customer, you can display Unmetrics data in Custom Analytics.

   See our *Unmetric* topic for more information on this integration.

Single Metric Module

A single metric module has the following options:

- Choose Your Network - Choose a social network you want to see metrics for (one only): Facebook, Google+, Twitter, YouTube, LinkedIn, Instagram, or Tumblr.
- Select Your Streams - Choose the stream or streams you want to see metrics for. Click on the box and a list of your social networks will appear for you to choose from. Click on a stream to add it. You can also search for a specific stream by typing the name into the box.
- Choose a Metric - Choose the metric you want to view. This list will change depending on which social network you choose.
- Select a Graph Type - Choose how you want your data to display. Your graph options will change depending on the metric you choose.
- Select a Module Size - Choose whether you want your module to display as half-width or full-width size.
- Date Range - Choose the time frame you want to display data for. You can choose from the current month, the previous month, or from a range.

Multi Metric Module

A multi metric module displays a pre-created group of related metrics, so you won't see the same options as the single metric modules. Here are the options you'll see:

- Choose Your Network - Choose a social network you want to see metrics for (one only): Facebook, Google+, Twitter, LinkedIn, Instagram, or Tumblr.
- Select Your Streams - Choose the stream or streams you want to see metrics for. Click on the box and a list of your social networks will appear for you to choose from. Click on a stream to add it. You can also search for a specific stream by typing the name into the box.
- Choose a Metric - Choose the metric group you want to view. This list will change depending on which social network you choose.
- Select a Module Size - Choose whether you want your module to display as half-width or full-width size.
- Date Range - Choose the time frame you want to display data for. You can choose from the current month, the previous month, or from a range.

Note: The Notes module opens a text field where you can create a note. You have a basic text editing bar to help format your note. You can also select a size for your note module.

Message Monitor Module

The Message Monitor module displays a list of messages from Engage for a specific stream. You can narrow the messages displayed by choosing to only display messages tagged with certain labels.

To get started,use the drop-down menu to choose the stream you want to display, then choose any labels you want to apply. Click Done to create a list of messages.

Note: If you don't choose any labels, all the messages for that stream will be displayed.

In the list of messages are the total number of messages that have come in for that stream or label, a short preview of the message, and the time stamp for when the message came in. You can expand the Message Monitor module to full screen by clicking on the message total. If you click on a specific message, the message will expand to display the message in its entirety, including any attached media.

Note: You cannot perform actions on these messages in the Message Monitor module. From the extended view, you can click the Go To Engage button or View in Engage from an expanded message to be taken to Engage so you can perform actions.

Key Performance Indicator Module

The Key Performance Indicator module (or KPI) displays the percent change and quantity change for a particular metric for a chosen time period date range from a prior time period date range.

The KPI module has the following options:

- Choose Your Network - Choose a social network you want to see metrics for (one only): Facebook, Google+, Twitter, YouTube, LinkedIn, Instagram, or Tumblr.
- Select Your Streams - Choose the stream or streams you want to see metrics for. Click on the box and a list of your social networks will appear for you to choose from. Click on a stream to add it. You can also search for a specific stream by typing the name into the box.
- Choose a Metric - Choose the metric you want to view. This list will change depending on which social network you choose.
- Choose a Time Period - Choose the time period you want to view. This time period will display with the same time period prior in the module. For example, if you choose Prior Week, when the module is saved you will see the the date range for the prior week, and the week before that.

  You can choose from: Prior Week, Current Week to Date, Prior Month, Current Month to Date, Prior Quarter, Current Quarter to Date, Last Seven Days, Last Thirty Days, Custom.

  A few notes on these time ranges:
  - Weeks start on Sunday.
  - A day is a 24 hour period, not a whole day. (This figures in to the Last Seven Days and Last Thirty Days ranges.)
  - Quarters are Jan 1 - March 31, April 1 - June 30, July 1 - Sept 30, and Oct 1 - Dec 31.

Saved Key Performance Indicator Module

Once you save your module, you receive a graphical representation of the given KPI. An arrow points either up or down depending on the change in the metric. You'll then see the percentage of change, and the total number of the change next to the arrow. Below the images, you'll see the exact dates of the ranges you have chosen.

Some info on how KPIs are calculated

Our system calculates KPIs as the current time period minus the previous time period, then divided by the previous time period.

Now, what those values are depends on the metric you have selected. There are three types of metrics:

- Metrics that are total values over time, for example: Total Fans. These metrics use the value from the last day in the date range.
- Metrics that are totals for a day, for example: Impressions on a post. These metrics sum up the daily values over the date range.

- Metrics that are daily magnitude values, for example: Reach of a post. These metrics are averaged over the date range.

Metrics that use the last day in date range

- Facebook
  - Fans
  - Fans Added
  - Fans Added Unique
  - Fans Removed
  - Fans Removed Unique

- Twitter
  - Followers

- Google +
  - Followers
  - Circle Followers
  - Total +1s
  - Total Replies
  - Total Reshares

- LinkedIn
  - Total Followers
  - Total Organic Followers
  - Total Paid Followers

- Instagram
  - Total Followers

Metrics that sum over the date range

Metrics that sum over the date range

- Facebook
  - Impressions
  - Paid Impressions
  - Organic Impressions
  - Viral Impressions
  - Page Stories
  - Engaged Users
  - Consumptions
  - Virality

  - Post Count
  - Post Like
  - Post Comments
  - Post Shares
  - Total Actions

- Twitter
  - Oracle Social Cloud Clicks
  - Retweets
  - Mentions
  - Replies
  - Favorites
  - Engagement
  - Unfollows
  - New Followers

- Google +
  - +1s
  - Replies
  - Reshares

- YouTube
  - Views
  - Unique Views
  - Comments
  - Likes
  - Dislikes
  - Shares
  - Favorites Added
  - Favorites Removed
  - Subscribers Gained
  - Subscribers Lost
  - Estimated Minutes Watched

- LinkedIn
  - Followers
  - Organic Followers
  - Paid Followers
  - Likes

- Shares
- Comments
- LinkedIn Clicks
- Impressions
- Oracle Social Cloud Clicks

- Instagram
    - Post Comments
    - Post Likes
    - Post Count

Metrics that average over the date range

- Facebook
    - Reach
    - Paid Reach
    - Organic Reach
    - Viral Reach
    - People Talking About This

- YouTube
    - Average View Duration
    - Average View Percentage
    - Annotation Click Through Rate
    - Annotation Close Rate

- LinkedIn
    - Engagement

Key Performance Indicator for Engage

The Engage KPI (key performance indicator) module displays the percent change and quantity change for a particular metric for a chosen time period date range from a prior time period date range. This is similar to the KPI module, but these metrics are specifically for actions in Engage.

Key Performance Indicator for Engage

The Engage KPI (key performance indicator) module displays the percent change and quantity change for a particular metric for a chosen time period date range from a prior time period date range. This is similar to the KPI module, but these metrics are specifically for actions in Engage.

The Engage KPI module has the following options:

- Data Source - Choose whether you want to see metrics for a user or for a stream.

- Select Your User/Stream - Choose the stream or user you want to see metrics for, depending on your data source. Click on the box and a list of your social networks or users will appear for you to choose from. Click on a stream or user to add it. You can also search for a specific stream or user by typing the name into the box.
- Choose a Metric - Choose the metric you want to view. This list will change depending on which data source you choose.
- Choose a Time Period - Choose the time period you want to view. This time period will display with the same time period prior in the module. For example, if you choose Prior Week, when the module is saved you will see the the date range for the prior week, and the week before that.

  You can choose from: Prior Week, Current Week to Date, Prior Month, Current Month to Date, Prior Quarter, Current Quarter to Date, Last Seven Days, Last Thirty Days, Custom.

  A few notes on these time ranges:
  - Weeks start on Sunday.
  - A day is a 24 hour period, not a whole day. (This figures in to the Last Seven Days and Last Thirty Days ranges.)
  - Quarters are Jan 1 - March 31, April 1 - June 30, July 1 - Sept 30, and Oct 1 - Dec 31.

Notes on Engage KPIs

- The data in Engage KPIs will not match the data in the SEM Report. This is because the SEM reports and Engage KPIs collect data differently. For the SEM Reports, the time period selection is based off of the date of the post on the social network. For the Engage KPIs, the data is gathered in hourly rollups, so the time is based on when the specific event occurred.
- Some numbers can be negative, due to actions being taken on messages from previous hourly periods. For example, 3 new messages received, 5 replies, means -2 non-responded to messages.
- Data cannot be backfilled, since it is gathered at the time the events occur.
- The most recent data point available is always the one from 2 hours before. For example, at 4:05pm, the data from 2:00-2:59pm is the most recent available.
- Data is gathered hourly, which allows us to align your date selections to your timezone. This means that two users with different timezone settings in W&A will see differences in the KPIs, because the 24 hour time period used for their days will be different. All metrics definitions are listed in the *Complete Metrics for Custom Analytics* topic.

Single Metric for Engage

The Single Metric for Engage module shows your Engage metrics as line charts over time.

Each data point represents the activity of that metric for a specific hour. A single metric module for Engage has the following options:

- Data Source - Choose whether you want to see metrics for a user or for a stream.
- Select Your User/Stream - Choose the stream or user you want to see metrics for, depending on your data source. Click on the box and a list of your social networks or users will appear for you to choose from. Click on a stream or user to add it. You can also search for a specific stream or user by typing the name into the box.
- Choose a Metric - Choose the metric you want to view. This list will change depending on which data source you choose.
- Select a Graph Type - Choose how you want your data to display. Your graph options will change depending on the metric you choose.
- Select a Module Size - Choose whether you want your module to display as half-width or full-width size.

- Date Range - Choose the time frame you want to display data for. You can choose from the current month, the previous month, or from a range.

Saving Your Module

Once you have set all the options for your module, click Done and your module will begin pulling in and displaying the data for the metric options you have chosen. You can then add more modules or save your report and close it.

Module Icons

After saving your module, several icons, described in the following list, will appear.

- Delete - Deletes the module from your report
- Edit - Opens the module in edit mode, allowing you to make changes
- Export - Lets you export the module chart as either an image, Excel spreadsheet, or a PDF

Metric Options and Definitions

Custom Analytics has access to metrics from Facebook, Twitter, Youtube, Google+, LinkedIn, Instagram, Tumblr, and Engage. A full list with definitions can be found in the Complete Metrics Definitions for Custom Analytics topic.

Drag and Drop

Once you have created some modules, you might need to move them around. If you want a module in a different place on your report, grab the header of the module and when your cursor turns into the drag and drop icon, you can move it to a different position. The other modules will rearrange around it automatically.

Custom Analytics Home Page

Once you have finished creating your report, click the arrow next to your report title to return to the Custom Analytics home page. There you can see all the reports you have created and create a new report.

The Social Campaigns Tab

The Social Campaigns tab helps you to display your Oracle Social Cloud-tagged Publish posts and analytically determine how they are performing. You can display metrics for all your tagged posts, and search specific individual tags in a specific social network. For Facebook, this includes both published and unpublished posts.

Note: The Unpublished post type is available only for Facebook.

For more information on how to create and manage unpublished Facebook posts, refer to *Creating an Unpublished Post*.

For information on how to engage and respond to comments on unpublished Facebook posts, refer to *About Folders*.

You can work with the Social Campaigns tab if you are an Oracle Social Cloud Marketing customer.

What Are Tags in Workflow and Automation?

Tags are words and phrases that you can apply to posts, allowing you to organize and track your posts to your different social properties. Admins can create tags on the **Admin** page in Publish, and they will then appear in a drop-down menu in the Tagging area of the Create a Post page, where any user can add them to a post. For more info on creating and using tags, refer to *The Admin Tab*.

Selecting Your Tag

When you first click on the **Social Campaigns** tab, information on one tag in your account is displayed.

To select another tag, click the **Tag Selector** and a list of all your tags will appear. You can search for a specific tag in that menu as well. After you select a tag, the page will refresh with metrics for that tag.

Viewing the Overview Page

When you first click on the **Social Campaigns** tab, you'll be on the **Overview** page. This page gives you some basic metrics about the overall performance of streams with the tag you're viewing.

Streams

This chart shows you how many of your streams in each social network have made a post using the tag you're viewing.

Post Breakdown

This chart shows you how many posts were made to each of your social networks using the tag you're viewing.

Engagement Rate

This graph is actually 7 graphs in one. They are, Campaign, Facebook, Twitter, Google+, LinkedIn, Tumblr, and All Engagement Rates. Clicking the metric's name on the drop-down menu will refresh the graph so it displays the information for that particular metric.

- Campaign - The percentage of people who interacted with your posts when they were exposed to it. This is calculated by adding all of the actions for the posts on all the social networks they were posted to, divided by the Reach for the posts for all your social networks.
- Facebook - The percentage of people who interacted with your tagged Facebook posts when they were exposed to them. This is calculated by adding the total page actions, then dividing by Reach.
- Twitter - The percentage of people who interacted with your Twitter posts when they were exposed to them. This is calculated by adding the retweets and **Workflow and Automation** clicks, then dividing by the number of followers you had on the day the tweets were posted.
- Google+ - The percentage of people who interacted with your Google+ posts when they were exposed to them. This is calculated by adding the +1s, replies, and reshares for the post, then dividing by the number of followers you had on the day of the posts.
- LinkedIn - The percentage of people who interacted with your LinkedIn posts when they were exposed to them. This is calculated by adding the clicks, likes, comments, and shares and dividing by the number of impressions.

- Tumblr - The percentage of people who interacted with your Tumblr posts when they were exposed to them. This is calculated by taking the notes and dividing by the number of followers your account has on day of the post.
- All Engagement Rates - This shows you lines for the engagement rate for all four graphs at the same time.

For each graph, the total number for the metric is shown below the graph, along with a percent change indicator for the metric number, showing whether the change is positive or negative, and the actual percentage number.

Hover over the individual data points on the graph, to display the exact engagement rate for a specific day.

Viewing All Network Posts

The next option you have for viewing your data is **All Network Posts**. When you click on this option, all the posts you made using the selected tag to all your social networks are displayed.

The following information is displayed for each post:

- Post image (if any)
- Social Network and stream name
- Time stamp
- Post content
- A link to the post on in its native habitat on its social network

You can also sort your posts by Posted At or Engagement Rate.

The following additional metrics, different for each social network, are also displayed:

Facebook

- Engagement Rate: The percentage of people who interacted with your post when they were exposed to it. This is calculated by adding the total page actions, then dividing by Reach.
- Virality Rate: The number of People Talking About This (unique people who created a story about this post) divided by the unique Impressions for the post (the number of people who have seen this post [estimated]).
- Reach: The number of unique users that saw the post.
- Total Actions: Any action that can be taken on the post, including Likes, comments, Shares, Photo clicks, Workflow and Automation clicks, etc.
- Total Reactions: The number of times the post received a reaction.
- Comments: The number of comments the post received.
- Shares: The number of times the post was Shared on Facebook.

Twitter

- Engagement Rate: The percentage of people who interacted with your post when they were exposed to it. This is calculated by adding the retweets and Workflow and Automation clicks, then dividing by the number of followers you had on the day the tweet was posted.
- Retweets: The number of times the post was retweeted.
- Likes: The number of times the post was liked.

Google +

- Engagement Rate: The percentage of people who interacted with your post when they were exposed to it. This is calculated by adding the +1s, replies, and reshares for the post, then dividing by the number of followers you had on the day of the post.
- +1s: The number of +1s the post received.

- Replies: The number of replies the post received.
- Reshares: The number of times the post was reshared.

LinkedIn

- Engagement Rate: The percentage of people who interacted with your LinkedIn posts when they were exposed to them. This is calculated by adding the clicks, likes, comments, and shares and dividing by the number of impressions.
- Impressions: The number of times a post was shown to LinkedIn members.
- Likes: The total number of likes on your posted content.
- Comments: The total number of comments on your posted content.
- Shares: The total number of shares on your posted content.
- Clicks: The number of clicks on your content, company name, or logo. This doesn't include interactions (shares, likes, and comments).

Tumblr

- Engagement Rate: The percentage of people who interacted with your Tumblr posts when they were exposed to them. This is calculated by taking the notes and dividing by the number of followers your account has on day of the post.
- Likes: The total number of likes on your posted content.
- Reblogs: The total number of reblogs of your posted content.
- Notes: The total number of notes (likes and reblogs) on your posted content.

Use the scroll buttons to display more posts.

Viewing the Social Network Posts

If you want an idea of how your Facebook posts with a particular tag performed, you can with one click. From the Tag Selector you can select Facebook, Twitter, Google+, and LinkedIn. After making a selection only the tagged posts made to that social network are displayed.

You can view your posts in each social network in different ways by sorting them. Here's what you can sort by for each social network:

Facebook

- Published at
- Engagement Rate
- Total Actions
- Total Reactions
- Comments
- Shares
- Virality
- Reach

Twitter

- Published At
- Engagement Rate

- Retweets
- Likes

Google +

- Published At
- Engagement Rate
- +1s
- Replies
- Reshares

LinkedIn

- Published At
- Engagement Rate
- Likes
- Comments
- Shares
- Clicks
- Impressions

Tumblr

- Published At
- Engagement Rate
- Likes
- Reblogs
- Notes

Downloading the Page

Like all our Listen and Analyze pages, you can download the metrics as an Excel file to your computer. Click the Download: This Page link and a download page will open, saving the Excel file to your computer.

Related Topics

- *The Dashboards Tab*

The Topics Tab: Creating Topics

On the Topics tab in Listen and Analyze, you can create and manage topics, which are search queries that collect mentions of a brand, product, industry, etc. from the social space. In this topic, we'll take you step by step through creating a topic.

You can work with the Topics tab if you are an Oracle Social Cloud Engagement and Monitoring customer.

What is a Topic?

As we said before, topics are search queries that collect mentions of a brand, product, industry, or any topic of interest from the social space. You can use topics to analyze conversations to determine how a particular product is doing, to understand the opinions around your competitors' brands, to surface customer service issues through routing topics through Engage and more.

Creating a Topic

To create a new topic, you must first select a specific bundle to create it in. You cannot create topics in your top level bundle.

To do this, select a bundle using the bundle picker. When the bundle loads, you'll be on the Topics page for that specific bundle, and only the topics that have been assigned to that particular bundle will be displayed. The New Topic button will now be active - click it to begin creating your new topic.

1. First, select the bundle you want your topic to be created in.
2. Click New Topic.
3. In the Create New Topic page, create your topic using the following information:
    - Topic Name - Give your topic a name. We suggest something that will help you remember what the topic is covering.
    - Language - Choose a language you want the topic to search. This will only provide results in the chosen language – the user language you have selected in Workflow and Automation is chosen by default unless that language is not yet available for topic creation. In this case, English is the default language.

      The languages you can search are:

        - Arabic
        - Bahasa
        - Bengali
        - Bulgarian
        - Croatian
        - Czech
        - Danish
        - Dutch
        - English
        - Finnish
        - French
        - German
        - Greek
        - Gujarati
        - Hebrew
        - Hindi
        - Hungarian
        - Italian
        - Japanese
        - Kannada
        - Korean
        - Latvian
        - Malayalam

- Norwegian
- Oriya
- Polish
- Portuguese
- Punjabi
- Romanian
- Russian
- Simplified Chinese (will not include Twitter results due to Twitter terms of service restrictions)
- Spanish
- Swedish
- Tamil
- Telugu
- Thai
- Traditional Chinese
- Turkish
- Vietnamese

◦ Search Term - Search Term - Type a term or phrase and press **Enter** or click **Add** to add them to your topic to be searched. All the terms you add will show in the Topic Properties section. You can enter multiple terms, phrases, or a combination of both.

Note: A search term cannot consist only of a punctuation mark such as *, $,#.

For example, enter oracle to retrieve all conversations containing the term oracle. Click x on the term or phrase under Included Search Terms to remove it.

By default, Listen and Analyze looks for search terms on the subject and body of web pages, but not in URLs. This helps minimize spam content being collected for your topic. However, if you would like the term to be searched in URLs of the subject and body, check the Find search terms/keywords in URL box beneath the search term field.

Note: You can add up to 1,000 search terms/keywords. There's a counter in the Topic Properties box that displays how many search terms or keywords you have added so you can easily keep track.

Creating Topics Without Search Terms

Using search terms allows you to pinpoint relevant social posts and conversations, but sometimes you want to consider the whole conversation. Most Listen topics require a search term to be entered.

Collecting Twitter Posts from a Twitter Account

To collect Twitter posts from a Twitter account:

1. Navigate to the Listen and Analyze topic creation page.
2. Select Twitter as your Content Type.
3. Specify the Twitter handles into the Authors section.

Collecting Instagram Posts

To collect Instagram posts from a Instagram account:

1. Navigate to the Listen and Analyze topic creation page.
2. SelectInstagram as your Content Type.
3. Specify the Instagram hashtags you want to collect as search terms.

Collecting Public Facebook Posts and Comments from a Specific Facebook Account

To collect public Facebook posts and comments from a specific Facebook account:

1. Navigate to the Listen topic creation page.
2. Select **Facebook** as your Content Type.
3. Then type facebook.com in the Source/Post URL section.
4. Specify the name of the Facebook page, as it appears on Facebook, into the Authors section. For example, for the Brookstrut Farmers Market page, specify “Brookstrut Farmers Market” rather than “brookstrutfarmersmarket”.

For example, if you set up your topic using the Source/Post URL of Facebook.com and the Author "Oracle Social Cloud", all posts and comments made on the Oracle Social Cloud Facebook page by Oracle Social Cloud will be returned. Also, comments that Oracle Social Cloud makes on other public pages will be returned. Comments or posts by anyone other than Oracle Social Cloud will not be returned.

Note: Replies to Facebook comments are not currently collected.

Collecting Facebook Posts and Comments Made on a Particular Facebook Page

To collect all Facebook posts and comments made on a particular public Facebook page:

1. Navigate to the Listen topic creation page.
2. Specify the URL of the Facebook page in the Source/Post URL section.

For example, if you set up your topic using the Source/Post URL of facebook.com/OracleSocial, all posts and comments made on the Oracle Social Cloud Facebook page will be returned, regardless of who posted it, whether it be Oracle Social Cloud or an individual user.

Note: Replies to Facebook comments are not currently collected.

Collecting Facebook Comments Made in Response to a Facebook Post

To collect Facebook comments made in response to a Facebook post:

1. Navigate to the Listen topic creation page.
2. Specify the URL of the Facebook post in the Source/Post URL section.

   Note: Replies to Facebook comments are not currently collected.

Collecting iTunes Reviews

Use this task to collect iTunes reviews.

To collect iTunes reviews:

1. Navigate to the Listen topic creation page.
2. Specify the iTunes review page URL in the Source/Post URL section.

To determine the iTunes review URL to specify in the Source/Post URL section:

1. Using a browser, navigate to the item for which you want to collect reviews.
2. Copy the URL.
3. Determine the ID of the item. The item ID is at the end of the URL, and is preceded by "id". For example, in the following URL:

   https://itunes.apple.com/us/app/pokemon-go/id1094591345

   id1094591345 is the item ID.
4. Formulate the URL for Listen using this format: itunes.apple.com/customer-reviews/Item ID

Based on the example URLs in Step 3, the Listen source URL is: itunes.apple.com/customer-reviews/id1094591345

Collecting Google Play Reviews

Use this task to collect Google Play reviews.

To collect Google Play reviews:

1. Navigate to the Listen topic creation page.
2. Specify the Google Play review page URL in the Source/Post URL section.

To determine the Google Play review URL to specify in the Source/Post URL section:

1. Using a browser, navigate to the item for which you want to collect reviews.
2. Copy the URL.
3. Determine the ID of the item. The item ID is at the end of the URL, and is preceded by "id=". For example, in the following URL:

https://play.google.com/store/apps/details?id=com.nianticlabs.pokemongo

id=com.nianticlabs.pokemongo is the item ID.

4. Formulate the URL for Listen using this format: play.google.com/store/apps/details?/Item ID

   Based on the example URLs in Step 3, the Listen source URL is: play.google.com/store/apps/details?id=com.nianticlabs.pokemongo

Collecting Amazon Reviews

Use this task to collect Amazon reviews.

To collect Amazon reviews:

1. Navigate to the Listen and Analyze topic creation page.
2. Specify the Amazon review page URL in the Source/Post URL section.

To determine the Amazon review URL to specify in the Source/Post URL section:

1. Using a browser, navigate to the Amazon product page for which you want to collect reviews.
2. Click the number customer reviews link.
3. Click the See all number customer reviews link.
4. Copy the URL.
5. Determine the product name of the item. The name in the URL after amazon.com, and is between slashes (/). For example, in the following URL:

   https://www.amazon.com/Amazon-Kindle-Voyage-6-Inch-4GB-eReader/product-reviews/B00IOY8XWQ

   Amazon-Kindle-Voyage-6-Inch-4GB-eReader is the product name.
6. Determine the product ID of the item. The product ID is at the end of the URL, after the last slash (/). For example, in the following URL:

   https://www.amazon.com/Amazon-Kindle-Voyage-6-Inch-4GB-eReader/product-reviews/B00IOY8XWQ

   B00IOY8XWQ is the product ID.
7. Formulate the URL for Listen and Analyze using this format: amazon.com/Product Name/product-reviews/Product ID

   Based on the example URLs in Steps 5 and 6, the Listen source URL is: amazon.com/Amazon-Kindle-Voyage-6-Inch-4GB-eReader/product-reviews/B00IOY8XWQ

> **Note:** Listen and Analyze provides review content for some of the most popular Amazon products. If after several days you still do not get reviews that you are searching for, please log a service request or contact your Oracle Social Cloud Representative.

Collecting Replies to a Message Board Post

Use the following task to collect replies for a message board post.

1. Navigate to the Listen topic creation page.

2. Specify the URL of the message board post in the Source/Post URL section. The following are example URLs:
   - forum.slowtwitch.com/forum/Slowtwitch_Forums_C1/Triathlon_Forum_F1/Best_cadence_for_Ironman_P6030705
   - iwindsurf.com/forums/viewtopic.php?t=31573 and sid =fd55914c583318521300f0fd88551294

Collecting Comments from a Blog Post

To collect comments from a blog post:

1. Navigate to the Listen topic creation page.
2. Specify the URL of the blog post in the Source/Post URL section. The following are example URLs:
   - insideevs.com/tesla-service-centers-get-new-fast-lane-address-minor-car-issues-quickly
   - insideevs.com/elon-musk-commends-tesla-owners-rebuttal-consumer-reports-call-disable-autopilot

Note: Listen can collect blog comments from blogs that host their own comments. Listen does not collect blog comments from blogs that use a third party comment system.

Collecting YouTube Posts from a Specific Account

Use the following task to collect YouTube posts from a specific YouTube account.

1. Navigate to the Listen topic creation page.
2. Select Videos as your Content Type.
3. Specify the name of the YouTube page in the Authors section.

Note: Comments on YouTube posts are not currently collected.

Saving a Topic

You have three options when you need to save your topic, Save and preview, Save as draft, and Save and activate. These options are all in the drop-down Save button. Each of these options does something different, so let's go through each one.

Preview

Preview is fully featured and won't cost you any messages for your account. Preview provides a 90 day sample of up to 1,000 social posts which match your topic criteria. This historical sample of social posts which match your topic will give you a good indication of what type of content will be returned for a topic. All content types are reflected in Preview. All Targeting Options selected will be used to filter Preview content.

Since Preview shows a historical sample, the social posts displayed in Preview are not included in your topic when you save and activate it. Listen topics only gather content from the point in time they are created or modified. Preview is meant to guide your topic creation efforts. Preview content does not appear in new topics.

If you want to get a preview of your topic, click Save and Preview. Your info will be saved, and a preview of the themes and social media messages the topic will collect will appear on the page. The preview will show you information in three sections, Messages, Themes, and Media Types.

Note: The Preview feature is not a live capture of messages in real time.

Preview what has been returned in these sections to help evaluate your topic's results. If you aren't getting the right results, change the search terms, advanced options, and themes in your topic until the content you are getting matches what you want.

Your topic is in draft status and can be changed as often as you need while in Preview. Remember to click Preview again after you make any changes so those new results are displayed below.

Messages

This tab displays a sample of the social media messages the topic is retrieving, and a timeline showing you when those messages were posted. You can sort these messages by source or date. If the messages are not what you want to topic to retrieve, try modifying your topic options.

The timeline displays message volume in a particular date range. Hovering over the timeline will show you daily message volumes.

Themes

This tab shows you themes for the messages the topic is retrieving. These themes group related messages by their contextual meaning. For example, the term Java is used in the context of programming as well as coffee. So searching for Java would give you different themes for those two contexts.

Clicking a theme shows you a word cloud of the terms that are used most often used in the messages that fall into that theme. The size of the term indicates its frequency in the messages.There is also selection of messages that fall in the selected theme.

To help refine your topic, you choose whether the theme is providing the kind of messages you want. Two buttons help you:

- More Like This: Click this button to include a theme that has messages you definitely want in your topic.
- Less Like This: Click this button to exclude a theme that has messages that you definitely don't want in your topic.

Note: There is no need to include or exclude every theme. Only include or exclude themes that are clearly desirable or undesirable. For example, if you are interested in the Java programming language, then the coffee theme is of no interest and should be excluded.

Media Types

This tab displays a pie chart of the content types where your messages are coming from. Clicking on a pie slice displays a selection of messages from that content type.

If you are not getting desirable messages from a particular content type, you can exclude it in the Advanced Options section.

Save as draft

When you save a topic as a draft, all the options you have set for the topic will be saved, but the system will not beging collecting messages for the topic. You can come back and make changes, preview the topic, and activate it once you are ready.

Save and activate

When you are satisfied with all your topic options, click theSave and activate button. The system will begin monitoring the social web and retrieving messages.

Note: After a topic is activated, it takes about 15-30 minutes to begin collecting data.No analytics in the Dashboard for the topic will appear until data collection begins. Depending on the content types being collected, the data may take up to a couple of day to appear.

Once you have activated your topic, it will be displayed as active in the Status column on the Topics Grid.

Note: Your new topic will not include social posts which were shown in Preview.

Related Topics

- *The Topics Tab: Managing Topics*
- *The Indicators Tab: Creating an Indicator*

Managing Topics

Once you have created topics on the Topics tab in Listen and Analyze, you can organize and perform certain actions on those topics.

About the All Topics Page

The Topics tab will have different information depending on which bundle you are viewing. If you are in your top level (account) bundle, the Topics tab will show you the All Topics page.

On the All Topics page, you will see all the active and drafts topics you've created in all the bundles in your account.

Note: Non-admin users will only see the topics they have access to in the bundles they are in, not all the topics in the account.

You will also see statistics on your topics in the Topic Ribbon. This includes:

- Topics - The number of active and draft topics in your account.
- Monthly Messages - The actual number of messages accumlated in your account for the billing period. Projected number of messages to be collected in the account for the billing period. Limit is the monthly message allowance purchased for the account.
- Average Messages - The average daily, weekly, and monthly message accumulation across all topics in the account over the last 90 days.
- Historical Days - The number of historical days you have used out of your purchased amount.
- Specialized Messages - The number of specialized messages you have used out of your purchased amount.

Note: These stats are updated every 2 hours.

Managing Facebook Pages

Under the Topics info, there is a text link Manage Facebook Pages. Clicking this link takes you to the Manage Facebook Pages page. On this page, you can manage the Facebook Pages you want included in your Listen topics.

When you create a topic and Facebook is included as a content type, the Facebook Pages you add here will be included as a source.

To add a page, only enter the name of the page, not the full URL. For example, to include https://www.facebook.com/oracle, only enter oracle. You can also bulk upload via a CSV file by clicking Bulk Include.

If you want to exclude a page from a topic, enter the URL in the Source URL section of the Targeting Options. For example, to exclude https://www.facebook.com/oracle, enter facebook.com/oracle.

You can upload a maximum of 500 pages for your account.

> **Note:** We have a bank of pages that we are continually adding to that you will have access to as well. So if you notice a page included in your results that you didn't add, that's where it came from.

Search

On both the All Topics and Topics pages you can search for the specific topic you want. Just enter the topic name in the search field and the topic list will only display the ones that match your search.

The Topics Page

If you are in a specific bundle, you will see the Topics page displayed on the Topics tab. This page will show you the topics and info on the topics that you have created in that specific bundle.

> **Note:** You will only see the topics that are in the bundles you have access to.

You will also see statistics on your topics in the Topic Ribbon . This includes:

- Topics - The number of active and draft topics in the bundle.
- Monthly Messages - The actual number of messages accumlated across all topics in the bundle month-to-date. Estimated number of messages collected across all topics in the bundle at the end of the month.

About the Topics Grid

The main part of the Topics tab is the Topics Grid. Here you'll find every topic you have created, either in your entire account (All Topics page) or in the specific bundle (Topics page) and you can take action on those topics.

There are eight columns in the Topics Grid, and you can sort the grid by any of these columns. These include:

- Status - Active or Draft. Active topics are represented by green circles, and draft topics are represented by red circles.
- Name - The name you gave your topic.
- Creator - The Oracle Social Cloud user who created the topic.
- Created - The date the topic was created.
- Available - The number of messages in the topic MTD (month-to-date).

- Estimated - The estimated total monthly message volume in the topic.
- Bundle - The bundle the topic was created in.
- Gear icon

About Taking Action on Topics

The final column has a gear icon, which allows you to take specific actions on the topic.

Note: There are different actions available if the topic is active or in draft state.

- Analyze: This opens the topic in the Dashboard tab, where you can view analytics on the topic.
- Activate/Deactivate: Activates or deactivates your topic. When a topic is deactivated, it returns to draft status and the system stops collecting messages.
- Clone: Duplicates the topic definition, saving the new topic in a draft state. You can choose to clone the topic to the bundle you are currently in, or to a different bundle in your account.
- Command Center Demographics/Themes: Opens the topic in a Social Station command center, which displays metrics about near real-time engagement on a specific Listen topic.
- Delete: Deletes the topic
- Edit: Opens the topic creation page again, where you can make changes to the topic.
- History: he audit trail of activity on the topic. This includes the topic creator, creation date, language and search terms if any, changes made, and any notes added.
- Manage Alerts: Takes you to the Topic Alerts page, where you can create and manage your topic alerts.
- Manage Historical Requests: Takes you to the Historical Requests page, where you can create and manage your historical requests.
- Move: Allows you to move an entire topic from one bundle to another bundle, including the data. Choosing this option opens a modal window, where you can choose which bundle you want to move the topic to.

  Note: The topic will be removed from the current bundle. If you want to keep the topic in both bundles, select Clone, which will create a new topic with the same topic definition in both bundles.

- Notes: Lets you add a note to the topic. This will be displayed on the topic's history.
- Properties: The options you set when you created/edited the topic, including name, description, language, and search terms.
- Route:
  - Export to Customer: This option needs to be provisioned separately. Selecting this option enables the retrieval of social post enrichments for the topic by way of the Enriched Social Data Feed API.
  - Engage: This option appears for active topics only: it sends the messages of the topic to Engage. Select the Engage option, then click Apply Rules. The messages for the topic are routed to Engage.

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Creating Topic Alerts

If you want to stay on top of the volume of your topics, you can set up email alerts just for that.

To create a topic alert:

1. Select Manage Alerts from the gear menu of the topic you want to create an alert for. This will take you to the Alerts page for that topic.
2. Click New Alert, which will take you to the Create New Alert page.
3. Fill out the following info:
    - Name - Give your alert a name.
    - Description - Give your alert a description.
    - Set this alert to be: - Select from Active or Inactive. An active alert will monitor your topic and send emails when appropriate.
    - Indicators - Select an indicator that you would like included in your topic alert.
    - Sentiment - Select the sentiment that you would like included in your topic alert.
    - Location - Select a location that you would like included in your topic alert.
    - Content Type - Select content type that you would like included in your topic alert.
    - Check for this alert: - Select a time period for how often the system will check your topic against the threshold you select below. Select from:
        - Every 15 minutes
        - Every 30 minutes
        - Every 1 hour
        - Every 4 hours
        - Every 8 hours
        - Every 24 hours
    - Severity for this alert: -Select the severity level for this alert.

        Note: This is purely for your information. Select from Informational, Warning, or Critical.

    - Message volume is below: OR Message volume is above: - Enter a number. If your message volume is below or above this number, you will receive an email.
    - Time period: - Select how far back in time you want the system to check for this threshold. Select from:
        - 15 minutes
        - 30 minutes
        - 1 hour
        - 4 hours
        - 8 hours
        - 24 hours
    - Notify settings -Enter the email addresses of the users you want to be notified with this alert.

        Note: The email address of the user who creates the alert will automatically be added, but you can remove it if you need to

4. Once you finish filling out your options, click Add.

Your alert will be saved and will begin checking your topic.

You can come back at any time and adjust your alert settings to make it most useful to you.

About Add On Data for Topics

In addition to creating standard topics, there are several ways you can use Listen that is specific to your brand's data: Custom Data Source Analyzer API, Historical Data, and Specialized Data.

Note: These products are add ons to the Oracle Social Cloud platform and must be purchased and provisioned to your Oracle Social Cloud package before you can use them. Please contact your Social Partnerships account management or Sales person to add these to your account.

Working with Historical Data

Historical Data allows you to see messages from dates previous to when you created your topic. To use it, you will first need to purchase a number of days (contact your Social Partnerships or Sales person for this). You will purchase a number of days that lasts for the term that you signed when creating your contract for historical data.

Once you have purchased your days, you'll see a new option in the drop-down menu for your topics on the All Topics or Topics page:

Now you can create a historical request by choosing the topic you want and the amount of time you want it to cover. You will receive a notification showing the highest number of messages the historical request will return. We built this feature this way to make sure you stay within your message limit.

Note: Only admins can create and run historical requests.

Creating a New Historical Request

1. From any topic, click the gear drop-down menu and select the Manage Historical Requests menu option. This will open the Historical Requests page. Here you can view all the historical requests you have made, edit those requests, and create new ones.
2. Click Create Historical Request , and this will open the Create New Historical Request page.
3. Enter the following info:
   - Name - Give your request a name.
   - Topic Name - Choose your topic. You can search by name, or choose the bundle the topic is in and find it in that list.
   - Date Range - Choose the date range you want the historical request to cover.
4. Click Save Draft to save your request as a draft to come back to later, or click Submit Request.

At this point, your historical request will start processing. It can take a few hours for your request to be processed, but as soon as it is ready, you will receive an email with the details. You can also come back to the Historical Requests page and check it there.

Note: Since you have supported various languages at different times, you can get historical data as far back as it was added to the platform.

Historical Request Details

Before you decide to run your historical request, Listen will give you a detail on the most messages the request could use out of your total monthly messages. This way, you can make sure the request does not consume your monthly message limit. Once you have reviewed your request detail, you can either reject the request or run it to start receiving messages.

Note: Details expire after three days. Hence, if you don't respond to the detail in that time, you will have to recreate it.

Here is a description of the information that is displayed:

- Request Details - Basics for your request, such as Topic Name, Data Range, and number of Days the request covers
- Request Message Usage - Breakdown of the most messages that this request will use, including the percentage this makes up of your total monthly social message volume
- Overages (if applicable) - This section is displayed a given request will cause you to go over your total monthly social message volume. Displayed is the extent to which the the request could exceed your monthly volume.
- Message Limit - In this box, the status of your request, the message request details, and the date the request will expire is displayed.

Important: This is the maximum number of messages this request could return. It may be significantly smaller than the limit shown here. Requests with more than 10 million messages cannot be run. We put this in place to make sure you won't go over your message limits.

Historical Requests Page

On the Historical Requests page, a table with all the requests you have created is displayed. The table includes the following columns:

- Status - The status of the historical request. Here are the definitions of these statuses:
  - Draft - The historical request has been created, but it has not been submitted.
  - Processing - A historical data request has been approved and is currently pulling in data.
  - Awaiting Approval - The historical request has finished processing and is awaiting review, to either reject, or approve and run.
  - Completed - The historical request has completed and the messages are available in the topic.
  - Rejected - The historical request has been rejected and will not be run.
  - Expired - The three day window for the historical request has expired and the historical request cannot be run.
  - Failure - The historical request failed to go through, so a new request must be created.
  - Calculating - A historical data request has been submitted and it is processing. When done, user will get an email to review and either reject, or approve and run.
- Request Name - The name you gave to the historical request.
- Bundle - The name of the bundle the historical request was created in.
- Topic - The name of the topic the historical request is for.
- Requestor - The name of the user who made the historical request.
- Date Range - The date range the historical request will cover.
- Created - The date the historical request was created.
- Days - The number of days you want the historical request to go back and return messages for.

- Message Limit - Once the request has been created, the maximum number of messages the historical request could return. (The actual number is potentially lower than this.)

For each status of a historical request, you can take various actions on those requests. For example, you can delete requests that are in the Draft, Awaiting Approval, Rejected, Failure, and Expired statuses. You will not be able to delete requests that are in Completed or Processing statues.

Specialized Data

The Specialized Data product allows you to pull in messages from specific social networks that are not part of the main Oracle Social Cloud platform. To use, you will need to purchase an amount of messages (contact your Social Partnerships or Sales person for this). Once you have purchased those messages, social posts will be available to collect with topics in your account.

Currently, we support the following specialized data sources:

- Tencent Weibo - We provide comprehensive coverage for this network in Listen and Analyze. This data source is available for Listen and Analyze topics in Traditional Chinese, Simplified Chinese, and Vietnamese.

  Note: We do not get geo location data for Tencent Weibo. This means that if you setup a topic for Tencent Weibo with location filters, you will not get any data back.

- Sina Weibo - We provide comprehensive coverage for this network in Listen and Analyze. This data source is available for Listen and Analyze topics in Traditional Chinese and Simplified Chinese.
- Discuz! - We provide comprehensive coverage for this network in Listen and Analyze. This data source is available for Listen and Analyze topics in Traditional Chinese and Simplified Chinese.

Thermometers

As you know, to help you visually keep track of how many messages you have used, there is a thermometer on the All Topics/Topics page showing you how much of your monthly social messages you have used.

Related Topics

- *The Topics Tab: Creating a Topic*
- *The Topics Tab: Managing Topics*

The Indicators Tab: About Indicators

On the Indicators tab in Listen and Analyze, you can create and manage indicators, which are filters that you use with existing topics, highlighting mentions containing the specified search terms and keywords in the indicator. In this topic, we'll take you step by step through creating an indicator.

You can work with the Indicators tab if you are an Oracle Social Cloud Engagement and Monitoring customer.

What is an Indicator?

Indicators are pre-configured semantic filters that allow you to extract and analyze more precise aspects of interesting conversations. An indicator contains logic designed to recognize a specific response or reaction within each conversation. You use indicators as filters on top of existing topics, so when you use one, mentions that match the part of the topic you want the indicator to display will be highlighted.

There are two types of indicators in Listen, custom and standard. Standard indicators are ones that we have created for you out of the box:

- Advertising
- Awesomeness
- Customer Service
- Favorable
- Favorite
- Humor
- Intent to Switch
- Loyalty
- Media: Trailer/Previews
- Media: Viewing Intent
- Media: Watching
- Offensive
- Price
- Purchase Language
- Quality
- Recall
- Sales and Coupons
- Traveling
- Unfavorable

Custom indicators are ones that you create, specific to your topic needs. We'll discuss how to create an indicator next.

You can learn about how to use indicators with your topics in the *Dashboard Tabs* topic.

Creating Indicators

You can access your indicators and create new ones from any bundle in your account.

To create an indicator:

1. First, click New Indicator. This will take you to the Create a New Indicator page.
2. Fill out the following fields:
    - Indicator Name - Give your indicator a name. We suggest something that will help you remember what the indicator is covering.
    - Language - Choose a language you want the indicator to search. This will only provide results in the chosen language – the user language you have selected in Workflow and Automation is chosen by default unless that language is not yet available. In this case, English is the default.

      The languages you can search are:
        - Arabic
        - Bahasa
        - Czech
        - Danish

  - Dutch
  - English
  - Finnish
  - French
  - German
  - Greek
  - Hebrew
  - Hindi
  - Hungarian
  - Italian
  - Japanese
  - Korean
  - Norwegian
  - Polish
  - Portuguese
  - Russian
  - Simplified Chinese
  - Spanish
  - Swedish
  - Tamil
  - Thai
  - Traditional Chinese
  - Turkish
  - Vietnamese
- Search Term - Type a term or phrase and press Enter or click Add to add them to your indicator to be searched. All the terms you add to the indicator will show in the Indicator Properties section. You can enter multiple terms, phrases, or a combination of both.

For example, type oracle to retrieve all conversations containing the term oracle. In the Search Terms area, click x on the term or phrase to remove it.

By default, Listen looks for search terms on the subject and body of web pages. However, if you would like the term to be searched in URLs as well, select the Find search terms/keywords in URL option beneath the search term field.

Note: You can add up to 1,000 search terms/keywords. There's a counter in the Indicator Properties box that displays how many search terms or keywords you have added so you can easily keep track.

After you enter your search terms, you can preview a representative sample of social conversations to help you evaluate and refine your indicator. This is fully covered in the Preview section below.

How Do Search Terms Work?

Our search terms are optimized to give you the most results. Just by entering simple terms, you'll get results covering multiple versions of that term.

The indicator will search using the OR operator by default with the terms and phrases. For example, if you enter the terms oracle and ORCL, then your results will contain the term oracle OR the term ORCL.

See the Advanced Options section to add AND terms to your search, and add keywords.

Punctuation and Symbols

With many search tools, you have to enter every permutation of a term to capture results that use all those variations. In indicator search terms, we've simplified that. Let's look at an example:

When you enter oracle as a search term, not only will you get back mentions containing oracle, but also:

- oracle
- oracle.
- oracle?
- oracle!
- oracle,
- oracle;
- oracle:
- oracle-
- (oracle)
- [oracle]
- {oracle}
- oracle’
- “oracle”
- oracle…
- #oracle
- @oracle
- oracle_
- oracle/

By simply entering the term without capitalization or symbols, Listen will automatically return those results for you.

Note: Listen's search can handle nonspace languages like Chinese and Japanese. For example, if you search for oracle, and in Japanese the mention says oraclecloudisgood, the Listen categorizer knows to separate that out into oracle cloud is good, so this mention will be returned.

Specific Searches

If you do enter a search term that uses punctuation or symbols, Listen will only return results for exactly what you entered. SO, If you enter #oracle, you will only see mentions that have #oracle. It will not include oracle as a result. This is handy if you have a very specific result you want returned.

Note: This includes case sensitivity. If you want a general result, use lower case with your search term.

Punctuation and Symbol Rules

If you use the following punctuation or symbols with your search term, it will return specific results for that mark/search term combo:

- period
- question mark
- exclamation point
- comma
- semicolon colon
- dash/hyphen
- parentheses brackets
- braces
- apostrophe
- quotation mark
- ellipses
- hashtags
- @symbol
- underscore
- slash
- case sensitivity

Oddities

There are certain types of search terms that can complicate the results you get, Camel Cases and Numbers.

- Camel Cases - Camel cases are compound words or phrases where both words are capitalized. For example, PowerPoint. The search will recognize this as one word, powerpoint and will only find mentions that contain powerpoint as one word.
- Numbers - Numbers are treated the same as letters in search. So searching for oracle will not return oracle123. But since they are treated the same as letters, all the punctuation and symbol rules apply (see the examples above).

Our search recognizes these terms as one word, so searching for power will not return PowerPoint. Keep that in mind when you are entering these as search terms.

Working with Advanced Options

Advanced options are optional and help you further filter your search by adding a keyword/phrase or content type to look for specific conversations. For example, you could track a campaign by searching for the campaign hashtag, or target the conversation around specific products by searching for mentions of an advertisement or gift certificate for that product.

To add advanced options, click Advanced Options on the Create A Topic page. There arenthree sections, Boolean Conditions, Keywords, and Topic Scope.

Boolean Conditions

Boolean Conditions refine your searchs by comparing two values to each other. Here, we use options with additional keywords so you get exactly the results you want. There are three options for you to use:

- Content contains one or more keywords: Retrieves social media content that contains one or more of the keywords you enter in advanced options. For example, if your main topic search terms are Oracle and ORCL, selecting this option and entering Sun and server as advanced keywords, your topic will retrieve social content that contains the following terms:

  Oracle and sun OR Oracle and server

  OR

  ORCL and sun OR ORCL and server

- Content contains all keywords: Retrieves social media content that contains all the keywords you enter in advanced options. Using the previous example, if you select this option, your topic will retrieve social content that contains the following terms:

  Oracle and sun and server

  OR

  ORCL and sun and server

- Content does not contain keywords: Excludes social media content containing the keywords you enter in advanced options. Using the previous example, if you select this option, the system would exclude social content that contains the following terms:

  Oracle and sun OR Oracle and server

  OR

  ORCL and sun OR ORCL and server

Keywords

Use keywords with a boolean condition to help refine the content coming in from your main search terms.

To add a keyword, type a term or phrase and hit Enter or click **Add** to add them to your topic. They are displayed in the **Topic Properties**. You can add multiple keywords. To remove a keyword, click **X** on the keyword in the **Topic Properties** section.

Users have the option to conduct case sensitive searches in Advanced Options by selecting the appropriate check box.

- Case Sensitive - Only results matching the included symbols, numbers, and/or punctuation entered in the Keyword field should be returned. If you enter multiple keywords, Case Sensitive will apply separately to each keyword entered.

  For example, Oracle would not return mentions of oracle or OrAcLe.

Topic Scope

The Topic Scope section is where you choose what kind of topic you are creating. Valid topic scopes are Social and SemanticAPI. Social is the default scope.

Working with Targeting Options

Targeting Options are also optional, and allow you to target a specific segment of conversation by filtering your search by demographic information. For example, you could create topics searching for campaign results in different countries to compare them against one another or only search for conversations in a specific region to limit message volume.

To add targeting options, click Targeting Options on the Create A Topic page. The page includes five sections, the Location filter, Content Types, Indicators, Source/Post URLs, and Author.

You can add up to 1,000 targeting options. There is a counter in the Topic Properties box that shows you how many targeting options you have added so you can easily keep track.

Location Filter

Click on countries and, or regions to include or exclude from your topic search. All countries are included by default. Once you've started including locations, you will not be able to exclude specific locations unless you clear your selection(s) and vice versa. You can clear your selection(s) by clicking the Reset to include all locations link or by clicking x next to each location in your Topic Properties.

> **Note:** No Location is for messages that have no location attributed to them. You can include or exclude messages like this by selecting this option.

Content Types

You can also include or exclude certain content types from your search:

- Blogs - Millions of sites, including Wordpress, Quora, Yelp blogs, etc
- Consumer Reviews - Hundreds of sites, including Amazon, GooglePlay, Indeed, Glassdoor, iTunes, Consumer Affairs, etc
- Discuz!
- Facebook
- Google+
- Instagram
- Message Boards - Thousands of sites, including Reddit, Yahoo Answers, freeforum.net, proboards.com, etc
- News - Thousands of sites, including mainstream news sites like CNN.com, Wikipedia, etc
- Sina Weibo (Add On)
- Tencent Weibo (Add On)
- Tumblr
- Twitter
- YouTube

Indicators

In this section, you can include or exclude custom or standard indicators in your topic search. Adding an indicator allows you to take advantage of all the Dashboard charts when combining topics and indicators.

Source/Post URLs

Enter in any URLs that you want to include or exclude from your topic search. This will pull in messages that contain this exact URL in them.

Source URL also supports using both include and exclude options at the same time. This is helpful when filtering URLs that have substrings that you might or might not want. For example, if you include "facebook.com/disney", the following URLs are also returned: "facebook.com/disneyland" and "facebook.com/disney/pixar".

If you do not want "facebook.com/disneyland" and "facebook.com/disney/pixar", enter:

- facebook.com/disney -> Include
- facebook.com/disney/pixar -> Exclude
- facebook.com/disneyland -> Exclude

Using the above example, Disney Facebook pages are returned, but the Pixar and Disneyland ones are not.

Bulk Include/Exclude

You can also include or exclude multiple URLs at one time. Clicking either button will open a modal, allowing you to upload a CSV file with all the source/post URLs you want to include or exclude in your topic.

Note: Do not include the http:// from the URL.

Author

Enter in any names of authors you want to include or exclude from your topic search. For Twitter, enter their Twitter handle; for Facebook, enter their Facebook username; for YouTube and blogs, enter the name on their channel or blog name.

For Twitter and Facebook authors, a search term is not required. This allows for the collection of all public posts from a Twitter or Facebook account without specifying any words to match.

Bulk Include/Exclude

You can also include or exclude multiple Authors at one time. Clicking either button will open a modal, allowing you to upload a CSV file with all the Authors you want to include or exclude in your topic. You can also select whether you want to do a Contains or Exact Match search from this modal.

Contains and Exact Match

By default, the Author field supports a Contains type match. The Contains type match looks for any Author that contains the Authors you have entered.

For example, if you use ILUVYOU as a filter, the following entries are returned: ILUVYOU and ILUVYOUMOM.

If you want an Exact Match, you can select the radio button to switch to Exact Match. The Exact Match will only look for Authors that match exactly what you have entered.

For example, if you use ILUVYOU as a filter, only the following entry is returned: ILUVYOU. ILUVYOUMOM will not be returned.

Previewing Indicators

Once you have entered all your information for your indicator, you can get a preview of the indicator by clicking the Preview button. Your information will be saved, and a preview of the themes and social media messages the indicator will collect will appear. The preview will show you information in three sections, Messages, Themes, and Media Types.

Use the preview to review what has been returned in these sections to help evaluate your indicator's results. If you aren't getting the right results, change the search terms, advanced options, and themes in your indicator until the content you are getting matches what you want. Your preview is in draft status and can be changed as often as you need while in preview. Remember to click Preview after you make any changes so those new results are displayed below.

Messages

This tab displays a sample of the social media messages the indicator is retrieving, and a timeline showing you when those messages were posted. You can sort these messages by source or date. If the messages are not what you want to indicator to retrieve, try modifying your indicator options.

The timeline displays message volume in a particular date range. Hovering over the timeline will show you daily message volumes.

Themes

This tab shows you themes for the messages the indicator is retrieving. These themes group related messages by their contextual meaning. For example, the term Java is used in the context of programming as well as coffee. So searching for Java would give you different themes for those two contexts.

Clicking a theme shows you a word cloud of the terms that are used most often used in the messages that fall into that theme. The size of the term indicates its frequency in the messages. Displayed are a selection of messages that fall in the selected theme.

To help refine your indicator, you choose whether the theme is providing the kind of messages you want. There are two buttons:More Like This, and Less Like This.

- More Like This: Click this button to include a theme that has messages you definitely want in your indicator.
- Less Like This: Click this button to exclude a theme that has messages that you definitely don't want in your indicator.

Note: There is no need to include or exclude every theme. Only include or exclude themes that are clearly desirable or undesirable. For example, if you are interested in the Java programming language, then the coffee theme is of no interest and should be excluded.

Media Types

This tab displays a pie chart of the content types where your messages are coming from. Clicking on a pie slice displays a selection of messages from that content type.

If you are not getting desirable messages from a particular content type, you can exclude it in the Advanced Options section.

Saving Indicators

After you click Preview, it will change to Save. When you are satisfied with all your indicator options, click Save. The system will begin monitoring the social web and retrieving messages.

> **Note:** After an indicator is activated, it takes about 15-30 minutes to begin collecting data. You will not see analytics in the Dashboard for the indicator until data collection begins.

Once saved, the indicator is activated and available for use in the Dashboard tab. It can be found in the Custom Indicators section of the main Indicators page. Pre-configured, out-of-the-box indicators are viewable in the Standard Indicators section.

> **Note:** Once an indicator is active, you can edit the indicator and make changes, but those changes will only affect content pulled in after you made the changes

Indicators are saved in families, with the first indicator created as the parent, or anchor, indicator.

The Indicators Tab: Managing Indicators

Once you have created indicators on the Indicators tab in Listen and Analyze, you can organize and perform certain actions on those indicators.

About the Indicators Tab

You can view all of the indicators for your account on the main page in the Indicators tab. All the indicators you have created are in the Custom Indicators section, and all the out of the box indicators are found in the Standard Indicators section.

> **Note:** You can view all the indicators for your account on any bundle you are in. It doesn't matter what bundle you were in when you created the indicator, you can always find it here.

Creating and Managing Indicator Families

Indicators are organized into families. Indicator families allow you to have an indicator in multiple languages, so you can apply them globally.

When you create an indicator, it will be saved as a the first or the parent indicator in a new family on the main Indicators page. The family will be named after the parent indicator.

Expanding the family list will display all the indicators you have created for that family.

Family Actions

There are certain actions you can take on an indicator family. You can perform the following actions from the header:

- Delete - Deletes the entire indicator family, including the parent and any child indicators.

- Add - Displays a menu of all available languages. Clicking a language will open the Create an Indicator page, where you can create a new version of the selected indicator in the language you selected.

  The language you clicked will already be pre-populated in the indicator creation form. Saving the indicator will add it as a child in the indicator family for the original indicator.

  > **Note:** Indicators can only be added to an indicator family using the Add action in that indicator family's header.

- Show/Hide in Dashboard - Selecting this option will either hide or show the indicator family as a choice in the dashboard chart picker. Individual indicators can be shown/hidden using the action in the indicator's drop-down gear menu. Click Save View after showing or hiding indicators.
- Order Indicator Families - When you hover over the indicator family name, an icon with two arrows will appear. You can use these arrows to drag and drop indicator families into a custom order that will also be displayed in the dashboard chart picker. This action is available in both the Custom and Standard indicator lists. Selections made in ordering indicators can be saved across user sessions by clicking Save View. You can revert to the default account-level screen by clicking the Reset View link.

Saving Family Actions

To save any changes you made to the order of indicators or show or hide, click Save View.

Taking Action on Indicators

In the indicator menu for each individual indicator, there are several options which allows you to take specific actions on the topic. You can find these actions in the gear icon on the indicator.

You can take the following actions on an indicator:

Clone

Duplicates of the indicator in your root bundle present the chart picker. A cloned indicator will be created as a new indicator family and will be displayed with an asterisk (*) after its name.

Delete

Deletes the indicator from your root bundle. Note: Deleting the parent indicator displays a prompt to delete the entire indicator family, including the parent and children. Indicator children can be deleted individually.

Edit

Opens the indicator creation page again, where you can make changes to the indicator. You can update the selected indicator name and description, enter additional search terms or select Advanced Options. You can continue to edit an indicator until desired results are achieved.

History

The audit trail of activity on the indicator. This includes the indicator creator, creation date, language and search terms if any, changes made, and any notes added.

Properties

The options you set when you created/edited the indicator, including name, description, language, and search terms. Since indicators can easily be changed by users over time, it's important to be able to monitor any edits to indicator properties.

Show/Hide in Dashboard

Shows/hides the indicator in the dashboard chart picker.

Related Topics

- *The Dashboards Tab*

The Dashboards Tab

Dashboards help you understand and track consumer social media conversations to inform your business decisions by providing a real-time and automated view into the social side of your business by revealing meaningful trends on the social we busing a variety of analytical indicators.

Dashboards work with the topics you create on the Topics tab. For more info on creating topics and email digests, see *Creating a Topic* and *The Dashboards Tab: Email Digest*.

You can work with the Dashboards tab if you are an Oracle Social Cloud Engagement and Monitoring customer.

Navigating the Dashboard

The Summary page is the first page displayed on the Dashboards tab. This page provides an analytical overview of your selected topics:

From here, you can use the menus on the left hand side to choose exactly what you want to display in the Dashboard. Once you have made these choices, use the tabs to dive more deeply into specific areas of your topics.

Selecting Topics

First things first, you need to select a topic or topics to view in the Dashboard. Click on the arrow next to the Topics left side menu, and a selector will open listing all the bundles on your account:

You can use the search bar to search for a specific topic, or click on a bundle from the list to open it and see the topics inside. You can choose either one or multiple topics.

Roll-up and Select All

If you want to select all the topics in a bundle, select the Select all option next to the bundle name.

If you choose multiple topics, you can either display them as separate lines on the charts, or roll them up so they display as one line. To roll them up, select the option for Roll-up next to the bundle name.

Filtering the Dashboard

You can easily customize the data you see on your Dashboard by adding filters, like a date range or sentiment. Click the arrow next to the Filters side menu to select the filters you want to apply.

> **Note:** These filters affect all the charts on the Dashboard once they are selected and overrule any options on those charts. For example, if you select the Content Types filter and choose Blogs, you will only see data from blogs on the charts, even if they are multiple source charts.

Date

The Data filter helps you see only the data from the dates you select. You can choose to display by week, month, year, or a custom range you set. All charts within the dashboard populate with the last 90 days of data by default.

Sentiment

The Sentiment filter allows you to view data that fits a particular sentiment, as determined by our system. You can choose to view Positive, Neutral, or Negative individually or any combo of the three.

Note: You can see how we calculate sentiment in the Summary section below.

Sentiment is supported in the following languages:

- Bahasa
- Traditional Chinese
- Simplified Chinese
- Dutch
- English
- French
- German
- Italian
- Japanese
- Portuguese
- Russian
- Spanish
- Thai
- Turkish

Content Types

The Content Types filter displays only the content types you select. You can choose any combo of the following types:

- Blogs - Millions of sites, including Wordpress, Quora, Yelp blogs, etc
- Consumer Reviews - Hundreds of sites, including Amazon, GooglePlay, Indeed, Glassdoor, iTunes, Consumer Affairs, etc
- Discuz!
- Facebook
- Google+
- Instagram
- Message Boards - Thousands of sites, including Reddit, Yahoo Answers, freeforum.net, proboards.com, etc
- News - Thousands of sites, including mainstream news sites like CNN.com, Wikipedia, etc
- Sina Weibo (Add On)
- Tencent Weibo (Add On)
- Tumblr

- Twitter
- YouTube

Location

The Location filter lets you view data coming in from the countries you choose. Start typing the name of the location you want in the text box and when the name appears below, click the name and click Add, and it will be added to the filter.

Gender

The Gender filter displays data only from the gender you choose. You can choose male, female, or a combo of the two.

Choosing Charts on the Dashboard

You not only can customize the type of data you want to display, you can also choose exactly what charts you want to display on your Dashboard.

In the chart selector, there is a list of charts for each tab in the Dashboard, such as Summary, Indicators, and Demographics. Select the charts you want to display.

> **Note:** All boxes are checked by default for the Summary and Demographics tabs.

For Indicators, you can expand indicator families to display all indicators in that family, which you can select all if you want. You also have the option to roll-up all the indicators in a family to view as one single chart. In this case, the chart will be labeled with the indicator family's name.

The Summary Dashboard Tab

This tab provides a high level overview of how the topics stack up against each other over the selected date range. The following charts are available:

- Activity - The total number of conversations for each topic over the selected date range by day.

  > **Note:** The mentions being displayed are in GMT time zone (5 hours ahead of eastern).When you export the activity chart to a CSV file, only days that have a mention count will be exported.

- Share of Voice - The percentage of conversations that each topic has received over the selected date range.
- Twitter Potential Reach - The total number of unique people that were reached within your topic. It is derived from the followers of the authors in your topic.

  Example: Your topic is using the hashtag #superbowl. There are three authors who tweeted with that hashtag in the time frame you selected. One author with 100 followers tweets three times. We would count 100 followers for that person. One author with 50 followers tweets once. We would count 50 followers for that person. So the potential reach would be 150.

  Notes:
  - Reach counts followers only once, so if an author tweets twice, their followers are only counted once.
  - Reach for retweets is counted as the number of followers of the person posting the retweet, not the person being retweeted.

  - Follower counts are counted at the time the post is made.

- Twitter Potential Impressions - The maximum number of times the tweets included in your topic could have been seen.

  Example: Your topic is using the hashtag #superbowl. There are three authors who tweeted with that hashtag in the time frame you selected. One author with 100 followers tweets three times and we would count that as 300 potential impressions. One author with 50 followers tweets once and we would count 50 impressions for that person. So the potential impressions would be 350.

  Notes:
  - Potential impressions counts followers for an author every time they tweet.
  - Impressions for retweets are counted as the number of followers of the person posting the retweet, not the person being retweeted.
  - Follower counts are counted at the time the post is made.

- Sentiment - Negative, neutral, and positive sentiment breakdown by topic.

- Content Types - The content breakdown of each topic over the selected date range. The types of content are categorized as:
  - Blogs - Millions of sites, including Wordpress, Quora, Yelp blogs, etc
  - Consumer Reviews - Hundreds of sites, including Amazon, GooglePlay, Indeed, Glassdoor, iTunes, Consumer Affairs, etc
  - Discuz!
  - Facebook
  - Google+
  - Instagram
  - Message Boards - Thousands of sites, including Reddit, Yahoo Answers, freeforum.net, proboards.com, etc
  - News - Thousands of sites, including mainstream news sites like CNN.com, Wikipedia, etc
  - Sina Weibo (Add On)
  - Tencent Weibo (Add On)
  - Tumblr
  - Twitter
  - YouTube

Clicking on a bar in the chart will display the mentions for that range.

- Top Sources - The media outlets and blogs that mention the selected topics the most. This applies to Blogs, News, Consumer Reviews, Message Boards data types. This does not apply to Microblogs, Social Sites, Custom, Videos data types.
- Top Hashtags - Allows you to display the top trending hashtags so that you can get more insight into conversations happening around the topics that you have selected on the Dashboard. When you click on a particular hashtag, the mentions report will come up and will show the mentions that contain the hashtag that you have selected.

Note: If you have selected specific filters in the Filters area, those choices will override your choices in these charts. For example, if you have only selected Blogs in the Content Type filter, you will only display data for blogs in the Content Types chart.

The Indicators Dashboard Tab

This tab shows how selected topics stack up against each other when categorized into different indicators. Indicators are pre-configured semantic filters that allow you to extract and analyze more precise aspects of interesting conversations. An indicator contains logic designed to recognize a specific response or reaction within each conversation. You use indicators as filters on top of existing topics, so when you use one, mentions that match the part of the topic you want the indicator to display will be highlighted.

Using the Indicators Tab

To start, use the Charts section in the left hand menu to choose the indicators you want to use, then navigate to the Indicators tab. The indicator chart will populate if the selected topics have been categorized into the chosen indicator.

Note: The indicator chart will not appear if the selected topics have not been categorized into the chosen indicator.

The Demographics Dashboard Tab

This tab identifies which consumer segments are discussing a topic of conversation online. The following charts are available:

- Location chart: At a glance, displays the demographic composition by geographic location for the selected topics using the map. You can drill down into various regions, including US, Brazil, Canada, India, China, Australia, Germany, and France. To drill down deeper within one of these countries, click on the individual state or province. You can also view mentions that are not associated with a specific region.
- Gender chart: Displays the percentages of males and females talking about each selected topic.
- Top Country Chart: Displays the countries with the most conversation volume for all selected topics.
- Top Influencers charts: Displays the top Twitter influencers for all selected topics in two separate charts: top influencers by highest number of Twitter followers.
- Top Contributors: Displays the top contributors by mention for all selected topics.

Demographic information is captured only if the social media user has chosen to share this information. Topics with small volumes may not have any age data reported.

The Weekly Stats Dashboard Tab

This tab displays weekly rollups of your topics and how they are trending week by week. This is an effective way to determine how each topic is performing over time.

Using Interaction in the Dashboard

This topic describes how to use interaction in the dashboard.

Using Interaction

Dashboards have a degree of interactivity to enhance the user experience. Hover over each chart to display a callout with additional information such as dates, record counts, and percentage summaries.

The colored bars, lines, and slices of charts can be clicked on to view the social posts in a popup list view.

In the list view, scroll through social posts to display details.

Click the channel icon or message title link to navigate to the original source in a new window. The channel URL and message text display in the message view. Metadata, such as the attribute classification (sentiment, demographics) and channel type, also display under the message context.

Each mention also displays More Like This and Less Like This buttons. Clicking one or the other will apply that theme as a semantic filter in the topic query. Once applied, messages collected in the topic will reflect the new semantic filter going forward.

System-assigned sentiments can be manually overridden on individual mentions. Click the pencil icon next to the sentiment ranking, then choose the appropriate option from the drop-down list, and then click the pencil icon again to save. Changes are reflected in the sentiment chart. Changes to sentiment for a mention will only affect that mention.

Some Twitter, Facebook, and Google Plus posts have images that can be displayed. Available images will be displayed with the mention.

Mentions

After reviewing the individual posts, click the Close icon, denoted with an X or the Finished reading link.

When you click to view the social post list, the dashboard also dynamically themes the conversation and displays top terms for that chart section.

Themes

The dashboard dynamically themes a conversation when you click a chart section to view mention details. Themes semantically summarize the conversation to provide a quick look at what people are talking about for the selected mentions. Up to ten top themes are displayed by clicking the Themes tab on the detail popup. Clicking the theme names reveals a tag cloud of meaningful concepts representing the theme. Themes do not appear if a topic has only a few messages.

Clicking on a theme also displays More Like This and Less Like This buttons. Clicking one or the other will apply that theme as a semantic filter in the topic query. Once applied, messages collected in the topic will reflect the new semantic filter going forward.

> **Note:** You can add up to 1,000 semantic filters for each topic, which includes More Like This and Less Like This for both themes and mentions.

Terms

The dashboard also displays top terms in a conversation when you click a chart section to view mention details. The Terms tab displays the most frequently used terms in a topic from a 1000-mention sample. Terms can be viewed in four categories, Everything, Actions, Descriptors and Things. Clicking on a term displays the mentions including that term as well as the option to refine your topic with that term. Clicking the Refine topic link allows you to add the term to the topic query as a search term or Boolean condition. Once saved, messages collected in the topic will include the new term going forward.

Semantic Filters

When you click the More Like This or Less Like This buttons on a mention or theme, they will be added to the Semantic Filter counter on Mentions/Themes/Terms modal window. You can add up to 1,000 semantic filters. You can remove a semantic filter by clicking the X on the filter in the counter area.

Dashboard Actions

You can take various actions on your Dashboard, including making notes on charts, exporting charts and your dashboard, and saving your dashboard.

Annotating Charts

You can add notes to any charts in your dashboard by clicking the Toggle Notes icon. After enabling this feature, you can click on any data point and add a note. Notes are viewable in the charts on the Topics tab.

Exporting Charts

To export charts, click the Download icon for the chart to export the chart in JPG or PDF format.

To export raw data, there are two additional export options inline with the export to image/pdf option. The first is to export the aggregate chart data as a CSV and is available on all charts. The second option is to export all mentions as a CSV. The all mentions export is restricted to the terms and conditions of the third party social media source, displayed prior to downloading the CSV.

The Dashboard Tab: Email Digest

Dashboards work with the topics you create on the Topics tab. For more info on creating topics, see the Creating a Topic topic. For more info on the Dashboards tab, see The Dashboards Tab.

You can work with the Dashboards tab if you are an Oracle Social Cloud Engagement and Monitoring customer.

About Email Digests

You don't only have to come to your dashboard to get info on your topics. You can also get it emailed to you.

Once you have selected a topic or topics to view in a dashboard, in the upper corner of the Summary section, you'll see a SUBSCRIBE / MANAGE: EMAIL DIGEST link.

Clicking on the EMAIL DIGEST link allows you to subscribe to email digests containing charts for the topic(s) that you see in the Summary section:

- Activity Chart
- Share of Voice
- Content Types
- Twitter Potential Impressions

- Twitter Potential Reach
- Sentiment
- Top Sources
- Top Hashtags
- Top Contributors
- Top Terms

Topics Included in Email Digests

A few notes about topics that you select to include in your email digests:

- If a topic becomes unavailable, it will no longer be included in any email digest.
- If all topics included in an email digest are unavailable, the email digest will not be sent.
- The Manage Subscriptions page will show the following error messages if topics become unavailable.

Email Digest Email

When you subscribe to email digests, you'll receive emails with a PDF attachment.

Email Digest PDF

The email digest PDF contains the following sections:

- Activity Chart: This chart presents the number of topics selected in the dashboard at the time that the email digest subscription is generated.
- Share of Voice and Content Types: The Share of Voice, and Sentiment charts display data for the selected topic. The Top Terms chart displays data only for the first topic selected.
- Twitter Potential Impressions, Twitter Potential Reach, Sentiment: Each of these charts displays data for topics contained in the email digest.
- Top Sources, Top Hashtags, Top Contributors, Top Terms: Top Sources, Top Hashtags, and Top Contributors displays data for topics contained in the email digest.
- Recent Mentions: The Recent Mentions section of the email digest presents ten recent mentions for each content type contained in the topics selected for the email digest.

Related Topics

- *Creating a Topic*
- *The Dashboards Tab*

Managing Email Digest Subscriptions

If you need to make a change to your subscriptions, click Subscribe/Manage. To display a list of all of your subscriptions, click the Manage My Subscriptions link. You can edit or delete your subscriptions on this page.

To modify or unsubscribe from email digest subscriptions:

1. Go to the Listen Topics page and click on SUBSCRIBE / MANAGE: EMAIL DIGEST link.
2. Click on the Manage Subscriptions link in the Subscribe to Listen and Analyze dialog.
3. From the Manage Subscriptions page, you can edit a subscription or delete a subscription. You can also have the email digest sent immediately by clicking the Send Email link.

The SEM Reports Tab

The SEM Reports tab allows you to quickly track user and data activity. With user reports, you can see the internal actions per user during a specific time period. For data reports, you can see all content for a channel during a specific time period. These reports can pull information up to two years prior from the date of export.

You can work with the SEM Reports tab if you are an Oracle Social Cloud Engagement and Monitoring customer.

Exporting User Activity

You can run a report on the internal actions per user to track activity over a specific time range.

To run user reports:

1. On the Reports tab Data Source, click Users.
2. Select start and end dates for the report (dates default to the past month).
3. Click EMAIL FILE. Within a few minutes you will receive an email with a link to a report for the content you just exported.

   Note: This link is viable for 24 hours from the time that it is requested.

4. Open the report for further filtering, sorting, or to plug the data into any reporting device.

Exporting Data From Channels

Two types of data reports are available on the Reports tab: post-level reports (for Facebook and Twitter) and page-level reports (for Facebook only). Post-level reports are available also in the Monitoring Stream.

Filter your message content from one channel and pull a report with only the content that has resulted after applying your filters. Use filtering options to limit the content you would like reported.

To run post-level reports:

1. On the Reports tab Data Source, click Channels.
2. Select the channel from which you would like to display a report.
3. For Twitter channels: for Message Type, select either All, Statuses, Mentions, or Direct Messages.
4. For Facebook channels: for Type of Export, select Post, and for Message Type, select either All, Posts, or Direct Messages.
5. Select start and end dates for the reports (dates default to the past month).
6. Click EMAIL FILE Within a few minutes you will receive an email with a link to a report for the content you just exported.

   Note: This link is viable for 24 hours from the time that it is requested.

7. Open the report for further filtering, sorting, or to plug the data into any reporting device.

To run Facebook page-level reports:

1. On the Reports tab Data Source, click Channels.
2. Select the Facebook page from which you would like to display a report.

3. For Type of Export, select Page.
4. Select start and end dates for the report (dates default to the past month).
5. Click EMAIL FILE. Within a few minutes you will receive an email with links to reports for the content you just exported.

    Note: This link is viable for 24 hours from the time that it is requested.
    - Daily Report - Provides the daily change for the below items, some numbers reflect the total number to date.
    - Aggregated Report - Based on the date range selected when exporting, the aggregated report reflects the change from the beginning to the end of the report.
6. Open the reports for further filtering, sorting, or to plug the data into any reporting device.

    Note: Page level reports and some per post metrics are not available on Facebook pages with less than 30 likes, as dictated by Facebook Insights.

About User Reports

The following describes the content provided in User reports you can create from the SEM Reports tab.

- Date - Day the activity took place
- Name - The user's or team's name
- Type - User or team
- Submissions - Number of posts submitted by the user
- Published Messages - Number of messages published by the user
- Replies - Number of replies made by the user
- Hides - Number of posts hidden by the user
- Deletions - Number of posts/comments deleted by the user
- Archived - Number of posts archived by the user
- Assignments Given - Number of messages assigned to another user by the user
- Assignments Received - Number of messages assigned to the user
- Assignments Completed - Number of assigned messages marked as complete

About Twitter Posts Reports

The following describes the content provided in Twitter posts reports you can create from the SEM Reports tab.

- Timestamp - Date and time of the message
- Channel Type - Type of channel: Facebook or Twitter
- Channel - Public name of the channel

- User Name - User name who made the post
- Message Type - Type of message on Twitter (Tweet, Mention, or Direct Message)
- Message Body - Full content of the message
- Retweets - Number of retweets a tweet has received to date (Not available for direct messages)
- Read Status - Read status of the message (Unread or Read)
- Time To Read - The amount of time it took to read the message in Engage after it was posted to Twitter
- Post/Comment Responded To - The message that was responded to by an Engage user
- Time to Respond - The amount of time it took to respond to the message after it was posted to Twitter
- Visibility Status - Current public visibility status of the post (Visible or Deleted)
- Assigned To - Name of the user to whom the message has been assigned
- Label(s) - Any labels added to the message
- Message URL - URL on Twitter (Not available for direct messages)
- Oracle Social Cloud URL - URL in Oracle Social Cloud Engagement and Monitoring

About Facebook Posts Reports

The following describes the content provided in Facebook posts reports you can create from the SEM Reports tab.

- Timestamp - Date and time of the post or comment
- Channel Type - Type of channel: Facebook or Twitter
- Channel - Public name of the channel
- User Name - User's name who made the post (If an admin post, then page name is shown)
- Social Network User ID - User ID of the user on the corresponding social network
- Message Type - Type of message on Facebook (Post is an original message, admin or non-admin, on the timeline. Comment is a message made in reply on any original post, admin or non-admin. Direct message is a private message made to the page from a user.)
- Message Body - Full content of the message
- Attachment Type - Type of attachment included in the message (Link, Photo, or Video. Timeline only)
- Attachment URL - A direct link to the attachment (Timeline only)
- Likes - Number of likes for posts (Timeline only)
- Comments - Number of comments made on a post (Timeline only)
- Reach (Impressions) - Number of times your post was seen (Timeline only)
- Engaged Users - Number of people who clicked anywhere in your post (Timeline only)
- Talking About This - Number of unique people who created a story about your post. Stories are created when someone likes, comments on, or shares your post; answers a question you posted; or responds to your event. (Timeline only)
- Shares - Number of times the post was shared (Timeline only)
- Virality % - Percent of people who saw your post and then created a story about it (Timeline only)
- Negative Feedback - Number of times people took a negative action on your post (for example, hid it. Timeline only)
- Link Clicks - If a link was included in the post, this is number of clicks that link received

- Read Status - Read status of the message (Unread or Read)
- Time To Read - The amount of time it took to read the message in Engage after it was posted to Facebook
- Post/Comment Responded To - The message that was responded to by an Engage user
- Time to Respond - The amount of time it took to respond to the message after it was posted to Facebook
- Visibility Status - Current public visibility status of the post (Visible, Hidden, or Deleted)
- Assigned To - Name of the user to whom the message has been assigned
- Label(s) - Any labels added to the message
- Message URL - URL on Facebook (Timeline only)
- Oracle Social Cloud URL - URL in Oracle Social Cloud Engagement and Monitoring

About Facebook Pages Daily Reports

The following describes the content provided in Facebook pages daily reports you can create from the SEM Reports tab.

- Timestamp - Date
- Channel Type - Facebook page
- Channel - Public name of channel
- Lifetime Page Likes - Total number of people who have liked your page to date
- New Page Likes (Unique) - Total number of new people who have liked your page, daily
- New Page Unlikes (Unique) - Unique number of Unlikes of your page, daily
- Page Negative Feedback - Number of unique people who took a negative action; that is, hid stories or unliked page, daily.
- Friends of Fans - Number of people who are friends of the fans of your page (estimated), total to date
- Page Views - Number of times your page was viewed, daily
- Page Views (Unique) - Number of people who viewed your page, daily
- Page Impressions - Number of impressions seen of any content associated with your page, daily
- Page Impressions (Unique) - Number of people who have seen any content associated with your page, daily
- Page Post Impressions - Number of impressions that came from all of your posts, daily
- Page Post Impressions (Unique) - Number of unique people who saw any of your page posts, daily
- Page Engagement - Number of people who engaged with your page, daily
- Page Stories - Number of stories created about your page, daily
- People Talking about This - Number of people talking about your page, daily

About Facebook Aggregated Reports

The following describes the content provided in Facebook aggregated reports you can create from the SEM Reports tab.

- Timestamp - Date range selected

- Channel Type - Facebook page
- Channel - Public name of channel
- Lifetime Page Likes - Total number of people who have liked your page to date
- New Page Likes (Unique) - Total number of new people who have liked your page during selected date range
- New Page Unlikes (Unique) - Unique number of Unlikes of your page during selected date range
- Page Negative Feedback - Number of unique people who took a negative action; that is, hid stories or unliked page, during selected date range
- Friends of Fans - Number of people who are friends of the fans of your page (estimated), total to date
- Page Views - Number of times your page was viewed during selected date range
- Page Views (Unique) - Number of people who viewed your page during selected date range
- Page Impressions - Number of impressions seen of any content associated with your page during selected date range
- Page Impressions (Unique) - Number of people who have seen any content associated with your page during selected date range
- Page Post Impressions - Number of impressions that came from all of your posts during selected date range
- Page Post Impressions (Unique) - Number of unique people who saw any of your page posts during selected date range
- Page Engagement - Number of people who engaged with your page during selected date range
- Page Stories - Number of stories created about your page during selected date range
- People Talking about This - Number of people talking about your page during selected date range

About LinkedIn Post-Level Reports

The following describes the content provided in LinkedIn post-level reports you can create from the SEM Reports tab.

- Timestamp - The date and time of the post or comment
- Channel Type - The type of channel
- Channel - The public name of the channel
- User Name - The user's name that made the post
- Social Network User ID - The user ID of the user on the corresponding social network
- Message Type - The type of message
- Message Body - The full content of the message
- Attachment Type - The type of attachment included in the message
- Attachment URL - A direct link to the attachment
- Likes - Number of likes
- Comments - Number of comments
- Read Status - The read status of the message
- Time To Read - The amount of time it took to read the message after it was posted to the social network

- Assigned To - The name of the user that the message has been assigned to
- Label(s) - Any labels added to the message
- Message URL - The URL on the social network
- Oracle Social Cloud URL - The Oracle Social Cloud Platform URL
- Search Term - The search term used
- Search Option - The search option used

About LinkedIn Page-Level Reports

The following describes the content provided in LinkedIn page-level reports you can create from the SEM Reports tab.

- Timestamp - The date and time of the post or comment
- Channel Type - The type of channel
- Channel Name - The public name of the channel
- Posts - The number of posts made on your page
- Comments - The number of comments made on your page

About Weibo Reports

The following describes the content provided in Weibo reports you can create from the SEM Reports tab.

- Timestamp - The date and time of the post or comment.
- Channel Type - The type of channel.
- Channel - The public name of the channel.
- User Name - The user's name that made the post.
- Message Type - The type of message.
- Message Body - The full content of the message.
- Attachment URL - A direct link to the attachment.
- Likes - Number of likes.
- Comments - Number of comments.
- Reposts - Number of Reposts.
- Read Status - The read status of the message.
- Time To Read - The amount of time it took to read the message after it was posted to the social network.
- Assigned To - The name of the user or team that the message has been assigned to.
- Label(s) - Any labels added to the message.
- Message URL - The URL on the social network.
- Oracle Social Cloud URL - The Oracle Social Cloud Platform URL.

- Search Term - The search term used.
- Search Option - The search option used.

About Weibo Mentions Reports

The following describes the content provided in Weibo Mentions reports you can create from the SEM Reports tab.

- Timestamp - The date and time of the post or comment.
- Channel Type - The type of channel.
- Channel - The public name of the channel.
- User Name - The user's name that made the post.
- Message Type - The type of message.
- Message Body - The full content of the message.
- Attachment URL - A direct link to the attachment.
- Likes - Number of likes.
- Comments - Number of comments.
- Reposts - Number of Reposts.
- Read Status - The read status of the message.
- Time To Read - The amount of time it took to read the message after it was posted to the social network.
- Assigned To - The name of the user or team that the message has been assigned to.
- Label(s) - Any labels added to the message.
- Message URL - The URL on the social network.
- Oracle Social Cloud URL - The Oracle Social Cloud Platform URL.
- Search Term - The search term used.
- Search Option - The search option used.

About Weibo Direct Messages Reports

The following describes the content provided in Weibo direct messages reports you can create from the SEM Reports tab.

- Timestamp - The date and time of the post or comment.
- Channel Type - The type of channel.
- Channel - The public name of the channel.
- User Name - The user's name that made the post.
- Message Type - The type of message.
- Message Body - The full content of the message.
- Read Status - The read status of the message.

- Time To Read - The amount of time it took to read the message after it was posted to the social network.
- Post/Comment Responded To - The responded status of the message.
- Time To Respond - The amount of time it took to respond to the message after it was posted to the social network.
- Visibility Status - The current public visibility status of the post.
- Assigned To - The name of the user or team that the message has been assigned to.
- Label(s) - Any labels added to the message.
- Oracle Social Cloud URL - The Oracle Social Cloud Platform URL.
- Search Term - The search term used.
- Search Option - The search option used.

About Listen Topic Reports

The following describes the content provided in Listen Topic reports you can create from the SEM Reports tab.

- Timestamp - Date and time of the post or comment
- Channel Type - Type of channel
- Channel - Public name of the channel
- User Name - User's name who made the post (If an admin post, then page name is shown)
- Message Type - Type of message
- Message Body - Full content of the message
- Read Status - Read status of the message (Unread or Read)
- Time To Read - The amount of time it took to read the message in Engage after it was posted to the network
- Post/Comment Responded To - The message that was responded to by an Engage user
- Time to Respond - The amount of time it took to respond to the message after it was posted to the network
- Assigned To - Name of the user to whom the message has been assigned
- Label(s) - Any labels added to the message
- Message URL - URL on native site
- Oracle Social Cloud URL - URL in Oracle Social Cloud Engagement and Monitoring
- Search Term - If a search term was included
- Search Option - All, message body or username

Metrics Captured for Content and Apps Modules

In Listen and Analyze, Content and Apps captures certain metrics for each module type. Here's a list of each module and what metrics are captured for them.

Banner Module

- Module views
- Image click-thrus

Calendar Module

- Module views
- RSVP click-thrus
- Guest click-thrus
- See all guests click-thrus

Causes Module

- Module views
- Donate click-thrus

Comments Module

- Module views
- Comments created
- Comments removed

Contest Module

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Coupons Module

- Module views
- Coupons printed

Custom Form

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Events Module

- Module views

- RSVP click-thrus
- Guest click-thrus
- See all guests click-thrus

Fan Media Module

- Module views
- Photos uploaded

Flash Module

- Module views

Flickr Module

- Module views
- Image click-thrus
- Next clicks
- Previous clicks

Gifts Module

- Module views
- Gifts viewed
- Gifts sent

Google +1

- Module views

Google Maps Module

- Module views

HTML Module

- Module views

iframe Module

- Module views

JSON Module

- Module views

Like Module

- Module views

MailChimp Module

- Module views

MP3 Module

- Module views
- Songs played
- Songs completed

Newsletter Module

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Photos Module

- Module views
- Photo views
- Photo title click-thrus

Photo Albums Module

- Module views
- Album views
- Album photo view
- Album search date
- Album search location

Pinterest Feed Module

- Module views
- View-to-View click-thrus

Pinterest Follow Module

- Module views
- View-to-View click-thrus

Poll Module

- Module views
- Poll vote

Posts Module

- Module views
- Post comments
- User posts

Quiz Module

- Module views
- Quiz votes

RSS Module

- Module views
- Feed title click-thrus

Sign Up Module

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Slide Module

- Module views
- Slide click-thrus
- "Next" click-thrus
- "Previous" click-thrus

Survey Module

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Sweepstakes Module

- Module views
- Forms submitted (found in module configuration)

- All data submitted (found in module configuration)

Twitter Module

- Module views
- User image click-thrus
- To user click-thrus
- From user click-thrus
- User click-thrus
- Link click-thrus
- Hashtag click-thrus

Twitter Follow Module

- Module views
- Follow click-thrus

Videos Module

- Module views
- Video plays

View to View Module

- Module views
- View to View click-thrus

Vimeo Module

- Module views

YouTube Module

- Module views

YouTube Channel Module

- Module views
- Item plays
- Item completions

Related Topics

- *The Resources Tab: Intro*

Metrics Definitions for Listen and Analyze: Resources

This chapter lists quick definitions on various metrics. Here is a list of all the metrics we have in Listen and Analyze in the Resources section.

The Streams and Posts Tab

Dashboard

The Dashboard includes the following metrics:

Fans Chart

- Total Fans: The total number of people who have liked your page.
- New Fans: The number of new people who have liked your page.
- Removed Fans: The number of people who have unliked your page.
- Avg. New Fans per Day: The average number of new people who have liked your page within the specified timeframe.

Fan Demographics

- Male: The total number of your fans who are male.
- Female: The total number of your fans who are female.
- Top Gender/Age: The gender/age of the largest segment of your fans.

Fan Sources

- Top Fan Sources: How fans are getting to your page. This includes places inside Facebook (not including your page) and external websites.

Reach

- Reach: The average number of unique users who saw content associated with your page during the date range selected. This includes ads and sponsored stories that point to your page.

  Note: Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Avg. Reach/Day: The average number of people who have seen any content associated with your page per day within the specified timeframe.

Impressions

- Impressions: The total number of times content associated with your page has been displayed on a browser.
- Avg. Impressions/Day: The average number of times content associated with your page was displayed on a browser within the specified timeframe.

Engagement

- Page Stories: The number of stories created about your page. Stories include:
  - Liking your page
  - Posting to your page's timeline
  - Liking

    - Commenting on, or sharing one of your page's posts
    - Answering a question you posted
    - RSVPing to one of your events
    - Mentioning your page
    - Photo-tagging your page
    - Checking in at your place

- Avg. Page Stories/Day: The average number of stories created about your page within the specified timeframe. These stories include:
    - Liking your page
    - Posting to your page's timeline
    - Liking
    - Commenting on, or sharing one of your page's posts
    - Answering a question you posted
    - RSVPing to one of your events
    - Mentioning your page
    - Photo-tagging your page
    - Checking in at your place

Posts

- Total Actions: The number of likes and comments that came from your page's posts.
- Likes: The number of likes that came from your page's posts.
- Comments: The number of comments that came from your page's posts.

Fans Overview

- Total Fans: The total number of people who have liked your page.
- New Fans: The number of new people who have liked you page.
- Avg. New Fans per Day: The average number of new people who have liked your page within the specified timeframe.
- Removed Fans: The number of people who have unliked your page.
- Fan Sources: How fans are getting to your page. This includes places inside Facebook (not including your page) and external websites.

Fan Locations

- Top Fan Locations
- Top Fan Locations: A map that shows you the top 20 countries and cities where your fans are located around the world.
- Total Fans: The total number of people who have liked your page.
- Top Country: The country where the highest number of your fans live.
- Top City: The city where the highest number of your fans live.

- Top Language: The language that the highest number of your fans have set as their default language.
- Top Locations (first date in range): A chart showing the top locations of your fans, broken out by country, city, or language. This chart shows the data at the beginning of the time range you are viewing, including the location, the total number from that location, and what percentage that number makes up of total number of fans. Click the text link to display the location type you want to view.
- Top Locations (last date in range): A chart showing the top locations of your fans, broken out by country, city, or language. This chart shows the data at the end of the time range you are viewing, including the location, the total number from that location, what percentage that number makes up of total number of fans, and the percent the number changed over the selected time frame. Click the text link to display the location type you want to view.
- Gender/Age: A chart showing the age and gender of your fans, based on the information they have provided in their user profiles. Click **Change** to display how this information has changed over the specified timeframe.
- Gender: The gender breakdown of the people who have liked your page.
- Gender/Age (first date in range): A chart showing the age and gender of your fans, based on the information they have provided in their user profiles, broken out into age groups by gender. This chart shows the data at the beginning of the time range you are viewing, including the age group, the total number of people in that group, and the percent that makes up of the whole. There are two charts, one for first and another for the last date in your date change. Displayed is the age group, the total number of people in that group, and the percent that makes up of the whole. The chart for the last day in your chosen date range also shows you the percentage for how those numbers have changed over the date range.
- Gender/Age (last date in range): A chart showing the age and gender of your fans, based on the information they have provided in their user profiles, broken out into age groups by gender. This chart shows the data at the end of the time range you are viewing, including the age group, the total number of people in that group, the percent that makes up of the whole, and the percent the number changed over the selected time frame.

Engagement Overview

Engagement Overview Main Chart

- Engagement: A list displaying how users are interacting with your page and its contents, which you can display by stories, people talking about this, or consumptions. Use the text links to change what information is displayed.
- Stories: The number of stories created about your page. Stories include:
  - Liking your page
  - Posting to your page's timeline
  - Liking
  - Commenting on, or sharing one of your page's posts
  - Answering a question you posted
  - RSVPing to one of your events
  - Mentioning your page
  - Photo-tagging your page
  - Checking in at your place
- Engaged Users: The average number of unique users who have created a story or clicked on content from your page during the date range selected.

  Note: We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics.

- Consumptions: The number of times people clicked on any of your page's content without generating a story.
- Engagement: Stories, People Talking About This, Consumptions: This list displays how users are interacting with your page and its contents. The list is broken out by the type of engagement, ordered from highest to lowest. Use Text links labeled stories, people talking about this, and consumptions are available. Clicking a text link will refresh the list, displaying the data for that particular metric. The list shows you the total number for that metric, plus the percentage it makes up of the total engagement.
- Negative Feedback: The number of times people performed a negative action on your page or its content (For example, Unliked your page or hid a post), broken out by action type.
- Top Engaged Users: A list of the 10 users who have posted to your wall and commented on your posts the most in a 90 day period.
- Referral Sources: A list of the external websites that have referred users to your page, listed from most to least. Displayed are the first ten external sources. Click the View More link to display a complete list.

Some notes on negative action types:

- Page unlikes only includes users who explicitly unliked your page.
- Removed fans also includes users who are no longer fans of your page for other reasons, such as if the user’s account is no longer active.

Engagement Locations

- Engagement Map: A map showing you the top 20 countries and cities where the people engaging with your page are located around the world.
- Top Country: The country where the most people are talking about your page.
- Top Language: The language that the most people talking about your page have set as their default language.
- Top Gender/Age: The gender/age segment of the highest number of people talking about your page.
- Locations/Languages: A breakdown of the countries and languages of your fans, which you can display by country or language. The list will display the top 10 automatically, and you can view the entire list by clicking Show the full list.
- People Talking About This: Gender and Age: The gender and age segments of the people talking about your page.
- People Talking About This: Males by Age: The number of males who are talking about your page, broken out by age groups.
- People Talking About This: Females by Age: The number of females who are talking about your page, broken out by age groups.

Visibility Impressions

- Visibility Impressions Chart
- Impressions: The total number of times content associated with your page was displayed on a browser.
- Paid Impressions: The number of times content from a sponsored story or an ad pointing to your page was displayed on a browser.
- Organic Impressions: The number of times your posts were seen in the Newsfeed, Ticker, or on visits to your page. These may come from your fans or non-fans.

- Viral Impressions: The number of impressions of a story about your page by a fan or non-fan.
- Impressions by Story Type: The total impressions of stories about your page published by a friend of a fan or non-fan, broken out by story type.

Visibility Reach

- Visiibility Reach Chart
- Reach: The average number of unique users who saw content associated with your page during the date range selected. This includes ads and sponsored stories that point to your page.

  Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.
- Paid Reach: The total number of unique users who saw an ad or sponsored story pointed to your page during the date range selected.

  We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, total reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.
- Organic Reach: The total number of unique users who saw content about your page in the News Feed, ticker, or on your page during the date range selected. This includes both fans and non-fans.

  We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, total reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.
- Viral Reach: The total number of unique users who saw a story about your page published by a fan or non-fan during the date range selected.

  We use the daily unique numbers to provide a custom date range, which means there may be some overlap in the summary data for these metrics. Also, total reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.
- Reach by Story Type: A list of the estimated number of people who saw a story about your page, broken out by story type.

Visibility Reach Locations

- Reach Locations
- Reach Locations: A map shows you the top 20 countries and cities where the people you reached are located around the world. You can also hover over points on the map to display the actual numbers for certain cities around the world.
- Most Reached Country: The country where the highest estimated number of people reached by your content live.
- Most Reached City: The country where the highest estimated number of people reached by your content live.
- Most Reached Language: The language that the highest estimated number of people reached by your content have set as their default language.
- Most Reached Age/Gender: The age/gender of the highest estimated number of people reached by your content.
- Locations/Languages: A breakdown of location data (countries, cities, and languages) about the people your content has reached, ordered from highest to lowest.
- Gender and Age: The age and gender of the people your content has reached.

- Males Reached by Age: The number of males that your content reached.
- Females Reached by Age: The number of females that your content reached.

Posts Overview

- Posts: Overview Chart
- Post Impressions: The number of impressions that came from all of your posts within the specified timeframe.
- Posts: The number of posts made by your page within the specified timeframe.
- Engagement Rate: The percentage of users who interacted with your post when they were exposed to it. This is calculated by adding post likes, comments, shares, link clicks, video plays, photo views, and answers then dividing by post reach. We don't include other clicks in this metric.

> **Note:** Facebook reports post data for up to 28 days, so there is a chance post engagement rate may fluctuate up to 28 days after posting depending on the popularity of the post.

- Likes: The number of likes on your posts.
- Comments: The number of comments on your posts.
- Shares: The number of times your post was shared natively on Facebook.
- Content From: A text chart and pie chart displaying the types of content in your Posts, broken out by content type. The list shows you the content type, the total number for that content type, and the percentage it makes up of the total content posted to the page.
- Top Posts: A list showing you the ten top posts from the last 1000 made by your page. This is calculated by adding the likes and comments on each post. The post with the largest sum is the top post. Displayed for each post is: content type, text, timestamp, virality percentage, permalink, number of likes, and number of comments.

All Posts

- All the posts you have made to the selected Facebook page through Workflow and Automation Publish and natively during the selected time range, along with some basic metrics about the post, including:
  - Engagement Rate: The percentage of people who interacted with your post when they were exposed to it. This is calculated by adding the total page actions, then dividing by Reach.
  - Virality Rate: The number of people talking about this (unique people who created a story about this post) divided by the unique impressions for the post (the number of people who have seen this post [estimated]).
  - Total Actions: Any action that can be taken on the post, including likes, comments, shares, photo clicks, workflow and automation clicks.
  - Likes: The number of times the post was liked.
  - Comments: The number of comments the post received.
  - Shares: The number of times the post was shared on Facebook.

Post Insights

- Post Insights Chart
- Best Performing Time: The time of day and day of the week when your posts are performing the best, based on the ratio of posts to interaction over the 90 day rolling period.
- Best Ratio: The ratio of posts to interaction that is the highest over the 90 day rolling period.

- Worst Performing Time: The time of day and day of the week when your posts are performing the worst, based on the ratio of posts to interaction over a 90 day period.
- Time Posted Most Frequently: The time of day and day of the week when you are posting to your page the most frequently.
- Post Frequency by Hour: A distribution of how often you are posting to your page throughout the day over a 90 day period.

Twitter Listen and Analyze: Overview

- Followers: This module is a line graph that shows the total number of people who are following your brand on Twitter, showing you how your follower growth is trending.
- Tweet Insights: A scatter plot showing average posting and engagement to your tweets. The inner circle represents the average number of tweets you have made on that day of the week/time of day. The outer circle represents the amount of engagement those tweets have received.
- Top Tweets: The ten tweets that had the most retweets from your last 30 days of tweets. Displayed is the text of the tweet, the time and date it was posted, and the number of times it was retweeted.

Twitter Listen and Analyze: Engagement

- Engagement: The number of actions about your Twitter stream, which includes mentions, retweets, and workflow and automation clicks on each day.
- Total Engagement: The number of actions about your Twitter stream, which includes mentions, retweets, and workflow and automation clicks on each day.
- Engagement Rate: The percentage of people who interacted with your Twitter stream when they were exposed to it on each day. This is calculated by dividing the engagement number by the number of Twitter followers for your stream.
- Total Engagement Rate: The total percentage of people who interacted with your Twitter stream when they were exposed to it within the time frame you're viewing. This is calculated by dividing the engagement number by the number of Twitter followers for your stream.
- Mentions: The number of times your brand's Twitter handle was mentioned in tweets on each day.
- Total Mentions: The total number of times your brand's Twitter handle was mentioned in tweets within the time frame you're viewing.
- Mention Rate: The percentage of people who mentioned your Twitter stream when they were exposed to it each day. This is calculated by dividing the number of mentions by the number of Twitter followers for your stream.
- Total Mention Rate: The total number of times your brand's Twitter handle was mentioned in tweets within the time frame you're viewing.
- Workflow and Automation Clicks: The number of times users clicked the publish-generated short links in your tweets on each day.
- Total Workflow and Automation Clicks: The total number of times users clicked the publish-genereated short links in your tweets within the time frame you're viewing.
- Workflow and Automation Click Rate: The percentage of people who clicked the publish-generated short links in your tweets when they were exposed to it each day. This is calculated by dividing the number of workflow and automation clicks by the number of Twitter followers for your stream.
- Total Workflow and Automation Click Rate: The total percentage of people who clicked the publish-generated short links in your tweets when they were exposed to it within the time frame you're viewing. This is calculated by dividing the number of workflow and automation clicks by the number of Twitter followers for your stream.

Google + Dashboard

- Follower Growth: The growth of your followers over time.
- Engagement Insights: The actions that have been taken on your Google+ page by date and time.
- Post Insights: A scatter plot showing average posting and engagement to your Google+ page. The inner circle represents the average number of posts you have made on that day of the week/time of day. The outer circle represents the amount of engagement those posts have received.
- Top Posts: The top posts that have the most engagement and number of +1s, replies, and reshares for the post.
- Top Circles: The top circles that have gotten the most activity, ordered by the number of followers the circle has.

You Tube

- Views: The number of times that a video on your channel was viewed.
- Unique Views: The number of unique viewers that watched the videos on your channel.
- Comments: The number of comments users have made on the videos on your channel.
- Likes: The number of people who have clicked Like" on the videos on your channel.
- Dislikes: The number of people who have clicked Dislike on the videos on your channel.
- Shares: The number of times users have shared the videos on your channel.
- Viewers by Country: A breakdown of the countries where your viewers live.
- Subscribers Gained: The number of times that users subscribed to your channel.
- Subscribers Gained: The number of times that users subscribed to your channel.
- Subscribers Lost: The number of times that users unsubscribed from your channel.
- Average View Duration: The average length, in seconds, of video playbacks on your channel.
- Estimated Minutes Watched: The number of minutes that users watched videos on your channel.
- Annotation Click Through Rate: The ratio of annotations that viewers clicked to the total number of clickable annotation impressions.
- Annotation Close Rate: The ratio of annotations that viewers closed to the total number of annotation impressions.
- Average View Percentage: The average percentage of a video watched during a video playback on your channel.

The Views and Modules Tab

Account Overview

- Fan Growth: The total number of users who have liked your Facebook page(s) each day. This number is cumulative over time.
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- Page Views: The number of fans and non-fans who have viewed your Page(s) or those Page(s') posts over the date range.
- User Engagement: A combination of all the actions that have been taken on your views over the date range. Actions are anything that occurs in a module; for example, voting in a poll on a polls module, or printing a coupon from a Coupons module.

- View Performance: Page Views: The number of visits the view has gotten, and the percentage those numbers have changed within the specified timeframe.
- View Performance: Actions: The number of actions that have been taken on your view, and the percentage this has changed within the specified timeframe.
- Module Performance: Views: The number of visits the module type has gotten, and the percentage those numbers have changed in the time period you are viewing.
- Module Performance: Actions: The number of actions that have been taken on your module, and the percentage this has changed in the time period you are viewing.

Views

- Page Views: The number of users who have landed on that view's Facebook tab. This number is not unique - multiple visits by the same user will count in this number.
- New fans: The number of new fans the view's Facebook page has gained.
- All Actions: The numbers for all the actions performed on the view.

Modules

- Module Views: The number of times a module has been viewed by a user. This number is not unique - multiple visits by the same user will count in this number.
- All Actions: The numbers for all the actions performed on all modules on your account.

Related Topics

- *The Resources Tab: Intro*

Complete Metrics Definitions for Custom Analytics

See the following for a complete list of all the metrics that are available in Custom Analytics.

The following is a list of topics available in Custom Analytics for each social media network:

- *Metrics for Facebook*
- *Metrics for Google+*
- *Metrics for Twitter*
- *Metrics for YouTube*
- *Metrics for LinkedIn*
- *Metrics for Tumblr*
- *Metrics for Instagram*
- *Metrics for Engage*
- *Metrics for WeChat*

Metrics for Facebook

The following are metrics used for Facebook.

- Total Fans - The total number of people who have liked your page.
- Fans Added - The number of new people who have liked your page.
- Unique Fans Added - The number of unique new people who have liked your page.
- Fans Removed - The number of people who have unliked your page.
- Unique Fans Removed - The number of unique people who have unliked your page.
- Fans by Age and Gender - The number of your fans, broken out by age groups.
- Female fans by Age - The number of your female fans, broken out by age groups.
- Fan Sources - A breakdown of the number of page likes from the most common places where people liked your page.
- Fans by Country - A breakdown of the countries where your fans live.
- Fans by City - A breakdown of the cities where your fans live.
- Fans by Language - A breakdown of the languages your fans speak.
- External Referrers - The number of times people arrived on your page from a URL that is not part of Facebook.com.
- Negative Feedback - The number of times people performed a negative action on your page or its content (For example, unliked your page or hid a post), broken out by action type.
- Stories - The number of stories created about your page. Stories include:
  - Liking your page
  - Posting to your page's timeline
  - Liking
  - Commenting on, or sharing one of your page's posts
  - Answering a question you posted
  - RSVPing to one of your events
  - Mentioning your page
  - Photo-tagging your page
  - Check-Ing in at your place
- Stories by Type - A breakdown of the types of stories generated by users on your page. A story is created when someone:
  - Likes your page
  - Posts to your page's timeline
  - Likes
  - Comments on, or shares one of your page posts
  - Answers a question you posted
  - Responds to your event
  - Mentions your page
  - Tags your page in a photo

- Checks in at your location or recommends your location

- Consumptions - A breakdown of the types of actions people took on your posts without generating a story.
- Page Engaged Users - The number of unique users who have created a story or clicked on content from your page.
- Page Consumptions - The number of times people clicked on any of your page's content without generating a story.
- People Talking About This by Story Type - The number of people engaging with your page stories, broken out by story type. A story is created when someone:
    - Likes your page
    - Posts to your page's timeline
    - Likes
    - Comments on, or shares one of your page posts
    - Answers a question you posted
    - Responds to your event
    - Mentions your page
    - Tags your page in a photo
    - Checks in at your location or recommends your location
- People Talking About This by City - The number of people engaging with your page stories, broken out by city.
- People Talking About This by Country - The number of people engaging with your page stories, broken out by country.
- People Talking About This by Language - The number of people engaging with your page stories, broken out by language.
- People Talking About This by Age/Gender - The number of people engaging with your page stories, broken out by age and gender.
- People Talking About This: Females by Age - The number of males who are talking about your page, broken out by age groups.
- People Talking About This: Males by Age - The number of males who are talking about your page, broken out by age groups.
- Impressions - The total number of times content associated with your page has been displayed on a browser.

    Note: Impressions does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Paid Impressions - The number of times content from a sponsored story or ad pointing to your page was displayed on a browser.
- Organic Impressions - The number of times your posts were seen in the Newsfeed, Ticker, or on visits to your page. These may come from your fans or non-fans.
- Viral Impressions - The number of impressions of any stories about your page by a fan or non-fan.
- Viral Impressions by Story Type - The number of impressions of any stories about your page by a fan or non-fan, broken out by story type. A story is created when someone:
    - Likes your page
    - Posts to your page's timeline
    - Likes

  - Comments on, or shares one of your page posts
  - Answers a question you posted
  - Responds to your event
  - Mentions your page
  - Tags your page in a photo
  - Checks in at your location or recommends your location
- Reach - The average number of unique users who saw content associated with your page. This includes ads and sponsored stories that point to your page.

  Note: Reach does not equal the sum of Organic, Viral, and Paid Reach because Facebook may count users in more than one category.

- Paid Reach - The total number of unique users who saw an ad or sponsored story that point to your page.
- Organic Reach - The total number of unique users who saw content about your page in the News Feed, Ticker, or on your page. This includes fans and non-fans.
- Viral Reach - The total number of unique users who saw a story about your page published by a fan or non-fan.
- Viral Reach by Story Type - The total number of unique users who saw a story about your page published by a fan or non-fan, broken out by story type. A story is created when someone likes your page; posts to your page's timeline; likes, comments on, or shares one of your page posts; answers a question you posted; responds to your event; mentions your page; tags your page in a photo; checks in at your location; or recommends your location.
- Reach by Country - The average number of unique users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by country.
- Reach by City - The average number of unique users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by city.
- Reach by Language - The average number of unique users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by language.
- Reach by Age/Gender - The average number of unique users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by age and gender.
- Male Reach by Age - The average number of unique male users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by language.
- Female Reach by Age - The average number of unique female users who saw content associated with your page, including ads and sponsored stories that point to your page, broken out by language.
- Post Impressions - The total number of times a page post has been displayed on a browser.
- Posts by Hour of Day - A distribution of how often you are posting to your page throughout the day.
- Post Insights - A scatter plot displaying when you have posted to your page and the number of actions taken on that content. The white center circle represents the number of posts made on a certain day of the week and time of day. The dark outer circle represents the total number of actions taken on those posts.
- Post Actions by Type - The number of actions taken on the post, broken out by type.
- Daily Post “like” Reactions - The number of like Reactions on your posts for the specific day.
- Daily Post “Love” Reactions - The number of Love Reactions on your posts for the specific day.
- Daily Post “Wow” Reactions - The number of Wow Reactions on your posts for the specific day.
- Daily Post “Haha” Reactions - The number of Haha Reactions on your posts for the specific day.

- Daily Post “Sad” Reactions - The number of Sad Reactions on your posts for the specific day.
- Daily Post “Angry” Reactions - The number of Angry Reactions on your posts for the specific day.
- Post Shares - The number of times your page's posts were shared natively on Facebook.
- Total Actions - The number of total actions taken on your page's posts.
- Page Impressions Frequency Distribution - The number of people your page reached, broken down by how many times people saw content about your page.
- Page Impressions Viral Frequency Distribution - The number of people your page reached from a story published by a friend, broken down by how many times people saw stories about your page.
- Page Positive Feedback by Type Unique - The number of people who took a positive action, broken down by type.
- Page Fans Online - The number of your fans who saw any posts on Facebook on a given day, broken down by hour of day (in PST).
- Page Fans Online Per Day - The number of your fans who saw any posts on Facebook on a given day.
- Page Video Views - The total number of times a video on a page has been viewed for more than 3 seconds.
- Page Video Views Paid - The total number of times a promoted video on a page has been viewed for more than 3 seconds.
- Page Video Views Organic - The total number of times a video on a page has been viewed by organic reach for more than 3 seconds.
- Page Video Views Autoplayed - The total number of times an autoplayed video on a page has been viewed for more than 3 seconds.
- Page Video Views Click to Play - The total number of times a video on a page has been viewed by a user clicking on the play button, for more than 3 seconds.
- Page Video Views Unique - The total number of times a video on a page has been played a unique user for more than 3 seconds.
- Page Video Repeat Views - The total number of times that users replay a video on a page for more than 3 seconds.
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- Page Places Check-In Total - The number of times people checked into a place.
- Page Places Check-In Total Unique - The number of people who checked into a place.
- Page Places Check-In Mobile - The number of times people checked into a place using mobile phones.
- Page Places Check-In Mobile Unique - The number of people who checked into a place using mobile phones.
- Page Places Check-Ins by Age Gender - The gender and age of people who checked in at a place.
- Page Places Check-Ins by Locale - The top locales of people who checked into a place.
- Page Places Check-Ins by Country - The top countries of people who checked into a place.
- Page Views Logged in Total - The number of times a page’s profile has been viewed by people logged into Facebook.
- Page Views Logged in Unique - The number of people logged into Facebook who have viewed the page profile.
- Page Views by Internal Referer Logged in Unique - The number of people logged into Facebook who have viewed your Page, broken down by the internal referer within Facebook.
- Page Views by Site logged in Unique - The number of people logged into Facebook who have viewed a page profile, broken down by the type of device.
- Page Views by Age Gender Logged in Unique - The number of people logged into Facebook who have viewed a page profile, broken down by gender group.

- Page Video Views 10s Repeat - The number of times a page’s videos were replayed for at least 10 seconds, or for nearly its total length, whichever happened first.
- Page Video Views 10s Unique - The number of times a page's videos were watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first, broken down by unique users.
- Page Video Views 10s Click to Play - The number of times a page's videos were started by clicking the play button and watched for at least a total of 10 seconds, or for nearly their total length, whichever happened first.
- Page Video Views 10s Autoplayed - The number of times a page's videos were started automatically and watched for at least a total of 10 seconds, or for nearly their total length, whichever happened first.
- Page Video Views 10s Organic - The number of times a page's videos were watched without any paid distribution for at least a total of 10 seconds, or for nearly their total length, whichever happened first.
- Page Video Views 10s Paid - The number of times a page's videos with paid activity were watched for at least a total of 10 seconds, or for nearly their total length, whichever happened first.
- Page Video Views 10s - The number of times a page's videos were watched for an aggregate of at least 10 seconds, or for nearly its total length, whichever happened first.
- Page Video Complete Views 30s - The total number of times a page's videos have been viewed for more than 30 seconds.
- Page Video Complete Views 30s Paid - The total number of times a page's promoted videos have been viewed to the end, or for more than 30 seconds.
- Page Video Complete Views 30s Organic - The total number of times a page's videos have been viewed to the end, or viewed for more than 30 seconds by organic reach.
- Page Video Complete Views 30s Autoplayed - The total number of times a page's autoplayed videos have been viewed to the end, or viewed for more than 30 seconds.
- Page Video Complete Views 30s Click to Play - The total number of times a page's videos have been viewed to the end, or viewed after the user clicks on play for more than 30 seconds.
- Page Video Complete Views 30s Unique - The total number of times page's videos have been played for unique people to the end, or viewed for more than 30 seconds.
- Page Video Complete Views 30s Repeat Views - The total number of times that people replay a page's videos to the end, or for more than 30 seconds.
- Page Views by Age Gender Logged in Unique - The number of people logged into Facebook who have viewed page profile, broken down by gender group.
- Page CTA Clicks Logged in Total - The total number of clicks on a page CTA button by people who are logged into Facebook.
- Page CTA Clicks Logged in Unique - The unique number of clicks on a page CTA button by people who are logged into Facebook.
- Page CTA Clicks by Site Logged in Unique - The number of unique people who are logged into Facebook and clicked on the CTA button, broken down by www, mobile, api or other.
- Page CTA Clicks by Age Gender Logged in Unique - The number of unique people who are logged into Facebook and clicked the Page CTA button, broken down by age and gender group.
- Page Video View Time - The total time, in millisecond, that people spent watching videos on your page.

Some notes on negative action types

- Page unlikes only includes users who explicitly unliked your page.
- Removed fans also includes users who are no longer fans of your page for other reasons, like if the user’s account is no longer active.

Metrics for Google +

The following are metrics used for Google +.

- Follower Count - The number of people who have followed your page.
- Circle Follower Count - The number of people who follow your page's circles.
- Total +1s - The total number of +1s for your page's posts.
- +1s - The number of +1s for your page's posts on a specific day.
- Total Reshares - The total number of reshares for your page's posts.
- Reshares - The number of reshares for your page's posts on a specific day.
- Total Replies - The total number of replies on your page's posts.
- Replies - The number of replies on your page's posts on a specific day.
- Post Insights - A scatter plot displaying when you have posted to your page and the number of actions taken on that content. The white center circle represents the number of posts made on a certain day of the week and time of day. The dark outer circle represents the total number of actions taken on those posts.

Metrics for Twitter

The following are metrics used for Twitter.

- Oracle Social Cloud Clicks - The number of times users clicked the publish-generated short links in your brand's tweets on a specific day.
- Tweet Insights - A scatter plot displaying when you have tweeted to your brand's Twitter stream and the number of actions taken on that content. The white center circle represents the number of tweets made on a certain day of the week and time of day. The dark outer circle represents the total number of actions taken on those tweets.
- Followers - The number of followers on your Twitter stream.
- All Retweets - The number of times your brand’s tweets, including anything your brand retweets, were retweeted on a specific day.
- Retweets of My Tweets - The number of times you brand’s tweets, not including anything your brand retweets, were retweeted on a specific day.
- Mentions - The number of times your brand's Twitter handle was mentioned in tweets that are not a reply on a specific day.
- Replies - The number of times your brand's Twitter handle was mentioned in a reply on a specific day.
- Engagement - The number of actions on and about your brand's Twitter stream, which includes mentions, retweets, and Oracle Social Cloud clicks, on a specific day.
- Favorites - The number of times your brand's tweets were favorited on a specific day.
- Unfollows - The net number of users who unfollowed your brand's Twitter stream on a specific day.
- New Followers - The net number of users who followed your brand's Twitter stream on a specific day.
- Tweet Count - The number of times your brand tweeted on a specific day.

Metrics for YouTube

The following are metrics used for YouTube.

- Views - The number of times that a video on your channel was viewed.
- Unique Views - The number of unique viewers that watched the videos on your channel.
- Comments - The number of comments users have made on the videos on your channel.
- Likes - The number of people who have clicked Like on the videos on your channel.
- Dislikes - The number of people who have clicked Dislike on the videos on your channel.
- Shares - The number of times users have shared the videos on your channel.
- Viewers by Country - A breakdown of the countries where your viewers live.
- Subscribers Gained - The number of times that users subscribed to your channel.
- Subscribers Lost - The number of times that users unsubscribed from your channel.
- Average View Duration - The average length, in seconds, of video playbacks on your channel.
- Estimated Minutes Watched - The number of minutes that users watched videos on your channel.
- Annotation Click Through Rate - The ratio of annotations that viewers clicked to the total number of clickable annotation impressions.
- Annotation Close Rate - The ratio of annotations that viewers closed to the total number of annotation impressions.
- Average View Percentage - The average percentage of a video watched during a video playback on your channel.
- Videos Added To Playlists - The number of times that videos on your channel were added to any Youtube playlists.
- Videos Removed From Playlists - The number of times that videos on your channel were removed from any Youtube playlists.
- Annotations Shown - The number of annotations on your videos that were shown to viewers.
- Clickable Annotations Shown - The number of annotations in your videos that were shown to viewers and could be clicked.
- Annotation Clicks - The number of annotations in your videos that were clicked.
- Closable Annotations Shown - The number of annotations on your videos that were shown to viewers and could be closed.
- Annotation Closes - The number of annotations in your videos that were closed.

Metrics for LinkedIn

The following are metrics used for LinkedIn.

- Total Followers - The total number of LinkedIn members who are following your company page.
- Followers - The daily change in members that are following your company page.
- Total Organic Followers - Total followers you gained naturally, without advertising.
- Organic Followers - The daily change in followers you gained naturally, without advertising.

- Total Paid Followers - Total followers gained through advertising.
- Paid Followers - The daily change in followers gained through advertising.
- Likes - The total number of likes on your posted content for each day.
- Shares - The total number of shares on your posted content for each day.
- Comments - The total number of comments on your posted content for each day.
- LinkedIn Clicks - The number of clicks on your content, company name, or logo for each day. This doesn't include interactions (shares, likes, and comments).
- Impressions - The number of times each update was shown to LinkedIn members.
- Engagement - The percentage of people who interacted with your LinkedIn posts when they were exposed to them. This is calculated by adding the clicks, likes, comments, and shares and dividing by the number of impressions.
- Oracle Social Cloud Short Link Clicks - The number of clicks on included Oracle Social Cloud Short Links.

Metrics for Tumblr

The following are metrics used for Tumblr.

- Total Follower Count - The total number of users that are following your Tumblr account.
- Likes - The total number of likes on your posted content for each day.
- Reblogs - The total number of reblogs of your posted content for each day.
- Notes - The total number of notes (includes likes and reblogs) on your posted content for each day.
- Oracle Social Cloud Short Link Clicks - The number of clicks on included Oracle Social Cloud Short Links.
- Engagement Rate - The percentage of people who interacted with your Tumblr posts when they were exposed to them. This is calculated by taking the notes and dividing by the number of followers your account has on day of the post.

Metrics for Instagram

The following are metrics used for Instagram.

- Total Follower Count - The total number of users that are following your Instagram account.
- Post likes - The total number of likes on your posted content for each day.
- Post Comments - The total number of comments on your posted content for each day.
- Post Count - The number of posts made by your Instagram account for each day.

Metrics for Engage

The following are metrics used for Engage.

Channel and User Networks

- Read Messages - The number of messages marked read in Engage during the specified time period.
- Responded Messages - The number of message replies in Engage during the specified time period.

> **Note:** The results includes responses to all posts, comments, and direct messages. The results will report only data for replies made within Engage, and do not include replies made natively on the social network.

- Hidden Messages - The number of messages hidden in Engage during the specified time period.
- Deleted Messages - The number of messages deleted in Engage during the specified time period.
- Archived Messages - The number of messages archived in Engage during the specified time period.
- Average Time to Read - The average time, in seconds, before messages were marked as read in Engage during the specified time period. The start time is based on when the post appeared on the social network.
- Minimum Time to Read - The shortest time, in seconds, taken to mark a message as read in Engage during the specified time period. The start time is based on when the post appeared on the social network.
- Maximum Time to Read - The longest time, in seconds, taken to mark a message as read in Engage during the specified time period. The start time is based on when the post appeared on the social network. This excludes any messages that were not marked as read.
- Average Time to Respond - The average time, in seconds, before messages were marked as replied to in Engage during the specified time period. The start time is based on when the post appeared on the social network.
- Minimum Time to Respond - The shortest time, in seconds, taken to reply to a message in Engage during the specified time period. The start time is based on when the post appeared on the social network.
- Maximum Time to Respond - The longest time, in seconds, taken to reply to a message in Engage during the specified time period. The start time is based on when the post appeared on the social network. This excludes any messages that were not replied to.

Channel Only Metrics

- Received Messages - The number of messages received in Engage during the specified time period.
- Unread Messages - A calculation of unread messages for the time period. The calculation is Received Messages - Read Messages + Number of Messages Marked Unread.
- Percentage of Read Messages - The hourly percentage of read messages during the specified time period. The percentage for each hour is calculated as follows: Read Messages / Received Messages. The KPI module averages those hourly percentages across the selected time period.
- Percentage of Unread Messages - The hourly percentage of unread messages during the specified time period. The percentage for each hour is calculated as follows: Unread Messages / Received Messages. The KPI module averages those hourly percentages across the selected time period.
- Messages Not Responded To - A calculation of messages without a response for the time period. The calculation is Received Messages - Replies.
- Responded Message Percentage - The hourly percentage of messages responded to during the specified time period. The percentage for each hour is calculated as follows: Replies / Received Messages. The KPI module averages those hourly percentages across the selected time period.

Note: The resulting percentage includes responses to all posts, comments, and direct messages. The results will report only data for replies made within Engage, and do not include replies made natively on the social network.

- Unresponded Message Percentage - The hourly percentage of messages not responded to during the specified time period. The percentage for each hour is calculated as follows: Messages Not Responded To / Received Messages. The KPI module averages those hourly percentages across the selected time period.
- Assigned Messages - The number of messages assigned during the specified time period.
- Unassigned Messages - A calculation of unassigned messages for the time period. The calculation is Messages Received - Messages Assigned + Number of Messages Marked Unassigned.
- Assigned Message Percentage - The hourly percentage of assigned messages during the specified time period. The percentage for each hour is calculated as follows: Assigned Messages / Received Messages. The KPI module averages those hourly percentages across the selected time period.
- Unassigned Message Percentage - The hourly percentage of unassigned messages during the specified time period. The percentage for each hour is calculated as follows: Unassigned Messages / Received Messages. The KPI module averages those hourly percentages across the selected time period.

User Only Metrics

- Unread Messages - The number of messages marked as unread during the specified time period.
- Assignments Given - The number of assignments given by this user to other users during the specified time period.
- Assignments Received - The number of assignments received by this user from other users during the specified time period.
- Assignments Completed - The number of assignments marked completed by this user during the specified time period.
- Assignments Completed Percentage - The hourly percentage of assignments completed during the specified time period. The percentage for each hour is calculated as follows: Received / Completed. The KPI module averages those hourly percentages across the selected time period.

Metrics for WeChat

The following are metrics used for WeChat.

- Page/Account Level Metrics in Custom Analytics
- Total followers (line chart)
- Followers Removed per day line chart, KPI (cancel_user all sources aggregated)
- New Followers by Source pie chart, bar chart, and table (new_user by source) (only has line chart)
- Followers Changes (line chart)
- Count of Followers Sending Direct Messages (line chart)
- Direct Messages Received (line chart)
- Fan Impressions per day line chart, KPI (int_page_read_user)

- Impressions per day line chart, KPI (int_page_read_count)
- Fan Detail Impressions per day line chart, KPI (ori_page_read_user)
- Detail Impressions per day line chart, KPI (ori_page_read_count)
- Fan Shares per day line chart, KPI (share_user)
- Shares per day line chart, KPI (share_count)
- Fan Favorites per day line chart, KPI (add_to_fav_user)
- Favorites per day line chart, KPI (add_to_fav_count)
- New Followers by Source (pie chart, bar chart, table)
- Impressions Shared Scene (pie chart, bar chart, table)
- Impressions Read Source (pie chart, bar chart, table)
- Count of Followers Sending Direct Messages By Message Type pie chart, bar chart, table (msg_user by msg_type)
- Direct Messages Received by Message type pie chart, bar chart, table (msg_count by msg_type)

4 Engage

Getting Started With Engage

Engage displays message content both from your social network pages or accounts and your Listen topics, and lets you perform actions on those messages. For example, you can see the number of likes and comments for a Facebook post, or assign a message to another person on your account so they can take action on it, to mention just a few. Messages will come in from the resources you have added as social properties in Workflow and Automation or listen topics within Listen.

About the Engage Interface

The first time you navigate to Engage, you will be presented with your message inbox, which works a lot like an email inbox. The messages coming in from all your channels will appear as message tiles. Existing columns display messages in the order of newest to oldest. Newly added columns display, by default, the latest activity first. But, since the message stream can customized to your liking, the displayed view depends largely on how you choose to configure your message stream.

About the Menu

Click the Engage menu button to display all apps that you have provisioned. The following list displays the menu options.

- Home
- Engage
- Listen and Analyze
- Publish (displayed if provisioned)
- Content and Apps (displayed if provisioned)
- Workflow and Automation
- Social Station

About Message Tile Information

Your message stream contains basic information about your messages in tiles.

Unread messages an indicator appears along with the message timestamp. A message is considered unread when it is new, or if content has been appended to the message since you last read it. For example, if a user added a comment to a Facebook post.

Read messages an indicator appears along with the message timestamp. Read messages display this way to let you know visually which messages have already been looked at by a member of your team. This way, you can easily make sure work isn't being duplicated.

In each inbox tile the following is displayed:

- Channel Type. This appears as an icon.
- Author Name. The name of the author.
- Channel Name. The name of the channel.

- Message Timestamp. The time at which the message was received. This is displayed as a relative timestamp, for example: 5 minutes ago. If you hover over the relative timestamp, the complete timestamp appears in a tool-tip, for example: April 6, 2017 9:48 AM.

  Note: The complete timestamp is internationalized to display using a 24 hour clock, depending on your language settings.

  To modify the way the timestamp is displayed in Engage:

  a. Navigate to **Workflow & Automation**.
  b. Click **My Profile**.
  c. For **Engage Timestamp Display**, select one of the following options:
     - **Absolute**. Displays the full timestamp. For example: October 23, 2017 9:02AM.
     - **Relative**. Displays relative time. For example: 4 hours ago.
  d. Click **Save Changes**.

- Message Preview. A short preview of the message.
- Media Thumbnail. A thumbnail preview of an image or video, when they are included in the message. For messages that support multiple images, you can click on the image, then use the forward and backward arrows to scroll through the carousel of images.
- Likes and Comments. Like and comment counts for Facebook, LinkedIn, and Instagram; retweet count for Twitter.
- Metrics Icon. Click this icon to display the metrics for the message.

  Note: Your owned messages will remain in your inbox indefinitely. However, if you don't take action on your non-owned messages, like messages coming in from Listen, they will be deleted from your inbox after a week. This is to help make your inbox more manageable.

Sorting Message Tiles

You can view your messages tiles in each column of your Inbox from Latest Activity, which is the default, Oldest Activity, Newest to Oldest, or Oldest to Newest.

1. Navigate to **Engage**, then your **Inbox** message stream.
2. Click the drop-down list for the column you want to sort
3. In the **Sort** section, select a sorting option.
4. In the **Filter** section, select a sorting option.
5. Click **Apply**.

   The column is resorted.

Using Filters

You can filter your inbox to display only certain messages you want by selecting the **Options Menu**, then select **Column Settings**.

Searching Your Messages

You can access search by clicking in **Search for Something** text box at the top of a message list view. The **Search for Something** text box lets you search all of the messages in the column.

You can search for a full or partial term, but only a term that has 5 characters or more will return partial matches. Anything less will be searched as an exact term.

> **Note:** For searches performed in Chinese, Japanese and Korean, only a single character is required to return matches.

To search for messages in a column:

1. Enter your search criteria into the Search for Something text box at the top of a message list view.

   You can also use search operands. For additional information, refer to *About Search Operands*.
2. Click the magnifying glass or press **Enter**.

   Messages matching your search terms will appear in the column, with the term highlighted.
3. (Optional) Further refine your search by selecting **All**, **Username**, or **Message** option from the menu next the **Search for Something** text box.

   > **Note:** You can perform bulk actions on the searched messages, by using the **Bulk Actions** menu. For information about bulk actions, refer to *Bulk Actions*.
4. (Optional) To clear the search, click the **X** in the **Search for Something** text box.

About Search Operands

Here are some search operands you can use in the Search for Something text box to find the messages that you want.

Operand	Description
-	Including a - before a search term will exclude it from your search.
*	Using a * with a search term makes it a wildcard search. Here's an example: Car* would return messages with "cars" and "carrots". *at* would return "Athens" and "fat".
""	Including your search in double quotes finds that exact term only. For example: "kit" would return all mentions of "kit" but not "kittens".
OR	Using OR with multiple search terms will return messages with either of those terms. So, for example, if you search Cats OR dogs, you will get messages that contain cats or dogs.
AND	Using AND with multiple search terms will return messages containing both search terms only. So searching cats AND dogs will show you only messages that mention both cats and dogs.

Viewing Messages

To view a message, click anywhere in the message tile to open it. A detailed view of the message is displayed which includes any replies and comments. By default, comments are displayed in ranked order from Facebook, and replies to comments are displayed in chronological order. Administrators can customize the order in which Facebook comments are displayed.

For more information about how to customize the order of the comments, refer to the *Comment Sort Order (Engage Only)* topic.

While in the detailed view of the message, use the arrows to navigate to the next or previous message in the thread.

Note: If you want a message to appear unread, select Mark as Unread from the message options drop-down menu.

Showing Details of a Message

To view more details about a message:

1. Click the **Show Details** link.

   The **Message Activity** panel appears, which lists the following activities:

   - Archive
   - Unarchive
   - Block and Delete (Facebook)
   - Hide (Facebook)
   - Delete
   - Like
   - Assign
   - Unassign
   - Edit Assignment
   - Quote Tweet (Twitter)
   - Reply Retweet (Twitter)
   - Repost (Sina Weibo)
   - Retweet (Twitter)
   - Send to Siebel
   - Send to Oracle Service Cloud
   - Add Attributes
   - Edit Attributes
2. Click the **Notes** tab, to view any message notes that have been written in the message.
3. (Optional) Add a new note by entering details in the **Compose a Note** text box, then click **Compose**.

Note: The only person that can delete a note is the owner, or an administrator.

4. (Optional) To change the order in which the notes are displayed, select **Oldest to Newest** or **Newest to Oldest** from the drop-down list.

About New Messages

When a new comment or reply is made to a message that has already been read, an indicator appears to alert you that there is a new message in a thread that you have already read. When you open that message, only the unread message appears with an indicator.

When new messages are received while you are in the platform, you are notified that there are new messages. Click the notification to view new messages in the list.

Assigning Messages

If you are concerned that multiple users might try to work on the same message at the same time, then message assignment will solve this problem.

On each message, you'll see the a lock icon. Before you start working on the message, click the lock icon. A message will be displayed in the Activity stream indicating that you have assigned the message to yourself, so no one else can work on it.

Tip: You don't have to open the message to assign it to yourself. You can also click the lock icon in the message stream. The lock icon appears if you have message locking enabled. If you don't have message locking enabled, you'll see an assignment icon.

If a message needs to be reassigned, an administrator can open the message, and reassign it in the Assigned to area.

Note: The message assignment feature has to be enabled on your account by an administrator. If you want to use this feature, and do not see it on your account, have your administrator check the appropriate box in the Accounts section of Workflow and Automation. For more information, see the *The Accounts Tab* help artice topic.

Whenever a message is assigned to a user, an email notification is automatically sent to the assigned user. Similarly, when a message has been marked completed by the assignee, an email notification is sent automatically.

To disable email notifications when messages are assigned to you:

1. Navigate to **Workflow & Automation**.
2. Click **My Profile**.
3. In the **Profile** tab, deselect the **Send me Engage message assignment notifications** option.

About Social Network Specifics

The different social networks that are displayed as channels in Engage have specific options and actions you can perform on them. To access the actions and options for a channel, click on the Options Menu icon.

Options Menu Icon

When you are viewing a specific Facebook, Twitter, LinkedIn, or Instagram channels, or Facebook, Twitter, LinkedIn, or Instagram as a channel types, the following options are displayed in the Options menu:

- Bulk Actions
- Column Settings
- Delete Column
- Export Messages
- Resize Column

Facebook Pages of which you are an Admin

If you are the admin of a Facebook Page, all messages and reviews that appear on the Page's time line will display in this stream, including status updates or admin posts, non-admin posts from outside users, and comments and star-rated reviews made on any of those posts. You can see the number of likes, comments and reviews for a post directly in the stream as well as when you click into the message. You also see private messages made from outside users to the page.

Twitter Channels

All tweets published to your account, as well as the number of retweets for your tweets, plus all the tweets published by others that are mentioning you, and also any direct messages sent to you. You can sort your Twitter messages by tweets, mentions, and direct messages.

If the tweet you are viewing is part of a conversation you have been having on Twitter, you can display the entire history of that conversation inside the message. Just click the text labeled "Show History", and the conversation will expand to show all the tweets in the conversation.

LinkedIn Channels

All updates published to your company or showcase page, as well the number of likes and comments on those updates. You can read and reply to comments on your updates, but you cannot delete comments due to an API limitation.

> **Note:** Engage only collects likes and comments on the last 50 updates you have made to your company or showcase page.

Instagram Accounts

All photos published to your account, as well as the number of likes and comments on those photos. You can read and reply to comments on your photos, and you can delete comments.

Weibo Pages

All posts made to your account, as well as the number of likes and reposts related to the posts. You can read and reply to comments on your posts, delete comments, and repost with or without comments.

WeChat

Only WeChat listed in the channel selection if you have at least one WeChat channel in your account.

Taking Actions on Messages

One of the main things you'll want to do in Engage is take actions on your messages. This module describes what you can see and do with messages in Engage.

Using the Actions Menu

Click on the message on which you want to take action. When the message opens, several icons are available in the message. The **More Actions** menu contains the majority of the actions you can perform. Click on the **More Actions** drop-down list and a subset of the following actions will appear:

- Add Attributes
- Archive
- Assign
- Block and Delete
- Delete
- Export
- Follow/Unfollow
- Hide
- Mark as Read
- Mark as Unread
- Quote Tweet
- Repost
- Repost with Comment
- Retweet
- Send Direct Message
- Send to Oracle Service Cloud
- Send to Siebel

Note: The actions displayed in the drop-down list changes depending on the channel and channel type in which the message appears

Add Attributes

Select this action to to add attributes to a message that you are sending. The attributes can be sent to Siebel and Oracle Service Cloud.

Archive

Select this action to move a message to the archive folder.

> **Note:** This can be done only from the Actions Menu in the original message.

The message is removed from the Inbox column. If a new message is found on an archived message, for example if a Facebook thread you've archived gets a new comment, the archived message will be moved back into the Inbox column.

Assign

Select this action to assign a post to another member of the account or to a team. Available assignees are anyone with access to the selected bundle. You can include a message to specify why the message is assigned to that person or team. The assignee receives an email notification with the message and a link to the message.

Optionally, the assignee can attach a note back to the assigner when marking the message as complete. Only the assignee or a member of the assigned team can mark the message as complete.

Once completed, the assigner receives an email notification with the message and a link to the message. Anyone can reassign the message to another assignee.

Block and Delete

Select this action to delete a message, and block the user account that sent it. Blocking the user will also delete all other posts by this user, but will not delete private messages.

> **Note:** This action is available only for Facebook. Only administrators of the Facebook page can remove the block.

Copy Message Link

Select this action to copy the Oracle Social Cloud message link to your clipboard.

Delete

Select this action to delete a post or comment. This will delete the post or comment from both Engage and the social network, if it is one of your owned channels. If a post has comments on it and the original post is deleted, then comments are deleted automatically. Deleted comments are shown with trash can icon and **Deleted** next to the comment timestamp.

> **Note:**
>
> - Because of API limitations, you cannot delete messages from LinkedIn. To remove LinkedIn messages, you must go to the LinkedIn website.
> - Messages that come in from Listen cannot be deleted. However, if no action is taken on the message, a Listen message will automatically be removed from the system after seven days.

Export

Select this action to export data from one or more channels. You will be required to specify the chanel(s), and a valid date range, up to a maximum of 31 days. An email containing the exported data is sent to the requesting user.

Follow/Unfollow

Select this action to follow or unfollow the Twitter user who posted the tweet.

> **Note:** This action is available only for Twitter.

Hide

Select this action to hide comments from a post. Hidden messages are moved to the **Hidden** folder and are not shown on the Facebook page.

Hidden comments are shown with ghost icon and **Hidden** next to the comment timestamp. You can unhide hidden messages and comments by clicking **Unhide** from the **More Actions** menu.

> **Note:** This action is available only for Facebook.

Mark as Read

Select this action to to change the entire thread to read. Also, you can select this action in an individual comment to change a specific comment to read.

> **Note:** You can mark all messages from a specific channel as read by filtering to one channel and selecting **Mark as Read**.

Mark as Unread

Select this action to to change the entire thread to unread. Also, you can select this action in an individual comment to change a specific comment to unread.

> **Note:** You can mark all messages from a specific channel as unread by filtering to one channel and selecting **Mark as Unread**.

Quote Tweet

Select this action to publish a tweet from your Twitter account that references an original published tweet. When you select this option, the original text of the tweet will be auto-populated in the **Original Tweet** field. In addition, you can enter more text, up to a maximum of 280 characters, in the **Message** field.

The **Quote Tweet** button is disabled if you go above 280 characters, so you know immediately to edit your comments.

> **Note:** This action is available only for Twitter.

Repost

Select this action to repost a message.

Note: This action is available only for Sina Weibo.

Repost with Comment

Select this action to repost a message with a comment.

Note: This action is available only for Sina Weibo.

Retweet

Select this action to retweet a message. When prompted, select the Twitter account from which you want to post.

Note: This action is available only for Twitter.

Send Direct Message

This option is available only in the following situations:

- Twitter: To send a direct message to another user. This option will only display if the message author is following your Twitter account.

  Note: If the author of the tweet follows multiple accounts for your brand, you have the option to send the message from any of those accounts that are active in Engage.

- Facebook: To reply to a comment that has been made on a post where there is no existing conversation.

Note: Direct Messages are not supported by Instagram and therefore not available in Engage.

Send to Oracle Service Cloud

Select this action to send a message to your Oracle Service Cloud account as a service request. This action item will appear only if you have entered your Oracle Service Cloud account information. When prompted, confirm your request to send the message. After the message has been sent, a new activity appeasrs in the Internal Activity for this transaction. After the message has been marked as solved in Oracle Service Cloud, another new activity is listed. You also receive a notification email.

The message will also automatically be labeled as Oracle Service Cloud.

Note: This is not available for LinkedIn messages.

For messages that you are sending to Oracle Service Cloud or Siebel, you have the option to add attributes to the message. You can add info to help give as much info on the customer as needed. You can enter info for: Product, Customer ID, Customer Email, Order ID, Region, Notes, and/or Upsell.

Send to Siebel

Select this action to send a message to your Siebel account as a service request. This action item will appear only if you have entered your Siebel account information. When prompted, confirm your request to send the message.

After the message has been sent, a new activity appears in the Internal Activity for this transaction. You can mark the message as solved in Siebel by selecting the check box and optionally adding a comment (Internal Activity will also be added for this action). A notification email will be sent to the original submitter when the Siebel incident is closed by another user.

The message will also automatically be labeled as Siebel.

Note: This is not available for LinkedIn messages.

Using Action Icons

While the **Actions Menu** contains a contextual list of what you can do with a message, the **Action Icons** provide you with a one click action to the most common tasks. Once you have opened a message, the Action Icons appear in the center, directly below the message. The **Action Icons** that are displayed depend on the message that is displayed. The following is a list of the possible **Action Icons**:

- Assign. The graphic for this icon is either a lock or a person, depending on your account settings.
- Comment. The graphic for this icon is a leftward pointing arrow.
- Reply. The graphic for this icon is a leftward pointing arrow, and is available only for Twitter messages.
- Like. The graphic for this icon is a thumbs up.
- Label. The graphic for this icon is a label.
- **Archive**. The graphic for this icon a filing box.

Assigning Messages

- If your account has message locking enabled, and you click the lock icon, then the message be assigned to you.

  Click the **Assign** action icon to assign a post to yourself.

  You can remove yourself as the assignee, by clicking the **Assign** action icon again.

  Note: Only administrators can unlock other users' messages.

- If your account has message locking disabled, then the person icon will appear.

  Click the **Assign** action icon to assign a post to another user.

Commenting on Messages

You can comment only on channels that you own. Also, you cannot comment on Twitter messages: instead, you can use the reply action icon. For more information about replying to a Twitter message, refer to the following Replying to Messages, topic.

To comment on a message:

1. Click the **Comment** action icon.
2. Enter your comment in the **Message** text box.
3. (Optional) If you entered a URL and want to shorten it, click the **Link** icon in the Message text box, then select the URL shortener of your choice.

Note: The URL shorteners that are available to you depends on how your administrator configured dynamic link tracking. For more information about dynamic link tracking, see Set Up Your Dynamic Link Tracking in Admin.

4. Click the **Comment** button to post the comment.

Replying to Messages

The reply action icon appears only below Twitter messages. Replies to Twitter messages are considered new tweets. For other platforms you can use the comment action icon. For more information about commenting on messages, refer to Commenting on Messages.

To reply to a message:

1. Click the **Reply** action icon.
2. Enter your reply in the **Message** text box.
3. (Optional) If you entered a URL and want to shorten it, click the **Link** icon in the Message text box, then select the URL shortener of your choice.

Note: The URL shorteners that are available to you depends on how your administrator configured dynamic link tracking. For more information about dynamic link tracking, refer to Set Up Your Dynamic Link Tracking in Admin.

Note: The **Link** icon is disabled for Direct Messages because Twitter prohibits the use of vanity short links in Direct Messages.

4. Click the **Reply** button to post the new tweet.

Liking Posts

Click the **Like** action icon to like a message.

Note:

- This action icon is available only for Facebook, Twitter, Instagram, and Weibo.
- You can like messages only on channels that you own, with the exception of Twitter, because because any tweet that comes in from Listen can be liked.

Labeling Messages

You can add labels to messages or comments. Message labeling allows you to categorize your messages into groups and later filter your message list using the labels. This enables users to easily access the content that is most important to them. Labels can be added to messages both manually and automatically, depending on how your account is setup.

To manually add labels to a specific message:

1. Click **Label** action icon.
2. Type the label(s) in the **Labels** text box.
3. Click **Confirm**.

To automatically add labels, you can setup an auto-label rule. This means that anytime specific words are used, a message is automatically assigned a specific label. For more information, refer to the *Automation Tab* topic.

If Listen and Analyze is included in the plan that you have purchased, messages auto-labeled with indicators (both standard and custom) and sentiment will also be displayed. For Listen and Analyze topic channels that you have routed to Engage this happens automatically and, at this time, cannot be modified or turned off. You also have the option of having your owned messages (messages from channels that you have authorized in Workflow and Automation) auto-labeled with indicators and sentiment. This functionality is not on by default for owned messages. If you'd like this enabled on your account, please submit a service request.

> **Note:** Owned messages are always displayed in Engage as soon as possible. Consequently, there is a chance that new messages will temporarily appear without sentiment and indicator labels. As soon as the message has been processed, indicator and sentiment (positive, neutral, negative, or no sentiment) labels will be added to the message.

For information about bulk adding and removing labels, refer to *Bulk Actions*.

Performing Bulk Actions

Engage allows you to take actions on multiple messages in a single column with a few clicks. For example, you might want to add labels to several messages at once. You can do this using the Bulk Actions feature.

To perform bulk actions on messages:

1. From the column in which you want to perform the updates, click the **Options Menu**, then select **Bulk Actions**.
2. Select the check boxes next to each message you want to update. Note: To select all of the messages, click the **Select All** option.
3. From the **Bulk Actions** drop-down list, select the action you want to apply to the select messages.
4. Click the **Apply** button.

Purging Messages

Engage allows you to bulk purge Facebook and Twitter direct messages from the Engage database up to a specified date. Once these messages are bulk purged they will be gone forever. This action cannot be undone. Any direct message that has been purged from the Engage database must also be deleted on social network, independently.

To purge direct messages:

1. Navigate to the **Applications menu**, click the arrow next to **Settings**, then select **Engage**.
2. Click the **Purge Messages** tab.
3. Specify a date in the **Purge all Direct Messages up to this date** box.
4. Click **Purge**.

   The **Purge Direct Messages** confirmation dialog appears.
5. Click **Purge**.

   > **Note:** This action will purge direct messages from the Engage database. This action will not purge direct messages that have been sent to Service. This will not purge direct messages off of the social network.
6. Click **Purge Forever**.

The line item with relevant information about your purge is added to the **Purge History** table. If the line item does not appear, click the **Purge Messages** tab.

About Actions for Facebook Channels

You will see different actions if you are or are not the administrator of a Facebook Page you've added as a channel in Engage. Let's go over the difference of what you'll see.

Facebook Page - Admin

If you are the administrator of the Facebook Page you have added as a channel, you will see the following actions available on the message:

- Add Label
- Assign
- Archive
- Block and Delete
- View Post
- Like
- Mark as Unread
- Reply
- Hide
- Delete
- Send to Oracle Service Cloud
- Send to Siebel
- Like

About Actions for Twitter Channels

The actions you can take on Twitter messages are:

- Assign
- Archive
- View Post
- Like
- Mark as Unread
- Quote Tweet
- Reply
- Retweet
- Send Direct Message

- Send to Oracle Service Cloud
- Send to Siebel

About Actions for LinkedIn Channels

The actions you can take on LinkedIn messages are:

- Assign
- Archive
- Like
- Mark as Unread
- Reply

About Actions for Instagram Accounts

The actions you can take on Instagram messages are:

- Assign
- Archive
- View Post
- Like
- Reply
- Send to Oracle Service Cloud
- Send to Siebel

About Actions for Weibo Pages

The actions you can take on Weibo messages are:

- Assign
- Archive
- View Post
- Like
- Mark as Unread
- Reply
- Repost
- Repost with Comment
- Delete
- Send to Oracle Service Cloud

- Send to Siebel

About Actions for WeChat

The actions you can take on WeChat messages are:

- Add Attributes
- Archive
- Assign
- Add Attributes
- Copy Message Link
- Label
- Mark as Read
- Mark as Unread
- Message Lock
- Reply
- Send to Oracle Service Cloud
- Send to Siebel

Filtering Messages

Filtering allows you to easily navigate through messages that you are managing within a selected column. By default, when you first open Engage, only the Inbox column is displayed. Based on your needs, you can add more filtered columns to your view. This topic explains the available criteria that you can use to create and modify columns in Engage.

About Columns

You can add new columns to your Engage view at any time. When adding a column, you have filter options that allow you to curate exactly what you will see in your column. You can customize your experience easily by adding filtered columns to view precisely the messages you want.

About the Inbox Column

The first and default column in Engage is the Inbox column. Your Inbox column contains all your messages, read and unread. By default, this is the only filtered column for your messages, when you first open Engage.

About Folders

You can modify your Engage view criteria at any time. One criterion that you can modify is the folder from which the messages are displayed. By default, the Inbox folder is selected; however, that folder can be changed to the Archived or Hidden folders. For more information about modifying folders in columns, see *Modifying Column Settings*.

About the Archived Folder

The Archived folder contains messages you have chosen to archive, so they no longer appear in your Inbox.

About the Hidden Folder

There are two types of messages that can appear in the Hidden folder: Hidden messages and Unpublished messages. When you hide a message or comment, it is hidden on Facebook and the message is moved from the Engage message Inbox to the Hidden folder. You can find those messages in your Hidden folder.

Unpublished messages are used to create ads on Facebook, and since they are not published to your regular Newsfeed and Timeline, by default do not appear in Engage. While Unpublished posts are not visible by default, the functionality can be enabled. To enable Unpublished posts for your account, your administrator must check the appropriate box in the Account section of Workflow and Automation. For more information on enabling unpublished posts, see *The Accounts Tab* section.

Once Unpublished posts have been enabled for your account, they will appear in your Hidden folder. Also, an Unpublished label appears on the upper right side of the message text for each unpublished message in the column. Hidden messages display a Hidden label.

About Column Filtering Criteria

You can control what messages appear in a column my specifying the following column filtering criteria:

Content Type

Content Types are the social networks and other data sources your messages are coming in from. This includes your owned Facebook, Twitter, and LinkedIn accounts, as well as Listen sources, including Google+, YouTube, RSS feeds, News sites, consumer reviews, and message forums.

Channels

Channels are the social properties you have added through Workflow and Automation and Listen topics you added to Engage from Listen. You can filter to only see messages from a specific channel by clicking on that channel from the list - it will be highlighted to show that you have selected it. You can select multiple channels to display at once. To remove a channel, just click on it again and the highlight will be removed.

Message Filters

Filtering by an authorized Facebook channel lets you view public (timeline) messages, private messages (the envelope button), all messages for the channel or reviews. Depending on the Channels you select, you might be able to further configure the column by selecting message filters by type: All, Posts, Visitors Posts, Direct Messages, or Reviews.

Note: Message filters appear only when you select a single content type. Message filters are available only for Facebook, Twitter, and Sina Weibo.

Adding Columns

Customize your Engage experience by adding columns that reflect your needs.

To add a column:

1. Navigate to Engage.
2. Click Add New Column.
3. Select the content type to include.

   To include messages of all content types, select the All option.
4. Select the channels to include in the Select Channels drop-down list.

   To include all channels, select the All Channels option.

   Note: WeChat is listed in the channel selection only if you have at least one WeChat channel in your account.
5. (Optional) Select the message filters to include in the Select Message Filter drop-down list.

   Message filters appear only when you select a single content type. Message filters are available only for Facebook, Twitter, and Sina Weibo.
6. (Optional) Enter a name for the column in the text box.
7. Click Save.

Modifying Column Settings

You can modify the settings of an existing column to further refine your needs.

To modify the settings of an existing column:

1. Navigate to **Engage**.
2. From the column in which you want to modify the settings, click the **Options Menu**, then select **Column Settings**.
3. (Optional) Click the **Folder** arrow to modify folder options, then apply you edits.
4. (Optional) Click the **Channels** arrow to modify channel options, then apply you edits.
   a. Select an option from the **Select Message Filter** drop-down list.
   b. Select one or more languages from the **Select Language Filter** drop-down list.

      Note: This filter is available only if a Twitter channel is selected.
5. (Optional) Click the **Labels** arrow to modify label options, then apply you edits.
   a. Select the **Any** option.
   b. From the **Select Labels** list, select one or more labels.
   c. In the **Show messages containing section**, choose one of the following options:
      - **All selected labels**. Displays messages in the column that contain all of the selected labels.
      - **Any selected label**. Displays messages in the column that contain any of the select labels.
6. (Optional) Click the **Date Range** arrow to modify the date range, then apply you edits.
7. (Optional) Click the **Assignment** arrow to modify the assignment, then apply you edits.
8. (Optional) Click the
9. Click **Save**.

Deleting Columns

You can delete columns from your Engage view when the column is no longer needed.

To delete an existing column

1. Navigate to the Engage.
2. From the column in which you want to delete, click the Options Menu, then select Delete Column.
3. In the Delete this column and its settings? dialog, select Yes.

   The column is deleted.

5 Integrations

Unmetric

Unmetric provides competitive analytics for Facebook, Twitter, and other networks, which allow brands to compare their social performance to public metrics of their competitors and other industries.

Our Oracle Social Cloud integration with Unmetric displays Unmetric's competitive analytics in Custom Analytics.

In this topic, we'll go through connecting your Unmetric account to your Oracle Social Cloud account in Workflow and Automation, and how to view Unmetric metrics in Listen and Analyze.

Adding an Unmetric Account in Workflow and Automation

Before you can see Unmetric in Custom Analytics, you must connect your Unmetric account to your Oracle Social Cloud account.

Before you connect Unmetric, there are a few things to consider:

- Each Unmetric account can only be linked to one Oracle Social Cloud bundle at a time.
- When you link an Unmetric account to a bundle, all sub-bundles will have access to it. However, higher bundles will NOT have access. Access cascades down, not up.

To link an Unmetric account to your root bundle:

1. Make sure you are in the root bundle.
2. Navigate to the **Accounts tab** in **Workflow and Automation**.
3. Click the **Third Party Setup** menu option from the left-hand menu.
4. Click the "Link" button. A modal will open, taking you to Unmetric's website. Follow the prompts to login and authorize the link.

Once you have authorized the link in Unmetric, you'll be taken back to Oracle Social Cloud, where the button will now read **Unlink**. If needed, you can click **Unlink** to disconnect the Unmetric account from the bundle. You'll also see the name of the user who linked the account and the timestamp for when it was added.

To link an Unmetric account to a sub-bundle:

1. Navigate to the edit page in Workflow and Automation for the bundle you want to add the Unmetric account to.
2. Click **Link**. A modal will open, taking you to Unmetric's website. Follow the prompts to login and authorize the link.

Once you have authorized the link in Unmetric, you'll be taken back to Oracle Social Cloud, where the button will now read **Unlink**. If needed, you can click **Unlink** to disconnect the Unmetric account from the bundle. You'll also see the name of the user who linked the account and the timestamp for when it was added.

Viewing Unmetric in Custom Analytics

Once you have linked an Unmetric account to Oracle Social Cloud, you can then view those metrics in the **Custom Analytics** section of **Listen and Analyze**. For complete information on using Custom Analytics, see *Custom Analytics* topic.

When you go to add a new module to a Custom Analytics report, you'll see Unmetric as a module option.

After you add the module, select the metric you want displayed, and the Unmetric group it applies to.

Save, and you'll see your chart with Unmetric data.

A Few Notes on Unmetric Data in Custom Analytics

- The Unmetric module displays data from your Unmetric account. If you don't have Unmetric, you can view sample data from a general Unmetric account.
- Since all metrics are provided by Unmetric, please see their documentation for metric definitions.
- If you don't see an Unmetric metric that you want in the list, file a Service Request with Oracle Support and we'll look into adding it.

Overview of Integrating Oracle Social Cloud with Oracle Engagement Cloud

This guide outlines the implementation and configuration steps that are required to integrate Oracle Social Cloud with Oracle Engagement Cloud. The integration is designed to support customers who wish to take advantage of the latest capabilities of Oracle Engagement Cloud, and leverage their existing investment in Oracle Social Cloud.

The integration provides the following features:

- Seamless integration between Oracle Social Cloud and Oracle Engagement Cloud
- Enables you to respond to Oracle Social Cloud posts from Oracle Engagement Cloud
- Enables you to configure private and public channels (Facebook, Twitter, and so on)
- Support for social message conversations
- Contact matching between applications
- 360 degree view of the customer

About Oracle Social Cloud API App

The Oracle Social Cloud API app is required for interaction between Oracle Social Cloud and Oracle Engagement Cloud. The app allows the Oracle Engagement Cloud user to create service requests from posts on social networks, and manage service requests from various social channels.

About Oracle Engagement Cloud Adapter

For more information on the Oracle Engagement Cloud adapter and Oracle Engagement Cloud, see the Integrating Engagement Cloud with Social Cloud topic in the Setting Up Communication Channels chapter in the *Oracle Engagement Cloud Implementing Service* on Oracle Help Center.

Prerequisite Setup Tasks in Oracle Engagement Cloud

Prior to creating and configuring your Oracle Social Cloud app, you must perform a number of tasks in Oracle Engagement Cloud to enable the integration. The tasks are contained in the “Setting Up Communication Channels” chapter of the Oracle Engagement Cloud Implementing Service guide. These tasks include:

- Creating an Integration User for the Social Channel

  It is recommended that you create a unique user for the integration. This user can call the Oracle Sales Cloud service catalog or event catalog web services from Oracle Integration Cloud Service.
- Importing the Integration Package

  Before you set up Oracle Integration Cloud Service, you first go to the Oracle Marketplace and download the Oracle Engagement Cloud to Oracle Social Cloud integration package.
- Activating the Connections between Oracle Engagement Cloud and Oracle Social Cloud

  You configure and activate the connections to your Oracle Engagement Cloud instance, and to your Oracle Social Cloud instance.
- Activating the Integrations

  You activate a total of four integrations: Social Cloud Conversation To Engagement Cloud, Engagement Cloud Service Request To Social Cloud, Engagement Cloud Reply To Social Cloud, and Engagement Cloud Update SR To Social Cloud.

Related Topics

- *Oracle Engagement Cloud Implementing Service*

Requesting Integration Cloud Service Enablement

To use the Oracle Integration Cloud Service-based integration of Oracle Engagement Cloud you must first log a service request with Oracle. To create a service request, do the following:

1. File a service request using the following URL: https://support.oracle.com/
2. You will receive instructions once the integration is enabled.

Setting Up Oracle Social Cloud for the Integration

Before adding the Oracle Social Cloud Integration Cloud Service app, you must first ensure you are the root bundle administrator for the account.

Populating the Plugins Page

Next, you populate the plugins page with the following information:

1. Navigate to Workflow Automation and select the Plugins tab.
2. Scroll down to the section labeled: INTEGRATION CLOUD SERVICE.
3. Create the new plugin by doing the following:
   a. In the Name field, enter a name. This name defines the integration. It will appear in the Oracle Social Cloud user interface.
   b. In the Integration Cloud Service User Name field, enter your Oracle Integration Cloud Service user name.
   c. In the Integration Cloud Service Metadata URL field, click the Endpoints List, and then enter the URL of the Integration Cloud Service integration that was configured during the initial Oracle Integration Cloud Service configuration.

      Make sure that the end of the URL includes the following: “metadata/swagger.” For example: https://<hostname>/integration/flowapi/rest<icstestname>.v01/metadata/swagger.
   d. Select the Oracle Integration Cloud Service object name end point from the drop-down list.

      This endpoint creates the concatenated Oracle Integration Cloud Service URL identifier. This identifier is used to connect Oracle Social Cloud with Oracle Integration Cloud Service.
   e. Click Save.

Clicking Save verifies that the Oracle Integration Cloud Service integration can connect to Oracle Integration Cloud Service with a valid user name and password and endpoint. The integration is now functional.

Creating the App

You must create an Oracle Social Cloud app to obtain the Client ID and Client Secret, which are necessary for Oracle Engagement Cloud to authenticate with Oracle Social Cloud. To create a new app, do the following:

Note: To add an API app, you must be the root bundle administrator of the account.

1. Log in to Oracle Social Cloud.
2. From the Home drop-down list, select Workflow and Automation, and then on the home page, click the Account link.
3. On the My Account page Navigation pane, click API Apps.
4. On the API Apps page, click Create a New App.
5. On the Create a New App page, provide the following information:
   - App Name. Provide a name for the app
   - Callback URL: To create the callback URL refer to the plugins page and extract the <protocol://host:port> value from the Oracle Integration Cloud Service Metadata URL value. Append that value to the following path: /icsapis/agent/oauth/callback. This creates a callback URL similar to the following example: https://FQDM/icsapis/agent/oauth/callback

6. Accept the terms and conditions, then click Create.
7. Click the link for the app's name.

   The app is listed on the API Apps homepage. On the API Apps homepage the page for the app is displayed which includes the Client ID and the Client Secret.

Completing the Integration

Return to Oracle Integration Cloud Service and use the client secret and client key to set up the connection of the REST Adapter that points to Oracle Social Cloud from within Oracle Integration Cloud Service.

Supported Oracle Social Cloud Channels

The following channels are supported for the integration between Oracle Social Cloud and Oracle Engagement Cloud.

- Facebook
- Twitter
- WeChat
- Instagram
- Sina Wiebo

Frequently Asked Questions

Q: When selecting the Retrieve button no results are displayed, or a time out occurs.

A:Typically this occurs because the user name and password combination or the Oracle Integration Cloud Service Metadata URL are invalid. If after verifying the credentials and URL, the issue persists, log service request.

Q: When selecting the Save button the information is not saved.

A: If this occurs, log a service request.

6 Publish (Legacy)

Introduction to Publish

Welcome to Publish. This topic will give you an overview of Publish's capabilities and tell you how to learn more about each individual area and feature of the program.

Note: The documentation in this chapter describes legacy product features that are supported only for existing customers. The product features described in this chapter are not available to new customers.

What is Publish?

Publish is a powerful tool that allows you to schedule and manage the posts you create on your social networks. Publish's user-friendly interface makes it easy to create in-depth interaction with fans of your page or stream. Publish has several features that take basic posting to a new level.

- Managing multiple streams: You can easily manage multiple social network accounts with Publish, or even broadcast a single message to multiple streams at once.
- Post scheduling: You can plan out your publication schedule, precisely timing when your posts go live so you can coordinate activities around them. You can also use our Calendar tool to line up a lot of posts in advance so you don't have to spend all day managing your social media communication.
- Multi-language capabilities: Publish's database lets you post to your social networks in multiple languages and character sets.

Throughout these topics, you will learn about the interface itself, and the tools you will use to help create and schedule your posts.

Basic Terminology

Let's go over some terminology that you will see throughout these topics. Many of these names or phrases are specific to Publish, so it is important to know what they refer to.

- Publish — An application that lets you create and publish dynamic content to your social networks.
- Facebook Page — Your brand or organization's home on Facebook.
- Stream — Your Facebook pages and Twitter accounts are streams of content. Therefore the connection between Publish and your Facebook pages and Twitter accounts is called a stream.

The Admin Tab

From the **Admin** tab, you can control your preferences for actions when creating a post, your circles for Google+, tags for your posts, creating tracking URLs, and open graph objects.

The **Admin** tab will only appear to users whose role is marked as Team, Bundle, or Account Administrator. If you are not an admin, you can skip to *Create a Post*.

The Preferences Tab

On this page, you can set certain preferences for your entire account.

These preferences will affect every user on your account. If you select the boxes on this page, when a user on your account goes to the Create a Post page, those same boxes will be selected by default. If you leave these boxes cleared, when a user on your account goes to the Create a Post page, those same boxes will be cleared by default.

These preferences are:

- Include URL in posts: If you are adding a link to a post, you can have that URL appear in your post.
- Publish photos to a Facebook album: Selecting this box will publish this image to a photo album on your Facebook page. The image will display as a large photo in your post when you choose this option.

  Note: By default, the photo will be published to your Wall album on Facebook. If you don't have a Wall album, Publish will create an album for you, named after your publishing app.

- Post Name is Required: When this box is selected, users will be required to give their post a name before it can be published, saved as a draft, or scheduled. But unchecking it allows posts to be published/saved/scheduled without a post name.

  Note: This box will be selected by default.

The Circles Tab

On this page, you can manage your Google+ circles, including adding folks to existing circles and creating new ones.

Editing or Deleting a Circle

All your existing circles are listed on this page. To change the circle's name or delete it, click on the gear icon and select **Edit** or **Delete**.

Adding or Removing People in a Circle

Click on the circle you want to edit. All the users in that circle will appear. Select the box next to the user you want to add or remove, then click the **Action** drop-down menu and select or **Remove from Circle**.

Clicking **Add to Circle** opens a modal window where you can select the circle you want to add the user to. Click **Add** to add the user to that circle.

Clicking **Remove from Circle** opens a window asking you to confirm if you want to remove them. Click **Remove** to confirm.

The Tags Tab

On this page, you can create tags for your account.

Tags are words and phrases that you can apply to posts, allowing you to organize and track your posts to your different social properties. The tags you create on this page will appear in a drop-down menu in the **Tagging** area of the **Create a Post** page, where any user can add them to a post, and the tags you select for a post will appear on the Post Grid.

Note: Tags are bundle-specific, so if you want folks on multiple bundles to use the same tags, you'll need to add them in each bundle individually.

Tag Types

You can create Oracle Social Cloud or CRM tags. Oracle Social Cloud tags are created here in the Oracle Social Cloud and only work in the Oracle Social Cloud platform. CRM tags are created and imported into Oracle Social Cloud from a CRM system, such as Siebel, CRMOD, or Eloqua. We'll go through both of those here.

To create a Oracle Social Cloud tag:

Type the word or phrase you want as a tag into the text field, then click **Add Tag**. The tag will then appear in the list below the field. These tags will then appear in the drop down menu on the **Create a Post** page.

To import CRM tags:

1. Choose the CRM system you want to import tags from from the drop-down.
2. In the box next to the drop-down, enter your login credentials for the CRM system and click **Login**.
3. The tags you have created in that system will appear in box below.

The CRM tags will now appear in the drop down menu on the **Create a Post** page, available for you and other users on your account.

Note: For Eloqua Users: When you add new tags to Eloqua, the next time you come back to Oracle Social Cloud, you must refresh your login on the admin page to add the new tags to your list in Publish.

Eloqua/Oracle Social Cloud Integration

For more information on the Eloqua/Oracle Social Cloud integration, please see the additional documentation located *here*.

The Tracking Tab

The **Tracking** tab is where you set up Dynamic Link Tracking, which allows you to easily create URLs within their posts that 3rd party analytics systems can use to track the effectiveness of your marketing campaigns.

For complete information on Dynamic Link Tracking and how to use it in the Oracle Social Cloud platform, please see *Dynamic Link Tracking*.

The Open Graph Object Tab

Open Graph Objects are Facebook Like buttons that you can put on any website to represent real-world items.

When a user clicks one of these Open Graph Objects on your site, that action will appear in their feed and you can push content to those users in the future.

You can create and moderate your own Open Graph Objects on this tab.

To create an Open Graph Object:

1. Sign in to Publish and click the **Admin** tab.
2. Click the **Open Graph Objects** tab.
3. Click the **Add Open Graph Object** button.
4. Fill out all the fields on the form.

> **Note:** If you aren't sure what an item is, click the **What's This** link next to the item and a short explanation of what the item is and where you can find that information will be displayed.

5. When you have finished filling out the form, click **Create Open Graph Object**.

You will be taken to the **Existing Open Graph Objects** page and your new **Open Graph Object** will be listed.

To activate an Open Graph Object:

> **Important:** Before your Open Graph Object is added to your page, you need to activate it. Do this by clicking **Like** on the **Existing Open Graph Objects** page.

The text next to **Like** will change to **You like this**. Your **Like** button is now ready to place on your website.

To edit an Open Graph Object and find the frame code:

1. Click the **Open Graph Objects** tab in the **Admin** section.
2. Click on the OGO you want to edit.
3. You will be taken to the edit page for the Open Graph Object. The page has the same fields you filled out previously to create the Open Graph Object. The page includes the details of your object and the iFrame code you will need to place the **Like** button on your website.
4. Make any changes you want, then click the **Update Open Graph Object** button.

Create a Post

With Publish you can create and publish posts to all your social networks.

You can quickly post to Facebook fans, Twitter followers, Google+ circle members, Tumblr followers, LinkedIn connections, and Weibo. Your posts can include text, external links, photos, videos, and more.

The **Create a Post** page has two columns you will use to build your post. As you put the elements of your post together, a live preview of the post appears.

1. From the **Posts** tab, click the feather icon to be taken to the **Create a Post** page.
2. Enter a name for your post. This will help you find your post in the Post Grid or in Analytics later.

   As you type, other post names that you or others on your account have entered will popup, so you can keep names consistent for a campaign or specific client.

   Note: Admins can make the post name optional by clearing the **Post Name is Required** option on the **Preferences** tab in the Admin section of Publish.

3. Find and select the streams you want to publish to. For more information, refer to *Select Your Streams*.
4. Create your content in the main text field.
   a. If you want to post to both Facebook and Twitter, but your message is over 140 characters, click on the text in the Twitter preview.

      It will change to an edit field, so you can edit your message down to 140 characters.

   As you type, you will see the message appears in the **Preview** section, so you can determine exactly how your message will look on each social network. You will also see how many characters you have left for Twitter posts.

5. To create content for a Tumblr post, see *Create Content for a Tumblr Post*.
6. To tag Twitter accounts using an At (@) mention:
   a. On your post, type the @ symbol and the first three letters of the Twitter account.

      A list of Pages will appear.
   b. Select the Page you want to tag for the handle for Twitter.

   Note: Facebook has deprecated their Search API for pages, groups, events, and users, thus removing the functionality to allow tagging in Facebook posts. For more information refer to *this Facebook announcement*.

7. To insert emojis in a Facebook, Twitter or Google+ post, see *Add Emojis*
8. Optionally, click the icon for the stream type to display the extras that can be selected.

   After your post is created and set up, you still have more options, depending on which type of stream you are posting to.

Select Your Streams

When you create a post, you choose which stream(s) you want to publish the post to.

Default streams will be automatically selected for publishing for every post you create. You can make a stream a default stream on the edit page for that stream in Workflow and Automation. For more information, see *The Resources Tab: Social Properties*.

Note: Facebook has a Twitter application that will automatically post on Twitter whenever you post to your Facebook wall. However, this conflicts with posts made through the Facebook API. If the Twitter application is active on your Facebook page, and you use Publish to post the same content to a Facebook Page and the Twitter account it is linked to, that post will fail to appear on Facebook.

1. In the **Create a Post** page, click on the streams you want to publish to.
   a. If the stream you want to publish to isn't displayed, click the arrow in the top right corner.

      A list of all your streams will appear.

b. Optionally, filter the stream list.
   - Type the name of the stream you want into the **Search** field. The list will change to display only streams with that name. Or,
   - Select the social network you want to see, such as Facebook, Twitter, Google+, LinkedIn, or Weibo. Only streams from that network will display in the list.

Four of your streams will appear automatically, including any streams you have set as a default.

If the stream you want to publish to needs to be reauthorized, it will be greyed out and you won't be able to publish to it.

The streams you select will turn blue. A preview for that network will appear on the right side of the screen. It will show you how many streams you are publishing to for each social network.

Create Content for a Tumblr Post

You can create post content specifically for Tumblr.

When you select a Tumblr stream to create a post, the stream appears in the Social Network Previews section. This is where you will create your Tumblr content, since Tumblr has several unique options for its posts.

1. From the Create a Post page, select the Tumblr stream.

   For more information, refer to *Select Your Streams*.

   It is displayed in the Social Network Previews section.
2. Select the type of post you want to create.

   You can select from text, image, quote, link, chat, audio, or video. Note: For image posts, you can only use a single image.
3. Enter the content for the post type you have chosen.

   The options in the content box will change depending on the type of post you select. The same options appear for each post type in native Tumblr.

   Note: If you select photo, audio, or video, you will still select and add the media through the media section in the main **Create Your Content** section. You will also add your link for link posts in that section.
4. Enter tags for the post.

   The tags you enter in the Tumblr area are only for Tumblr. Regular Oracle Social Cloud or CRM tags must be entered in the regular tags section of the **Create Your Content** section.

Once you have finished entering your content for your Tumblr post, you can continue setting your other options in the main section of the **Create a Post** page.

Add Emojis

If you are using Facebook, Twitter or Google+, you can add emojis to your posts. There are different ways of adding emojis to posts.

1. From the **Create a Post** page, click into the **CREATE YOUR CONTENT** field.
2. Insert an emoji using one of the following methods:
   - Emoji Code - Between colons (:), enter the emoji code. For more information on emoji codes, you can access the third-party emoji cheat sheet hosted by *Webpage FX*.

- Emoji Picker - Select and insert an emoji using the emoji picker on your OS:
  - Mac: Control + Command + Space
  - Windows: - Activate the Windows Touch Keyboard by clicking the keyboard icon on the taskbar.

The emoji will appear in the **Social Network Previews** area.

Adding a URL

Adding a URL to a post can bring more attention to your post and help drive traffic to other sites. To add a URL to your post, just paste it into the URL field.

Publish will scan the article and automatically pull the title, description, and images (if the link has them) and display them below the URL. If you want to edit the title or description, click on them and they will become editable fields.

Use URL Image in Post

If you select the **Use URL Image in Post** option, Publish will pull in multiple images from the URL and you can scroll through the images and select the one you want to use with your post. You can also use your own image.

Include URL in Post

Select this option if you want the URL to be displayed in the text of your post.

Note: This is for Facebook and Google+ posts only, and doesn't work with photo album posts.

Preview

When you add a URL, it will appear in the **Preview** area as ora.cl shortlink. This is not the real short URL, just a placeholder. It will appear at the end of your post by default, but you can move it to anywhere in the post you want.

Twitter URLs

If you add a URL to a Twitter post and save it as a draft, the URL is appended to the content of the post, as well as displayed in the **URL** field. If you want to delete the URL from that saved post, make sure you delete it in both places.

Adding Media

Media, especially pictures, make your posts even more enticing.

Click on the paper clip icon and the **Asset Manager** opens, where you can attach a photo, a video, or an MP3 to your post. You can select from media you've previously attached, upload from your computer, or you can drag and drop the item from your computer.

In the **Asset Manager**, you might notice media files that should not appear in your list of assets. If you want to delete media files, select the one or more files, then click the trash can iconin the **Asset Manager** area. A confirmation dialog appears asking you to confirm the removal of the files. Click **Remove**.

There are specific file types and uploads of media you can attach to a post. Here they are for images, video, and MP3.

Image Details

When you attach an image to a Facebook post, you can select to publish that image to your newsfeed or to an album on Facebook. The image will appear differently depending on how you publish it. You can select those options in the *Facebook Photo Options in the Social Network Settings* area. Images will display to the maximum size of 2048x2048 pixels.

You can upload the following image file types:

- JPG
- PNG
- GIF
- TIFF

Video Details

When you attach a video to a Facebook post, it will appear and play inline with your post. You can either upload a video here in this section, or link to a video by copying and pasting the video URL into the http:// URL section.

After you've uploaded a video, you need to select a thumbnail starter image. You can select a frame from the video, or upload an image from your computer or a URL. Remember, it's important to select an image that is compelling and will make them want to click.

When you attach a video to a Tweet, it will appear and auto-play silently inline only when the video length is equal to or less than 140 seconds. Videos that are longer than 140 seconds will appear in the Tweet as a still image, with a play button overlay and a link. If you click the video play button on the still image, the video will play inline.

Note: There is no size limit to the videos you can upload, though the longer videos may take several minutes to process.

You can upload the following video file types:

- MOV
- QT
- AVI
- WMV
- MPG
- FLV
- MPEG
- MP4
- OGM

You can link to videos from the following online video sites:

- YouTube
- Vimeo
- URL that meets *Facebook's Open Graph Protocol specifications*.

Audio Details

You can upload the following audio file types:

- ACC
- MP4
- M4A
- MP3

There is no size limit to the audio files you can upload.

Oracle Docs Details

In the **Create Your Content Asset Manager**, you can click **Oracle Docs** to access documents on the Oracle Document Cloud service.

Note: This feature is available only in deployments where the Oracle Document Cloud service has been purchased and enabled.

After clicking **Oracle Docs**, you'll need to login. Once logged in, select the files that you want to include in your post, then click **OK**.

Note: Only folders to which you have access will be viewable. Only file types listed in *Adding Media* are supported.

Coupons, Polls, and Custom Wall Apps

The Flash-based coupon and poll posting feature is no longer available in the Oracle Social Cloud platform. To provide a more powerful, mobile-friendly experience for your applications, we encourage publishing of apps created using the Content and Apps area of the Oracle Social Cloud. The apps created using a powerful modular system allow you to build any experience you desire, and will work smoothly with mobile devices. If you aren't familiar with the kinds of content you can create in Content and Apps, refer to *Building a View: The View Layout and Adding Modules and Content*.

Adding Tags

Tags are words and phrases that you can apply to posts, allowing you to organize and track your posts to your different social properties.

Admins will create the tags on the **Admin** Tab. For more information, see *The Admin Tab*. The tags will appear in the Post Grid in the Tags column.

Note: You can add as many tags to a post as you want.

You can see the tags you have access to by clicking the arrow, or start typing and tags that match what you are typing will appear.

Selecting Values for your Tracking URL

This area relates to Dynamic Link Tracking, which allows you to easily create URLs within their posts that 3rd party analytics systems can use to track the effectiveness of your marketing campaigns.

In this section, you'll select values to add to your tracking URL, using the drop-down menus.

For more information on Dynamic Link Tracking and how to use it in the Oracle Social Cloud platform, see *Dynamic Link Tracking*.

Scheduling Your Post

You can get your work done ahead of time and create posts that will automatically publish on the date and time you select.

Click on the calendar icon and a date and time selector will appear. You can edit the date once you select it by clicking on the date in the text field.

Once you select a date for your post, the **Publish Post** button will change to **Schedule**, so you know you are getting your post out when you intend to.

You can also select to have Publish send out an email to a list of addresses when the post is published. Select the **Send an email when the post is published** option and a text field will appear. Just enter the email addresses separated by commas.

Setting Facebook Options

There are 3 options for Facebook posts: Geotargeting, Feed Targeting, and Photo Options.

Geotargeting

Geotargeting lets you make a Facebook post that only your Fans that are in a certain country, city, and/or language will be able to view. A geotargeted post will only be visible on those users' news feeds and only those users will be able to view the post on your page.

Just enter the name of the country and/or language you want to target into the provided boxes. If you have created any templates in Oracle Social Cloud Admin, use the-drop down menu to select the geotargeting template you created.

> **Important:** Make sure you wait for the geotarget template to load completely before you publish your post. If it doesn't load, your post will not be geotargeted.

Feed Targeting

With Feed Targeting, you can select specific targets based on information that users provide in their Facebook profiles to narrow who sees your post.

How is Feed Targeting different from Geotargeting?

When you Geotarget a post, only people who have that location set on Facebook will see the post in their newsfeed and on your brand Timeline. When you Feed Target a post, only people who have those targets set on Facebook will see the post in their newsfeed, but anyone will be able to see the post on your Timeline.

How do I use a target?

Each target has an **Add** button next to it. Click that button to make the target active for your post. Also, if you decide that you don't want to use that target, the link changes to **Remove** after you've added it, so you can get rid of it at any time.

What are the targets I can use?

There are seven targets you can use. These are, Age Range, Gender, Relationship Status, Interested In, Education, Country, and Language.

Each target has options to select from and some have limitations.

Age Range

The Age Range target lets you limit your post within a set range of ages. You can set the range from a minimum age of 13 to a maximum age of 65.

Gender

The Gender target lets your post appear to male users only, female users only, or both in one post. If you don't make a selection, your post will target both genders by default.

Relationship Status

The Relationship Status target gives you many options to target. You can target each of these relationship statuses individually:

- Single
- In Relationship
- Married
- Engaged

Or, you can also mix and match, selecting different statuses in various combos. For example, you can target **In Relationship** and **Married** in one post. If you don't make a selection, your post will target all statuses by default.

Interested In

The Interested In target lets you target users who are interested in male only, female only, or both in one post.

Educational Status

The Educational Status target lets you select to target your post by a user's educational level. You can target each of these educational statuses individually:

- High School
- Undergraduate
- Alumni

Photo Options (Facebook Only)

When you publish a post with a photo attached, you can select to publish that photo to your newsfeed, to your brand's Timeline album, a new photo album, or to an existing photo album on Facebook.

The following are the options.

Note: Make sure you upload all your photos in the **Create Your Content Asset Manager** before you create your post.

Publish to Newsfeed

When you publish a photo to your newsfeed, it is attached as a link and a thumbnail on your post. The photo isn't added to any Facebook photo albums. You can only publish one photo to a post at a time.

Note: If your photo is smaller than 315 pixels, it will display as a small thumbnail with large metadata to the side. If your photo is larger than 315 pixels, it will display as a large photo, with the metadata beneath.

Publish a single photo to your Timeline album

When you publish a photo to your Timeline album, Facebook will add that photo to the album and generate a post to your newsfeed with a large thumbnail of the photo and the message you created above. You can only attach one photo to your Timeline album at a time.

Publish to a new Facebook Album

When you publish a photo to a new album, Facebook will add the album to your photos page, and will generate a post to your newsfeed with a large thumbnail of the photo. You can attach a maximum of 15 photos to your post. When you add more than one photo to a Facebook post, a new Facebook album will be created. In the **Your Social Network Settings** section, the **Publish to a new Facebook photo album** option will be selected automatically. Enter your album title in the text box below the option.

When you are publishing multiple photos to an album, you can select which photo to display as the album cover. In the **Create Your Content** section, select the option next to the file that you want to display as the album cover. Notice that the image now appears as a larger block in the preview area.

Note: If you are posting to Facebook and Twitter at the same time, the album cover that you select for Facebook will automatically be the larger image in your Twitter feed.

When you are publishing to a new album, Facebook will post to your newsfeed for you with your album's title, description, and number of photos in the album. So instead of a place to create a message, the **Create Your Content** section will change to let you add your album title and description that Facebook will use to create a post.

Note: Due to social network restrictions, your published photo post may appear differently than how it appears in the preview.

When you select this option, the content creation section of CAPP will change to let you give your new album a title and description.

Publish to an existing album

When you publish a photo to an existing album, Facebook will add that photo to the album and generate a post to your newsfeed with a large thumbnail of the photo. You can attach a maximum of 15 photos to your post.

When you are publishing to an existing album, Facebook will make an action post to your newsfeed for you. You've probably seen these before: Kim added 4 photos to the album Weekend Adventures. So instead of a place to create a message, the **Create Your Content** section will change to let you add your album title and description that Facebook will use to craft the action post.

Note: Due to social network restrictions, your published photo post may appear differently than how it appears in the preview.

Geotargeting a Photo Album

Geotargeting works a bit differently when you are publishing to a photo album, as opposed to a single image. When you assign a geotarget to a photo album post, the geotarget will be applied to the individual photos, not the album. So your album will be visible to all your Fans, but only the photos that have the Fan's target will be visible to them.

Working with Twitter Options

This topic describes options that are available, specific to Twitter.

Publishing Multiple Images to Twitter

Oracle Social Cloud allows you to upload multiple images to a post. Twitter allows a maximum of four images per tweet. If you attempt to select more than four images, an error message will appear.

When you are publishing multiple photos, you can select which photo to display as the album cover. In the **Create Your Content** section, select the option next to the file that you want to display as the album cover. Notice that the image now appears as a larger block in the preview area.

Note: If you are posting to Facebook and Twitter at the same time, the album cover that you select for Facebook will automatically be the larger image in your Twitter feed.

Working with Google+ Options

You can select specific circles to publish to Google+ streams.

Select the Google+ stream from the drop-down, and a list of the circles you've created for that stream will appear. Select the box next to the circles you want to publish to.

Working with LinkedIn Options

You can target who can see your LinkedIn posts using five different criteria. These are, Geography, Company Size, Job Function, Industry, Seniority.

Using Geography

Using the provided text field, enter the name of a location you want to target. Remember, these are LinkedIn locations, so you might have to try some different entries before finding what you are looking for.

You can enter up to 10 locations to target.

Setting Company Size

Select the boxes next to the company size you want to target. You can enter up to 10 company sizes to target.

- Self-Employed
- 1-10
- 11-50
- 51-200
- 201-500
- 501-1000
- 1001-5000
- 5001-10000
- 10000+ Employees

Selecting Job Functions

Select the boxes next to to the job functions you want to target. You can enter up to 10 job functions to target.

- Research
- Accounting
- Administrative
- Business Development
- Purchasing
- Consulting
- Arts and Design
- Community and Social Services
- Education
- Engineering
- Entrepreneurship
- Finance
- Human Resources
- Information Technology
- Legal
- Healthcare Services
- Marketing
- Military and Protective Services
- Operations
- Program and Project Management
- Media and Communication

- Product Management
- Quality Assurance
- Real Estate
- Sales
- Support

Selecting Industry

Select the boxes next to the industries you want to target. You can select up to 10.

Selecting Seniority

Select the boxes next to to the seniority level you want to target. You can enter up to 10 seniority levels to target.

- Chief X Officer
- Director
- Entry
- Senior
- Manager
- Owner
- Partner
- Training
- Unpaid
- Vice President

Previewing Your Post

Your post is created and you can make sure your post looks perfect for each of your stream types in the preview area.

The preview will show you how many streams you are publishing to for each stream type and how the post will appear. If you need to make changes to the text for a specific stream type, just click on the text. It will change to an edit field. Once you are finished making changes, click **Done** and your changes will be saved.

Publishing Short Link

If you are including a URL in your post, Publish shortens that URL for you into a more convenient shortlink. In the preview, you will see a sample short link.

To get the real short link, you will need to go to the Review page.

Review All Posts

If you need to get a short link, or want to edit your posts in a larger space, you can do that by clicking the **Review all Posts** text link. This will take you to a new page with your posts laid out and the real Publish short link in place. You can publish from that page or return to the main CAPP page.

Publishing Your Post

Once your feel like your post is ready to go, click **Publish Post** button on the main page.

Your post will be sent out to all your streams, or saved if you've scheduled it to be posted later. You'll be taken back to the Posts main page, and you'll see your post listed in the post grid.

Extended Publishing

If your post is taking longer than 15 minutes to publish, it will go into Extended Publishing status. You will receive an email letting you know that the post is in extended publishing, and giving you the option to cancel the post.

If you keep the post in Extended Publishing, and the post does not publish successfully within a 4 hour window, it will be automatically cancelled and you will receive an email confirming this.

Editing After Publishing

After you've published a post, you can still edit some of its details. For example, a Twitter Page can be changed since it's hosted by Oracle Social Cloud, but the tweet text cannot, since Twitter doesn't allow tweets to be modified after they're posted.

For complete information on what you can edit on different types of post, see *Taking Actions on a Post*.

Creating a Suggested Post

Suggested posts allow you create messaging and content for users across your bundle.

When you click the arrow on the **Create a Post** button, you'll see the **Suggested Post** option. If you click this, you'll see the exact same **Create a Post** page, but it's what happens when you finish creating the post is what makes it different.

When you create a Suggested post and save it, it will be saved in the Post Grid with the status **Suggested**. Users on your account can then copy that post, edit it if necessary, and publish it to the streams they need to.

You can create Suggested posts from scratch, or you can copy a post that has already been created and save it as a Suggested post.

Sharing Suggested Posts with Multiple Bundles

You can also share suggested posts across multiple bundles. However, there are some things you'll need to set up first. Here's what you'll need to do:

1. Create a stream only for suggested posts. Create a new social property on the social network, such as a Facebook page. We suggest naming it in a way so you know it's connected to suggested posts, like BrandName Suggsted Posts. You will use this stream to create the posts you want to suggest going forward. Once you create it, add the stream to your Oracle Social Cloud account.
2. Create a suggested posts sub-bundle In your account-level bundle, create a sub-bundle and name it something related to suggested posts, like BrandName Suggested Posts Bundle. For more info on bundles, see Bundles topic.
3. Add your new Suggested Post stream and users to your new Suggested Post sub-bundle Add your new suggested post stream to your new suggested post sub-bundle. You will then need to add the users who will be CREATING suggested posts to this sub-bundle. Once you've added the users to the sub-bundle, you must assign them to a user role on the stream itself, which you will do in Workflow and Automation.

Note: We suggest making these users Authors on this stream.

For more info on adding users to streams, see Social Properties topic.

4. Add your new Suggested Post stream to other bundles Finally, you'll need to add the new suggested post stream to the bundles of the users you want to use your suggested posts. Once you've added the stream to those bundles, you'll need to assign those users to a role on the stream itself.

   Note: We suggest making these users Authors on this stream.

Once you have your suggested post stream added and users assigned to it, users can begin creating and sharing suggested posts. When users create suggested posts on the suggest posts stream, these will appear in the Post Grid as suggested posts, as we described above.

Important: When a user is using a post that has been suggested, they need to deselect the suggested post stream before saving/publishing their posts.

Creating an Unpublished Post

Unpublished posts are only distributed to users through promoted channels.

The final option you'll see when you click the arrow next to the **Create a Post** button is Unpublished Post. When you create an Unpublished post, it will be sent to Facebook, but will not appear on your newsfeed or page timeline.

You can create Unpublished posts that are just text, single photo posts, or link posts.

Call To Action Buttons

When you add a link to an unpublished post, you have the option to add a Call to Action button that will appear in the large link meta data that appears below your post.

After you add a link in the URL, the link area will expand to show you the meta data for that link. You can alter the link description, the display link, the link image, and you'll see a drop down menu for Call to Action. You can select from five options. These are, No Button, Shop Now, Book Travel, Learn More, Sign Up, or Download.

Performing Bulk Actions

You can cancel and delete multiple posts in the Post Grid by using the **Bulk Actions** menu.

Only Editors and Administrators can cancel posts.

1. To perform a bulk delete in the Post Grid:
   a. Navigate to **Publish**, then **Posts**.
   b. From the **Bulk Actions** menu, select **Delete**.
   c. Select the posts that you want to delete by clicking the check box in one or more rows.

To select all posts, click the **Select All** check box.

d. Click **Apply**.

e. Click **Remove Post(s)**.

The posts are deleted and removed from the Post Grid.

2. To perform a bulk cancel in the Post Grid:
    a. Navigate to **Publish**, then **Posts**.
    a. From the **Bulk Actions** menu, select **Cancel**.
       Only posts that have a Status of Sheduled will be listed.
    a. Select the posts that you want to cancel by clicking the check box in one or more rows.
       To select all posts, click the **Select All** check box.
    a. Click **Apply**.
       The **Cancel Post(s)** confirmation dialog appears.
    a. Click **Cancel Post(s)**.
       The **Status** fields of the posts are changed to Cancelled.

Upload Multiple Posts

In Publish, you not only can create one post at a time, but you can also schedule and publish multiple posts at once. You can upload multiple posts by using a CSV spreadsheet.

Your CSV file must be be in UTF-8 format or you will get an error when uploading.

- Twitter and Facebook posts you upload using this CSV will follow the preferences your admin has set for your social networks in the Publish Admin tab
- Google+ posts will be published as a large photo format post.
- LinkedIn posts will be published as a link post.

1. Click the **Upload Posts** button on the **Posts** tab, in the ellipsis next to the **Create a Post** icon.
   A dialog box will open, allowing you to download a sample CSV file and upload instructions for the CSV.
2. Fill out the fields in the template spreadsheet. For more information, refer to *CSV Template Spreadsheet Fields*.
3. Save the template CSV under a new name.
4. Return to the **Upload Posts** dialog.
5. Select the new CSV.
6. Click **Upload**.
   Your posts will start processing.

When your posts have finished uploading, you'll receive an email showing you how many posts were succesfully uploaded, how many had errors and couldn't be uploaded, and an attached spreadsheet showing the errors those posts had.

CSV Template Spreadsheet Fields

The following four column table lists the field names of the CSV template spreadsheet along with a description of each, the valid values, and a column stating whether the field is required or not. Fill out the fields to create a CSV template that you can use to upload multiple posts.

Field Name	Description	Valid Values	Required?
SCHEDULED DATE	The date you want the post to be uploaded	A date in the format `MM/DD/YYYY` or `MM/DD/YY`	Yes, if you enter the post's status as **schedule** or **scheduled**
SCHEDULED TIME	The time you want the post to be uploaded	A military time in the format `HH:MM` To determine what military time would be, for any time after noon, take the actual time and add 12 to the hour. For example, to publish your post at 1:30PM, enter 13:30. 11AM would be 11:00. You can also check this handy *military time chart*	Yes, if you enter the post's status as **schedule** or **scheduled**.
POST NAME	The name of your post. This can be anything you want. It will help you find your post in the Post Grid or in Analytics later.	Text	Only required if an admin on your account has set this field as required.
POST CONTENT	The content of your post	Text	Only required if you are not including a media URL
TAGS	Oracle Social Cloud tags you want to add to your post	Tags that have already been created or imported in Publish If you are using multiple tags, there are different ways to format your tags so they are added properly. • If you open the CSV in a text editor like Notepad, you will need to add quotation marks around the tags. For example: "**tag1**" "**tag2**". • If you open the CSV in a spreadsheet editor like Excel, do not add quotation marks around the tags.	No
MEDIA URL	Use if you want to include media in your post. The media will need to be posted online.	A URL in the format <codeph>http://xx.xxx.xx</ codeph>	Only required if you are not including any post content

Field Name	Description	Valid Values	Required?
	If you include a media URL and a content URL, the media URL will be the image that is used.		
CONTENT URL	Use if you want to include a URL in your post.	A URL in the format <codeph>http://xx.xxx.xx</codeph>	No
USE CONTENT URL IMAGE IN POST	Use if you want your post to use an image scraped from the Content URL. If you have a media URL and a content URL, the media URL will be the image that is used, even if you have a **N** in this column.	**Y** or **N** Enter **Y** to include an image or **N** to not include an image	Required if you enter a value in the CONTENT URL field.
STATUS	The status of the post to be published	**draft** or **schedule** or **scheduled** or **publish** • **draft** - saves your post as a draft • **schedule** or **scheduled** - schedules your post for the day and time you entered • **publish** - publishes the post immediately	Yes, for all posts
SOCIAL NETWORK	The name of the social network you want the post published to.	**facebook** or **twitter** or **google** or **google+** or **linkedin** You can only enter one social network per row in the spreadsheet. If you want to publish a post to multiple social networks, copy the post info into another row and change the social network.	Yes, for all posts
STREAM NAME	The name of the stream you want the post published to.	A valid Oracle Social Cloud stream name This name must match the name of the stream as it is entered in Oracle	Yes, for all posts

Field Name	Description	Valid Values	Required?
		Social Cloud. If you aren't sure of the exact stream name, please check the stream's page in Workflow and Automation.	

The Posts Tab - Taking Action on Your Posts

The Posts Tab is where you'll interact with your posts that are in draft, scheduled, suggested, and published.

On this page you can view all your posts using the Post Grid or Calendar view, take a number of actions on them, get some basic analytics on a post, even download a CSV file with info on all your posts. In this article, we'll go through all the things you can do on this page.

The Post Grid

The majority of the Posts tab is what we call the Post Grid - a table containing information on all of your posts.

This grid not only gives you quick information about all of your posts, but also allows you see at a glance how any single post is doing.

The Post Grid contains columns of info on all of your posts, including status, shares, comments and likes. You can select which columns you wish to display on the Post Grid at all times. If you want to get the full spread on your posts, you can download a CSV (comma separated values file) of the entire grid with all the columns of info included. You can also search or filter the Post Grid to only display certain posts you are interested in.

Post Columns

Additional data on your user data gathered from posts are displayed in the following columns:

- ID - A code Publish assigns to your post. This is used only in Oracle Social Cloud.
- Status - What state your post is in, either Draft, Scheduled, Suggested, Unpublished, Publishing, Extended Publishing, Published, Cancelled.
- Post Name - The name you gave your post.
- Tags - Any tags you added to the post.
- Clicks - The number of times the short URL Publish created for your post (if applicable) was clicked. This includes clicks wherever this short URL is used and the number is not unique.
- Plays - The number of times an audio or video file you posted was played.
- Entries - The number of times data has been submitted to your app (such as entries for a drawing). Click on the number of entries to download the data.
- Actions - The number of times the app you posted has been used (polls completed, coupons printed, quizzes submitted)
- Published - The date and time stamp for when your post was published (only appears for published posts).

- Stream - The social property(s) this post was selected to publish to. Circles - (Google+ only) The circles were selected to be published to.

These are the columns that are displayed by default, but there are several more you can select to display. You can change your displayed columns using the **Show/Hide Columns** button.

Grid Control Buttons

The Post Grid page features three icons which enable you to change the grid display.

- Reload Grid - Clicking this button refreshes your Post Grid, updating the information in the grid.
- Show/Hide Columns - Clicking this button brings up a list of all the columns you can display in the Post Grid. Select the checkboxes to display or hide columns on the Post Grid.
- Word Wrap- If you have a Report Name that is longer than the grid cell, clicking this button will wrap the text in that cell so you can view the entire title at once.

Working with the Calendar View

You can switch how you view your posts into a Calendar view using the Calendar icon.

Click the **Calendar** icon, and your Post Grid will be replaced with a calendar.

For more information on the Calendar view, see *The Posts Tab: Calendar*.

Filtering the Post Grid

You can sort the Post Grid to display only the posts you want to display. There are two ways to do this or you can use a combination of the two methods:

Search Field

The search field allows you to type in any word or phrase and only the posts that contain that word or phrase will be displayed in the Post Grid. Just type the word or phrase into the text field and click “Search”. The grid will reload to display those posts.

Working With Filters

Specify your filters, by using the following three drop-down menus:

- Streams Filter - Use this drop-down menu to display posts from a specific stream. Click the drop-down list to view a list of your streams. Select a stream from the list and the filter will display only posts made to that stream. To return to the full list of posts, select **All Streams.**
- Statuses Filter - Use this drop-down menu to display posts that have a particular status. Click the drop-down and a list of statuses will appear. Select a status and only posts with that status will appear. To return to the full list of posts, select **All Statuses**.
- Date Range Selector - The date range selector allows you to view posts from a range of dates. Select your start and end date by clicking on the date you want on the calendars.

Working with Review, Analyze, and History

After you create a post, you might need to change something about the post, get a quick analytic look at it, or see the post history.

You can do all three of those things from the **Review**, **Analyze**, and **History** sections on the side of the Post Grid.

Note: You can close the **Review**, **Analyze**, and **History** sections by clicking the X . To reopen this section, click on any post in the grid.

The Review Tab

The **Review** tab contains detailed information a specific post when you select it in the Post Grid:

Note: You will only see the information that applies to your post. For example, if your post is published, you will not see the **Scheduled On** section.

- Post Name - The name you gave the post
- Stream - The social property your post is assigned to. This is a clickable link that will take you to the Facebook page.
- Tags - Any tags you added to the post
- Geotargeting - Any geotargets you selected
- Feed Targeting - Any other targets you selected for the post
- Created on - The date the post was created
- Scheduled on - If the post is scheduled, the date the post is set to be published
- Published on - The date your post was published
- Last Updated - The date you last touched this post, either to create, publish, or edit it.
- Email Notifications - Any email addresses that were entered to follow the post
- Post Contents - The content of your post
- Destination URL - The destination link you selected, if any
- Short URL - The short URL Publish created from your destination link, if any. This is a clickable link.
- Title - The title of the media you attached, if any
- Description - The description of the media or URL you attached, if any
- Attached Media - Click the link to display the media you attached, if any
- Oracle Social Cloud Post ID - The number assigned to the post by Publish
- Network Post ID - The number assigned to the post by the social network it was or will be published to. This is a clickable link that will take you to the post on the social network.

The History Tab

The History tab gives you audit trail information about the post that you've selected in the Post Grid.

The History tab is updated when the following events occur:

- Post is created
- Post is scheduled
- Post is rescheduled
- Content is edited
- Tags are edited (the system will show the 3rd party tags edited)
- Links and link images are edited

Taking Actions on a Post

On the **Review** tab, is an ellipsis. Clicking the ellipsis opens a drop-down list from which you can preview, quick edit, full edit, copy, copy as a suggested, or remove the post.

Previewing a Post

When you click **Preview** a popup will appear displaying your post similarly to how it will appear on the social network.

Editing a Post

There are two ways to edit your posts: Quick Edit, which is editing the post directly in the **Review** pane, or Full Edit, which takes you to the CAPP page to edit there.

Quick Edit

To edit a post in the **Review** pane, click on the post in the grid, then select **Quick Edit** from the **Actions** menu.

You can edit different things if you post has been published than if it is a draft/scheduled.

For a published post, you can edit:

- Post name
- Description

For drafts or scheduled posts, you can edit:

- Everything except the streams you are publishing to and any media you have attached

Once you have edited all the areas you want, click Save and your changes will be saved.

Note: Quick Edit does not support adding tags. To add tags to a post, use **Full Edit**.

Full Edit

When you select **Full Edit** from the **Action** have already been published.

Note: When you edit a published Facebook post, the edits will not appear on your newsfeed or your Timeline, nor will the entry be reposted. However, if a user shares your post, the edited version is what will be shared.

You can edit different things if your post has been published than if it is a draft/scheduled.

For a published post, you can edit:

- Post name
- Tags

For drafts or scheduled posts, you can edit:

- Everything except the streams you are publishing to

Once you have edited all the areas you want, click **Save**, **Save Draft**, or **Schedule**, depending on which type of post you are editing, and your changeds will be saved.

Copying a Post

When you select **Copy** from the **Action** menu, the post will open in the CAPP page, with all the information that had been previously entered there for you to edit. You can make any changes you want and then save, schedule, or publish the post as you normally would.

Note: You must give the post a new name.

Copying as a Suggested Post

Just like when you select **Copy**, selecting **Copy as a Suggested Post** will open the post in the CAPP page. However, you will only be allowed to save this post as a Suggested post, not publish it.

Note: You must give the post a new name.

Removing a Post

When you click **Remove**, a popup will appear asking you to confirm that you want to remove the post from Publish. If you want the post removed from Facebook as well, select the checkbox. Click **Remove Post**. Your post will then be removed and will disappear from the Post Grid.

Note: Due to API limitations, you can't remove a LinkedIn post via the Oracle Social Cloud platform.

The Analyze Tab

The **Analyze** tab shows you a graph of the impressions your post made on a certain day over a certain time period.

The graph will display the chart in hours, but you can use the **Show** drop-down menu to change the chart into days.

Download graph

You can download this graph as a PNG or JPG image, a PDF, or a SVG vector image by clicking the gray download button and selecting the file type you want.

CSV Report

The Posts tab gives you a quick view of the metrics on your posts, but to see a more detailed report, you can export your data in a Comma Separated Values file, or CSV.

A CSV is a comma separated values file, a file that stores tabular data in a plain format so it can be read by many different programs.

You can download the entire Posts Grid, including columns you don’t display normally, in one CSV file by using the **Export** button, which you can find by clicking the ellipsis next to the **Create a Post** button. Click the button, select **Export**, and a download dialogue will appear, allowing you to save the grid as a CSV file on your computer.

The CSV will contain information from every post you have created in Publish using all of the fields from the Post Grid, plus these additional fields:

- Attachment Type - The type of attachment (video, music, photo, etc) on the post (if applicable).
- Geotargeting - Shows if the post was geotargeted.
- Impressions for this stream - The number of impressions made on the stream within a 24 hour period (see below for more information about impressions data).
- Unique impressions for this stream - The number of unique impressions made per fan. If the post appears multiple times in a fan's stream, that impression will only be counted once (See below for more information about impressions data).

The data will reflect the current state of your post, except for the impressions data. More info about that is below.

Impressions Information

Impressions is defined as the total number of times content associated with your Page has been displayed on a browser.

Unique Impressions is defined as the number of people who have seen any content associated with your Page (estimated).

Our system gets impressions information in a specific way from Facebook, so here is a quick explanation on how we get our data and how that is reflected in your CSV.

Every morning at 8AM Eastern time, our system asks Facebook for the impressions for each stream. We get two impressions numbers: total and unique, and these impressions are for the entire stream for the entire day, not for each individual post. Impressions for each post are not currently available to us through the Facebook API, but you can get that information from the Facebook Insights interface.

The impressions numbers for a stream only become available after 2 days, so if you are looking at the information in a CSV from a post you published an hour ago, there won't be any updated impressions information for that post.

If our system doesn't get any impression information from Facebook, we will continue to query Facebook about the stream every day for up to 30 days.

If there seems to be a gap in the historical data for your stream, it may be because when we launched this feature addition in the CSV, we were only able to get data back to March 30, 2010. That gap is there because the data wasn't or isn't available to us through the Facebook API.

If there are any discrepancies in your numbers for impressions, please contact Oracle Support at *https://support.oracle.com* and the Oracle Social Cloud Support team will investigate.

Software Note

This feature uses High Charts software, which is owned and licensed through Highsoft Solutions AS.

The Posts Tab: Calendar

You can switch how you view your posts into a Calendar view using the Calendar icon on the Posts page.

Click the Calendar icon, and your Post Grid will be replaced with a calendar.

Viewing the Calendar

You can display the calendar by month, week, or day. You can change the date you are looking at either by using the arrows next to the date displayed, or by using the date picker in the right hand corner.

To return to the Post Grid, just click the grid icon next to the **Create a Post** button.

Month View

If you are viewing a month in the calendar, you'll have access to the number of posts you have published, scheduled, or in draft displayed on each day. You'll also see if any of your posts encountered errors when they were published.

Week View

The week view shows you the days of a particular week, with an hourly chart on the left. For each day and time section, if you have posts published, scheduled, or drafts for that day and time, you'll see the number of posts and the status. If there is only one post, you'll see an icon for the social network, a preview of the post, and an icon for whether it is scheduled, published, or draft. If there is a workflow step that must be finished for a post in that week, a red hand icon will appear. Also in this view are the total number of posts made that week.

Day View

The day view shows you the posts you have published, scheduled, or drafts by hour for the day you've chosen. If you have a post in a particular hour, an icon with the status will appear displaying the time, the post's creator, and an icon for the social network and the stream's name.

If there are multiple posts for that time chunk, you'll see them listed out individually.

Working With the Post Activity Details

If you click on a date in the Calendar, the **Activity Details** sidebar opens.

Displayed in the **Activity Details** sidebar are the number of posts you have scheduled for that day. A short preview of each post also appears, with the time, creator, status, social network, and a short piece of the content included in the post.

Filtering Activity Details

The **Activity Details** sidebar displays all of the posts for the selected day. Depending on your deployment, a post can in one of the following states:

- Scheduled
- Draft
- Published
- Eloqua Email

> **Note:** This state is only available in deployments where Eloqua has been implemented.

To filter the posts in the, click either **Scheduled**, **Draft**, **Published** or **Eloqua Email** from the **Activity Details** sidebar .

Viewing Post Details

Clicking on a post in the **Activity Details** sidebar opens a preview of the post.

- A preview of the media, if any
- The post content
- URL, if any
- Creator and scheduled/published time
- Short URL, if any
- Title - The title of the URL you attached, if any
- Description - The description of the URL you attached, if any
- Post ID - A code Publish assigns to your post. This is used only in Oracle Social Cloud.
- Network Post ID - A code the social network assigns to your post.

Viewing Post History

The History tab gives you audit trail information about the post that you've selected in the **Calendar** Grid.

The History tab is updated when the following events occur:

- Post is created
- Post is scheduled
- Post is rescheduled
- Content is edited
- Tags are edited (The system will show the 3rd party tags edited)
- Links and link images are edited

Completing a Workflow

If your post has a workflow step that needs to be completed, a red colored hand icon will appear along with the name of the step that needs to be completed. If you click on the hand icon, the workflow will open in the post detail, and you can complete the step in Calendar.

You'll also see the workflow history, so you can see what steps have been completed and what is left to be done.

Editing a Post

If you are looking at a post's details and realize you need to edit it, you can do that straight from the **Post Details** section. Click the ellipsis in the **Post Details** section. Clicking the ellipsis displays **Full Edit** and **Remove**.

Clicking **Full Edit** opens the post in the **Create a Post** page. Once you are finished editing the post, you'll be taken back to the Calendar. For more information on editing a post, see *Taking Actions on a Post*.

Removing a Post

If you need to remove a post, you can also do that by clicking the ellipsis. When you click **Remove**, a popup will appear asking you to confirm that you want to remove the post from Publish. If you want the post removed from Facebook as well, select the checkbox. Click **Remove Post**. Your post will then be removed and will disappear from the Post Grid.

Note: Due to API limitations, you can't remove a LinkedIn post via the Oracle Social Cloud platform.

Creating a Post

If you have a date with no posts scheduled, draft, or published, you can add one directly from the **Posts Activity** sidebar. Click on the date, and you'll see a **No posts scheduled for today. Would you like to add a post?** message. Click **Create a Post** below it, and you'll be taken to the **Create a Post** page. When you are finished with your post, you'll be taken back to the Calendar.

Moving a Post

If you are looking at your Calendar and realize you need to move a post to a different date or time, you can do that easily by dragging and dropping the post from the post details panel or the Calendar grid to the new date and time. You can use the drag and drop method in the daily, weekly or monthly views.

Note: When dragging and dropping a post, the minutes will not be modified, only the hours. For example, if you drag and drop a meeting with a start time at 9:15 AM to the 10:00 AM time slot on your calendar, the meeting will be moved to 10:15 AM.If you have multiple posts on one date or time, you can drag and drop them at the same time. As you drag the post, the date you are moving it to will highlight to indicate which date you are targeting. Once you release the posts on the new date, a confirmation message will appear asking you to confirm that you want to move the post. If you are moving a large number of posts at once, it may take a few minutes to move them all. You'll see a confirmation message once your post(s) has been successfully moved.

Note: You can only move scheduled and draft posts, and you can only move them to dates or times in the future after the current date and time.

Exporting Calendar Posts

You can export a comma separated value (CSV) version your calendar posts.

To export a CSV version of your current calendar view:

1. Click the button with three stacked dots, at the top right side of your **Calendar** view, then select **Export**..

   Note: The button is next to the **Create a Post** button.

   The **Export Posts** dialog appears.
2. Enter the email addresses to which the exported CVS file should be sent.

   Note: Use commas in between multiple email addresses.

3. Click **Export**.

   A CSV file containing all of the posts in the current calendar view is sent to the email addresses specified.

Searching and Filtering the Calendar

This topic explains how to search and apply filters to your calendar.

1. Navigate to the **Publish** view.
2. Click the **View Calendar** button.
3. Click the **Filter** button.

   Note: The **Filter** button is below the Calendar banner.

   The **Search** box and **Filters** are displayed.
4. To search for text, enter a sting in the **Search** box.
5. To filter by social network, select a network from the **Network** list.
6. To filter by stream, select a stream from the **Stream** list.
7. To filter by status, select a status from the **Status** list.
8. To filter by tag, select a tag from the **Tag** list.
9. Click Search.

Only results matching the search and filter criteria will appear in the calendar.

Dynamic Link Tracking

Dynamic Link Tracking allows you to easily create URLs within their posts that 3rd party analytics systems can use to track the effectiveness of your marketing campaigns.

In this article, we'll explain the ins and outs of campaign tracking and teach you exactly how to use it in Oracle Social Cloud.

What is Campaign Tracking?

Campaign tracking is used to determine where clicks on links are coming from, using special links called tracking URLs.

Tracking URLS are specially created to include parameters and values that are tracked by 3rd party analytics systems such as Google Analytics, when the link is clicked. When using campaign tracking with Oracle Social Cloud, you are getting insight into the effectiveness of your social media marketing efforts.

Using Dynamic Link Tracking in Oracle Social Cloud

Using Oracle Social Cloud Publish, you can create dynamic links that can be read by Google Analytics or Eloqua and attach those URLs to a Publish post.

Admins will set up the various parameters and values that can be attached to a URL, which users can then select in the **Create a Postpage** to create unique tracking URLs to attach to their posts.

Here's an example of a tracking URL: **http://www.travelagency.com/promotions/visit-orlando.html?campaign_name=ORLANDODEAL&campaign_source=FACEBOOK**

The important elements of each tracking URL are the URL, the parameters, and the values. Let's break it down with the example above.

- URL: **http://travelagency.com/promotions/visit-orlando.html**
- Parameters: campaign_name, campaign_source
- Values: ORLANDODEAL, FACEBOOK

Each part of this URL tells us something about what the brand is trying to track. TravelAgency is trying to drive traffic to their Visit Orlando page with a marketing campaign, which we can see from the URL. The parameters show us the areas they want to track, the name of their campaign and the where they are using the campaign. The values specify the parameters; in this case, the campaign is ORLANDODEAL and the source is Facebook.

Where You Use Dynamic Link Tracking in Oracle Social Cloud

You'll use Dynamic Link Tracking in two places in Oracle Social Cloud:

- Admin Section - Tracking tab
- Create a Post Page (CAPP)

We'll cover both these areas in this t.opic

Setting Up Your Dynamic Link Tracking in Admin

The following are the steps for setting up your Dynamic Link Tracking options.

In the admin section of Publish, the Tracking tab is where you add parameter IDs and values that will be added to custom URLs.

Note: Dynamic Link Tracking is bundle-specific, so any options you set up here will be visible to the users assigned to the bundle you are currently in, not your entire account.

1. From the **Choose your 3rd party system** drop-down menu select one or more templates from the list.

   Google Analytics and Eloqua use specific items with their tracking URLs. If you are using one of these systems, we've made you a quick shortcut. Using the drop-down menu, select the system you want to use, and we will automatically populate those areas for you.

   - Google Analytics - This system uses specific parameters for their tracking URLs. Choosing this system populates those for you, and you can then add values to those parameters.
   - Omniture SiteCatalyst Analytics - This system uses specific parameters for their tracking URLs. Choosing this system populates those based on Omniture analytics default parameters, but you can change and add values to those parameters.
   - Eloqua - This option appears if you are an Eloqua customer. You must log in to your Eloqua account. Once you do so, Oracle Social Cloud will create your base URL for you, so that section will not appear.
   - Custom - Allows for the creation of an additional third party system template

   Note: When publishing, all the configuration for the selected template will be made available on the CAPP and all query string parameters will be added automatically.

   Note: The third party templates are static and values will be maintained when which between templates.

2. Create your default contact.

   When selecting Eloqua as the third party system, the **CREATE YOUR DEFAULT CONTACT** section appears. Specify an email address for the default contact in the **Email Address** field. The email address you specify is used for unknown external contacts inside Eloqua, and allows Eloqua to capture social campaign performance for the report of contacts.
3. Choose post parameters. Refer to *Choosing Post Parameters*.
4. Concatenate the URL.

   Select a placeholder variable up to 25 characters in length and a delimiter. If there is placeholder variable then all the query string parameters will be concatenated together using the delimiter into the placeholder string. This placeholder string will be appended to the query string upon posting.
5. Create custom parameters. Refer to *Creating Custom Parameters*.

Choosing Post Parameters

This section allows you to select parts of your post to be added as values in your tracking URL.

Each field you choose will become a parameter in your URL, and Publish will automatically enter that item from your post as a value attached to that parameter.

Enter an ID for the items you want from to appear in your URL:

- **Stream** - the streams users select for the post
- **Network** - the social networks being posted to (Facebook, Twitter, Google+).
- **Post Name** - the name of the post
- **Tags** - any tags selected

Note: If you specify Eloqua in the **Network** field, the **Tags** field is read only. Additionally only one Eloqua may be applied to a post.

- **Post ID** - the number Oracle Social Cloud assigns to the post
- **Publishing Author** - the Oracle Social Cloud user who publishes the post
- **Time Stamp** - the time the post was published
- **User Text** - this creates a text field in the parameter area of the post that users can add text to. This text will then appear in the URL.
- **Destination Link** - the URL that is added to the post.

Note: If you specify Eloqua in the **Network** field, the **Destination Link** field is read only.

Click **Save** once you are finished selecting your post parameters.

Here's an example of what this looks like.

Note: The items in these fields will be different depending on the parameters you want.

Creating Custom Parameters

This section is where you will create custom parameters and values, which users on your bundle will then be able to choose from when they create a post.

If you have selected Google Analytics, you will see several parameters already created for you. You can then begin to assign values to those parameters.

Adding a Parameter

For all other systems, you will need to start by adding parameters.

- **Name** - Helps you identify what the parameter is
- **ID** - The code that will appear for that parameter in the URL
- **Checkbox** - If you want to require users to assign a value to a particular parameter, check the box below the ID field.

Click **Add** button to add your parameter. You will see it appear on the left side of the **Custom Parameters** area.

Note: You cannot add a duplicate parameter name or ID.

Editing a Parameter

Click the pencil icon next to the parameter name. This will populate the parameter fields with the info you previously entered, which you can then edit.

Deleting a Parameter:

Click **X** next to the parameter name. A confirmation message is displayed asking you to verify that you want to delete.

Note: Any other parameters or values in the parameter's hierarchy will also be deleted.

Adding a Value to a Parameter

Click the triangle next to the parameter name. A box will appear to the right. Enter the value into the provided field, then click Save. You can enter multiple values on this page, up to 10.

Note: You cannot add values with the same name to a parameter.

Add a Parameter to a Parameter (Create a Hierarchy)

After you add a value to a parameter, you can create a second level parameter on that value.

Click the arrow next the parameter, and you'll be taken to the list of values associated with that parameter. To add a second level parameter to that value, click the arrow next to its name.

Enter the parameter information the same way you did before and click Save. You can see where you are in your hierarchy by checking the breadcrumb trail above your parameter list.

You can tell which parameters have hierarchies by the tree icon next to the parameter name:

How Many Parameters Can I Add?

You can have up to 10 first level parameters and up to 10 levels in hierarchies, so 20 parameters total.

Create a Tracking URL on the CAPP Page

Once you or your account admin have set up parameters and values, users will be able to use these options on the **Create a Post** Page. You'll do this in the **Choose Values for Your Tracking URL** section.

1. Add a destination link.

   First, you'll need to add a destination link to your post in the **Create Your Content** section. If you are not using a base URL, this destination link will form the first part of your tracking URL. If you are using a base URL, the destination link will be added as a parameter after the base URL. This is the site you want users to be taken to when they click the URL.
2. Choose your values.

   In the **Choose Values for Your Tracking URL** section, you'll see all the parameters that were added in the **Admin Custom Parameters** section. The drop-down menu below each parameter contain all the values associated with that parameter. Use the drop-down to select the value you want to use.

   If you choose a value that has a second level parameter associated with it, the second level parameter will appear with a drop-down for its values.

   Note: If you created any post parameters, don't worry about not seeing them here. Oracle Social Cloud will automatically add those items for you.

Once you have selected all your values, when you click the **Publish Post** button, Oracle Social Cloud will compile your tracking URL. It will appear as a Publish short link, but all the parameters and values will be included when a user clicks the link from your post. You will also find it in the destination link column on the post grid and the post review panel.

Adding a Video to a Post with Open Graph Protocol

Using Facebook's Open Graph Protocol, Publish can now use any video from any URL.

Note: This topic contains very technical information. It might be best for your IT person or developer to read this topic.

When you add a video to your post from the **Choose Video from Web** section of the **Add New Video** area, Publish scans through the HTML of that video's webpage looking for specific data that it can translate and apply to your post as the title and description. Facebook has developed a protocol for metadata, which allows for easy organization of the information that Facebook and other programs can grab, including content type, thumbnail image, video size and many other details. Here is *Facebook's explanation about how their protocol works*.

Using Facebook's Open Graph Protocol, Publish can now use any video from any URL, as long as the URL has correctly formatted metadata in the <head> of its HTML. Here's the list of information that should be in the <head>:

- Thumbnail image's URL: **< meta property="og:image" content="image_src URL" >**
- SWF URL: **< meta property="og:video" content="video_src URL" >**
- Your page's URL: **< meta property="og:url" content="URL" >**
- Title: **< meta property="og:title" content="title" >**
- Description: **< meta property="og:description" content="description" >**
- Video pixel width: **< meta property="og:video:width" content="video_width" >**
- Video pixel height: **< meta property="og:video:height" content="name="video_height" >**
- Content Type: **< meta property="og:type" content="video" >**

Here is an example of a video from Youtube that has this correct metadata in its header:

Warning: The following code is an example. DO NOT COPY AND PASTE THE INFORMATION FOLLOWING SAMPLE INTO YOUR CODE.

```
<meta property="fb:app_id" content="87741124305">
<meta property="og:url" content="http://www.youtube.com/watch?v=CFLGRidfF04">
<meta property="og:title" content="Vanilla Ice Ninja Rap - Go Ninja, Go Ninja Go!">
<meta property="og:description" content="Ninja Rap music video by Vanilla Ice from Teenage
 Mutant Ninja Turtles 2 movie back in '91. Classic.">
<meta property="og:type" content="video">
<meta property="og:image" content="http:///14.ytimg.com/vi/GFLGRidF04/default.jpg">
<meta property="og:video" content="http://www.youtube.com/v/GFLGRidF04?
version=3&autohide=1">
<meta property="og:video:type" content="application/x-shockwave-flash">
<meta property="og:video:width" content="398">
<meta property="og:video:height" content="264">
<meta property="og:site_name" content="YouTube">
```

If this solution isn't something your company thinks would support their business model, we can also whitelist any URL to be uploaded in Publish. If you need whitelisting, contact Vitrue Support or your Vitrue contact.

Creating Open Graph Objects

You can create and moderate your own Open Graph objects using Publish.

Open Graph Objects are Facebook Like buttons that you can put on any website to represent real-world items. When a user clicks one of these Open Graph Objects on your site, that action will appear in their feed and you can push content to those users in the future.

Note: Open Graph Objects are Facebook Like buttons that you can put on any website to represent real-world items. When a user clicks one of these Open Graph Objects on your site, that action will appear in their feed and you can push content to those users in the future.

1. Create an Open Graph object.
   a. Sign in to Publish and click the **Admin** tab.
   b. Click the **Open Graph Objects** tab.
   c. Click **Add Open Graph Object**.
   d. Fill out all the fields on the form.

      If you aren't sure what an item is, click the **What's This** link next to the item and a short explanation of what the item is and where you can find that information will be displayed.
   e. When you have finished filling out the form, click the **Create Open Graph Object**.

   You will be taken to the **Existing Open Graph Objects** page and your new Open Graph object will be listed.
2. Activate an Open Graph object by clicking **Like** on the **Existing Open Graph Objects** page.

   Important: Before your Open Graph object is added to your page, you need to activate it.

   The text next to the Like button will change to **You like this**. Your Like button is now ready to be placed on your website.
3. Edit an Open Graph object and find the iFrame code
   a. Click the **Open Graph Objects** tab in the **Admin** section.
   b. Click on the Open Graph object you want to edit.

      You will be taken to the edit page for the Open Graph object. The page has the same fields you filled out previously to create the Open Graph object. The page also includes details of your object and the iFrame code you will need to place the Like button on your website.
   c. Make any changes you want.
   d. Click **Update Open Graph Object**.

Customizing Your Publish Experience

You can customize your Publish experience by changing the default domain name to something that reflects your brand. You can even have multiple domains, with specific subdomains for specific social streams.

When you use Publish to create a link it uses the domain name vitrue.com.

Creating a Custom Domain

When choosing a custom domain name for your brand's publishing use, we recommend a subdomain of your brand's domain name.

For instance, if your brand's domain is acme.com, we suggest you use a subdomain like social.acme.com.

Publish will use your social domain in two scenarios:

- The domain for your branded URL shortener
- Outside of the Facebook environment as a branded redirect, and its metrics tracked through Publish

There are two ways to set up a social domain for Publish. They are, have your Web or IT group create a CNAME record, or point an A record to our system.

Subdomains - RECOMMENDED METHOD

If you are using a subdomain of an existing domain, you will need to create a CNAME record like this:

```
A CNAME record needs to be created for <short-phrase>.mydomain.com
Please point <short-phrase>.mydomain.com to srm-emcee.us2.cloud.oracle.com
```

Example: if your domain was acme.com and you wanted to create sm.acme.com as your social domain. Your request would be for a CNAME from sm.acme.com to srm-emcee.us2.cloud.oracle.com

Note: We recommend you use this method because it doesn't require an IP address, which means you won't be impacted by IP address changes in the future.

Primary Domains

Alternatively, if you want to use a primary domain name with Publish, such as acmesocial.com, request an A record like this:

```
An A record needs to be created for the domain name acmesocial.com
Please point acmesocial.com to 160.34.0.153
```

Contact Support

Once you have set up your domain, contact our Support team through the web: *https://support.oracle.com* - include Custom Domain in the subject of your ticket.

Note: If you are submitting multiple domains, please make sure you specify which domains goes with which streams.

Frequently Asked Questions about Custom Domains

Here are some FAQs about custom domains.

Q. I use Google Analytics on my website (where I drive a lot of Facebook Status Update traffic) also. How will my reports look there?

Scenario - posting a status update with a link that uses a Oracle Social Cloud-enabled custom domain URL WITHOUT using tags on the stream in Publish:

Outcome: on the website's Ga it will appear as Custom Short URL domain and slug

Scenario - posting a status update with a link that uses a Oracle Social Cloud-enabled custom domain AND using tags on the stream in Publish, as described above, in the same Google Analytics account:

Outcome: Google Analytics will show 2 entries:

- One for the short URL with a referrer of Facebook
- One for the website with referrer of the shortened custom URL

For a discussion of how to use Google Analytics on top of your Publish streams, see *Creating a View*.

Q. I want my custom domain to be a specific section of my site, like acme.com/blog. Can I use this?

Unfortunately, no. Custom domains are coded using C Names in the DNS Record, which does not support paths.

7 Content and Apps (Legacy)

Introduction to Content and Apps

Welcome to Content and Apps. This topic will give you an overview of Content and Apps' capabilities and how to learn more about each individual area and feature of the tool. You can work with Content and Apps if you are an Oracle Social Cloud Marketing customer.

Note: The documentation in this chapter describes legacy product features that are supported only for existing customers. The product features described in this chapter are not available to new customers.

About Content and Apps

Content and Apps is a powerful tool that provides you a content management system for creating your own unique, branded content that can be hosted as tabs on Facebook or embedded on any website. Content and Apps has over 50+ modules with a huge range of capabilities, from a calendar of upcoming events, to hosting videos, to contests and sweepstakes.

Throughout these topics, you will learn about the interface itself, the tools you will use to help build your content, and how to analyze the activity and effectiveness of the content you create.

About Basic Terminology

Let's go over some terminology that you will see throughout these topics. Many of these names or phrases are specific to Content and Apps, so it is important to know what they refer to.

- Content and Apps — An application that lets you create and publish dynamic content to custom tabs on your Facebook Page.
- Facebook Page — Your brand or organization's home on Facebook. A Facebook Page has several tabs included by default, like the Wall and Info tabs.
- View — The content that Content and Apps will publish to an assigned tab on your Facebook Page.
- Module — One of a number of building blocks you can use to construct a View.
- Application (or App) — In this context an application provides special functionality for your Facebook Page. An application can be located on your Facebook Page's Boxes tab, or it can have its own tab.

So, to put all of these parts together in a single statement: In Content and Apps, you assemble Modules into a View which is then published to a tab on your Facebook Page.

Related Topics

- *Getting Started with Content and Apps*

Getting Started with Content and Apps

Content and Apps is made up of several powerful elements that help you create and publish custom tabs for your Facebook brand Page or pages you can embed on external websites. This help topic will guide you through the various parts of the Content and Apps interface. You can work with Content and Apps if you are an Oracle Social Cloud Marketing customer.

Note: These topics are written assuming that you are an administrator on your account. If you are not an administrator, you may not be able to access certain parts of the Content and Apps interface.

Signing in to Content and Apps

Since Tabs is part of the Oracle Social Cloud platform, you can find information about logging in and navigating through the platform in the topic *Introduction to Oracle Social Cloud*

About the Content and Apps Interface

Since Content and Apps is part of the Oracle Social Cloud platform, we'll just be going over the parts of the interface that are specific to Content and Apps.

Content and Apps has five main sections, which are tabbed underneath the main Oracle Social Cloud navigation bar:

- Views
- Connections
- Brand Content
- Contests
- Admin

Views

This is where you land when you sign in to Content and Apps, and it will be the center of your Content and Apps experience.

All the views you have created are displayed in the View Manager, which is a list of your Views with basic information on each - the date it was last updated and what application it is connected to, if any. Each view also has a gear icon. Hover over that icon to display the following controls: Edit View, Delete, and Settings. The View Manager will display 20 views at a time and the Manager will paginate after that. You can also search your Views using the search bar under the pagination controls.

The Views page also shows you a list of the recent activity on your various Views. This list shows you which user on your account performed an action, what action they performed and on what module or view, and the time and date that action occurred. You can see a complete list of activity on your account on the Activity tab in Views.

Note: Facebook does not support tabs on mobile, so any Views you connect to your Facebook Pages will not be seen on mobile.

Connections

The Connections section has two sections: My Facebook Pages and My Apps.

- My Facebook Pages

  You'll see a table displaying the Facebook Pages you are an administrator of. The table shows you the page name, the app it is connected to, the view attached to it, if it is a non-fan view, and the Country and Language if it has been geo-targeted. You can edit a Page or attach a view to one by clicking the buttons at the top of the table.

- My Apps

  You'll see a table of the Facebook apps you have created and added to Content and Apps. The table shows you the app's Tab Name, API key, API secret, Canvas Page URL and Description - all this information is set on Facebook. You can edit an app or add a new app to the table by using the buttons at the top of the table.

Brand Content

This is where you create and edit content that will affect your entire account, if you are an account or team administrator.

- Brand-Wide Content

  This section is where you create brand-wide content - modules that appear on every view created in your account. These modules cannot be deleted from a view, they can only be deleted from the brand-wide content section, though you can make the modules optional for each view. You use this area just like a regular view - drag and drop the modules you want to appear onto the layout area. These modules will appear in a regular view with a locked tab instead of a control tab.

  Note: If you are not familiar with CSS, do not make changes to this page.

- Edit Brand CSS

  If you want to customize the look and feel of your Views, you can do that in the Edit Brand CSS page. You can also revert back to previous versions of your page.

  Note: If you are not familiar with CSS, do not make changes to this page.

Contests

This is where all the contests you have created on your account live. You can edit your contests and moderate the submissions from this area.

Admin

This is where you can set certain items specific to your Content and Apps account.

- Layout Settings

  The Layout Settings area is where you can set which base CSS styling and View Layout width your account will use. (For more information about this, see the *Choosing your Base CSS and Facebook Timeline* in Content and Apps topic.)

- Activity

The Activity section shows you a list of actions that have been taken on your account. You can view all of the activity on your account at once by clicking the View All History button, or you can use the History by View table to see the activities for a specific view. You can see the activity within a specific date range by using the Date Range Selector at the top of the page.

Related Topics

Building a View: Adding Modules and Content to Views in Content and Apps

Building a View: The View Layout and Adding Modules and Content

Now that you have gone through the Content and Apps interface, we'll look in detail at how to build a new view with modules and manage it.

About View Details

Views can be laid out using a full width or two-column layout. When you create a view, it will by default be in the two-column layout. If you want to make it full width, you will do that in the View Settings area.

Note: Even if the layout is two-column, modules may cover the full width within the layout.

If your account is using Legacy CSS:

The total width of the view is 520 pixels. This means any header, footer, or full width module will be 520 pixels wide.

The two column sizes are:

- The narrow column: 194 pixels
- The wide column: 318 pixels
- Margin: 8 pixels

If your account is using 2012 CSS:

The total width of the view is 810 pixels. This means any header, footer, or full width module will be 810 pixels wide.

The two column sizes are:

- The narrow column: 300 pixels
- The wide column: 494 pixels
- Margin: 16 pixels

About Options in the View Manager

After you've created a view, it will appear in a list on the View Manager main page. There is a gear option next to each view. If you click on the gear option, you can choose from one of these different actions:

Editing a View

Click Edit View from the gear icon drop-down list and you will be taken to the edit page for the view.

Deleting a View

Another easy one: if you no longer need a view, you can delete it from the gear icon.

Copying an Existing View

You might have a view that has the exact layout of modules that you want to use again. We've made it easy to copy that view and use it again. Just click **Copy View** from the gear drop-down menu, and a modal window will open. You can just copy the view, or choose to rename it and then copy. Your new view will then appear in the View Manager list.

Note: Only the modules and CSS will be copied over into the new view. Any content inside modules, like images in a Banner module, will NOT be copied. Only Administrators and Brand Designers can copy Views.

View on Facebook

Clicking this option takes you to a preview of your view on Facebook. This way you can make sure your view will look exactly how you want it to once it goes live.

About the View Layout Page

When you create a view, the first time you are taken to the View Layout page you welcome window will be displayed which gives you a quick rundown on how to create a view in Content and Apps. To exit this window, click anywhere outside the welcome message.

The main section of the screen is the Layout area. This is where you will drop your modules to build your view.

Preview, Publish, and Connection Status

This screen displays connection status of a view, and also has the Preview and Publish buttons. If your view is connected to a Facebook tab, that status is displayed above the Publish button. If your view is not yet connected, the status will show when it was last updated and by whom.

The Preview button will open a new tab or window, showing you a preview of what your view will look like once it is published to Facebook. This takes you to a preview page on Facebook itself, so you get a true display of how your view will look.

The Publish button actually makes your view live on Facebook. You will need to connect your view to a Facebook page to have it appear on Facebook. For information on connecting a view to a Facebook page, refer to the *Attaching a View to a Facebook Page* topic.

Note: The Publish button will only be active once you have added content to your view for the first time.

View Settings and Embedding a View

Under the view's name are two text links: View Settings and Embed. Clicking View Settings will take you to the page where you can edit the view's settings. You can edit the following items:

- Name - Name of the view.
- Brand Template - The template you have chosen to use with your view
- Slug - An identifier for the backend systems. We recommend you do not change this.
- 3rd Party Analytics - Paste any 3rd party analytics code, like Google Analytics, here.

- Time Zone - The time zone the view will be using.
- Language - The language your view will display in on Facebook. You can write the view in whatever language you'd like, and it will be translated into the language you choose when it's viewed on Facebook.
- Exclude from Brand Template modules (template CSS will still apply) - If you don't want brand-wide content to be displayed on this view, select this box.

Clicking the Embed link creates a code that allows you to embed the view onto an external website. For more information on this, refer to the *Embedding a View on an External Website using Anywhere Apps* topic.

About the Add New Module Area

Underneath those buttons is the add new module area - this section is a library with all the modules you can add to a view. The modules are broken into 6 categories: Basic, Interactive, Feeds, Media, and Custom. Click on the triangle next to the category name and the list of modules available in that category will expand out.

Note: Each module has its own help page, so for more information on a specific module, click the name of the module above or select the Table of Contents to read the topic on that module.

The Reactivate Module area

The next area down is the reactivate module area. When you no longer want a module on your view, you can deactivate it. If you later decide you want that module back on your view, find its name in the dropdown menu in the reactivate module area, click the reactivate selected module button and the module will appear in the original place location you dropped it in the layout area.

About Module Controls

Once you've added a module to your view, you may need to come back and make changes to it, like add more photos to an album or change the date for an event. To do this use the controls that appear on the side of every module.

Click on the triangle next to CONTROLS in the module, and the available controls options will open. There are buttons to edit the module, schedule it, or deactivate it, and checkboxes to turn the module's header and borders on and off.

Creating a View

You can create a view in two places: the Oracle Social Cloud Admin area of the platform or right here in the Content and Apps View Manager.

To create a new View in Content and Apps:

1. Click Create New View.
2. A menu displays the following fields:
   - Name Your View
   - Time Zone
   - Brand Template: Choose which brand template you want to use with this view or, if you don't want brand content on your view, choose None.
3. Click Update View to return to the view's layout page so you can immediately start building.

The view will automatically be added to the bundle that you are in when you create the view.

Advanced View Setup

Once you have created a basic view in Oracle Social Cloud and added it to a bundle, you must set advanced details for the view in Content and Apps.

1. Navigate to Content and Apps. You will land in the View Manager.
2. Locate your list of views until you see your new view.
3. Click the gear icon and choose View Settings from the menu.
4. On the View Settings page the following editable fields are displayed:
   - Name
   - Template: Choose how you want your modules to be laid out on your view. Choose from Two column or Full. Your view will be created in Two Column by default.
   - Slug: This is necessary for the backend of the software, so it can be anything.
   - View's Local Time Zone: Choose a time zone for your view from the dropdown menu. By default, your view will be in Pacific Time when it's created.
   - Exclude From Brand-Wide Content: If you don't want brand-wide content to be displayed on this view, select this box.
   - Analytics: If you want to use a third-party analytics program, like Google Analytics, paste the Javascript code they provided into this field.
5. Once you are finished setting these details, click Update View to return to the View Manager.

Editing a Module

To edit a module:

1. Click Edit from the Control Panel.
2. View the Module’s Edit page.

   Each module has its own set of rules. Select what those rules are for each module in its individual help file.

Scheduling a Module in a View

If you are running a campaign or have a coupon that you only want valid for a certain amount of time, you can easily make sure the modules appear and disappear on your View on the right dates by scheduling the module.

To schedule a module do the following:

1. Click on the **Schedule** button. A dialog window will appear.
2. Select the check box to **Enable Module Scheduling** and date selectors will appear below the check box.
3. Use the date selectors to set the Start and End dates for your module's appearance.
4. Click **Update** to save the scheduling.

If you have scheduled your module to start at a date in the future, that module will be hidden from your View until that Start date. So don't be afraid if your module just disappears - it's supposed to do that. It will reappear on the day it is scheduled to start. However, if you want to see all your modules, regardless of their schedules, click Display All Modules from the View Control Bar and all your modules will appear.

Previewing a View

Once you've scheduled a module or two, you may want to get a look at how your View will appear on different dates. The Date Preview in the View Control Bar makes this really easy.

To preview a view on a specific date and time

1. On the View Control Bar, click the date.

   The Date and Time Selector appear.
2. Click the date and time that you want to preview.
3. Click Apply.

   The View refreshes, displaying the modules that are scheduled for that day. The Control Bar will also display how many modules are hidden on that date.

The Banner Module

The Banner Module allows you to place an image on your Content and Apps view and link it to any URL. You can use it to link your fans to your websites in fun ways.

Adding the Banner Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: The View Layout and Adding Modules and Content* topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

About Metrics Recorded for the Banner Module

Content and Apps captures metrics for:

- Module views
- Image click-thrus

Customizing a Banner Module

All customization happens in the brand CSS page. In **Views**, click **edit brand css**.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- The image has a max width of 810 pixels.
- The image takes up 100% of whatever module position it is in.

What Can I Customize?

- The image can be sized down.

Class Name Constants

There are two class name constants for a Banner module:

- posters
- module_container

Related Topics

- *The Calendar Module*
- *Adding A Banner To The Banner Module*

Adding a Banner to the Banner Module

When you drag-and-drop a Banner module onto a view, it will automatically open to the edit page for that module. Use this task to add a banner to a module you have already created.

1. In the Banner module, expand the Controls menu to display your options.
2. If you want your module to have a header, select the check-box labeled **Header**. The text in the header will be you have named the module.
3. Click **Edit Image** and you'll be taken to the **Edit: Image** page.
4. You can either upload images from your computer or link to an image on the web. To upload an image, click **Choose File**. Select the image you want and click **Open**. To link to a web image, paste the image's URL in the provided field. If the image is wider than the column it is placed in, it will be resized down to fit. An image can be:
   - Legacy CSS - The narrow column: 194 pixels, the wide column: 318 pixels, full width: 520 pixels
   - 2012 CSS - The narrow column: 300 pixels, the wide column: 494 pixels, full width: 810 pixels
5. Next, select the URL you want the image to be a link to. Paste the URL into the field provided.
6. When you are finished, click **Save**.

Note: Though you can only have one linked image on each Banner Module, you can put as many Banner Modules on a view as you want.

Related Topics

- *The Banner Module*

The Calendar Module

The Calendar module is tied into Facebook's events system. When you put a Calendar module on an Oracle Social Cloud Marketing Content and Apps view and add an event to it, that event is added to Facebook and users can RSVP and share it like any other event created by any other user. Oracle Social Cloud Marketing Content and Apps gives you control over the event and shows you how many responses you've received.

Adding Calendar Modules

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, refer to the *Building a View: The View Layout and Adding Modules and Content* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

For more information, refer to the *Adding Events to Calendar Modules* topic.

About Metrics Recorded for the Calendar Module

Content and Apps captures metrics for:

- Module views
- RSVP click-thrus
- Guest click-thrus
- See all guests click-thrus

Customizing Calendar Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

What Can I Customize?

The following items in the calendar are customizable:

- color of the month
- background
- colors
- fonts
- size of the calendar

The following items in the list of events are customizable:

- Colors and fonts for any of the text in the eventt
- background

What is Not Customizable?

- The layout will always be 3 separate stacked boxes: 1) event name and time 2) description 3) guests.
- Previous and Next buttons

Class Name Constants

There are 2 class name constants for a Calendar module:

- calendars
- module_container

Related Topics

- *The Causes Module*

Adding Events to Calendar Modules

After you drag-and-drop a Calendar module onto your view, it will automatically open to the Edit page so you can start adding content.

To add content to an already-placed module:

1. Click a view to work with it.
2. In the Calendar module, expand the Controls menu to display your options.
3. Click the **Edit Events** button. The **Events Calendar** window will appear.

   As with any change to the layout of your Content and Apps view, the new Calendar module won't be visible on Facebook until you click Publish. Once you have clicked Publish, any events in that calendar will be visible on your Faceboook Page. However, because the module is tied into the Facebook events system, any event you create, whether the module has been published or not, is immediately present in Facebook, although not publicized.
4. Click the **Import Events** button.
5. Select the calendar you want to add the event to. All the Calendar modules you have created on the view will appear in a drop-down menu. Click on the calendar you want.
6. Select a time zone for the event from the drop-down list.
7. Enter the Event ID for the event in the provided text field. You can find the Event ID on the Facebook page for the event. It will be the long series of numbers at the end of the URL for the event page. Here's an example:

   https://www.facebook.com/events/1928604997366274/

   Where 1928604997366274 is the Event ID
8. If you want, you can add an image from your computer. This image will appear in the event description below the calendar.
9. Click Update Calendar to add the event.

The Causes Module

Your Facebook Page can serve as a rallying point for your fans to contribute to causes you value. Adding a Causes module to your page lets you tell your fans about a cause and allows them to donate.

Adding Causes Modules to Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, refer to the*Building a View: The View Layout and Adding Modules and Content* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu does not appear on your published view and your new module will not appear on your Facebook tab until you click Publish.

About Your Cause Details

Once you've created a Causes module, you will need to populate it with information about your cause.

When you drag-and-drop a Causes module onto a view, it will automatically open to the Edit page for the module. A form will appear allowing you to enter the following details:

Note: Once you've created a cause, its details cannot be changed (though you can delete this cause and add another with the correct details). You can manage any photos you add to the cause, but the header and copy are set.

- Title: The full name of your cause, such as "ACME Coffee Foundation."
- Description: Information about the cause. A good addition is a link to an external Web site, if one is available.
- Donate URL: A Donate button on your Causes module will open the page at this URL, where your fans should be able to donate.
- Primary Image File: If your cause has a banner image, upload it here.

When you've entered your information, click **Create**.

About the Gallery

Beneath your cause details is a Gallery section with a camera icon. You can upload images into this section if you want, like pictures from recent events, or from activities associated with the cause (for example, the Special Olympics might have a gallery of images from past events).

About Metrics Recorded for Causes Modules

Tabs captures metrics for:

- Module views
- Donate click-thru

Customizing a Causes Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Details

There is an unlimited character count for the description of your cause.

The photo sizes for the gallery are:

- 80 x 80 pixels for the thumbnails, with a max width of 150 x 150 pixels.
- 300 x 420 pixels for the large popup, with a max width of 640 x 480 pixels.

The gallery of photos will display images in the following ways for each sector:

- Right - Three photos at a time horizontally. At the 4th photo add, the gallery will paginate.
- Left - Three photos at a time vertically. At the 4th photo added, the gallery will paginate.
- Top/Bottom - 4 photos at a time horizontally. At the 5th photo added, the gallery will paginate.

What Can I Customize?

- Borders
- Backgrounds for the module as a whole, description, photos
- Next and Previous buttons for the photo gallery
- Font on the photo captions
- Share button for the photos
- Donate button

What Is Not Customizable?

- The caption for a photo will always appear beneath the photo.
- Once the cause title and description have been created, they cannot be edited.

Class Name Constants

There are 2 class name constants for a Causes module:

- causes
- module_container

Related Topics

- *The Causes Module*

The Comments Module

With Content and Apps, we have used Facebook's plugin to create the Comments module, which allows you to provide conversation around content on your view, recreating the Facebook Wall. Discussion that happens on this module will be pushed out to users' News Feeds and admins will be able to moderate comments within the module on Content and Apps.

Adding Comments Modules Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views in Content and Apps* topic.

Note: The Comments module cannot be displayed on a mobile version of a view.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Configuring Comments Modules

After you add a Comments module to your view, you will need to configure it before it goes live on your Tab. Fill out the following fields:

- Number of Comments: The number of comments that will be displayed at a time on the module. The default number is 10.
- Tab URL: The URL for the Tab this module will live on. News Feed stories on Facebook about this module will link to this URL.
- Color Scheme: Choose whether you want your Comments module to display in a light or dark color scheme.
- News Feed Info: This information will be displayed on a News Feed story when a user posts a comment on the module:
  - Title: We suggest making this your account or brand name, or what the comments are about.
  - Description: This is a short description of what the comments are referring to.
  - Image: Choose any image, either to reflect your brand or what the comments are referring to.

There are also a couple of advanced options:

- Width (in pixels): You can set the width of the module. The default size is set at 520 pixels and the module has a minimum size of 350 pixels.
- Current URL: This is the URL your Comments module is currently associated with.
- Admins: All the users on your account who can moderate this module will be listed here.

When you have finished filling out all the fields, click Update. You will then be taken to the module on your view.

Note: There is a settings section on the module is not yet accessible to users. Don't click this until this help file is updated with the ok.

Moderating Your Conversation

The Comments module displays comments as they appear on Facebook. To moderate comments, click **Moderator View**.

If a comment has a swear word, you can deal with it in two ways - in the **Public Comments View** or in the *** Moderator View**. Both places have the same options. The comment will have the word Moderate with a drop-down with the option to Hide Comment or Ban User.

- When you select that **Hide Comment**, the comment will be hidden and only visible to that user and their friends.
- When you select **Ban User**, that user will no longer be able to post comments on the module.

In the Moderator View, there is also a **Select all** checkbox that you can use to bulk moderate comments.

About Metrics Recorded for the Comments Module

Content and Apps captures metrics for:

- Module views
- Comments created
- Comments removed

Customizing Comments Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Contest Module*

The Contest Module

With the Contests module, you can create detailed contests where users can submit photos and videos as entries and vote on their favorites. You can control every phase of the contest, making it as simple or elaborate as you want.

About Configuring Your Contests

Each contest has tabs that you need to set up: Basics, Phases, Entry Form, and Options. Let's go through each of these tabs in detail.

About Metrics Recorded for the Contest Module

Content and Apps captures metrics for:

- Module views
- Forms submitted (found in module configuration)
- All data submitted (found in module configuration)

Related Topics

- *The Coupons Module*

Adding a Contest Module to a Content and Apps View

Perform the following task to add a Contest module to a Content and Apps view.

1. Drag-and-drop the Contest module from the Forms section onto the View Layout. Give the module a name and any header text (optional), then click OK.

   Note: This module can only be placed in the full-width position.

2. In the dialog box, click the Configure Your Contest button.
3. In the Contests tab, create the required contest.

   Note: You should not put more than 1 Contest module on a View at a time. Having multiple Contest modules causes errors on the View.

About the Contest Basics Tab

The Basics tab is where you set the basic information for your contest.

- Contest Name - the name of your contest as it will appear in Content and Apps
- Facebook Contest Name - the name of your contest that will appear on Facebook.
- Contest Description - a short description of your contest. This will only appear in Content and Apps.

Submission Tags

You can also create Submission Tags in the Basics area. Submission Tags help you control which entries to your contest appear on Facebook at times you decide. For example, if your contest will narrow the submissions to the Top Ten entries and you want those to appear in a specific phase, you will need to create a top ten submission tag that you can attach to those entries.

To create a new Submission Tag:

Click New Submission Tag. Enter the name of the tag in the text field that appears, then click Create Tag. The tag will then appear in the Tag List.

About the Contest Phases Tab

The Phases is where you can configure different stages of your contest, like Entry Time, Voting, Top Ten Entries, Winner Announced. You can add as many phases as you want and can fully customize them.

To get started, you click Add a Phase.

Each phase has several parts. Let’s start with the basics.

Phase Basics

Fill out the following fields for your phase:

- Phase Name - Give your phase a name. This name will only appear in Content and Apps.
- Start/End Date - Choose a start and end date for this phase.
- Phase Header - Give your phase a name that will appear on Facebook.
- Phase Description - Describe what is happening in this phase and any important details about it.
- Enable Voting - Check this box if you want users to vote on entries during this phase. either per day or per phase.
- Show votes for submissions in gallery: This box is checked by default. Unchecking it will remove the vote count from the submissions in the gallery.
- Enable Multiple Submissions: Check this box if you want users to be able to submit more than one entry to your contest. If you check the box, two drop down menus will appear, allowing you to choose how many submissions you want to allow per time period. The options available for time period are: Per Day, Per Week, and Per Month. If you select Per Week, there will be an option for a Sunday to Saturday week, or a Monday to Sunday week.

Note: Multiple submissions are limited in when they can be submitted by how many submissions are allowed. For example, if you choose to allow 2 submissions per day, users will be able to submit once every 12 hours.

Submission Tags

If you want certain submissions to appear in this phase, you'll need to add a Submission Tag to those entries and add that tag here. Check the box labeled Enable Submission Tagging, then use the Submission Tag for this Phase dropdown to select the Submission Tag (which you created in Basics) that you want to use in this phase.

Share Options

When a user shares this contest on Facebook, you can set how the following items in the Share dialog will appear:

- Title - Choose a title. We suggest either the contest name or the phase name.
- Image - You can upload an image from your computer.
- Description - Give a short description to encourage users to participate in the contest.

Phase Pages

Each phase can have multiple pages as part of the phase. Use the on/off radio buttons to choose which pages you want to appear in this particular phase. If you choose to turn a page on, click Show to see your options for that page.

- Landing Page - The landing page is a static image the user will click to start the phase. You can upload an image from your computer.
- Submissions - If you have submissions enabled for this phase, you can have an image display on the entry form, and a thank you banner display after the user has submitted their entry. You can also have the Thank You banner act as a link to an outside page. Enter the URL you want the user to be taken to in the text field.
- Gallery - If you want submissions to display in a gallery, you will set up the options for that here. Use the Gallery Image Layout dropdown to choose how many submissions will display on each page of the gallery. You can also have intro text that will appear above the submission thumbnails. Enter the text into the text field labeled Gallery Intro Text. If you would like the gallery to have an image banner at the top of the page, you can upload that here.
- Leaderboard - You can have the submissions with the most votes appear in a leaderboard on your contest. Use the Leaderboard Image Layout dropdown to choose how many submissions will display on each page of the Leaderboard. You can also have intro text that will appear above the Leaderboard thumbnails. Enter the text into the text field labeled Leaderboard Intro Text. If you would like the Leaderboard to have an image banner at the top of the page, you can upload that here.

Once you have finished setting all the options for the phase, click Save this Phase at the bottom of the page.

About the Contest Entry Form Tab

The Entry Form tab is where you will build the entry form for users to enter your contest.

The form fields are divided into two categories: Standard and Custom. Standard fields are field such as Name and Email Address, which require specific information. Custom fields allow the user to enter their own information and give you various methods to allow that, like Labels, Long Answer and Text Area.

To add a form field to your entry form:

Hover over the field name. A plus sign depicted in green appears. Click in the field and it will appear in the form space.

After you have added a form field, you can move it above and below other fields you have added by dragging and dropping.

Multiple Media Entries

You can allow users to submit multiple media entries with their entry form. So you can allow them to enter two photos, or a photo and a video, etc. Say you are running a contest for your weight loss drink; people can enter a before and after photo of themselves for the contest.

All you need to do is drag two Media Upload fields into your form.

Editing a Field

If the field doesn't do exactly what you want it to, you can edit certain aspects of it.

Edit the field by clicking the field to select it, then clicking the pencil icon. The menu changes to the Edit Field area. Each field has different editable options, so you will have to check to determine which options are available. However, there are several editable fields that are universal.

- Field Labels - Change what the label of the field says. For example, you can change "last name" to say "Surname".
- Validation - Checking the required box makes the user have to verify the information they enter into that field. They can verify it by email, zip code, or URL, which you select from the dropdown.
- Make Answer Visible on Facebook - If you check this box, the answer the user enters into the field will be visible on their entry on Facebook.
- User Instructions - Any text you enter here will appear beneath the field. If the field needs specific instructions, this is the place to enter them.
- Additional CSS Classes - If you want this field to be styled in a specific way, you can enter that code into this box.

Once you are finished adding and editing fields, click Save.

About the Contest Options Tab

The Options tab is where you can add four different types of information to your contest: Terms and Conditions, Contest Rules, Frequently Asked Questions, and Privacy Policy

You can either manually enter this info yourself in the provided text field, or enter a URL that hosts that information. However you enter the information, it will appear as a link on your contest.

Advanced Options

Your contest will display on Facebook using our default theme. If you want to change its appearance, you can do so by linking to a theme folder in this section. The theme you link to can contain external stylesheets, JavaScript, or layout files.

Copy and paste the URL of the theme folder you want to link to in the text field.

Note: Please make sure to use a secure URL for accessing your theme folder.

Once you are finished entering options, click the green Save Options button.

About the Contests Grid

After you have created and configured your contest, it will appear in the Contests Grid on the Contests tab. From the Contest Grid, you can edit your contest, and view or moderate your contest submissions.

Moderating Contest Submissions

Once your contest has begun, you will need to view and/or moderate the contest submissions. To do this, you'll need to go to the Contest Grid on the Contests tab.

1. Find the contest you want to moderate in the grid and click View/Moderate.

   The Submissions area for that specific contest appears, and it will display all submissions to the contest.
2. Download all of the information from those submissions in a CSV file by clicking the Click Here text.

   From the Submissions Grid, you can delete submissions and assign submissions tags, either for individual submissions or in bulk. All the submissions tags you created in the Basics area will appear both on each submission and at the bottom of the grid.
3. To add a submissions tag to every submission at once do the following:
4. Check the Select All checkbox at the top of the Submissions Grid, then click the tag you want to add from the list at the bottom of the grid.

   Any actions you do on the Submissions area will be automatically saved.

The Coupons Module

You can quickly and easily add promotional coupons to your Content and Apps view by adding the Coupons module. This module does most of the work for you, providing an easy "Print" option for your visitors. What's more, each coupon is personalized with the user's Facebook name and a coupon code that you create.

Adding the Coupons Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views*Content and Apps help topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the **View** layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

About Metrics Recorded for the Coupons Module

Content and Apps captures metrics for:

- Module views
- Coupons printed

Customizing the Coupons Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Details

A coupon's default size is 506 x 506 pixels, with a max size of 810 pixels. Any size image will be scaled down.

What Can I Customize?

- Background around the coupon image
- Coupon size can be made smaller
- Can add a border
- The overlay is editable

What Is Not Customizable?

- The coupon preview, the "View Coupon" image, is not editable.
- "Click to View Coupon" text cannot be changed. However, you can replace it with an image.

Class Name Constants

There are 2 class name constants for a Coupons module:

- coupons
- module_container

Related Topics

- *The CSS Override Module*

Creating a Coupon

To begin, you will need an image of your coupon in JPEG, GIF, or PNG format.

When you drag-and-drop a Coupons module onto a view, it will automatically open to the edit page for that module. To add a coupon to a module you've already created:

1. In the Coupons module, expand the Controls menu to display your options.
2. Click Add Coupon. A window will appear.
3. Title your coupon and give it a code, if you wish. These will appear on the coupon when it is printed. The code is for your reference; for example, to track campaigns.
4. You can also require users to login to display the coupon. Click the check box to enable this option.
5. To upload your coupon image, click Choose File. Find the image you created and click Open.

   You can only have one image on each Coupon module. Trying to add additional images will cause an error.
6. Once you have uploaded your image, click Create Coupon. Your coupon will appear in the module.

You will need to check the printable version of your coupon, which your customers will present for redemption. After clicking Create Coupon, a Print link appears on the layout page. Click that link to open the printable coupon on another tab or window in your browser.

Note: Once a coupon is created, it can't be modified. However, you can create a new one with the correct information, and delete the old.

The CRM On Demand Form Module

You can quickly and easily create a custom form where users can enter their information directly on your view. You will then be able to download the results in Content and Apps and will be sent to the CRM On Demand system.

Oracle Social Cloud Marketing customers who also have CRM On Demand will be able to access this module.

Note: This module is only turned on by request. Please contact Oracle Support to request access.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, a combination of the following will be displayed:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can select to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

Note: This module works best in the full width module position.

Adding a CRM On Demand Form Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, refer to the *Building a View: The View Layout and Adding Modules and Content* topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Note: You cannot have more than one Forms module (Custom Form, CRM On Demand, Fusion CRM, Newsletter, Siebel, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Your CRM On Demand Form Module

When you drag-and-drop a CRM On Demand Form module onto a view, it will automatically open to the edit page for that module. There are four sections you can do edits or set up tasks: Campaigns, Form Fields, Images, and Options.

About the Form Fields Section

You can start building your custom form by choosing which fields you want users to fill out. In the Add Fields section are two categories of fields: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Just click the field and it will appear in the layout area. After you've added a field, you can drag and drop the fields to rearrange them on the layout.

To edit a field: After you've added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

To delete a field: After you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will delete.

About the Images Section

If you want to have a landing page to start your user's custom form experience, or a confirmation page once they have submitted their entry form, you will set them on this page.

> **Note:** Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the CRM On Demand Form module into. The image sizes for module positions are:
>
> - Left: 300 pixels
> - Right: 494 pixels
> - Full: 810 pixels

To upload a Landing Page image:

In the Landing Page section, click Upload Image. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

To upload a Confirmation Page image:

In the Confirmation Page section, lick the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image

You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks the URL, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

About the Options Section

In the Options area, you can set specifics for three areas: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down menu to set how many times a user can make a submission to your form. You can select from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week.

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Legal Options

If your form sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the form sign up. When a user clicks one of these links, it will open in a popup over the module with the full text displayed.

Share Options

A Facebook Share button will appear on each page of the CRM On Demand Form you create, that a user can click at any time to share the form on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption, description, and image.

To edit any of these items, click in the text field and enter the information you wish to be displayed. If you want a specific image to appear from this share, you can upload one from your computer by clicking Upload Image.

Saving Your CRM On Demand Form

Once you have finished setting up or editing your custom form, click the green Save.

About Metrics Recorded for the CRM On Demand Form Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Related Topics

- *The Fusion CRM Form Module*
- *Selecting Campaigns*
- *Downloading CRM On Demand Form Submissions*

Selecting Campaigns in the CRM On Demand Form Module

To use your CRM On Demand campaigns in your form, you'll need to login to your CRM On Demand account and select the campaigns you want to use.

1. On the Campaigns tab, you'll see a section to enter your CRM On Demand username and password.
2. Enter the CRM On Demand Service URL.
3. Enter the Campaign code you want to use or create a new one in the New Campaign Name field.
4. Click Link to Campaign to connect to CRM On Demand.

Related Topics

- *The Fusion CRM Form Module*
- *The CRM On Demand Form Module*

Downloading CRM On Demand Form Submissions

Once you have placed the custom form module on your view and made it live, you can begin to collect submissions. You can download these submissions results as a CSV (comma separated value) file to your computer.

1. Log into Content and Apps and go to the view that your module is placed on.
2. On the CRM On Demand Form module, click the Controls menu, then click Edit Module.
3. Click the Submissions section.
4. Click the Download submissions in CSV link. A dialog box will appear allowing you to save the CSV file.

Related Topics

- *The Fusion CRM Form Module*
- *CRM On Demand Form Module*

The CSS Override Module

The CSS Override module lets you choose the version of CSS styling you want for a specific view, rather than your whole account. This module is a great shortcut for making your view go from 520 px to 810 px. .

Adding the CSS Override Module to a Content and Apps View

You can find the CSS Override module in the Custom section of the Module Library. All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: The View Layout and Adding Modules and Content* Content and Apps help topic.

Once you have added the module and given it a name, it will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view.

Choosing Your CSS Version

When you drag the CSS Override module onto your view, it will display a popup window with a couple of options.

First, click the radio button for the version of CSS you want to use. You can choose from:

- 2012 CSS: This version of CSS gives your views a look-and-feel closer to Facebook's style, and allows you to expand your view to 810 pixels.
- Legacy CSS: This version of CSS keeps your view in our original styling, and can only use a 520 pixel view width.

Note: If you select 2012 CSS, you have the option to expand your view to 810 pixels. Check the Expand your View Layout box and the page will refresh, expanding the Layout to 810 pixels.

HIding the Module

Since this module is just controlling CSS, you probably won't want it appearing on your view. To make the module invisible, clear the Header and Borders check boxes on the module control bubble.

We also suggest placing it near the bottom of your view, so it won't be in the way of the modules you can view on Facebook

The Custom Form Module

You can quickly and easily create a custom form where users can enter their information directly on your view. You will then be able to download the results in Content and Apps.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, they will see a combination of these things:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can choose to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

> **Note:** This module works best in the full width module position.

Adding a Custom Form Module to a Oracle Social Cloud Marketing Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information refer to the *Building a View: The View Layout and Adding Modules and Content* topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

> **Note:** You cannot have more than one Forms module (Custom Form, Newsletter, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Your Custom Form Module

When you drag-and-drop a Custom Form module onto a view, it will automatically open to the edit page for that module. There are three sections you can edit/set up: Form Fields, Images, and Options.

About the Form Fields Section

You can start building your custom form by choosing which fields you want users to fill out. From the **Add Fields** section which has two categories of fields: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Just click the field and it will appear in the layout area. After you've added a field, you can drag and drop the fields to rearrange them on the layout.

To edit a field: After you have added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

To delete a field after you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will delete.

About the Images Section

If you want to have a landing page to start your user's custom form experience, or a confirmation page once they have submitted their entry form, you will set them on this page.

> **Note:** Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the Custom Form module into. The image sizes for module positions are:
>
> - Left: 300 pixels
> - Right: 494 pixels
> - Full: 810 pixels

To upload a Landing Page image:

In the Landing Page section, click **Upload Image**. Select the image you want from your computer and click **Open**. The image will appear in a preview in the section.

To upload a Confirmation Page image:

In the Confirmation Page section, click **Upload Image**. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image:

You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks on it, they will be taken to an external site. To have the image act as a link, paste the URL into the **Link URL** field.

About the Options Section

In the Options area, you can set specifics for three areas: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down menu to set how many times a user can make a submission to your form. You can choose from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week.

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Legal Options

If your form sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the form sign up. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Share Options

A **Facebook Share** button will appear on each page of the Custom Form you create, that a user can click at any time to share the form on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption, description, and image.

To edit any of these items, click the text field and enter the information you wish to be displayed. If you want a specific image to appear from this share, you can upload one from your computer by clicking **Upload Image**.

Saving Your Custom Form

Once you have finished setting up or editing your custom form, click the green Save.

About Metrics Recorded for the Custom Form Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Related Topics

- *The Events Module*
- *Downloading Custom Form Submissions*

Downloading Custom Form Submissions

Once you have placed the custom form module on your view and made it live, you can begin to collect submissions. You can download these submissions results as a CSV (comma separated value) file to your computer. Use this task to download the submissions.

1. Log into Content and Apps and go to the view that your module is placed on.
2. In the Coupons module, expand the Controls menu to display your options.
3. Select Edit Module
4. Click the **Submissions** section.
5. Click the **Download submissions in CSV** link. A dialog box will appear allowing you to save the CSV file.

Related Topics

- *The Events Module*
- *Custom Forms*

The Events Module

The Events module is tied into Facebook's events system. When you put an Events module on your Content and Apps view and import an event, all the information for that event will display on your module. Users can also click through to RSVP to the event, and see all guests for the event.

Adding an Events Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: The View Layout and Adding Modules and Content* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View Layout, is the Controls menu. Expand this menu to display available options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

Adding and Event in the Module

When you drag-and-drop an Events module onto a view, it will automatically open to the edit page for that module. To add an event to a module you have already created:

In the Events module, expand the Controls menu to display your options.

Importing Events

To add events to display on your module, click the **Import Event** button on the edit page. A modal will open letting you paste in the **Event ID** from Facebook. The **Event ID** is the series of numbers on the URL for the event. Paste the **Event ID** into the provided box, and the module will populate with the details of your event.

About Metrics Recorded for the Events Module

Content and Apps captures metrics for:

- Module views
- RSVP click-thrus
- Guest click-thrus
- See all guests click-thrus

Customizing the Events Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

What Can I Customize?

The following items in Events are customizable:

- Colors and fonts for any of the text in the event
- background

What is Not Customizable?

The layout will always be three separate stacked boxes in the following order:

- Event name and time
- Description
- Guests

Class Name Constraints

There are two class name constants for an Events module:

- events
- module_container

The Fan Counter Module

With the Fan Counter module, your module will display the total amount of fans who have Liked your Facebook Pages on a digital meter.

Adding a Fan Counter Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: The View Layout and Adding Modules and Content* Content and Apps help topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on Facebook until you click Publish.

Note: This module is configured to display best in the full width module position.

About the Counter Theme Options Section

The Counter Theme Options section allows you to select a theme for your Fan Counter module, the colors that the numbers and background will be displayed in, from a drop-down list. You can select from:

- Light: Blue numbers on a light gray background. A preview of this theme will display below the drop-down list.
- Dark: White numbers on a black background. A preview of this theme will display below the drop-down list.
- Custom: You set how you want the module to look. You can set these in the Options area below the drop-down list:
    - Font: Enter the HTML color code or select a color using the provided color picker.

- Background: Selecting the Off option will hide the background, completely, displaying only the numbers.
- Background Color: If you have the background turned on, you can select the color you want by entering the HTML color code or choosing a color using the provided color picker.

About the Counter Pages Section

The Counter Pages section is where you add and remove the Facebook Pages you want included in the Fan Counter.

Page List Options

You have four choices for how you want your list of Facebook Pages displayed. Click the option that you want:

- Hide List: Hides the Facebook Page list, only displaying the actual Fan Counter
- Show Like buttons: Displays a Like next to each Facebook Page name in the list. The Like button will also display the total fan count for that Page.
- Show fan count: Displays the total fan count for each Facebook Page in the list.
- Show Page names only: Displays the list of Facebook Pages with names only.

Sorting Options

You can select to sort your list of Facebook Pages and select the order of that sort.

Order Pages: Select the order for how your Pages are sorted:

- Ascending: If you select this option, you can also select to your Pages alphabetically or by fan count.
- Descending: If you select this option, you can also select to your Pages alphabetically or by fan count.
- Random
- Manually

Page List

Enter the names of the Facebook Pages you want included in the Fan Counter module here. You'll find the name of your Facebook Page at the end of the Facebook URL.

For example: http://www.facebook.com/OracleSocial

Where OracleSocial is the Facebook page name.

To add another Facebook Page name field:

Click Add New Page.

To remove a Facebook Page from your list:

Click the Remove text link next to the Facebook Page you want to remove. A popup will ask you to confirm your choice, click OK, and the Page will be removed.

Saving Your Settings

Once you have finished configuring your module, click Update to save your changes.

Related Topics

- *The Events Module*

Adding a Theme and Page to a Fan Counter Module

When you drag-and-drop a Fan Counter module onto a view, it will automatically open to the edit page for that module. Use this task to set up a module you've already created.

1. In the Fan Counter module, expand the Controls menu to display your options.
2. Click Edit Module. You will be taken to the Edit Fan Counter Module section.

This module's configuration is separated into two sections: Counter Theme Options and Counter Pages. You can toggle between these by clicking the header.

The Fan Media Module

The Fan Media module creates a place on your page where your fans can upload and display their own photos and funny pictures. We've also built in moderation, so you can make sure that only the content you think is appropriate will be displayed.

Adding a Fan Media module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the*Building a View: The View Layout and Adding Modules and Content* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Fan Media Module

Content and Apps captures metrics for:

- Module views
- Photos uploaded

Customizing a Fan Media Module

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Details

- The upload text field has no character limit.
- The upload text does not support HMTL.
- The image thumbnail will display as 150 x 150 pixels.
- The image popup will scale to display at a max width of 810 pixels.

The module will display images in the following ways in each sector:

- Right - three images at a time horizontally. It paginates after the 4th photo is added.
- Left - three images vertically. It paginates after the 4th is added.
- Top/Bottom - 4 images horizontally. It paginates after the 4th photo is added.

What Can I Customize?

- Buttons
- Font, color and size of the upload text.

What is not Customizable?

- Upload text always appears below the images.

Class Name Constants

There are 2 class name constants for a Fan Media module:

- medias
- module_container

Related Topics

- *The Flash Module*
- *Setting Up Your Fan Module*
- *Moderating Your Fan Module*

Setting Up Your Fan Media Module

When you drag-and-drop a Fan Media module onto a view, it will automatically open to the edit page for that module. Use this task to set up a module you've already created.

1. In the Fan Media module, expand the Controls menu to display your options.
2. Click Edit Settings. You will be taken to the Content tab within the module
3. Click the Settings tab.
4. Moderation is automatically on for this module. If you want images to automatically display in this module, clear the option on this page.
5. If you want any text to appear on the module above the Upload button, enter it here in the text field provided.
6. When you are finished, click Save Changes. For more information, refer to the *Fan Media Module* topic.

Moderating Your Fan Media Module

Use this topic to moderate your Fan Media module

1. In the Fan Media module, expand the Controls menu to display your options.
2. Click Edit Settings.
3. You will be taken to the Content tab within the module.
4. Any new images users have uploaded will be shown in the Pending area.

To approve an image, select the option on the image, select Accept from the Action drop-down list, then click the OK button. The image will move into the Accepted section.

If an image is pending that you do not want displayed, select the option on the image, select Delete from the Action drop-down list, then click OK. The image will be deleted.

> **Note:** An image can be moved from the Accepted section back into Pending at any time. Select the option on the image, select Move to Pending from the Action drop-down list, then click OK. The image will be deleted.

5. Once you have moved an image into the Accepted section, it will appear on the Fan Media module on Facebook. You do not have to click Publish to Facebook to make it appear. For more information, refer to the *Fan Media Module* topic.

The Flash Module

The SWF module allows you to put Flash-based content on your Facebook tab.

Adding a SWF Module to your View

All modules are added to a View in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: The View Layout and Adding Modules and Content* in Content and Apps help topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published View and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Flash Module

Content and Apps captures metrics for:

- Module views

Related Topics

- *The Flickr Module*

Adding Content to a SWF Module

When you drag-and-drop a SWF module onto a view, it will automatically open to the edit page for that module. Use this task to add content to a module you've already created.

1. In the SWF module, expand the Controls menu to display your options.
2. Click Edit SWF.
3. A dialog box will appear with several fields for you to fill out.

> **Note:** Because Facebook does not allow Flash to play when a page loads, you must also include a start image to display with your SWF file. The Oracle Social Cloud Marketing Content and Apps View will trigger the Flash to play when the starter is clicked. The SWF and image file should be the same width

4. Once you have finished uploading your SWF and starter image, click Update. For more information, refer to the *Main Flash Module* topic.

The Flickr Module

With the Flickr module, you can easily add a Flickr photostream to your Content and Apps view.

Adding a Flickr Module to a Oracle Social Cloud Marketing Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: The View Layout and Adding Modules and Content* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Flickr Module

Content and Apps captures metrics for:

- Module views
- Image click-thrus
- Next clicks
- Previous clicks

Customizing a Flickr Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Gifts Module*
- *Adding Flickr Photostream*

Adding a Flickr Photostream to a Flickr Module

When you drag-and-drop a Flickr module onto a view, it will automatically open to the edit page for that module. Use this task to add photos to a module you've already created.

1. In the Flickr module, expand the Controls menu to display your options.
2. Click Edit Module. You will be taken to the Edit Flickr section.
3. Enter your Flickr user ID in the text field provided. Your Flickr ID will be in a format similar to: "12037949632@N01". If you don't know your Flickr ID, you can look it up at *www.idgettr.com*.

4. Click Update.

Your module will now appear on your view with a photo from the Flickr photostream displayed. Users can use the directional arrows to scroll through the photostream.For more information, refer to the *Flickr Module* topic.

The Fusion CRM Form Module

You can quickly and easily create a custom form where users can enter their information directly on your view. You will then be able to download the results in Content and Apps and will be sent to the Fusion CRM system.

Oracle Social Cloud Marketing customers who also have Fusion CRM will be able to access this module.

Note: This module is only turned on by request. Contact Oracle Support to request access.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, they will see a combination of these things:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's information was successfully submitted.

You can choose to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

Note: This module works best in the full width module position.

Adding a Fusion CRM Form Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: The View Layout and Adding Modules and Content* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook tab until you click Publish.

Note: You cannot have more than one Forms module (Custom Form, CRM On Demand, Fusion CRM, Newsletter, Siebel, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Your Fusion CRM Form Module

When you drag-and-drop a Fusion CRM Form module onto a view, it will automatically open to the edit page for that module. There are four sections you can edit/set up: Campaigns, Form Fields, Images, and Options.

About the Form Fields Section

You can start building your custom form by choosing which fields you want users to fill out. From the Add Fields section. There are two categories of fields: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Click the field and it will appear in the layout area. After you've added a field, you can drag and drop the fields to rearrange them on the layout.

To edit a field: After you have added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

To delete a field: After you add a field, click it and a small X and a pencil icon will appear in the field. Click the X and the field will be deleted.

About the Images Section

In the Images, you can configure a landing page to start your user's custom form experience, or a confirmation page once they have submitted their entry form.

Note: Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the Fusion CRM Form module into. The image sizes for module positions are:

- Left: 300 pixels
- Right: 494 pixels
- Full: 810 pixels

To upload a Landing Page image:

In the Landing Page section, click Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

To upload a Confirmation Page image:

In the Confirmation Page section, lick the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image

You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks on it, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

About the Options Section

In the Options section, you can set specifics for three areas: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down list to set how many times a user can make a submission to your form. You can choose from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week. Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Legal Options

If your form sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the form sign up. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Share Options

A Facebook Share button will appear on each page of the Custom Form you create, that a user can click at any time to share the form on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption, description, and image.

To edit any of these items, simply click the text field and enter the information you wish to be displayed. If you want a specific image to appear from this share, you can upload one from your computer by clicking the Upload Image button.

About Metrics Recorded for the Fusion CRM Form Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Related Topics

- *The Events Module*
- *Using The Campaigns Section*
- *Downloading Fusion CRM Submissions*

Using the Fusion CRM Forms Campaigns Section

To use your Fusion campaigns in your form, you'll need to login to your Fusion account and choose the campaigns you want to use.

1. On the Campaigns tab, you'll see a section to enter your Fusion username and password.
2. Enter the Fusion Service URL.
3. Enter the Campaign code you want to use or create a new one in the ***New Campaign Name*** field.
4. Click Link to Campaign to connect to Fusion. For more information see the *Fusion CRM Forms Module* topic.

Downloading Fusion CRM Submissions

Once you have placed the Fusion CRM Form module on your view and made it live, you can begin to collect submissions. You can download these submissions results as a CSV (comma separated value) file to your computer.

To download the submissions:

1. Log into Content and Apps and go to the view that your module is placed on.
2. Next to the Fusion CRM Form module is a Controls menu. Expand this menu, and click Edit Module.
3. Click Submissions.
4. Click Download submissions in CSV. A dialog box will appear allowing you to save the CSV file. For more information, refer to the *Fusion CRM Module* topic.

The Gifts Module

With virtual gifting, your fans can share their love of your brand with their friends. Create your own eye candy — images of festive bouquets, coffee mugs, beer steins, footballs, buttons, cars, you name it. — together with your brand's best imagery in the form of a visual gift.

Then add a Gifts Module to your Oracle Social Cloud Marketing Content and Apps view, and let the giving begin. When a fan clicks on a gift from your Facebook page, he or she can send it to any Facebook friend, along with a personalized message.

Adding a Gifts Module to a Content and Apps View

All modules are added to a view in the same way. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic for instructions.

Your view will appear with your new module added. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view. Your module will not appear until you publish your view.

About Metrics Recorded for the Gifts Module

Content and Apps captures metrics for:

- Module views
- Gifts viewed
- Gifts sent

Customizing Gifts Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- By default, the gift images will display as 70 x 70 pixels. This is also the size in the **Choose a Gift** pop-up.
- Also by default, the module will display 4 gifts per line. This is also the size in the **Choose a Gift** pop-up.

- The preamble text has a limit of 21 characters.
- The preamble and postamble images have a maximum width of 455 pixels.
- The gift description that appears in the popup has no character limit.

What Can I Customize?

- Colors
- Fonts
- Text
- Borders
- Buttons
- Number of gifts per line - you can have up to 6 appear
- The gift image size can be changed, by replacing the gift image itself plus the background of the link.

What is Not Customizable?

The gift image in the share popup cannot be changed - it will always be 70 x 70 pixels.

Class Name Constants

- gifts
- module_container

Related Topics The Google +1 Module Content and Apps Table of Contents Oracle Social Cloud Knowledge Base Home Page—ALSO topic
Related Topics

- *The Google +1 Module*
- *Adding a Gift to a Gifts Module*

Adding a Gift to a Gifts Module

Use this topic to add a gift to a Gifts module.

1. In the **Gifts** module click the Controls menu to display your options.
2. Click the **Manage Gifts** button.
3. You'll be taken to the **Upload Gift Images** page. Click the **Add Photos** button to upload a gift image.
4. Select one or more photos from your computer (We suggest the dimensions 70 x 70 pixels).
5. If you would like a text caption to appear along with the gift image, click **[Edit Caption]**, enter the text, then click **OK**.
6. Once you have finished adding and editing images, scroll back to the top and click **Other Settings**.
7. In the Other Settings area, you can choose to add the following items:
   - Preamble - Add some short text to introduce your gifts
   - Button Label - Choose what text you want on the button you click to send a gift.
   - Gifting Dialog Copy - Add text that will appear when a user selects a gift to send.
   - Preamble Image - Upload an image that will appear next to your preamble text.
   - Postamble Image - Upload an image that will appear at the bottom of the module.

After you finish configuring your module, you will need to publish it to make it appear on your Facebook page. Click the **Publish to Facebook** button at the bottom or top of the view layout page. For more information, refer to the *The Gifts Module* topic.

The Google + 1 Module

With the Google +1 module, users can +1 any URL you link it to and those +1s will show up on their profile.

Adding a Google +1 Module to a Oracle Social Cloud Marketing Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Google +1 Module

Content and Apps captures metrics for:

- Module views

Customizing Google+ Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Google Maps Module*
- *Adding A URL to a Google +1 Module*

Adding a URL to a Google +1 Module

When you drag-and-drop a Google +1 module onto a view, it will automatically open to the edit page for that module. Use this task to add a URL to a module you've already created.

1. In the Google +1 Follow module, expand the Controls menu to display your options.
2. Click the Edit Module button. You will be taken to the Edit Google +1 section.
3. Enter the URL that you would like the Google +1 button to be connected to.
4. Click Update.

Your module will now appear on your view with a Google +1 button displayed. Users will be able to click the button and the button will change to display the number of clicks the button has received. The +1s will appear in that user's Google +1 account profile.

Related Topics

- *The Google Maps Modules*
- *Google +1 Module*

The Google Maps Module

The Google Maps Module allows you to place a Google map of a specific location on your Oracle Social Cloud Marketing Content and Apps view.

Adding a Google Maps Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Google Maps Module

Content and Apps captures metrics for:

- Module views

Customizing Google Maps Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The HTML Module*
- *Adding a Location to the Google Maps Module*

Adding a Location to the Google Maps Module

When you drag-and-drop a Google Maps module onto a view, it will automatically open to the edit page for that module. To add a location to a module you have already created complete the following task.

1. In the Google Maps module click the Controls menu to display your options.
2. If you want your module to have a header, check the box labeled Header. The text in the header will be you have named the module.
3. Click the Edit Module button and you'll be taken to the Edit Module page.
4. To set up a map, enter an address into the Address field. You can also add information about the map in the Info field.

5. To display how your map will appear, click the Update Preview button. The map will reload to reflect the address you have entered into the Address field as a red location pin on the map.
6. When you have finished configuring the module, click the Update button.

The module will now appear on your profile. When you click the location pin on your map, any text you entered into the Info field will display in a bubble above the pin. You can drag the map around to display the area around your location pin.

The HTML Module

The HTML module allows you to create custom content using HTML.

Important: If you are not familiar with HTML or other kinds of web code, do not use this module.

Adding HTML Modules

All modules are added to a view in the same way. Refer to the *Building a View: Adding Modules and Content to Views* in Content and Apps topic for instructions.

Your view will appear with your new module added. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view. Your module will not appear until you publish your view.

About Metrics Recorded for the HTML Module

Content and Apps captures metrics for:

- Module views Related Topics The iframe Module Content and Apps Table of Contents Oracle Social Cloud Knowledge Base Home Page AND TOPIC

Related Topics

- *The iframe Module*
- *Creating Custom Content in HTMLModules*

Creating Custom Content in HTML Modules

1. When you add the module and name it, the Edit HTML Module box will pop up.
2. Add HTML and/or CSS code into the box. Whatever you can code can appear in this module.
3. When you are finished adding code, click Update.
4. Your completed module will appear on your View

For more information see the *HTML Module* topic.

The Instagram Feed Module

With the Instagram Feed module, your module will display a feed of photos uploaded to Instagram from one of three options: a single user, a single hashtag, or a feed of popular photos Instagram-wide.

Adding Instagram Moderation Modules to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on Facebook until you click Publish.

Note: This module is configured to display best in the full width module position.

Related Topics

- *The Instagram Moderation Module*
- *Adding Instagram Accounts to Instagram Feed Modules*

Adding Instagram Accounts to Instagram Feed Modules

When you drag-and-drop an Instagram Feed module onto a view, it will automatically open to the edit page for that module. Use this task to set up a module you have already created.

1. In the Instagram Feed module, expand the Controls menu to display your options.
2. Click the **Edit Module** button. You will be taken to the **Edit Instagram Feed Module** section.
3. Click **Sign in with Instagram**. A dialog box will appear, asking you to allow access to your Instagram account. Click the button, and you'll be taken to a screen to enter your Instagram user name and password.

There are several settings to configure your module.

Display Type

Choose how Instagram will choose the photos that will appear on your module:

- Popular Media - Displays photos that are popular on Instagram, taken from all users' feeds.
- User Account - Displays photos from one user's account. Enter the username you want to pull from in the provided text field.
- Multiple User Accounts - Displays photos from multiple users' acounts. Enter the usernames you want to pull from in the provided text field, separated by commas.
- Hashtag - Displays photos that have a particular hashtag, taken from all Instagram users' feeds. Enter the hashtag you want to pull from in the provided text field.

Display Options

There are several display options for you to choose from.

- Social Options - Click the icons for the social networks you want displayed on the photos once they are expanded.
- PhotoGrid - Choose whether to turn PhotoGrid on or off. Turning it on takes the seven most recent photos and showcases them in a slide show.
- Photo Count - Choose how many photos you want displayed on the module, with a max of 35. If you have PhotoGrid turned on, you need a minimum of seven photos, 14 if you want the grid to rotate images.

Once you have finished configuring your module, click the Update button to save your changes.

The Instagram Moderation Form Module

With the Instagram Moderation, your module will display a moderated feed of photos uploaded to Instagram specific to a user account or tags.

Adding Instagram Moderation Modules to a Content and Apps View

All modules are added to a view in the same way with our dratg-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to View*Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on Facebook until you click Publish.

> **Note:** While this module works in any position on your view, it displays best in the full width module position. Be sure to turn the modules headers and boarders off, as this may cause your module to display incorrectly.

Using the Settings Section

The Settings area of the module is in three parts: General, Layout, and Social. We'll go through these one by one.

General

These options let you set which photos will appear on your module:

- Campaign Name - Enter a name for this module. This will help you remember what you set up this module to include. This name will not appear anywhere on your module once it's been published.
- Pull Photos Based On - You can select to have photos display from: Users, Tags, or Users and Tags. Click the radio button for the option you want. Whichever option you select, fields will appear for you to enter info for those options:
  - Instagram Username - Enter the Instagram username you want to display in the module.
  - Tags - Enter up to 10 Instagram hashtags that the module will use to pull photos onto the display.

    > **Note:** Do not include the #sign with the tags and separate each hashtag with a comma.

- Moderation - Select whether you want to moderate which photos will appear in the module. If you select to moderate the photos, all photos will appear on the Moderation tab in the Edit section of the module.
- Reset Your Content - Clicking this button will delete all the photos in Moderation.

Layout

These options let you decide how you want the photos to display on your module.

Select if you want your images to be laid out in a grid or full layout:

- Grid - Displays your image as a grid, 20 images per page.

- Full - Displays one large image, with a series of smaller images along the bottom. You can select to display seven, 14, 21, or 28 images beneath the large image.

If you want the Instagram username to appear under the thumbnails, click the radio button for that.

Social

Select which social network options you want displayed along with the photos: Facebook, Twitter, Pinterest, and Google+. Click the icon to select it.

With Facebook, you can enable Liking, Sharing, and/or Commenting.

Saving Your Settings

Once you have finished configuring all your settings, click Submit on any page to save your settings.

About the Moderation Section

The Moderation tab is where you can manually select which photos you want to display on your module. The photos that meet the criteria you set on the Settings tab will appear in a list, displaying the following info:

- User account name and profile image
- Photo description and tags
- Thumbnail of the photo
- Number of clicks (views) of the image
- Number of shares of the image
- Status - whether you have approved the image or not

Approving Individual Posts

To approve an image, select the check box under the Status column. The status will change to Approved and the photo will automatically appear on your module.

Approve All

You can approve all the photos in your Moderation queue at once by clicking Approve All above the status column.

Export Submissions

You can export all the photos in your Moderation queue as a CSV file by clicking Export Submissions

Related Topics

- *The Instagram Feed Module*
- *Adding Instagram Accounts to Instagram Moderation Modules*

Adding Instagram Accounts to Instagram Moderation Modules

When you drag-and-drop an Instagram Moderation module onto a view, it will automatically open to the edit page for that module. Use this topic to add an account to a module you've already created.

1. In the Instagram Moderation module, expand the Controls menu to display your options.
2. Click the Edit Module button. You will be taken to the Edit Instagram Moderation Module section.

This module's configuration is separated into two sections: Settings and Moderation. You can toggle between the two by clicking the appropriate header button. For more information, refer to the *Instagram Moderation Module* topic.

The iframe Module

The iframe module lets you easily display external content, via URL, into your tab using an iframes.

IMPORTANT: If you are not familiar with web design or web languages, do not use this module.

Adding an iframe Module

All modules are added to a view in the same way with our drag-and-drop interface. To get more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back in the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook tab until you click Publish.

About Metrics Recorded for the iframe Module

- Module views

Related Topics

- *The JSON Module*
- *Adding Content to an Iframe Module*

Adding Content to an iframe Module

When you drag-and-drop an iframe module onto a view, it will automatically open to the edit page for that module. Use this topic to edit a module you've already created.

1. In the iframe module, expand the Controls menu to display your options.
2. Click Edit Module.
3. You will have three options to fill out for this module: Enter URL, Width and Height.

Note: If you enter a URL, you must use https:// for the intro. Omitting the s will cause an error. For more information, refer to the *iframe Module* topic.

The JSON Module

The JSON module allows you to create custom content using JSON language. You can also use HTML and CSS in this module.

IMPORTANT: If you are not familiar with the JSON language, do not use this module.

Adding JSON Modules

All modules are added to a View in the same way with our drag-and-drop interface. To get more information on this, refer to the *Building a View: Adding Modules and Content to Views*Content and Apps help topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published View and your new module will not appear on your Facebook tab until you click Publish.

About Metrics Recorded for the JSON Module

- Modules views

Related Topics

- *The Like Module*
- *Adding Content to JSON Modules*

Adding Content to JSON Modules

When you drag-and-drop a JSON module onto a view, it will automatically open to the edit page for that module. Use this topic to edit a module you've already created.

1. In the JSON module, expand the Controls menu to display your options.
2. Click Edit Liquid Template.
3. You will have two areas to edit/add code to: Liquid Template and URL. For more information, refer to the *JSON Modules* topic.

The Like Module

With the Like module, users can Like any Facebook Page you link to with one click.

Adding Like Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

About Metrics Recorded for the Like Module

Content and Apps captures metrics for:

- Module views

Customizing a Like Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The MailChimp Module*
- *Adding Facebook Pages to Like Modules*

Adding Facebook Pages to the Like Module

When you drag-and-drop a Like module onto a view, it will automatically open to the edit page for that module. Use this topic to add a Facebook page to a module you've already created.

1. In the Like module, expand the Controls menu to display your options.
2. Click the **Edit Module** button. You will be taken to the **Edit Like** section.
3. To choose which Facebook page you want the Like button to link to, select it from the dropdown menu next to **Facebook Page**. Only pages that you are an admin of will appear in this menu.
4. If you want to change the style of the **Like** button, choose from the drop-down list next to **Like Button Style**. You can choose from three styles: standard (wide) layout, horizontal condensed, and vertical condensed.
5. You can choose to display the profile pic of the users who click the Like button. Check the box next to **Display Profile Pic**.

   Note: This only applies to the standard layout style.

6. If you would like text before or after the Like button, enter it in the **Preamble** and/or **Postamble** text fields.
7. Once you are finished configuring the module, click the Update button .For more information, refer to the *Like Module* topic.

The Like Gate Module

The Like Gate module helps your fan-gated content work smoothly in the new Facebook Timeline page layout for brands. The module adds a Like button to views that users will click to see fan-gated views.

Adding Like Gate Modules to a Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Note: This module should be added to the non-fan-gated view that leads users to the fan-gated view.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Related Topics

- *Adding Facebook Pages to the Like Module*

Connecting the Like Gate Module to the Fan-Gated View

This topic describes how to connect the Like Gate module to the Fan-Gated view.

Note: When you drag-and-drop a Like Gate module onto a view, it will automatically open to the edit page for that module. Expand the Controls menu, to access options.

1. When the module opens the Edit page, you'll see a text field for view URL. Enter the URL of the view you want only Fans of your Page to be able to see.

   Note: You can find the View URL by going to the view on Facebook and copying it. The view must be published before you can get the View URL.

2. Click Update.

The Like button will now appear on your view. When a non-Fan clicks the Like button, the view will refresh and display the fan-gated view.

The MailChimp Module

MailChimp is an email marketing service that enables users to create custom email campaigns. Oracle has partnered with MailChimp to create a module where fans can sign up for your MailChimp email list right from your Facebook tab.

Adding MailChimp Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Customizing MailChimp Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- Neither text field has a set character limit
- The text fields do not support HTML
- The following text appears when you first add a MailChimp module to your View layout:

MailChimp is waiting to be set up. Do not keep the monkey waiting. This text will disappear once you set up MailChimp and will never appear live on Facebook.

- After you have set up your MailChimp in Content and Apps, when you look at the module in the View layout, the following text will appear under the header:
  Mail Chimp module is all setup and users will be able to subscribe from Facebook. This text will not appear when the module is live on Facebook.

What Can I Customize?

- background
- font color
- Subscribe button can be styled

What Is Not Customizable?

- The MailChimp setup and notification text is created by MailChimp and cannot be modified.

Class Name Constants

There are two class name constants for a MailChimp module:

- mail_chimps
- module_container

About Metrics Recorded for the MailChimp Module

Content and Apps captures metrics for:

- Module views

Related Topics

- *The MP3 Module*
- *Connecting Mailchimp Email Lists to Content and Apps Mailchimp Modules*

Connecting MailChimp Email Lists to Content and Apps MailChimp Modules

When you drag-and-drop a MailChimp module onto a view, it will automatically open to the edit page for that module. Use this task to connect an email list to a module you've already created.

1. In the MailChimp module, expand the Controls menu to display your options.
2. Click the Manage MailChimp button.
3. A dialog window will appear asking for your MailChimp API key. You will need to go to MailChimp's website to get this information.
4. Log in to the MailChimp website, hover on the Account tab and select API Keys and Info. Any API keys you have created will be listed there. If you haven't created any API keys, click the add a key button and the site will create one for you.

5. Go back to Content and Apps and enter the API key into the text field and click get lists
6. In the dialog box fill out the required fields with using the following information, then click Update and you will be taken back to the layout page, with the MailChimp module now displayed.

- Selected Lists: This is a dropdown menu with all of the MailChimp email lists you have created. Select the list you want your fans to subscribe to.
- Header Text: Enter text that will appear on the header of the module.
- Module Text: Enter text that will appear in the module, above the field for the fan to enter their email address. Some good text to have would be a description of the list they are signing up for, what kind of information they will be receiving.

Note: Each MailChimp module can only have one email list associated with it, but you can add as many MailChimp modules to a view as you want.

The MP3 Module

With the MP3 module, you can quickly add an MP3 file to your tab for your users to play and enjoy.

Adding MP3 Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information on this, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook tab until you click Publish.

About Metrics Recorded for the MP3 Module

Content and Apps captures metrics for:

- Module views
- Songs played
- Songs completed

Customizing a MP3 Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Newsletter Module*
- *Adding MP3 to MP3 Modules Topic*

Adding MP3s to MP3 Modules

When you drag-and-drop a MP3 module onto a view, it will automatically open to the edit page for that module. Use this task to add a MP3 to a module you've already created.

1. In the MP3 module, expand the Controls menu to display your options.
2. If you want your module to have a header, select the check box labeled Header. The text in the header will be you have named the module.
3. Click Edit Module.
4. Click Upload MP3 to choose a new MP3 file from your computer. If you have already uploaded a MP3, it will display beneath the Upload MP3 button after Current MP3.
5. You can also enter a title and description of the MP3 file if you want that to display.
6. Click Update.

You will then be taken back to your view, where the module will appear with the MP3 file displayed. You can play the file to make sure it is the one you wanted. For more information, refer to the *MP3 Module* topic.

The Newsletter Module

With the Newsletter module, you can quickly and easily create a signup sheet for your brand's newsletter that users can fill out on your view. You will then be able to download the user's information in Content and Apps.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, they will see a combination of these things:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can choose to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

Note: This module works best in the full-width module position.

Adding Newsletter Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views*Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

Note: You cannot have more than one Forms module (Custom Form, Newsletter, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Newsletter Modules

When you drag-and-drop a Newsletter module onto a view, it will automatically open to the edit page for that module. There are three sections you can edit/set up: **Form Fields**, **Images**, and **Options**.

About the Form Fields Section

We've started your newsletter signup by pre-populating the form with the First Name, Last Name and Email Address form fields. Users will see these fields and enter information into them to sign up for the newsletter. You can delete any of these fields or add new ones from the **Add Fields** section has two categories of field: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Just click the field and it will appear in the layout area. After you've added a field, you can drag-and-drop the fields to rearrange them on the layout.

To edit a field: After you have added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

To delete a field: After you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will be deleted.

About the Images Section

If you want to have a landing page to start your user's newsletter signup experience, or a confirmation page once they have submitted their entry form, you will set them on this page.

Note: Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the Newsletter module into. The image sizes for module positions are:

- Left: 300 pixels
- Right: 494 pixels
- Full: 810 pixels

To upload a Landing Page image: In the Landing Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

To upload a Confirmation Page image: In the Confirmation Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image: You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks on it, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

About the Options Section

There are three different areas that you have the option to add or change information for your newsletter sign up: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down list to set how many times a user can make a submission to your form. You can choose from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week.

> **Note:** If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Share Options

A Facebook Share button will appear on each page of the Newsletter you create, that a user can click at any time to share the newsletter signup on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption and description.

To edit any of these items, simply click the text field and enter the information you wish to be displayed.

Legal Options

If your newsletter sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the newsletter sign up. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Saving Your Newsletter Signup

Once you have finished setting up or editing your Newsletter signup, click the green Save button.

About Metrics Recorded for the Newsletter Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Customizing a Newsletter Module

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Photos Module*

- *Downloading Newsletter Signup Submissions*

Downloading Newsletter Signup Submissions

To download the submissions

1. Log into Content and Apps and go to the View that your module is placed on.
2. In the Newsletter module, expand the Controls menu to display your options.
3. Click Edit Module.
4. Click the Submissions section.
5. Click the Download submissions in CSV link. A dialog box will appear allowing you to save the CSV file.

The Photos Module

With Content and Apps, you can easily upload and manage photos for your fans to enjoy – pictures of your latest meet up, photos of your products and people, and crazy images just to get a reaction.

Content and Apps provides two modules: Photos, and Photo Albums. The Photos modules displays your images directly on your view. The Photo Albums module displays a thumbnail that, when clicked, opens a separate window to view album photos. For more information, see *The Photo Albums Module*.

Adding Photos Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information refer to the *Building a View: Adding Modules and Content* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Photos Module

Content and Apps captures metrics for:

- Module views
- Photo views
- Photo title click-thrus

Customizing Photos Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- The maximum photo height is 810 pixels and will scale to that size.
- The photo thumbnail will display as 80 x 80 pixels.

- If the photo is larger than the thumbnail, the photo will be cropped.

The module will display images in the following ways in each sector:

- Right - 3 photos at a time horizontally. It paginates after the 4th photo is added.
- Left - 3 photos at a time vertically. It paginates after the 4th photo is added.
- Top/Bottom - 4 photos at a time. It paginates after the 5th photo is added.

What Can I Customize?

The following items in the main module section can be customized:

- Font and Colors for the captions, date and time
- Share button
- Background for the entire module

The following items in the photo popup can be customized:

- Borders
- Background
- Captions
- Buttons
- Description can be hidden

What is Not Customizable?

- Photos cannot be rearranged once they have been added to the module.

Class Name Constants

There are 5 class name constants in this module:

- Parent class for the whole module - photos
- For the container of the photo popup - photo_item
- Inside the photo_item class:
    - individual photo with border - photo_height
    - description - photo_info
    - share button - photo_share

Related Topics

- *The Photo Albums Module*

Adding Photos to Photos Modules

When you drag-and-drop a Photos module onto a view, it will automatically open to the edit page for that module. Use this task to add photos to a module you've already created.

1. In the Photos module, expand the Controls menu to display your options.
2. Click **Manage Photos**. You will be taken to the **Photos in 'Photos'** section.

3. Click **Add Photos** to find images to upload.
4. Select one or more images from your computer.
5. When your image has uploaded, you can add a caption by clicking **Edit Caption**.
6. Once your have finished uploading and editing images, click **Done**. You'll be taken back to the View layout page.

The Photo Albums Module

With Content and Apps you can easily upload and manage photos for your fans to enjoy – pictures of your latest meet up, photos of your products and people, and crazy images just to get a reaction.

Content and Apps provides two modules: Photos, and Photo Albums. The Photos modules displays your images directly on your view. For more information, refer to The Photos Module. The Photo Albums module displays a thumbnail that, when clicked, opens a separate window to view album photos.

Adding Photo Albums Modules to Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Things You Should Know

- To change the Album Cover: The image thumbnail displayed in the photo albums module is called the "cover". To change which photo is used as the album cover, click through to the photo management page, find the image you would like to use, then click Use as Album Cover.
- Click the red X next to an image to delete it from the album.
- Each photo can have a caption, which you can change using the Edit Caption link under each photo. You can also link the caption to any Web page when you're editing the caption.

Important: When you add photos to a published album, they are instantly visible on Facebook. To make your edits without them being instantly visible on Facebook, click Unpublish to move the album to Draft Albums. Once you've made your changes, you can publish the album again.

About Metrics Recorded for the Photo Albums Module

Content and Apps captures metrics for:

- Module views
- Album views
- Album photo views
- Album search date
- Album search location

Customizing Photo Albums Modules

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- The maximum photo height is 810 pixels and the photo will scale to that size.
- The album and photo thumbnails will display as 150 x 150 pixels.
- If the photo is large than the thumbnail, it will crop the photo from the center left.
- There is no character limit for the album description, and the description does support HTML within the text field.
- There is no character limit for the photo caption, but it does not support HTML.
- When an album is clicked, the popup displays 4 photos per line.
- In the link field under each photo in an album, any text you enter in the field displays as a link.

The module will display albums in the following ways in each sector:

- Right - 3 albums at a time horizontally. It paginates after the 4th album is added.
- Left - 3 albums at a time vertically. It paginates after the 4th album is added.
- Top/Bottom - 4 albums at a time. It paginates after the 5th album is added.

What Can I Customize?

The following items in the main module section can be customized:

- Colors and font for all text and links
- Background for the entire module
- Borders and headers

The following items in an album popup can be customized:

- Colors and font for all text and links
- Share button
- Background for the entire popup
- Borders on the photos and popup
- The photo caption can be styled, but the style will effect all characters in the caption
- The pipe character and horizontal rule between the title and location and description and photos can be styled or hidden

The following items in a photo popup can be customized:

- Borders
- Background
- Captions
- Buttons

- Description can be hidden

Class Name Constants

There are 5 class name constants in this module:

- Parent class for the whole module - albums
- For the container of the photo popup - photo_item
- Inside the photo_item class:
    - individual photo with border - photo_height
    - description - photo_info
    - share button - photo_share

Related Topics

- *The Photo Albums Module*
- *Adding Photos*
- *Publishing Photos*
- *Editing Existing Photos*

Adding Photos to Photo Albums

Use this topic to add photos to Photo Albums.

1. In the Photo Albums module, click Manage Albums. The album management page will appear, where you can publish or edit your albums.
2. Find the album you want to add photos to and click Edit Photos. The photo management page will appear.
3. Click Add Photos.
4. Select one or more images from your computer.
5. Once your images have finished uploading, you can add a caption by clicking Edit Caption.
6. Once you have finished uploading and editing your images, click Save Album.

Note: If you have previously published this album, your photos will instantly appear on Facebook. For more information , refer to the *Photo Album Module* topic and the *Adding Albums to Photo Albums* topic.

Publishing Photo Albums

Use this topic to publish photo albums.

1. In the Photo Albums module, click Manage Albums. The album management page will appear, where you can publish or edit your albums.
2. Find the album you wish to publish on Facebook, and click Publish Now.

    Related Topics

    - *Photo Album Module*

- *Adding Albums to Photo Albums*
- *Adding Photos to Albums*

Editing Existing Albums

Use this topic to edit existing albums.

1. In the Photo Albums module, click Manage Albums. The album management page will appear, where you can publish or edit your albums.
2. Select the album you want to edit. You can do the following edit items:

- Delete the Album - Click the little red X next to it on the **Manage Albums** page.
- Edit Photos - You can edit the album info and images contained by an album using the links below each album on the **Manage Albums** page.
- **Publish a Draft Album** - Select an album you have created but not published, then click **Publish Now**.
- **Make a Published Album a Draft Album** - Select the album you want as a draft and click **Unpublish**.

For more information see the following topics:

- *Photo Album Module*
- *Adding Albums to Photo Albums*
- *Publishing Photo Albums*

Adding Albums to Photo Albums Modules

When you drag-and-drop a Photo Albums module onto a view, it will automatically open to the edit page for that module. Use this topic to add an album to a module you have already created.

1. In the Albums module, expand the Controls menu to display your options.
2. Click Manage Albums. The album management page will appear, where you can publish or edit your albums. Unpublished albums are located in the Draft Albums section.
3. Click Create New Album.
4. On the New Album page, there are fields where you can give your album a name, date, location, and description. Once you have entered the information you want, click Create.
5. The photo management page will appear, where you will upload and view your photos or simply save your album. For more information see the *Photo Albums Module* topic.

The Pinterest Board Module

With the Pinterest Board Module, your module will display the 30 most-recent pins made to a single Pinterest Board on your Tab. The Module automatically pulls in your board's title from Pinterst, allows a user to follow the board, includes a Like and Pin button with each image, and also gives you the option to create a custom byline to display within the header.

To Add a Pinterest Board Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the Building a View: Adding Modules and Content to Views in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on Facebook until you click Publish.

Note: This particular module is configured to only display properly when positioned in the full-width module position.

Related Topics

- *The Pinterest Follow Module*
- *Adding a Pinterest Account to a Pinterest Board Module*

Adding a Pinterest Account to a Pinterest Board Module

When you drag-and-drop a Pinterest Board module onto a View, it will automatically open to the edit page for that module. Use this topic to add a Pinterest account to a module you've already created.

1. In the Pinterest Board Module there is a Controls menu. Expand the menu to show your options.
2. Click Edit Module. You will be taken to the Edit Pinterest Board Module section.
3. Input a Pinterest URL:
   - You can enter a URL for a Pinterest page or for the full URL a specific board.
4. Include a custom byline:
   - ou have the option of including a custom byline that will live within the header underneath your board's title, which is pulled from Pinterest.
5. Include a Follow Button:
   - Choose to include or exclude a Follow button with your Pinterest Module. This button will allow users to follow your feed on Pinterest.

The Pinterest Follow Module

With the Pinterest Follow module, users can follow a Pinterest feed of your choosing with one click in the module.

Adding Pinterest Follow Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Pinterest Follow Module

Content and Apps captures metrics for:

- Module views
- View-to-View click-thrus

Customizing Pinterest Follow Modules

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Adding Pinterest Accounts to a Pinterest Follow Module

With the Pinterest Follow module, users can follow a Pinterest feed of your choosing with one click in the module.

When you drag-and-drop a Pinterest Follow module onto a View, it will automatically open to the edit page for that module. To add a Pinterest account to a module you've already created:

1. In the **Pinterest Follow** module is a Control menu. Expand the menu to show your options.
2. Click the **Edit Module** button. You will be taken to the **Edit Pinterest Follow Module** section.
3. Enter the Pinterest username of the account you want users to follow in the text field provided.
4. Click the **Update** button.

Your module will now appear on your View with a button labeled **Follow Me on Pinterest**. When a user clicks the button, they'll be taken to the Pinterest page, where they can follow all the boards, or just select boards.

Related Topics

- *The Pinterest Board Module*
- *The Pinterest Follow Module*

The Poll Module

Polls can serve multiple purposes on your Facebook Page. You can do market research, preference research, and promote events or products, all by asking the right question. To get your fans' opinions, add a Poll module to your Content and Apps view.

Adding Poll Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. If you are not familiar with HTML or other kinds of web code, do not use this module.not appear on your published view and your new module will not appear on your Facebook Tab until you click **Publish**.

About Metrics Recorded for the Poll Module

Content and Apps captures metrics for:

- Module views
- Poll vote

Customizing a Poll Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- There is no character limit for the poll description or poll options.
- The poll question has a character limit of 256 characters.
- The poll description, question and option fields support HTML.
- Image source code can be entered into the option field to make the poll option an image.
- Poll image will be resized to a maximum width of 80 pixels

What Can I Customize?

- Fonts and colors of text.
- Vote button and share buttons can be customized.
- Poll results can be moved, but it is very tricky.
- Developer Hint: there is a container around the poll results, but there is no container around the poll itself, so moving the results to the side of the poll can be difficult. Poll description can be moved from the top to the bottom.
- Bar color for the results can be customized with a solid color or an image, but all the bars will look the same.
- If you choose to display the poll results as a pie chart, you can modify the colors that appear, but that has to be done in the Brand Settings CSS area of Content and Apps.
- Radio button can be moved up and down in relation to the answer.

What Is Not Customizable?

Always have to be radio buttons, unless multiple choice selected.

Class Name Constants

There are 2 class name constants for a Polls module:

- polls
- module_container

Related Topics

- *The Quiz Module*
- *Adding a Poll*
- *Viewing a Poll*

Adding Polls to Poll Modules

When you drag-and-drop a Poll module onto a view, it will automatically open to the edit page for that module. Use this task to add a poll on a module you've already created.

1. In the Poll module, expand the Controls menu to display your options. You can either create a new poll or view the results of a previous poll.
2. Click the New Poll button.
3. In the window enter following details to your poll, and when finished click the **Create Poll** button to finish your poll.

- Title: Enter a name for your poll. This will appear on your Facebook Page and will also be used to keep track of results when you have multiple polls. You will be able to display the results of past polls in the Oracle Social Cloud Marketing Content and Apps interface, so be sure to give each poll a unique title.
- Attach Poll Image: Click this button to add an image that will appear on your poll.
- Description: Enter text describing what you're after with this poll, or use it to entice your fans to take the poll.
- Poll Question: Enter the question for your poll (you can only have one question per poll).
- Allow multiple votes (checkboxes): If you want people to be able to choose more than one answer, select this option. Otherwise the options will appear with a radio button next to each answer.
- Poll option: There are three text fields for creating an answer option for your poll.

  Note: You can enter HTML for images, to have an option be an image.

- Add ®: If an answer to your poll is a product, you may want to indicate that it is a registered trademark. Click Add ® to put a ® onto the end of the poll answer.
- Allow open input: If you'd like to get general feedback on something, you can include a text box for fans to type in anything they want. You can review the answers later in Oracle Social Cloud Marketing Content and Apps.
- Add Another Option Field: By default the polls module displays three option boxes, but you can add up to 50 options.

Note: You can add multiple Poll modules to your page, but each module can contain only one poll.

If you've just added your Poll module, you will need to publish it to make it visible on Facebook. From the View Layout page, click the Publish to Facebook button.

Note: You can allow fans to share your polls, the results of your poll or both. If you don't want these to be shareable, click the Sharing checkbox next to the part you don't want to be shared.

Related Topics

- *The Quiz Module*
- *The Poll Module*

  Viewing Poll Results
- *Replacing Polls*

Viewing Poll Results

1. In the Poll module, expand the Controls menu to display your options.
2. Click View Results. You will see a new page listing all the polls that you've run so far. Click Details on a poll to see the results.
3. On the results page click the Download Open Input Answers link to save a Comma Separated Values (CSV) file that lists what fans typed into the options where you selected to alllow open input.

Note: Each Poll module has its own results page listing the polls that have run in that module. If you want to clear your list of results, delete the existing Poll module and create a new one.

Replacing Polls

If you want to change the poll that's in your module now, do the following:

1. Click Add New.
2. Fill in the required information.

Your new poll will replace the current one in the module. The results from the last poll will still be available when you click View Results.

The Posts Module

With Content and Apps, you can re-create the Facebook Wall within your own branded environment. You can publish posts with pictures that your fans can comment on and allow your fans to add their own posts: just like your wall, but with the added bonus that you control what, and whether, visitors are allowed to post.

Adding Posts Modules to Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Adding Text Posts to Posts Modules

The Posts module controls are visible by default when you add the module. The controls let you add posts and modify the settings of the module. If you want to display the content more like how it's going to appear on your Facebook Page, click Hide controls.

There are 2 text fields for you fill in:

- Post Content - Type your text post here. You can use simple HTML tags in your text content, like <i> and <b> and <em> and <strong>. You can also include hyperlinks and use front color tags like <font color=green> if you like. As you type your message within the open text box, a Preview of your post will appear at the bottom of the module.

  Note: If you're not experienced in HTML, you may want to learn a bit about that before trying it.

- Author - Type the name you want displayed as the author of this post. It can be anything you want, though Content and Apps will default fill the box using your brand and Content and Apps View name.

Next to the **Author** field is a button labeled **Share**. Do not click this button yet, you've still got some items to take care of. When you do click this button, the post will be published on your Facebook Page (provided you've already **Published** your Content and Apps view so that the new Posts module appears.)

Next, there are a series of options you can enable or disable:

- User Posting - Disable this if you don't want fans adding posts of their own to this Posts module.
- User Commenting - Disable this if you don't want fans commenting on your posts in this Posts module.
- User Liking - Disable this if you don't want to allow fans to click Like on your posts in this Posts module.
- Paginate Comments - Enable this if you want your comments to move into pages when there are enough.

There are 2 final options for you to choose:

- **Attach**- Click the camera icon to add an image to this post. You can choose from images you've previously uploaded, or upload a new one. If you choose an image, it will appear in the Preview section at the bottom of the module.
- **Posts From...** - Choose whether you want your fans to be able to make posts on in this module on Facebook, or only you will be able to post there. For only you to be able to post, click the link with name of your view on it. For your fans to be able to post, click Just Users.

Now you can click the **Share** button.

Note: When you add a **Posts** module, it will not appear on your Facebook Page until you click **Publish**. However, once you've published, when you click **Share** the post you've just created will automatically appear on your Facebook Page: you do not have to click Publish again to make them appear.

Moderating Conversations

Posts and comments from fans who visit your Facebook Page will appear in Oracle Social Cloud Marketing Content and Apps. At the top of the module you can select whether to display your posts, or posts from users only. This is a convenient filter, but is not reflected within Content and Apps — it is a setting for your session only, and users will have a similar control in the module when they view it on your Facebook Page.

- You can review the comments and remove any that are inappropriate.
- You can remove any posts that are no longer relevant, or that are just stale. It's a good idea to keep fresh content in your Posts module, unless you are using it for a static information box that doesn't have to change. In which case you may want to disable user posting and commenting.
- You can disable Sharing on any particular post.

About Metrics Recorded for the Posts Module

Content and Apps captures metrics for:

- Module views
- Post comments
- User posts

Customizing Posts Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- If you attach a photo to a post, the maximum width of 120 pixels. If the photo is larger than this, it will resize to 120 pixels wide. Photos can be made smaller, but not larger than 120 pixels.
- The module displays 4 text posts. It paginates after the 5th is posted.

Note: Though the module has commenting and sharing, this is not connected to Facebook. The comments live on the module on the tab.

What Can I Customize?

- All hover states
- Colors and fonts of any text and links
- Heading of the text post itself
- Background of the entire module
- Background for individual entries, but it will display as the same background for each entry
- If an image is added to a post, the position of the image to the text content can be adjusted
- Colors, font and links can be styled for the comments on a post
- Comment, You Like This, and Share can all be styled or made into buttons

What is Not Customizable?

You cannot have a different background for each individual text post.

Class Name Constants

There are 2 class name constants in this module:

- wall_posts
- module_container

Related Topics

- *The RSS Module*

The Quiz Module

The Quiz Module allows you to create quizzes for your fans to take and view the results in Oracle Social Cloud Marketing Content and Apps. You can use these quizzes to interact with your fans about your business or just to have fun.

Adding a Quiz Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and have given it a name, the module will open for you for edits or to add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Metrics Recorded for the Quiz Module

Content and Apps captures metrics for:

- Module views
- Quiz votes

Customizing a Quiz Module

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- There is no character limit for the quiz description or quiz options.
- The quiz question has a character limit of 256 characters.
- The quiz description, question, and option fields support HTML.
- Image source code can be entered into the option field to make the quiz option an image.
- Quiz image will be resized to a maximum width of 80 pixels

What Can I Customize?

- Fonts and colors of text.
- Vote button and Share buttons can be customized.
- Quiz results can be moved, but it is very tricky.
  Developer Hint: There is a container around the quiz results, but not around the quiz itself. Hence, moving the results to the side of the quiz can be difficult.
- Quiz description can be moved from the top to the bottom.
- Bar color for the results can be customized with a solid color or an image, but all the bars will look the same.
- If you choose to display the quiz results as a pie chart, you can modify the colors that appear, but that has to be done in the Brand Settings CSS area of Content and Apps.

- Radio button can be moved up and down in relation to the answer.

What Is Not Customizable?

- Option buttons cannot be customized, unless they are multi-select options.
- The text that appears after a user answers the quiz, "Correct. The answer is …" or "Incorrect. The right answer is…", cannot be changed.

Class Name Constants

- polls
- module_container

Related Topics

- *The Poll Module*
- *Creating A Quiz*

Creating a Quiz in the Quiz Module

When you drag-and-drop a Quiz module onto a view, it will automatically open to the edit page for that module. Use this task to add a quiz to a module that you have already created.

1. In the Quiz module, expand the Controls menu to display your options. You can either create a new quiz, edit an existing quiz, or view the results of a previous quiz.
2. Click New Quiz. A window will appear where you can add the following details to your quiz:
   - Title - Enter a name for your quiz. This will appear on your Facebook Page and will also be used to keep track of results when you have multiple quizzes. You will be able to display the results of past quizzes in the Oracle Social Cloud Marketing Content and Apps interface, so be sure to give each quiz a unique title.
   - Attach Poll Image - Click this button to add an image that will appear on your quiz.
   - Description - Enter text describing what you're after with this quiz, or use it to entice your fans to take the quiz.
   - Quiz Question - Enter the question for your quiz. You can only have one question per quiz.
   - Quiz Answer - There are 3 text fields to create an answer option for your quiz.
   - Add ® - If an answer to your quiz is a product, you may want to indicate that it is a registered trademark. Click Add ® to put a ® onto the end of the answer.
   - Correct answer? - Identify which of the quiz answers is the correct one by selecting this box next to the correct answer.
   - Add Another Option Field By default the Quiz module displays three answer boxes, but you can add up to 50 options.
3. Click Create Quiz to finish your poll.

Note: You can add multiple Quiz modules to your page, but each module can contain only one quiz.

If you've just added your Quiz module, you will need to publish it to make it visible on Facebook. From your view layout page, click Publish to Facebook.

The RSS Module

RSS feeds allow you to bring content to your Facebook page that is hosted elsewhere. It may be your brand's own content that is on your website, or a blog that your fans might be interested in. To bring this content into the RSS module, it must have an available RSS feed.

Before you add the RSS module, visit the source of the content you want to add and subscribe to its RSS feed. This will provide you with a URL that you will need to copy. Each RSS module can contain content from one RSS feed.

> **Note:** Content that you add to your Facebook page through the RSS module will be mandatorily associated with your organization or brand. Hence, be careful to use only content that you own or have acquired a license to publish.

Adding an RSS Module to a Oracle Social Cloud Marketing Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. In the module, expand the Controls menu to display your options. The Controls menu does not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

RSS Details

These are the options that you can select to display on the feed:

- Feed URL: This is the URL where the RSS feed lives. The RSS feed can look like any URL, but often is a file with .xml or .rss extension. Look for the RSS icon, if you're bringing content in from a blog.
- Maximum entries: RSS feeds contain any number of entries from the source, but you don't have to display them all in your module. You should base the number you enter here on how long the entries usually are, and how much scrolling they may cause on your Facebook Page. Enter 0 to display all the entries in the RSS feed.
- Show title: RSS feeds contain various pieces of information, such as title, about each entry. If you want the title to be displayed in the module, select this box.
- Show content: The title of each entry in a feed will be a link to the feed's website. Hence, if you want to keep your Feeds module sparse, you can select not to display the actual contents of an entry, leaving fans to click the title if they want to read more.
- Show date: This will display the date when the entry was originally published.
- Show author: This will display the name of the person who wrote the entry.
- Include share: Check this box to enable your Facebook fans to share any particular entry with their Facebook friends. Once the feed is displayed in the module, you can disable sharing for any individual entry on an as-needed basis.

Modifying the Feed Display

If you decide you want to change the way your Feed is displayed, click the Edit Feed link. Any edits you make to the feed display will automatically appear on Facebook when you click Update. You don't need to click **Publish** again.

Metrics Recorded for the RSS Module

Content and Apps captures metrics for:

- Module views
- Feed title click-thrus

Customizing an RSS Module

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

The feed can display from one or all the entries from a feed on a view. However, these entries do not paginate. Hence, if you select to display a large number of entries, the tab may not be displayed properly.

By default, the feed will display as the entries on the original feed.

What Can I Customize?

- Fonts for text and links
- Colors for text and links
- Share button
- Background - the background for the entire module can be customized, but you cannot set different backgrounds for each entry.
- Horizontal rule between entries - color and length

What Is Not Customizable?

- Entries cannot be paginated.
- Each entry cannot have its own background.

Class Name Constants

There are 2 class name constants for a RSS module:

- feeds
- module_container

Related Topics

- *The Sign Up Module*
- *Configuring Your RSS Module*

Configuring Your RSS Module

When you drag-and-drop an RSS module onto a View, it will automatically open to the edit page for that module. To configure a module you've already created:

1. Next to your RSS module you will see a callout bubble. Click on the green triangle next to the title to show your options.
2. Click Edit Feed. The Edit RSS Feed box will appear.
3. Paste the URL from your external RSS feed into the Feed URL field.
4. Select the number of articles you would like to be displayed from this source and clear any options you do not want to be included.
5. Click Update.

Note: Your RSS module will not appear on your Facebook page until you click Publish to Facebook on your layout page. After that, your feed will update automatically with new content from your external source.

The Siebel CRM Form Module

You can quickly and easily create a custom form where users can enter their information directly on your view. You will then be able to download the results in Content and Apps and will be sent to the Fusion CRM system.

Oracle Social Cloud Marketing customer who also have Siebel CRM will be able to access this module.

Note: This module is only turned on by request. Please contact Oracle Support to request access.

About Facebook Appearance

When a user goes to the Facebook tab that the module is on, they will see three things:

- Landing Page (optional) - You can upload an image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's information was successfully submitted.

You can choose to use any combination of these three items for your custom form though, obviously, the form section is mandatory.

Note: This module works best in the full width module position.

Adding a Siebel CRM Form Module to a Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information refer to the *Building a View: Adding Modules and Content to Views*Content and Apps topic.

Once you have added a module and given it a name, the module will open for you for edits or to add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Note: You cannot have more than one Forms module, such as Custom Form, CRM On Demand, Fusion CRM, Newsletter, Siebel CRM, Sign Up, Survey, or Sweepstakes, on a view at one time. You can have one Forms module and a Contest module.

Setting Up Your Siebel CRM Form Module

When you drag-and-drop a Siebel CRM Form module onto a view, it will automatically open to the edit page for that module. There are four sections where you can perform edit and setup tasks: Campaigns, Form Fields, Images, and Options.

About the Options Area

In the Options area, you can set specifics for three areas: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down menu to set the number of times a user can make a submission to your form. You can choose from the following rates:

- No Restriction
- Once per Campaign
- Once per Hour
- Once per 24 Hours
- Once per Week

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Legal Options

If your form sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the form sign up. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Share Options

A Facebook Share button will appear on each page of the Siebel CRM Form you create, that a user can click at any time to share the form on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption, description, and image.

To edit any of these items, simply click the text field and enter the information you wish to be displayed. If you want a specific image to appear from this share, you can upload one from your computer by clicking Upload Image.

Saving Your Siebel CRM Form

Once you have finished setting up or editing your custom form, click the green Save button.

Metrics Recorded for the Siebel CRM Form Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Using the Campaigns

To use your Siebel campaigns in your form, you'll need to login to your Siebel account and choose the campaigns you want to use.

1. On the Campaigns tab, you'll see a section to enter your Siebel username and password.
2. Enter the Siebel Service URL.
3. Enter the Campaign code you want to use or create a new one in the New Campaign Name field.
4. Click Link to Campaign to connect to Siebel CRM.

Working With the Form Fields

You can start building your custom form by choosing which fields you want users to fill out. In the Add Fields section are the Standard and Custom categories of fields. Standard fields have editable preset values and custom fields allow you to set new values.

1. Click the field and it will appear in the layout area.
2. In the layout area, add the new field.
3. Drag and drop fields to rearrange them on the layout.

To edit a field do the following: after you have added a field, click on it in the layout area. The sidebar will switch to Edit field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field as required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

To delete a field do the following: after you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field is deleted.

Downloading Siebel CRM Form Submissions

Once you have placed the custom form module on your view and made it live, you can begin to collect submissions. You can download these submissions results as a CSV (comma separated value) file to your computer.

To download the submissions:

1. Log into Content and Apps and go to the view that your module is placed on.

2. In the Siebel CRM Forms module, expand the Controls menu to display your options.
3. Click on the Submissions section.
4. Click the Download submissions in CSV link. A download dialog will appear allowing you to save the CSV file.

The Sign Up Module

With the Sign Up module, you can quickly and easily create a signup sheet for your brand that users can fill out on your view. You will then be able to download the user's information in Content and Apps.

Adding a Sign Up Module to a Oracle Social Cloud Marketing Content and Apps View

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you for edits or to add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook tab until you click Publish.

Note: You cannot have more than one Forms module, such as Custom Form, Newsletter, Sign Up, Survey, or Sweepstakes on a view at a time. You can have one Forms module and a Contest module.

Setting Up Your Sign Up Module

When you drag-and-drop a Sign Up module onto a view, it will automatically open to the edit page for that module. There are three sections you can edit or set up. They are, Form Fields, Images, and Options.

Working With the Form Fields

Your signup is started by pre-populating the form with First Name, Last Name, and Email Address form fields, and the Agree to Terms option. Users will see these fields and enter information to sign up. You can delete any of these fields or add new ones from the Add Fields section. There are two categories of fields, standard and custom. Standard fields have editable set values and custom fields allow you to set your own values.

To add a field to your form: Just click on the field and it will appear in the layout area. After you have added a field, you can drag-and-drop the fields to rearrange them on the layout.

To edit a field: After you have added a field, click on it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field as required or set the pattern for the value that can be specified.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.

- To delete a field - After you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will be deleted.

Adding Images

If you want to have a landing page to start your user's sign up experience, or a confirmation page once they have submitted their form, you will set them on this page.

Note: Images will not scale to fit a module position. Hence, make sure that you upload an image sized appropriately. The image sizes for module positions are:

- Left: 300 pixels
- Right: 494 pixels
- Full: 810 pixels

To upload a Landing Page image: In the Landing Page section, click Upload Image. Select the image you want from your hard drive and click Open. The image preview if displayed.

To upload a Confirmation Page image: In the Confirmation Page section, click Upload Image. Select the image you want from your hard drive and click Open. The image preview if displayed.

Adding a Link to the Confirmation Page image: You can also have the Confirmation Page image act as a link to a URL you specif. When the user clicks on the image, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

Options

There are three different areas that you have the option to add or change information for your sign up. They are, Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down list to set how many times a user can make a submission to your form. You can select from the following rates:

- No Restriction
- Once per Campaign
- Once per Hour
- Once per 24 Hours
- Once per Week

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Share Options

A Facebook Share button will appear on each page of the sign up you create. The user can click the button at any time to share the signup on their news feed. You can customize certain parts of the details that are in the Share post, such as the title, caption, and description. To edit any of these items, simply click the text field and enter the information you wish to be displayed.

Legal Options

If your sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the sign up. When a user clicks on one of these links, it will open in a popup over the module, with the full text displayed.

Saving Your Sign Up

Once you have finished setting up or editing your Sign Up, click Save.

Metrics Recorded for the Sign Up Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Customizing a Sign Up Module

All customization happens in the brand CSS page. All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Slide Module*
- *Facebook Appearance, and Signing Up Submissions*

Determining Facebook Appearance in the Sign Up Module

When a user goes to the Facebook tab that the module is on, they will see the following three things:

1. Landing Page (optional) - You can upload an image to begin the signup experience. The user will click this image to get to the form.
2. Form - This is where users will enter their information.
3. Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can select to use any combo of these three items for your sign up, though the form section is mandatory.

Note: This module has been configured to work best in the full width module position.

Related Topics

- *The Sign Up Module*

The Slide Module

The Slide Module allows you to place a series of images in an image carousel on your Oracle Social Cloud Marketing Content and Apps view that your users can scroll through.

Adding the Slide Module to a Content and Apps View

All modules are added to a view in the same way with a drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or to add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your **Facebook** tab until you click **Publish**.

Metrics Recorded for the Slide Module

Content and Apps captures metrics for:

- Module views
- Slide click-thrus
- Next click-thrus
- Previous click-thrus

Your Module's Size

The module will size according to the height of the largest photo you upload. Any smaller images will have white space at the bottom.

Customizing a Slide Module

All customization happens in the brand CSS page: All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Spotify Module*
- *Adding Images to Slide Module Topic*

Adding Images to the Slide Module

When you drag-and-drop a Slide module onto a view, it will automatically open to the edit page for that module. Use this task to add an image to a module you have already created.

1. In the Image module, expand the Controls menu to display your options.
2. If you want your module to have a header, select the Header option.
3. Click Edit Module and you are taken to the Edit Module page.

4. To upload an image, click Upload Image. Select the image you want and click Open. If the image is wider than the column it is placed in, it will be resized down to fit. An image can be:
   - Legacy CSS - The narrow column: 194 pixels; the wide column: 318 pixels; full width: 520 pixels
   - 2012 CSS - Thenarrow column: 300 pixels; thewide column: 494 pixels; full width: 810 pixels
5. If you want to link an image to a URL, click Edit. Select the URL you want the image to be a link to, and paste the URL into the field provided.
6. Every image you upload into the slider can be Shared by users on Facebook. You can set how you want that Share dialog box to appear. Enter what you want for the Share Title and Share Description in the provided fields.
7. When you have finished uploading images to the module, click Update.

Note: The Slide module only works if you load two or more images to the module. If you only load one image, the slide will not function.

The Social Media Mixer Module

The Social Media Mixer Module allows you to provide a dynamic gallery of media pulled directly from your brand and/or users via Instagram, YouTube, Twitter and/or Facebook.

Note: While this module works in any position on your View, it displays best in the full width module position.

Adding the Social Media Mixer Modules to Content and Apps Views

All modules are added to a View in the same way with our drag-and-drop interface. For more information, refer to the *Building a View* topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook tab or Intelligence Center view until you click Publish.

Editing Social Media Mixer Modules

When you drag-and-drop a Social Media Mixer module onto a view, it will automatically open to the edit screen for that module.

In the edit screen are two tabs: Settings and Moderation. The Settings tab is where you will configure your module, and the Moderation tab is where you will choose what social content will be displayed in the module.

You can also export all the content uploaded to the module by clicking the Export Submissions button on top right of the Edit Social Media Mixer screen.

Note: Instagram has deprecated user search for everyone. Therefore, the Social Media Mixer module will no longer return Instagram messages for username-based searches.

About the Settings Tab

You can control various aspects of the module using the following tabs, which appear on the on the Settings tab:

Campaign

The Campaign tab allows you to enter the campaign name (required), as well as the campaign start and end dates. Once the end date occurs, the module will stop pulling in content. The default end date is 1 month out from the campaign start date.

> **Note:** The module uses the timezone you set for your view, so make sure your view is set correctly to the timezone you want. This affects the time stamp you will see on the posts the module is pulling in.

Content

The Content tab allows you to select what social mediums you would like to render within your module.

> **Note:** Hashtags are case-sensitive.

- Instagram
  - On/Off - Turn Instagram feed on by selecting the On button.
  - Retrieve By - There are four options you may select from to pull media from Instagram:

    > **Note:** The module will only import initial captions with your media. Captions edited natively on Instagram after content has been pulled into the module will not update within the module.

    - Username - Pull media from a specified user account(s). Input the username of an Instagram account that you would like to display within the module.
    - Hashtag(s) - Pull media from specific hashtag(s) posted to Instagram. Input one or more hashtags you would like to pull from Instagram.

      > **Note:** Do not include the # sign with your tags and be sure to separate each with a space.

    - Username and Hashtag(s) - Pull media from a specific username and based on hashtag(s).

      > **Note:** This option will pull media from a specific user in addition to posts by users who have used specified hashtag(s).

    - Hashtag(s) from Username - Pull media from a specific username, and filter those posts by hashtag(s).

      > **Note:** This option will filter media with a specific hashtag from the specified user. No other Instagram users will be pulled into the module.

  - Twitter
    - On/Off - Turn your Twitter feed on by selecting the On button.

      > **Note:** This feature will pull both text and photo uploads from Twitter.

    - Retweets
      - On - The module will pull and save Tweets that have been flagged as a retweet by Twitter.

- Reject - The module will pull and save Tweets that have been flagged as a retweet by Twitter, but will automatically reject them.

  Note: If you have existing Tweets in your campaign, setting this to Reject gives you the option to automatically reject existing posts in your campaign.

- Ignore - The module will not pull in Tweets that have been flagged as a retweet by Twitter.

- Retrieve By

  Note: The module will only import initial captions with your media. Captions and edited natively on Twitter after content has been pulled into the module will not update within the module.)

  - Username - Pull media from a specified user account(s). Input the username of a Twitter account that you would like to display within the module.
  - Hashtag(s) - Pull media from specific hashtag(s) posted to Twitter. Input one or more hashtags you would like to pull from Twitter.

    Note: Do not include the # sign with your tags and be sure to separate each with a space.

  - Username and Hashtag(s) - Pull media from a specific username and based on hashtag(s).

    Note: This option will pull media from a specific user in addition to posts by users who have used specified hashtag(s).

  - Hashtag(s) from Username - Pull media from a specific username, and filter those posts by hashtag(s).

    Note: This option will filter media with a specific hashtag from the specified user. No other Twitter users will be pulled into the module.

- Facebook
  - On/Off - Turn your Facebook feed on by selecting the On button.
  - Retrieve by: - You have two options: you can choose to pull content from a particular Facebook brand page, or filter posts from a particular brand page based on the designated hashtag(s).
    - Brand - Enter the name of the Facebook Page you want to pull in content from. You can use two sources if you separate the names with a space.
    - Hashtag(s) from Brand - Enter the hashtags you would like to filter by.

      Note: Do not include the # sign with your tags and be sure to separate each with a comma.

    Note: Only Public posts will be put into the module

- Facebook
  - On/Off - Turn your YouTube feed on by selecting the On button.

- Content Pull - You have two options:
  - YouTube Playlist - Pull media from a YouTube Playlist. The PlayList ID is the set of alphanumeric characters at the end of the playlist URL and begins with the letters PL.
  - Profile Image URL - Pull the Profile image to display with your YouTube media. Enter the YouTube Profile URL.

Layout - The Layout tab allows you to configure what your content will look like and how it will be displayed within the front-end display.

- Template - Select one of five possible pre-determined Templates.
- Gallery Order - Select the order in which content will be displayed in the module.
  - Chronological Ascending – Oldest Post will be displayed first.
  - Chronological Descending – Newest Post will be displayed first.
  - Random – Posts will be displayed in random order.
- Items Per Page- Choose how many items you want displayed per page.
- Media Filter - Choose to allow users to navigate and filter media displayed within the module by social media type.
- Display Usernames - Choose to display the content owner's username beneath the content thumbnail or post.
- Display Tags - Choose to display any hashtags beneath the content thumbnail or post.
- Display Timestamps - Choose to display the timestamp beneath the content thumbnail or post.
- Post Fading – Choose to have the posts fade in/out.

Note: This only applies to Tile, Flex Grid and Flex Tile.

- Media to Display- Select what content you would like to display. You can choose to select any combination of: Text, Photos, Videos.

Social - The Social Tab will allow you to turn on your social buttons and enter your custom share title and share description for the application.

- Share Title - Input the desired title for you module's share post.
- Share Description - Input the desired description for your module's share post.

Note: Share description is limited to 140 characters.

Advanced - The Advanced tab allows for additional customizations to the module.

- Moderation - Select to turn moderation on or off.

Note: If moderation is turned off, content pulled into the module will be automatically approved.

- Edit Blacklisted Terms – Allows you to specify a set of words or phrases that will be blacklisted. A post containing any word or phrase from the blacklisted terms will automatically rejected, regardless of whether moderation is on or off.
- JavaScript URL - Insert external scripts into the Social Media Mixer module for additional configuration and content rendering.

Note: The file must be hosted on a secure (https) server in order for it to load.

- CSS URL – Insert external CSS into the Social Media Mixer for added styling and customization.

Note: The file must be hosted on a secure (https) server in order for it to load.

- Google Analytics - Input your Google Analytics ID and Domain.
- Display URL - Creates an embed URL that allows the campaign to be viewed or embedded outside of Facebook or on a 3rd party site.
- Generate a JSON Data URL - Creates a URL that is the raw data output of the module. Only approved posts will be shown in the Data URL.
- Reset Your Campaign Content - This will wipe the database of media in your moderation.
- Remove Invalid Images - If any media has been removed natively from any of the content types, the content is not automatically removed from the module. This button will test all content pulled into the module and validate that each is live. This prevents broken links to be produced within the module.

Saving Your Settings

Once you have finished selecting all your settings, click the Save button and the module will start pulling in content.

The Social Media Mixer pulls in new content every 30 minutes. Clicking the Save button will pull in new content, so if you want to manually pull in content, you can click the Save button.

Note on APIs and Query Limits

Each social network has a limit on the number of results you can return for each query. Here are the numbers of results you can expect from each network the Social Media Module queries:

- Twitter tags: 100 every 30 min per tag
- Twitter users: 200 every 30 mins per username
- Instagram tags: 33 every 30 mins per tag
- Instagram user: 33 every 30 mins per user
- Facebook: 50 every 30 mins per brand
- YouTube: 50 for both Playlist and Channel

Note: These numbers are estimates and results may vary.

About the Moderation Tab

The Moderation tab displays all of the content that has been pulled into the campaign. You can also display details about each post including timestamps, post text, user names, hashtags, media, content source, post type, image dimensions, and the post status (pending, approved, rejected).

Note: If you don't turn moderation on, all content pulled into the campaign will automatically approved.

Bulk Actions

- Approve: This gives you the ability to either approve all Pending posts in the campaign or approve only posts that are visible based on the sorting and filtering.
- Reject: This gives you the ability to either reject all Pending posts in the campaign or reject only the posts that are visible based on the sorting and filtering.

Filtering

Content can be filtered by Source (Instagram, Twitter, YouTube, Facebook), Media Type (Text, Images, Video), and Status (Pending, Approved, Rejected). Click the icon that you want to filter by. It can also be sorted by import date/created date, as well fully searched by keyword (such as RT for retweets).

Manually Approving Content

Each post pulled into the campaign will have the following information:

- Username of the poster
- Status
- Button to change status - If you want to approve, reject, or place the item back in pending, use these icons.

  Note: Once you click the Approve or Reject icon, the media will become available or be removed from view in the selected template or in the JSON data feed.

- Details - Clicking this button opens a modal for a more detailed and larger view of the post.
- Preview - A preview of the post is on the right, with a time stamp, the message itself, any hashtags, and if there's an image or video the thumbnail with the dimensions of the full size media.

Your media is paginated at the bottom of the module, showing a maximum of 100 posts per page.

Displaying Social Media Mixer Modules

Once you have set up your Social Media Mixer module, you can add it to an Intelligence Center view in Social Station, link it to a Facebook page, or view it via the Display URL in a browser.

Social Station

To display the Social Media Mixer module properly in Social Station, you'll need to do two steps: generate an embed code, and click the Publish button.

- To generate your embed code, follow the steps in the *Embedding a View* topic.
- Once you have followed those steps to embed the view, click the Publish button at the top right of the view.

Attaching to a Facebook page

To attach your Social Media Mixer to a Facebook page, make you're your view is published. For more information, follow the instructions on *Making a View Live on Facebook.*

Displaying the Social Media Mixer in a browser

You can use the Display URL located in the module settings to generate a URL that can be used, for example, on a brand website, a large screen at a conference, or in a command center.

The Spotify Module

Rockin' out to a song or album on Spotify and want to share that joy with your followers? With the Spotify module, just a couple clicks and you can have Spotify on your Content and Apps view.

Adding Spotify Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Customizing Spotify Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Survey Module*
- *Adding Content to Spotify Modules*

Adding Content to Spotify Modules

You can post a song, album, or playlist, using the module Edit page.

1. In Spotify, right-click on the song, album, or playlist that you want to post and select Copy Spotify URI.
2. Back in Content and Apps, on the Edit page, paste that code into the Paste the Spotify code in the filed below text box.
3. Next, choose how you want the module to look on your View. You can choose:
    - Module Size: Large (640 x 720), Medium (520 x 600), Compact (300 x 80), or Fluid (100% width / max of 640 pixels)
    - Display Theme: The background of the module can be light or dark.
    - View: Choose whether you want the module to show a list of the songs or the cover art for the song, album, or playlist.
4. Click Update and you'll be taken back to the View, with your module showing all the options you chose.

The Survey Module

With the Survey module, you can quickly and easily create a survey for your brand that users can answer on your view. You will then be able to download the user's answers in Content and Apps.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, they will see a combination of these things:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.

- Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can choose to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

Note: Note: This module works best in the full width module position.

Adding Survey Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, see *Building a View: The View Layout and Adding Modules and Content*.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Note: You cannot have more than one Forms module (Custom Form, Newsletter, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Survey Modules

When you drag-and-drop a Survey module onto a view, it will automatically open to the edit page for that module. There are three sections you can edit/set up: Form Fields, Images, and Options.

About the Form Fields Section

We've started your survey by pre-populating the form with the First Name, Last Name, Email Address and Feedback form fields. Users will see these fields and enter information into them. You can delete any of these fields or add new ones from the Add Fields section. There are two categories of fields to add: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Just click the field and it will appear in the layout area. After you've added a field, you can drag and drop the fields to rearrange them on the layout.

To edit a field: After you've added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.
- To delete a field: After you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will delete.

About the Images Section

If you want to have a landing page to start your user's survey experience, or a confirmation page once they have submitted their form, you will set them on this page.

Note: Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the Survey module into. The image sizes for module positions are:

- Left: 300 pixels
- Right: 494 pixels
- Full: 810 pixels

To upload a Landing Page image: In the Landing Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

To upload a Confirmation Page image: In the Confirmation Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image: You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks on it, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

About the Options Section

There are three different areas that you have the option to add or change information for your survey: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down list to set how many times a user can make a submission to your form. You can select from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week.

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Share Options

A Facebook Share button will appear on each page of the survey you create, that a user can click at any time to share the survey on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption and description. To edit any of these items, simply click the text field and enter the information you wish to be displayed.

Legal Options

If your newsletter sign up requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the survey. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Saving Surveys

Once you have finished setting up or editing your Newsletter signup, click the green Save button.

About Metrics Recorded for the Survey Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Customizing Survey Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Sweepstakes Module*

Downloading Survey Submissions

Once you have placed the Survey module on your view and made it live, you can begin to collect submissions. You can download these submissions results as a CSV (comma separated value) file to your computer.

To download the submissions:

1. Log into Content and Apps and go to the view that your module is placed on.
2. Expand the Controls menu to display your options.
3. Click the Submissions section.
4. Click the Download submissions in CSV link. A dialog box will appear allowing you to save the CSV file. For more information see the *Survey Module* topic.

The Sweepstakes Module

You can quickly and easily create a sweepstakes that users can enter from your view. You will then be able to download the results in Content and Apps.

About the Appearance of Facebook

When a user goes to the Facebook tab that the module is on, they will see a combination of these things:

- Landing Page (optional) - You can upload a image to begin the custom form experience. The user will click this image to get to the form.
- Form - This is where users will enter their information.
- Confirmation Page (optional) - You can upload an image confirming that the user's info was successfully submitted.

You can choose to use any combo of these three items for your custom form though, obviously, the form section is mandatory.

Note: This module works best in the full width module position.

Adding Sweepstakes Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

Note: You cannot have more than one Forms module (Custom Form, Newsletter, Sign Up, Survey, Sweepstakes) on a view at a time. You can have one Forms module and a Contest module.

Setting Up Sweepstakes Modules

When you drag-and-drop a Sweepstakes module onto a view, it will automatically open to the edit page for that module. There are three sections you can edit/set up: Form Fields, Images, and Options.

About the Form Fields Section

We've started your survey by pre-populating the form with the First Name, Last Name, Email Address, Address, City, State, Zip, and Age form fields and the Agree to Terms checkbox. Users will see these fields and enter information into them. You can delete any of these fields or add new ones from the Add Fields section. There are two categories of fields to add: standard and custom. Standard fields have set values (though you can edit them) and custom fields allow you to set values.

To add a field to your form: Just click the field and it will appear in the layout area. After you've added a field, you can drag and drop the fields to rearrange them on the layout.

To edit a field: After you've added a field, click it in the layout area. The sidebar will switch to Edit Field and a pencil icon will appear.

You can edit the following ways:

- Field Labels - What you want the field to be called, or what you want a user to enter.
- Validation - You can have the field be required and by what means.
- User Instructions - You can enter instructions about the field for users. These will display underneath the text field.
- Additional CSS Classes - If you want to style the field to look a particular way, you can add CSS classes here.
- To delete a field: After you add a field, click on it and a small X and a pencil icon will appear. Click the X and the field will delete.

About the Images Section

If you want to have a landing page to start your user's sweepstakes experience, or a confirmation page once they have submitted their entry form, you will set them on this page.

Note: Images will not scale to fit a module position, so make sure your upload an image sized appropriately for the module position you are going to place the Sweepstakes module into. The image sizes for module positions are:

- Left: 300 pixels
- Right: 494 pixels
- Full: 810 pixels

To upload a Landing Page image: In the Landing Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

To upload a Confirmation Page image: In the Confirmation Page section, click the Upload Image button. Select the image you want from your computer and click Open. The image will appear in a preview in the section.

Adding a Link to the Confirmation Page image: You can also have the Confirmation Page image act as a link to a URL you specify, so when the user clicks on it, they will be taken to an external site. To have the image act as a link, paste the URL into the Link URL field.

About the Options Section

There are three different areas that you have the option to add or change information for your sweepstakes: Submissions, Legal, and Share.

Submission Restrictions

Use the drop-down list to set how many times a user can make a submission to your sweepstakes. You can select from the following rates: No Restriction, Once per Campaign, Once per Hour, Once per 24 Hours, Once per Week.

Note: If you set a submission restriction, the user will be asked to grant an app permission to check their voting identity.

Share Options

A Facebook Share button will appear on each page of the sweepstakes you create, that a user can click at any time to share the sweepstakes on their news feed. You can customize certain parts of the details that are in the Share post - the title, caption and description. To edit any of these items, simply click the text field and enter the information you wish to be displayed.

Legal Options

If your sweepstakes requires Terms and Conditions, FAQs, or a Privacy Policy, you can enter those into the text fields provided. These will appear as links at the bottom of the form portion of the sweepstakes. When a user clicks on one of these links, it will open in a popup over the module with the full text displayed.

Saving Sweepstakes

Once you have finished setting up or editing your Sweepstakes, click the green Save button.

About Metrics Recorded for the Sweepstakes Module

Content and Apps captures metrics for:

- Module views
- Forms submitted
- All data submitted

Customizing Sweepstakes Modules

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Twitter Follow Module*
- *Downloading Sweepstakes Submissions*

Downloading Sweepstakes Submissions

Once you have placed the Sweepstakes module on your View and made it live, you can begin to collect submissions. You can download these submissions results as a Comma Separated Value (CSV) file to your computer.

1. Log into Content and Apps and go to the View that your module is placed on.
2. In the Sweepstakes module is the Controls menu. Expand the menu, and click Edit Module.
3. Click the Submissions section.
4. Click the Download submissions in CSV link. A dialog box will appear allowing you to save the CSV file. for more information, see the *Sweepstakes Module* Help file.

The Twitter Follow Module

With the Twitter Follow module, users can follow a Twitter feed of your choosing with one click.

Adding Twitter Follow Modules to Oracle Social Cloud Marketing Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views* Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Twitter Follow Module

Content and Apps captures metrics for:

- Module views
- Follow click-thrus

Customizing Twitter Follow Modules

All customization happens in the brand CSS page:

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Twitter Live Module*
- *Adding Twitter Accounts to Twitter Follow Modules*

Adding Twitter Accounts to Twitter Follow Modules

When you drag-and-drop a Twitter Follow module onto a View, it will automatically open to the edit page for that module. Use this topic to add a Twitter account to a module you've already created.

1. In the Twitter module, expand the Controls menu to display your options.
2. Click the Edit Module button. You will be taken to the Edit Twitter Follow section.
3. Enter the Twitter user name of the account you want users to follow in the text field provided, making sure you don't use the @ symbol.
4. Click Update.

Your module will now appear on your View with a Twitter Follow button and the user name you entered displayed. Users will be able to click the button and the button will change to Following which is depicted by a green check mark.

Related Topics

- *The Twitter Follow Module*
- *Twitter Overview*

The Twitter Live Module

With the Twitter Live module, you can display a feed of live tweets the instant they are tweeted, from a range of sources including keywords, phrases, tags, user accounts, @ mentions, location and retweets, just like Twitter's advanced search options.

Adding Twitter Live Modules to Content and Apps Views

All modules are added to a View in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published View and your new module will not appear on Facebook until you click Publish.

Note: This module works in any position on your View.

Related Topics

- *The Instagram Moderation Module*
- *Creating a Twitter App*

Creating a Twitter App

To set up a Twitter Live module, you need to create an app in the developers section of Twitter.

1. Go to *https://apps.twitter.com*. Sign in with your normal Twitter credentials.
2. Hover on your user pic and name, and click My applications.
3. Click Create a new application.
4. Give your application a name, short description, and website URL. Check the box to agree to the terms of service, enter the Captcha words, then click Create your Twitter application.
5. You will be taken to the info page for your new application. On the Details tab, in the Auth Settings section, you will need to provide the following information:
    - API Key
    - API Secret
    - Access Token
    - Access Token Secret

When you open the Edit section for the module, displayed will be fields for these items and you can enter them there.

Important: You should only use one Twitter application for each Twitter Live module you create on your Views. You can create multiple apps on your Twitter account, but only use one per module.

Adding Twitter Accounts and Settings to a Twitter Live Modules

When you drag-and-drop a Twitter Live module onto a view, it will automatically open to the edit page for that module. Use this topic to set up a module you've already created.

1. In the Twitter module, expand the Controls menu to display your options.
2. Click the Edit Module button. You will be taken to the Edit Twitter Live Module section.

There are many options for you to set, and you can use combinations of these options so your module displays exactly the tweets you want.

- Number of Tweets Displayed: Use the drop-down list to select the number of tweets you want displayed on the module. You can select between 1-15.
- Tweets Include: All of These Words - Enter words that, if they all appear in a tweet, will make that tweet appear on your module's feed.

- Tweets Include: This Exact Phrase - Enter a phrase that, if this phrase appears in a tweet, will make that tweet appear on your module's feed.
- Tweets Include: Any of These Words - Enter words that, if any of them appear in a tweet, will make that tweet appear on your module's feed.
- Tweets Include: None of These Words - Enter words that, if any of them appear in a tweet, will prevent that tweet from appearing on your module's feed.
- Tweets Include: These Hashtags - Enter hashtags and tweets with those hashtags will appear on your module's feed.
- Tweets: Written In: - Select a language from the drop-down list, and any tweets in that language will appear on your module's feed.
- Tweets: From These Accounts - Enter Twitter user names and tweets made by those users will appear on your module's feed.
- Tweets: To These Accounts - Enter Twitter user names and tweets made to those users will appear on your module's feed.
- Tweets: Mentioning These Accounts - Enter Twitter user names and tweets that mention those users will appear on your module's feed.
- Tweets: Near This Place - Enter a city name or zip code and tweets that have been sent from that city or zip will appear on your module's feed.
- Tweets: Within This Distance - Use this in combo with Tweets: Near This Place, select a distance from the drop-down list, and any tweets made within that distance from the city or zip you entered above will appear on your module's feed. You can select from miles and kilometers.

> **Note:** When you enter info into the fields for To, From, and Mentions, the module will pull in tweets that only meet all those criteria. So if you want tweets from specific users AND to specific users, you might want to add a second Twitter Live module for those options.

You can also select to include tweets that contain special characters - check the boxes of the ones you want to include:

- Positive :) - Displays tweets with a positive sentiment.
- Negative :(- Displays tweets with a negative sentiment.
- Question ? - Displays tweets that ask a question.
- Include retweets - Displays retweets as well as original tweets.

You can select how often you want your module to refresh its content. Use the drop-down list to specify a rate between 5-60 seconds.

Saving Settings

Once you have finished configuring your module, click the Update button to save your changes.

The Videos Module

With the Videos module, you can easily add videos to your Content and Apps view. To get started you'll need to add the Videos module to a view, then upload video files or link to YouTube videos. Finally, you can choose to “Go Live” with your videos, then publish to Facebook.

Adding Videos Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. For more information, refer to the *Building a View: Adding Modules and Content to Views*Content and Apps help topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Videos Module

Content and Apps captures metrics for:

- Module views
- Video plays

Customizing Videos Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

General Rules

- The image of the video will display at 120 x 90 pixels.
- The preamble image has a max width of 810 x 623 pixels, but can be scaled down.
- By default, the module will play the video in position 1 (the last video uploaded).

The module will display images in the following ways in each sector:

- Right - three videos at a time horizontally. It paginates after the fourth video is added.
- Left - three videos vertically. It paginates after the fourth is added.
- Top/Bottom - 4 videos horizontally. It paginates after the fourth video is added.

What Can I Customize?

- Font and color of text
- Pagination
- Preamble text
- Title and description of the videos can be updated after they have been added.

What Is Not Customizable?

- The videos cannot be reordered once they have been added to the module.

Class Name Constants

There are two class name constants for a Videos module:

- video_libraries
- module_container

Related Topics

- *The View to View Module*
- *Adding Videos to Video Modules*

Adding Videos to Videos Modules

When you drag-and-drop a Videos module onto a View, it will automatically open to the edit page for that module. To add a video to a module you've already created:

1. Next to your Videos module you'll see a callout bubble with the title of your module in green text. Click the green triangle next to the title to show your options.
2. Click Manage Videos.
3. Click Add New Video. The Add New Video window will appear.
4. You can upload a video either from your computer or from the web. To upload a video from your computer, click Choose File. Select the file on your computer and click Open to upload it. To use a video from the web, click Link to a Video. Use the drop-down to select the type of video you are linking to, either YouTube or FLV, then paste the URL of the video into the text field provided. You can click Preview to see how your video will look.
5. After you have chosen your video, use the text fields on the right to give the video a title and optionally enter URL that will take the fan to that site when they click the video.
6. Once you have finished choosing all the options for your video, click OK. Your video will appear under Current Videos.

Configuring Display Settings and Additional Options

Before publishing this module to Facebook, you need to choose how you want your videos to be displayed in the module. On the Add New Video page, you'll find the Video Display drop-down menu. Choose popup window, inline, or inline gallery.

To add text and/or an image that will appear at the top of your Videos module:

1. In the Add New Video page, click Other Settings.
2. Enter any preamble text you want on your module in the text field. If that is all you want on your module, click Save.
3. If you want to also add an image, click Choose File. Select the file you want to upload and click Open.
4. When you are finished with your changes, click Save.

The View to View Module

With the View to View module, you can create an image that is a link to another view on your account. When a user clicks on the image, they will be taken to the view that is linked.

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the View to View Module

- Module views
- View to View click-thrus

Customizing View to View Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The Vimeo Module*
- *Adding Images Topic*

Adding Images to View to View Modules

When you drag-and-drop a View to View module onto a view, it will automatically open to the edit page for that module. Use this task to add a Facebook page to a module you've already created.

1. In the Like module, expand the Controls menu to display your options.
2. You can either upload images from your computer or link to an image on the web. To upload an image, click the Choose File button. Select the image you want and click Open. To link to a web image, paste the image's URL in the provided field. If the image is wider than the column it is placed in, it will be resized down to fit. An image can be 318px or 494px wide in the Wide column, 194px or 300px wide in the Narrow column, or 520px or 810px wide on a Full template. The image you have currently chosen will display.
3. Next, choose the view you want the image to link to. All the views on your account will display in the drop-down list.
4. Once you are finished configuring the module, click the Save button.

Your module will now appear on your view as the image you selected.

The Vimeo Module

The Vimeo Module allows you to place a Vimeo video on your Oracle Social Cloud Marketing Content and Apps view.

Adding Vimeo Modules to Content and Apps Views

All modules are added to a view in the same way with our drag-and-drop interface. To get more information on this, see the *Building a View: Adding Modules and Content to Views* in Content and Apps topic.

Once you have added a module and given it a name, the module will open for you to edit it or add content. Back on the View layout, expand the Controls menu to display your options. This menu will not appear on your published view and your new module will not appear on your Facebook Tab until you click Publish.

About Metrics Recorded for the Vimeo Module

Content and Apps captures metrics for:

- Module views

Customizing Vimeo Modules

All customization happens in the brand CSS page.

All modules take up 100% of the containers they are in, so you can resize them to whatever size you need with CSS.

Related Topics

- *The YouTube Module*
- *Adding Videos to Vimeo Modules*

Brand Templates - Creating Content for Your Entire Brand

We've taken the idea of Content and Apps brand-wide content and taken it to a whole new level - the View level, to be exact. Previously you only had one set of content and CSS that applied to every View on your account. Now you have templates - sets of content and CSS that you can apply to individual Views. You can create multiple templates to use for specific campaigns or for different properties under your brand.

Don't worry, your previous brand wide content hasn't gone anywhere. It's saved as your default brand template.

You can work with the Brand Templates section if you are an Oracle Social Cloud Marketing customer.

About Templates

Templates make it easy to create consistent messaging and appearance for your Views, especially when you run specific campaigns or if you want different areas of your brand's identity to have their own look and feel.

About Old Brand-Wide Content

Don't worry, your previous brand-wide content hasn't gone anywhere - it's saved as your default brand template. When you first click on the Brand Templates tab, displayed will be your list of templates.

Finding Brand Templates

The Brand Templates tab is where you can create new templates and edit your existing ones. When you first arrive on the page the templates you have already created will be displayed.

Note: Only Administrators can create and edit templates, so only Administrators have access to the Brand Templates tab.

Use the gear icon to edit an existing template or click **Create New Template** to begin building a new template.

Creating a New Template

So you've clicked Create New Template - what now?

A box will appear where you can give your template a name, then click **Create Template**. You' will be taken to the **Add Content** section.

Adding Content to Your Template

The first tab you land on after you create your template is the **Add Content** tab. This is where you will add modules and content to your template. If you've built a View before, you know how to build a template.

You will add modules and content to your template exactly the way you add it to a View - drag and drop those modules like they're hot. You can use all the same modules you would use on a regular View in a template.

Need a reminder of what modules you can choose from, or how to add them? Re-read the *Building a View: The View Layout and Adding Modules and Content* topic.

Other Options

Beneath the module library is a section labeled Other Options. There are two options there for you: Manage Graphic Assets and CSS Id List.

- Manage Graphic Assets: If you have an image you want to share with other users on your Content and Apps account, you can upload that image here. It will appear in the "Existing Assets" at the top of the page, and in the
- CSS Id List: This is a list of the approved and used CSS classes and elements in Content and Apps. A very handy reference for your coders.

Publishing Your Template

Once you are finished adding modules and content to your template, click Publish. Your template will be saved and the content will appear on Facebook when you publish a View. The template will also appear in the list on the Brand Templates home page.

Editing Your Template Settings

If you need to change some basic settings for your template, click the Template Settings text link.

A menu will open and you can change your template's name, base CSS, or View layout width. Not sure what base CSS or View layout width are? Refer to the *Choosing Your Base CSS and Facebook Timeline* Content and Apps topic.

Change what you need, then click Save Settings.

Using CSS in Your Template

Want to edit your template's background or fonts? You can change those, or anything else that takes CSS, on the Edit Brand Template CSS tab.

> **Note:** Do not make changes to this page unless you are familiar with CSS coding language.

Enter CSS into the text field and when you are finished, click Save. The CSS will be saved and applied to your template.

About Previous CSS Versions

If you make a mistake or need to return to an earlier set of styling, the previous versions of CSS you have saved will appear in the Previous Revisions section.

You can also clear all CSS back to the original base CSS by clicking the Reset Default text link next to Save.

Using Templates with My Views

So now you have some templates. What do you do with them?

When you create a view it appears in the Brand Template menu.

Choose the template you want the View to use and the modules, content, and CSS you've set in the template will appear automatically in the View.

Connections — Making a View Live on Facebook

To make a Content and Apps View live on a Facebook tab, you must connect it to Facebook. We've simplified this process by creating apps for you to use - this way, you'll have a list of names to select from for your Facebook tab. If you want a custom name for your tab, you'll need to create a Facebook app specifically for that View.

This help topic will show you how to both easily attach your View to a Page and the steps to create a custom app and add it to Content and Apps.

> **Note:** Facebook no longer allows views to be published on tabs of Facebook pages that have less than 2000 followers. For more information refer to *Facebook for Developers*.

Attaching a View to a Facebook Page

To make a Content and Apps View live on a Facebook tab, you must connect it to Facebook. We've simplified this process by creating apps for you to use - this way, you'll have a list of names to select from for your Facebook tab. If you want a custom name for your tab, you'll need to create a Facebook app specifically for that View.

1. Make sure your View is ready to be published, then go to the Connections tab. You'll see a grid of your existing connected Facebook pages.
2. Click the Attach View button. The Attach View popup window will appear.
3. Fill out the fields - if you aren't sure what to select or enter for each field, there's a definition on the right side for each one.
    - Facebook Page: Select the Facebook Page you want your View to appear on from the drop-down menu. If you want to attach this View to all of your Pages, select the Any Page box above the drop-down.
    - Tab Name: Select a name for your Facebook tab from the drop-down menu. (Note: You are technically choosing the app that will power the connection of your View to your Page. If you want the tab to have a custom name, you'll need to create a custom app. Instructions for doing that are in the next section of this Help topic.)
    - View: Select the View you want to attach to the Facebook Page from the drop-down.
    - Geo-Targeting (optional): If you only want this View to display only for Facebook users with a specific language and/or country as their default, you can set that here. Select the Language and/or Country from the drop-downs.

4. Click the Continue button. This popup will close and the Final Steps popup window will appear. You have two options on this window: Attaching the View to the Facebook Page and Mobile Enabling This View.

To Finish Attaching Your View to Your Facebook Page

1. Click the Click here to attach your View to your Facebook Page button. You'll be taken to a new window on Facebook, where you'll be asked to add the View to your page.
2. Click the Add button.
3. You'll then be taken to your Facebook Page and your new tab with the View will appear in the list on the top right of your Page.

Note: When you attach a View, the tab will appear on Facebook. If you don't have any modules added to a View, a blank tab will appear on your Facebook Page.

Mobile-Enabling Your View (Optional)

On the last half of the Final Steps popup window, you have the option of making your View enabled for mobile devices. This works by creating a mobile URL for the connection between your View and the Facebook app you created in the previous step. You can only mobile-enable connections with custom apps, not apps that are shared with multiple Views. If you have created an app and used it to connect more than one View and Facebook tab pairs, it will not work on a mobile device.

1. When the Final Steps popup opens when you are connecting a View to a Facebook page, Content and Apps will generate a Mobile URL for the connection between your View and the app you selected.
2. Click the Update App on Facebook button. The mobile URL will be added on the app's page on Facebook.
3. Select the checkbox labeled Mobile enable this Connection.

Note: When this box is checked, non-mobile users will experience a slight delay in accessing the View as the page redirects.

Creating a Custom Tab Name

If you want your Tab to have a custom name, you will need to create a new Facebook app with the name you want. Follow the steps in this topic to create a Facebook app on Facebook.

For more information about creating an app ID from Facebook, see: *https://developers.facebook.com/docs/apps/register#create-app*.

1. Sign in to *https://developers.facebook.com/*.
2. In the **My Apps** menu, select **Add a New App** .
3. In the **Create a New App ID** modal, fill out the following fields:
   - **Display Name**: The self-explanatory name for your app. This will only appear in the Developers section - this is not the name that will appear on your tab.
   - **Contact Email**: The email address that will be used as a contact for this app.
4. Click **Create App ID**.
5. Click **Settings** on the side menu, then click **Basic**.
6. In the **App Domains** field, enter the following:

   ```
   vitrue.com
   ```
7. In the **Namespace** field, enter a namespace.
8. Click **+ Add Platform** .
9. In the **Page Tab** section, enter the following string in the **Secure Canvas URL** field:

   ```
   https://tabs.vitrue.com/apid/<yourappid>/facebook/tab
   ```
   Where <yourappid> is the 16 digit app ID.

Note: You will find your App ID on the **Dashboard** page for the app.

10. Click **Save Changes**.
11. Click **Settings** on the side menu, then click **Advanced**.
12. Set the **Allow API Access to App Settings** option to **Yes**.
13. Click **Save Changes**.

Adding Your Facebook App on Content and Apps

1. Click the Connections tab in Content and Apps.
2. Click My Apps and then click Add New App. The Add New App popup will appear.
3. Fill out the following fields:
    - Tab Name: This is the name that will appear on Facebook as the name of your tab.
    - API Key or App ID: This can be found on the Dashboard page of the app you just created.
    - App Secret: This can be found on the Dashboard page of the app you just created.
    - Description (optional): Give your app a short description, like what View you intended to use it with.
4. Click Create. Content and Apps will go to Facebook and fill in the rest of the information the app needs for you.

    Your app is now active in Content and Apps and is ready to power a View.

About Age and Content Restrictions for Your Apps

When you create a new app or edit an existing one, there are a couple extra actions you can add to further control what users can see and interact with on your Views. Let's go through them.

Age Restrictions

Say you are building a View that has content more appropriate for adults, like advertising for a new liquor. You may want to restrict that View so only users of a certain age can see it. You can do that by using the **Age Restrictions** drop down.

You can select from five age groups (which correspond to Facebook's age classifications):

- Everyone (13+): All Facebook users can see this View.
- 17+: Only Facebook users who are 17 years old and above can see this View.
- 18+: Only Facebook users who are 18 years old and above can see this View.
- 19+: Only Facebook users who are 19 years old and above can see this View.
- 21+: Only Facebook users who are 21 years old and above can see this View.

Make your selection, then click the **Update** button. This will save your change in Content and Apps and will update the app on Facebook. You can come back and change these settings at any time.

Content Restrictions

This section allows the View to show content automatically based on the user's settings for that kind of content. Say for example that your View is advertising alcohol. When you select the **Contains alcohol** checkbox, a Facebook user will be able to see that content ONLY if their age matches their country's age restriction for alcohol. This way you can create content that can be used for multiple countries with different rules.

After you seleck the checkbox, click the **Update** button. This will save your change in Content and Apps and update the app on Facebook. You can come back and change these settings at any time.

Related Topics

- *Choosing Your Base CSS and Facebook Timeline in Content and Apps*

Choosing Your Base CSS And Facebook Timeline in Content and Apps

As you have probably seen, Facebook has introduced Timeline pages for Brands. One feature of these new pages is an expanded layout – pages were previously 520 pixels; a brand Timeline page is 810 pixels.

To allow you to take full advantage of this new page, we've released a new version of our CSS base code, which lets you use an expanded 810 pixel View Layout in Content and Apps. You have the option to stay on the old CSS (called Legacy) or switch to the new CSS (called 2012).

Why should I use the new timeline-ready CSS?

This new CSS not only gives your Content and Apps Views an out of the box look-and-feel closer to Facebook's style, but it's built in a fluid style, so you'll have much greater flexibility when you are building custom Views.

What happens if I don't use the new CSS?

All news Content and Apps modules will be using the new CSS. If you haven't switched to the new CSS, these modules may not display correctly on your View. You also will not be able to use the 810 pixel View Layout.

How do I use the new CSS?

You have two ways to use the new CSS: on individual Views, or your entire account.

Using 2012 CSS on an Individual View

We've built a new module called the CSS Override module. When you put this module on a View, it lets you choose to use the legacy or 2012 CSS on that particular View. For more info on this module, refer to The CSS Override Module.

Using 2012 CSS on Your Whole Account

When you click the Admin tab in Content and Apps, you'll see a section on the side called Layout Settings. In that section, you'll see two drop-down menus: Base CSS and View Width Layout.

Base CSS

This drop-down list is where you will actually choose the CSS your account will use. You have three options:

- Legacy CSS: This is our old CSS. You are limited to 520 pixel View Layouts with this CSS.
- 2012 CSS Preview: This lets you preview how your account will look with the new CSS. You'll see how the CSS will affect your existing Views inside Content and Apps. These changes WILL NOT appear on Facebook - your existing Views will look exactly the same, so you can safely make any changes in Content and Apps before you switch your account entirely.
- 2012 CSS Published: This switches your account to the new CSS. Any changes to your Views will now appear in Content and Apps and on Facebook.

View Layout Width

If you select either of the 2012 options, you can then choose which View Layout width you want to use. You'll have three options (each one corresponds to one of the Base CSS options):

- 520pxs: Use this with Legacy CSS
- Preview 810pxs: Use this with 2012 CSS Preview
- 810pxs: Use this with 2012 CSS Published

Making Your Choice Live

Once you have selected which Base CSS and View Layout Width you want to use, click Update. When you open a View, you'll see the CSS you chose.

Important Note for New Accounts

If your Oracle Social Cloud account was created after March 30, 2012, Content and Apps will already be in 2012 CSS. If you choose to switch to Legacy CSS, this will break any custom CSS you have built into your Views.

Need Help?If you aren't sure which of these CSS options is best for your account, or you need help using the various options, hit up your Oracle contact person or our Support team. We are here to help.
Related Topics

- *Customizing a View*
- *The CSS Override Module*

Customizing a View

If an out-of-the-box experience isn't right for your brand, every view can be customized to your specifications using CSS. This topic will detail out what is available to be customized for a general View layout. Click the topic for a particular module to see the specific customization options for that module.

Developer Hint: Views are incredibly flexible for customization with CSS. Anything you can do in a div or a div container in CSS, you can apply to a view.

Basic Layout

Each view is divided into sectors in CSS, and the modules fit into these sectors. The four sectors are:

- Top - full width of the view (Legacy CSS = 520 pixels, 2012 CSS = 810 pixels)
- Left - narrow width on the left (Legacy CSS = 198 pixels, 2012 CSS = 300 pixels)
- Right - broad width on the right (Legacy CSS = 318 pixels, 2012 CSS = 494 pixels)
- Bottom - full width of the view (Legacy CSS = 520 pixels, 2012 CSS = 810 pixels)

Any module can go into any sector. However, once a module has been placed into a full-width sector (top or bottom), it cannot be moved into a left or right sector. It can be moved up and down, above or below other modules, but it cannot become a left or right.

General Rules

There are a few elements that will be the same for every module.

- There is a 17 character limit for the module name
- After you add a module, you can change the module name on the main layout page by clicking the module header. The name will change to a text field - make any changes, then click OK.

CSS for all modules

When you create a module, it is given a class of "module_name," plus the name you gave the module. Example: You added a calendar module and named it Event Calendar. The class name would be "module_name_event_calendar."

Each module will have a specific class name for that module. For example, a calendar module will have the class "calendar". The specific class name for each module is stated in that module's topic.

The slug that you name when you create a new view is the class name for that entire view.

TIP: Keep a local version of the CSS. Content and Apps only keeps 10 versions of the CSS, so if you are making multiple changes a day, keeping a backup on your end will be the best plan.

Elements for Customization

The following elements can be customized for all modules on a view.

Colors/Fonts/Font Sizes

These can be customized across the board. If a color or font appears on a view, you can customize it, however, fonts must be standard web fonts. Here is a list of acceptable fonts: (http://www.ampsoft.net/webdesign-l/WindowsMacFonts.html).

Headers/Footers/Borders

The border and header can be turned on and off.

You can also customize the background and fonts for headers and footers with colors or images. You can also use an image as the border or header.

Background of the View

You can set one background for all pages in a brand or you can set different backgrounds for each page.

- Developer Hint: There are two classes on every view within the overall container for the page: all_page_content determines the background for all Views; [name of view] defines the background for a particular view. Insert the name of the view that you titled when you created the view.

Buttons

Any buttons you want on your view, like Share, Submit, pagination arrows, and so on can be custom styled to however you like.

Templates

Templates are sets of content and CSS that you can apply to individual Views. You can create multiple templates to use for specific campaigns or for different properties under your brand. For more information, refer to the *Brand Templates* topic.

View Level CSS

If you are an admin on your account, you can also use CSS to customize the look and feel of a view. Administrators will see an extra tab on the top of the module library labeled Custom CSS.

Just enter the CSS code into the field and click Save. The page will refresh and you'll see the change reflected on the view.

Note: You must save any changes you make to the CSS BEFORE you publish your view. If you publish your view before saving, none of the changes to the code will be saved.

View Styling

If you aren't a CSS expert, there's an easy way you can change the look and feel of your view without having to use any code. The Style tab on the view has controls for you to change everything from the view background to the fonts, using simple sliders and fields so you can get the view to look exactly how you want. Sorry Editors and Authors, you have to be an Admin to use this feature.

Note: Your account must be using 2012 CSS as the base CSS for you to use this feature. Not sure what I'm talking about? Refer to the *Choosing Your Base CSS and Facebook Timeline* in the Tabs topic for more information.

You can find the Style tab on your view, between the Layout and Custom CSS tabs.

Page Layout

You can adjust where your modules appear on your view by adjusting the padding on the top and bottom of the view. Use the sliders to increase or decrease how many pixels of space you have at the top and bottom of the view.

Backgrounds

For your view's background, you can upload an image, have that image repeat, or position the image anywhere on your view. You can also choose a single color for your background. If you want your modules to display their backgrounds, select the Display Module Background checkbox.

Headers

Besides just turning your headers on and off, you can change the header background color, padding, font, font size, font position, and font color. Total control on your headers.

Borders

Borders are simple, so you can simply change your borders' color and width (to a max width of 10 pixels).

Fonts

These controls affect the fonts on your entire view, including all the modules, so choose wisely. You can choose the font, body font color, link font color, and link hover color.

Note: If one of these options has been set in View Level CSS or Brand CSS, any changes you make to it here won't show up on your view.

Live Preview

As you make these changes, you'll see them appear automatically in your view as a live preview, but to make the changes permanent, click Save. This means you can play and make things look crazy without fear of messing up your view.

Related Topics

- *Embedding a View on an External Website*

Embedding a View on an External Website using Anywhere Apps

If you have content on your view that you want to also have on your brand's website, blog, or other site besides your Facebook tab, you can do that by embedding your view using Anywhere Apps.

In Content and Apps, you can generate a code that you can then place in your website, which will put an iframe of your view on the site. This will be a live version of your view - if you publish a change to your view in Content and Apps, the embedded view will also show that update.

> **Note:** Your view must be published, or it will not display on the external site.

Generating the Embed Code

To generate the code, first go to the view you want to embed. Click the text link labeled Embed.

1. Click the Embed link. A dialog window will open.
2. Select a Facebook app from the Select a Facebook app drop-down menu. This app will not only power the embedded view, but its name will also appear on the Share dialog when you share a module from the embedded view.

   > **Note:** Since the name of the app appears in the Share dialog, you may want to the app to have a custom name. To do this, you'll need to create a custom app. Click *here* to review instructions on creating a custom app and adding it to Content and Apps.

3. Enter a Share URL and Share Title. The Share URL and Title will appear on the Share dialog. The Share Title will appear in the dialog as the first text below the comment field. If a user clicks that text, they will be taken to the URL you specified as the Share URL.

   > **Note:** For certain modules, the module name that originally was set will appear in front of the Share Title you specify here. Those modules are: Causes, Events, Feeds, Polls, and Quizzes.

4. Once you have entered the Share URL and Share Title, click Generate. Your code will be displayed for you to copy and paste.

   Related Topics

   - *Introduction to Content and Apps*

8 Social Mobile (Legacy)

Oracle Social Cloud Mobile FAQ

Thanks for downloading the Oracle Social Cloud Mobile application.

Note: The documentation in this chapter describes legacy product features that are supported only for existing customers. The product features described in this chapter are not available to new customers.

This application covers a lot of the same functionality that you use every day in the web version of the Oracle Social Cloud Platform, so in the following topics we'll be answering some FAQs. We'll link to the Publish and Engage topics in the main Oracle Social Cloud help at the end of this topic.

Let's get started.

What social networks can the application work with?

You can publish and engage with messages from all the same social networks in the application as you can on the web version of the Oracle Social Cloud platform.

You have access to all the social properties you have in the web version, depending on which bundle you are in.

How do I change my bundle?

When you first log in to the application, you'll be taken to the Bundles section in Settings, where you'll select your bundle.

The application pulls in all the bundles on your account, so you select exactly the one you want to use.

If you want to use a different bundle, click the gear icon.

Click the Bundle menu option and you'll be taken to your list of bundles. Select the one you want to use, then click Save.

For more information about bundles, see *Navigating with Bundles*.

What features does the application have when I go to create a post in the Publish section?

Clicking on the Create a Post icon takes you to the Create a Post section.

Here you can write a message, attach a photo, schedule the post, select the streams you want to publish to, add tags, and give your post a name.

What can I edit on draft and scheduled posts in the application?

You can only edit scheduled or draft posts in the application.

Displayed are the posts you can edit by clicking the pencil icon.

For these posts, you can edit the post itself, the publishing date, and the post name.

Can I create tags in the application?

No, you still have to go to the Admin section of Publish and add them there, or get your account admin to do it.

However, as soon as new tags are added in the Admin section, you will have access to them in the application once you refresh the list.

How do I switch between Publish and Engage?

Whichever part you are in, the name of that section is displayed on the screen.

Click that, and you'll be taken to the Filters section. This allows you not only to switch between Publish and Engage, but also filter what you are seeing in that section.

Speaking of filters, what are my options for each section?

For Publish, you can select to filter the posts you have made by different statuses. You can select between Draft, Scheduled, Published, or Error.

> **Note:** This will display posts made both on the application and on the web version of Oracle Social Cloud.

For Engage, you select from many of the same filters as the web version: Folder, Channels, Channel Type, Labels, and Assignment. You can filter by one or combos of these filters.

Folder, Channels, Channel Type, Labels, and Assignment. You can filter by one or combinations of these filters

What actions can I take on messages in the Engage section of the application?

You can view, archive, reply, delete, label, and assign messages.

To perform an action on a message, click on the message from the main list. Click any of the action icons which appears on the message, and the action menu will open. Click the action icon you want to perform.

Can I create new labels for Engage in the application?

Yes, you can create new labels and these will also appear in the web version of your account.

If I have a question about the application, how do I get help?

You can submit a service request with My Oracle Support, just like with the web version.

You can find My Oracle Support at *https://support.oracle.com/* and make sure you include "Mobile" in the service request headline.

You can also check the rest of the topics in the web versions of the Publish and Engage sections:

- *Introduction to Publish*
- *Getting Started With Engage*

Ready to Download?

Download link and full info on the application is available here: https://itunes.apple.com/us/app/oracle-social-relationship/id834475914?mt=8.

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