

# Oracle Fusion Cloud Human Resources

---

## **Using Workforce Reputation Management**

24A



Copyright © 2011, 2024, Oracle and/or its affiliates.

Author: Santosh Radhakrishnan

This software and related documentation are provided under a license agreement containing restrictions on use and disclosure and are protected by intellectual property laws. Except as expressly permitted in your license agreement or allowed by law, you may not use, copy, reproduce, translate, broadcast, modify, license, transmit, distribute, exhibit, perform, publish, or display any part, in any form, or by any means. Reverse engineering, disassembly, or decompilation of this software, unless required by law for interoperability, is prohibited.

The information contained herein is subject to change without notice and is not warranted to be error-free. If you find any errors, please report them to us in writing.

If this is software, software documentation, data (as defined in the Federal Acquisition Regulation), or related documentation that is delivered to the U.S. Government or anyone licensing it on behalf of the U.S. Government, then the following notice is applicable:

U.S. GOVERNMENT END USERS: Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs) and Oracle computer documentation or other Oracle data delivered to or accessed by U.S. Government end users are "commercial computer software," "commercial computer software documentation," or "limited rights data" pursuant to the applicable Federal Acquisition Regulation and agency-specific supplemental regulations. As such, the use, reproduction, duplication, release, display, disclosure, modification, preparation of derivative works, and/or adaptation of i) Oracle programs (including any operating system, integrated software, any programs embedded, installed, or activated on delivered hardware, and modifications of such programs), ii) Oracle computer documentation and/or iii) other Oracle data, is subject to the rights and limitations specified in the license contained in the applicable contract. The terms governing the U.S. Government's use of Oracle cloud services are defined by the applicable contract for such services. No other rights are granted to the U.S. Government.

This software or hardware is developed for general use in a variety of information management applications. It is not developed or intended for use in any inherently dangerous applications, including applications that may create a risk of personal injury. If you use this software or hardware in dangerous applications, then you shall be responsible to take all appropriate fail-safe, backup, redundancy, and other measures to ensure its safe use. Oracle Corporation and its affiliates disclaim any liability for any damages caused by use of this software or hardware in dangerous applications.

Oracle®, Java, and MySQL are registered trademarks of Oracle and/or its affiliates. Other names may be trademarks of their respective owners.

Intel and Intel Inside are trademarks or registered trademarks of Intel Corporation. All SPARC trademarks are used under license and are trademarks or registered trademarks of SPARC International, Inc. AMD, Epyc, and the AMD logo are trademarks or registered trademarks of Advanced Micro Devices. UNIX is a registered trademark of The Open Group.

This software or hardware and documentation may provide access to or information about content, products, and services from third parties. Oracle Corporation and its affiliates are not responsible for and expressly disclaim all warranties of any kind with respect to third-party content, products, and services unless otherwise set forth in an applicable agreement between you and Oracle. Oracle Corporation and its affiliates will not be responsible for any loss, costs, or damages incurred due to your access to or use of third-party content, products, or services, except as set forth in an applicable agreement between you and Oracle.

# Contents

<b>Get Help</b>	<b>i</b>
<hr/>	
<b>1 Overview</b>	<b>1</b>
Personal Brand	1
Social Reputation	1
FAQs for Personal Brand	2
<b>2 Employee Personal Brand</b>	<b>3</b>
How You Endorse a Skill	3
How You Request Skill Mentoring	3
Mentoring Plans	4
Create a Survey	5
Collaborate on Questions	5
FAQs for Employee Personal Brand	5
<b>3 Team Brand</b>	<b>7</b>
Overview of Team Brand	7
How Team Compliance is Evaluated	7
Use Meeting Survey to Assess Team Brand	8
How You Use Skills Search	9
How Organizational Surveys Are Sent Based on Eligibility Profile	10
FAQs for Team Brand	10
<b>4 Personal Brand Administration</b>	<b>13</b>
Personal Brand Administration Components	13
How You Manage Connectors	14
Schedule a Skill Connector	16
Data Integration	16
Configure a Connector Using Data Integration	16
How You Add Skill Categories in Personal Brand	17

---

Configure Settings for Meeting Survey	17
Personal Brand Notifications	18
How You Generate Notifications for Work Life Cloud Service Applications	19
FAQs for Personal Brand Administration	20

# Get Help

There are a number of ways to learn more about your product and interact with Oracle and other users.

## Get Help in the Applications

Use help icons  to access help in the application. If you don't see any help icons on your page, click your user image or name in the global header and select Show Help Icons.

## Get Support

You can get support at [My Oracle Support](#). For accessible support, visit [Oracle Accessibility Learning and Support](#).

## Get Training

Increase your knowledge of Oracle Cloud by taking courses at [Oracle University](#).

## Join Our Community

Use [Cloud Customer Connect](#) to get information from industry experts at Oracle and in the partner community. You can join forums to connect with other customers, post questions, suggest [ideas](#) for product enhancements, and watch events.

## Learn About Accessibility

For information about Oracle's commitment to accessibility, visit the [Oracle Accessibility Program](#). Videos included in this guide are provided as a media alternative for text-based topics also available in this guide.

## Share Your Feedback

We welcome your feedback about Oracle Applications user assistance. If you need clarification, find an error, or just want to tell us what you found helpful, we'd like to hear from you.

You can email your feedback to [oracle\\_fusion\\_applications\\_help\\_ww\\_grp@oracle.com](mailto:oracle_fusion_applications_help_ww_grp@oracle.com).

Thanks for helping us improve our user assistance!



# 1 Overview

## Personal Brand

Personal brand is the unique profile you create for yourself and which sets you apart from others in your organization.

Building your personal brand is an ongoing process where you create and manage your skill profile and social reputation in various professional and social networks. Go to Me > Personal Brand to create and manage your personal brand.

## Skills

The skills that you want to showcase are those that you're already good at or those you want to develop further. You set milestones to measure your progress as you work at developing a skill. You can endorse others' skills, opt to be a mentor for skills you're good at, and be a mentee for skills you want to develop. Your manager can request an expert to mentor you in a specific skill too. All these things help enhance your profile.

## Social Reputation

How others perceive you when you interact in social forums such as surveys, endorsements, and discussions goes in building your social reputation. This also includes what you post in social media. If you opt to have your social media posts analyzed then a check is run to see if your posts comply with your organization's social media policy.

### *Related Topics*

- [How You Endorse a Skill](#)
- [Collaborate on Questions](#)
- [Overview of Team Brand](#)
- [How You Request Skill Mentoring](#)

## Social Reputation

The way you interact, influence, and connect with others in your professional and social network determines your social reputation. Go to Me > Personal Brand > Social Reputation to see your social reputation scores.

## Role Types

Here's how social role types are classified:

- **Primary:** A role is designated as primary based on its measure relative to the other roles owned by the person. The top three roles owned by a person are designated as primary. Primary social roles account for more than 50 percent of a person's social activities and interactions.
- **Secondary:** The next two roles that remain after assigning the primary roles are designated as secondary roles.

- Others: These are the roles remaining after assigning the primary and secondary roles.

## Social Roles

Here's the list of social roles and their meanings:

- Ambassador: Promotes the team and company brands in a positive light
- Communicator: Actively reaches out to others and openly shares information
- Expert: Possesses unique and deep knowledge in one or multiple fields
- Innovator: Introduces new and unique ideas
- Leader: Motivates and engages others
- Knowledge Broker: Has intrinsic knowledge about sources that can't easily be captured
- Team Player: Works cooperatively with others to achieve team goals

### *Related Topics*

- [How You Request Skill Mentoring](#)
- [What's a social reputation score?](#)

## FAQs for Personal Brand

### What's a social reputation score?

Six reputation criteria measure the extent to which people use social media, and interact with or influence other users of social media.

For each criterion, percentile values rank each person (those who have opted to have their social media use monitored) in comparison with others. These percentile values are designated as social reputation scores.

### What's a meeting survey?

A meeting survey is an automated survey that managers can send to people who attend meetings hosted by their direct reports.

### What happens when a survey response is submitted?

The response is analyzed to determine the overall sentiment expressed by the respondent.

The words in the response are used to determine if the overall sentiment is positive, negative, or neutral. For example, "The audio quality was poor" is analyzed as a negative sentiment.



## 2 Employee Personal Brand

### How You Endorse a Skill

Endorsements help recognize a person's skills and talent positively. Use the Endorsements page to see endorsements you receive and to endorse others.

You can endorse your peers for an existing skill or a new skill. In both cases, the endorsed skill is added to the person's skill profile.

As an employee, you can access your endorsements from **Me > Personal Brand > Endorsements**. As a line manager, you can access your team endorsements from **My Team > Personal Brand > Team Skills**.

### Employee Endorsements

When you endorse a peer, the endorsed skill appears in their list of interpersonal or specialized skills. To endorse people other than peers, you search for the person's name, add the skill, and endorse them.

### Manager Endorsements

You endorse direct reports by taking into account their skills, results from meeting surveys, and compliance scores over a period of time.

#### *Related Topics*

- [Personal Brand](#)
- [Social Reputation](#)
- [How can I improve my skill ratings and social scores?](#)

### How You Request Skill Mentoring

You can request mentoring for skills you want to improve further. As a mentee you can search for and send a request to mentors from the Mentorship page in the Personal Brand work area.

You can select either mentoring or mentoring and job shadowing as part of your request.

### Mentorship Profile

You can make your mentorship profile relevant and interesting by adding specific details of the areas in which you want to mentor others. You can add information about work experience, educational background, areas of expertise, and areas of learning in your Mentorship Profile on the Preferences page.

## Mentor Preferences

As a mentor, you can review mentee profiles and accept or reject mentorship requests from potential mentees. These are the possible actions you can take:

- **Accept:** You will be listed as a potential mentor in others' profiles.
- **Reject:** You won't be listed as a potential mentor in others' profiles, and your existing mentees will be removed.

## Mentee Actions

As a mentee, you can search for a mentor based on skills and refine search results by job title or location. You can view the mentor's profile to learn more.

### *Related Topics*

- [Personal Brand](#)
- [Social Reputation](#)
- [How You Use Skills Search](#)

## Mentoring Plans

As a mentor or as a mentee you can keep track of goals, milestones, and tasks in the mentoring process using a mentoring plan that's automatically available when the mentoring request is accepted.

Use View Mentoring Plan on your Mentorship page to see the plan, which includes a ready-to-use checklist that you can mark as complete as you make progress during the mentorship.

## Active Plan

By default, the status of the mentoring plan is active. After you set a mentoring plan to complete, the status changes to complete. Plans once completed can't be edited any further. If you don't complete a mentoring plan it remains in incomplete status. Such mentoring plans expire automatically after 6 months from the date of creation.

## Recommended Checklist

Your mentoring plan includes a recommended checklist, which has some key milestones that you can use to track progress. The items that appear in the checklist are determined by updates that your administrator makes. You can only mark items complete in this recommended checklist.

## Goals and Tasks

You can add goals that include tasks specific to the skill being developed. For each task, you can set a target completion date and subsequently mark the status. You can add or remove goals and tasks based on your requirements.

## Create a Survey

Use the Surveys page in the Personal Brand work area to create a survey and respond to surveys sent by others. For example, you can send a survey to peers seeking feedback for personal growth.

You can also use the same survey to take a self-assessment.

1. On your home page, click **Me > Personal Brand**.
2. In the Personal Brand page, click **Surveys**.
3. Select the recipients for the survey. This can be your peers or direct reports.
4. Enter a name for your survey.
5. Select an existing survey. If required, you can add your questions to the list.
6. Click **Submit**.

To analyze survey results by topic and question, click Responses.

### Related Topics

- [Personal Brand](#)
- [How can I improve my skill ratings and social scores?](#)

## Collaborate on Questions

You can engage other people in a discussion by posting a question in the Ask an Expert page in the Personal Brand work area.

You can click on a discussion to see the complete thread. When you post a question, other people can see your thread if they search for the same question. An error message is displayed if the topic is too generic and if experts can't be identified.

### Related Topics

- [Social Reputation](#)
- [How can I improve my skill ratings and social scores?](#)

## FAQs for Employee Personal Brand

### How can I add a skill to my skill profile?

You can search for and add a skill in the Add Skill page. You can add milestones to track your progress as you develop the skill.

## How does a skill get added to my profile?

When a new skill is discovered for your profile, you receive a notification and the skill appears in the Recommendations section of the Skills page. The source for your skill data is from these areas:

- HCM
- External sources such as Facebook, Twitter and so on

Other sources are:

- Data from surveys you sent and meeting surveys sent by your manager
- Questions posed to experts in the Ask an Expert section

As a manager, the skills recommended are also based on your title and the titles of your first and second level directs.

### *Related Topics*

- [How can I improve my skill ratings and social scores?](#)

## How can I improve my skill ratings and social scores?

Your skill and social scores improve when you do the following:

- Request colleagues or mentors with high reputation scores to mentor you.
- Endorse others and receive endorsements from others.
- Provide answers to questions posted by others in Ask an Expert.
- Receive positive survey responses from others.

You can keep track of your skill scores on the Skill Progress History page. Here you can see how your scores have increased or decreased on a weekly or monthly basis.

## How can I use surveys to improve my personal brand?

When you create surveys or respond to surveys from others you enhance your personal brand. By engaging others in a survey you widen your network and thereby improve your social reputation.

You can create a survey or use an existing survey and use it as a tool to solicit feedback on various topics.

### *Related Topics*

- [Create a Survey](#)

# 3 Team Brand

## Overview of Team Brand

As a line manager, you see and manage the reputation profile of your team from the Team Brand page under My Team.

## Managing Team Brand

The channels you use to build and manage your team brand are:

- **Team Skills:** Add and endorse skills for team members. Help team members develop their skills.
- **Social Reputation:** Analyze how team members exert influence in their social roles.
- **Meeting Surveys:** Request feedback and gain insights into how others evaluate your direct reports in meetings and forums.
- **Team Compliance:** Collate data and seek adherence to social media usage policies from the team.
- **Skills Search:** Search for employees with a specific skill.
- **Organizational Surveys:** Seek feedback from a wider group by sending surveys to the entire organization. Apart from peers, directs, and your organization you can also select recipients based on eligibility profile, if it's configured.

### *Related Topics*

- [Personal Brand](#)
- [Social Reputation](#)
- [How Team Compliance is Evaluated](#)
- [Eligibility Profiles](#)

## How Team Compliance is Evaluated

As a manager you need to ensure your team members comply with the six policies for the use of social media. Your team's compliance score is evaluated based on posts in various social media.

## How Compliance is Evaluated

If team members have opted to have their social media posts monitored, here's what happens. A search is run to look for text strings that contain terms which aren't supposed to be used as per the social media use policy. It designates each match an issue.

## What the Compliance Policy Evaluates

Your team members need to comply with these six policies for the use of social media:

- **No Profanity:** Not post any content that uses profanity, on a blog or social media site.
- **Respect Confidentiality:** Not disclose the company's confidential information, including financial and other corporate information that's not public.
- **Respect References:** Recognize and respect others' intellectual property rights, including copyrights. Limited use of third-party materials.
- **Non-disparagement:** Not post anything false, misleading, or embarrassing to another person or entity. Respect others' privacy.
- **Future Offerings:** Not discuss product upgrades or future product releases.
- **Use Disclaimer:** Make clear that opinions are their own and don't necessarily reflect the views of the company.

## Team Compliance Scores

When you drill down to each employee's profile this is what you see:

- Total number of posts and the number with issues (posts that violate a policy).
- Any significant changes in the issues, for example, if the issues are rapidly falling or slowly improving.
- Compliance data over different time periods such as last 7 days, month, quarter, or 180 days.

### Related Topics

- [Overview of Team Brand](#)

## Use Meeting Survey to Assess Team Brand

You're a line manager creating a meeting survey and requesting feedback from people who attended meetings hosted by your direct report.

When creating the survey you add the criteria on which your direct report will be assessed. You use the responses to analyze your direct report's areas of strength or improvement.

## Create a Meeting Survey

1. On your home page, click **My Team > Team Brand**.
2. Click **Meeting Survey**.
3. Create a survey using an existing questionnaire.
4. Specify communication, teamwork, and punctuality as the meeting criteria and click Add.
5. Click **Submit**. Recipients automatically receive an email with the survey link when they attend a meeting hosted by your direct reports.

## Analyze Survey Results

1. In the **Meeting Surveys** page, select the name of a direct report from the list of direct reports.
2. View responses for the meeting criteria as indicated in the table.

Meeting Criteria	Sentiment
Communication	Positive
Teamwork	Positive
Punctuality	Neutral

The overall sentiments for communication and teamwork are positive. You can add and endorse these skills for your direct report. Punctuality which has a neutral sentiment indicates an area that you may need to discuss with your direct report.

*Related Topics*

- [Personal Brand](#)

## How You Use Skills Search

You can search for subject matter experts or candidates matching a job profile, from among employees and their social connections. Go to My Team > Personal Brand > Skill Search to launch a skills search.

### Search Criteria

You can use the following key criteria or enter free text to search:

- Population: Search among employees.
- Location: You can search for people located at a specific distance from your own location.

For each of the search criteria, you can add new values, for example, add a new skill or a location.

### Search Results

From the search results, here's what you can do:

- See the person's skills and qualifications
- Contact the person through email

*Related Topics*

- [Personal Brand](#)

# How Organizational Surveys Are Sent Based on Eligibility Profile

As a manager, you can use organizational surveys in Team Brand to seek feedback on various topics from a wide group in your organization.

You can send these surveys to your peers, direct reports, or organization. If your administrator has provided additional privileges, you can also send surveys to recipients based on eligibility profile.

Here's how you send organizational surveys based on eligibility profile:

1. Go to My Team > Personal Brand > Organizational Surveys.
2. Click **Add Survey** and then select Eligibility profile.
3. Select an existing eligibility profile from the drop-down list. All eligibility profiles created by you administrator are listed here.
4. Create a name for your survey and select a questionnaire from the list. Submit to send the organization survey.

Let's see what happens after you submit the survey:

- The Evaluate Eligibility scheduled process runs automatically to identify recipients who meet the criteria specified in the eligibility profile.
- After this process completes, your administrator runs the connector in the Personal Brand Administration work area to send the survey to recipients.
- To notify recipients about the survey, your administrator also runs the Generate Notifications for Work Life Cloud Service Applications job.

## FAQs for Team Brand

### Can I see survey results even after an organizational survey expires?

Yes, you can, provided either of these two criteria have been met:

- You should have received all responses before the survey expiration date and run the connector in Personal Brand Administration to display results. Then run the Generate Notifications for Work Life Cloud Application job to send notifications.
- You should have received at least one response after the survey expiration date and run the connector in Personal Brand Administration to display the result. Then run the Generate Notifications for Work Life Cloud Application job to send notifications.

### Can I extend the survey period of my organizational survey?

No, you can't. The survey will automatically expire after 3 weeks.



## How many responses are required for the organizational survey results to display?

You need to have at least one response to see the survey results.



# 4 Personal Brand Administration

## Personal Brand Administration Components

From My Client Groups navigate to the Personal Brand Administration work area to configure and manage various reputation components.

Configure the following reputation components:

- Social Network Connectors
- Skill Categories
- Meeting Surveys
- Compliance Threshold
- Survey Statistics

### Social Network Connectors

Use the **Social Network Connectors** content area to set up connectors to social networking websites. Line managers can scan employees' internal networks and external social media applications to locate new talent and monitor their social media usage. Based on the configuration in Social Network Connectors, employees can select the social networking site of their choice in the **Update Preferences** page. Use **Data Integration** to configure flow-based connectors that help map data between HCM and third-party applications such as Twitter, Slack.

### Skill Categories

Use the **Skill Settings** content area to add and manage skill categories. The skills employees view in their skill profile are based on this configuration. You can include links to learning resources in Skill Improvement.

### Mentor Settings

Use **Mentor Settings** to configure the items that appear in the Recommended Checklist section on the Mentorship page. You can either enable or disable items that mentors and mentees can mark complete as they make progress during the mentorship.

### Meeting Surveys

Use the **Meeting Surveys** content area to configure calendar settings to set up meeting surveys. Managers can use meeting surveys to solicit feedback and evaluate the skill reputation of their direct reports.

### Compliance Threshold

The application displays a warning message to the manager when a worker violates a compliance policy more often than the number specified in the compliance threshold. Use the **Compliance Threshold** content area to specify the threshold value. Managers evaluate their team's adherence to the six policies in the use of social networks on the Team Compliance page. The application searches people's posts and classifies any post that violates a compliance policy as an issue.

## Survey Statistics

Use the **Survey Statistics** content area to view and analyze the response rate for user surveys and meeting surveys in the organization. The results are presented graphically for the period that you specify.

### *Related Topics*

- [How You Manage Connectors](#)
- [How You Add Skill Categories in Personal Brand](#)
- [Configure Settings for Meeting Survey](#)
- [How Team Compliance is Evaluated](#)

## How You Manage Connectors

You can set up connectors to social networking websites using the Social Network Connectors content area in the Personal Brand Administration work area.

### Running a Connector

You must schedule and run the HCM connector first before setting up a connector to any social networking website. Running the connector populates default data for all internal users (employees) and creates their profiles. The reputation, compliance, and social role scores appear empty until employees opt in by registering their social networking accounts.

Perform the following steps to schedule the connector:

1. In the Personal Brand Administration work area, Social Network Connectors content area, click **Schedule Connectors**.
2. Select the connector.
3. Enter the date and time of first run and click **OK**.

After running the connector for the first time, you can schedule and run it periodically (to refresh data) along with other connectors.

### Setting Up a Connector

Perform the following steps to set up a connector to a social networking website:

1. Create an application on the social networking website. You may have to create a developer account first. From the application, you can get the key values required for setting up the connector such as API key, Secret Key.
2. In the Personal Brand Administration work area, Social Network Connectors content area, Social Networks section, enter the key values.
3. Click **Schedule Connectors**. Specify a date and time for the connector's first run.

## Testing a Connector

Perform the following steps to test a connector after setting it up:

1. Click **Test Connectors**. The application tests each connector and displays the results in the Test Connectors Status window. The test results indicate whether the connector test passed or failed, or the test isn't supported because the user isn't registered on the specific social-networking website.

## Scheduling a Connector

You must schedule connectors to run periodically to refresh existing data and populate data for newly registered users. Perform the following steps to schedule a connector.

1. Click **Schedule Connectors**.
2. Select the connector you want to schedule, for example, Facebook.
3. Select the frequency you want the connector to run (hourly, daily, weekly).
4. Specify the appropriate interval. For example, you can select hourly, then specify 8. The connector runs every eight hours.

**Note:** You must select all the skill sources and run the connector every day.

## Running Connectors Manually

You can override a scheduled run at any time by running connectors manually. To run connectors immediately, click **Run Connectors**. This runs all scheduled connectors immediately unless another run is in progress. If another run is in progress, the connectors run after the current run completes.

## Canceling Connector Jobs

You can cancel connector jobs scheduled for social network data analysis, survey response analysis, and contact information geocoding. You can select all the jobs at a time or select only a specific connector job to cancel. Click **Cancel Connector Jobs** and select the connector job that needs to be canceled.

## Selecting Skill Sources

You can select skill sources to obtain skill data for users in the organization. Click **Select Skill Sources** and select the source that needs to be used during the connector run. Based on the data collected for a skill source, skill recommendations are displayed in the users' skill profile.

For more information, see the document Integrating Social Network Applications with Oracle Workforce Reputation Management (2422733.1) on My Oracle Support (<https://support.oracle.com>)

### Related Topics

- [Personal Brand Administration Components](#)

## Schedule a Skill Connector

You must schedule connectors to run periodically to refresh and populate data. Perform these steps to schedule a connector.

1. In Personal Brand Administration, click **Schedule Connectors**.
2. Select the skills connector.
3. Select the frequency you want the connector to run (hourly, daily, weekly) and click **OK**.

**Note:** You must select all the skill sources and run the connector every day. Based on the data collected for a skill source, skill recommendations display in the user's skill profile.

## Data Integration

Use Data Integration in the Personal Brand Administration work area to integrate with third-party applications. Data Integration enables you to create connectors that automatically get data from different sources such as Twitter, Facebook.

The data is then used to assess the personal brand of an employee if they have opted-in and authorized to have their social network posts read.

Data integration provides a simple guided flow that makes it easy to configure connectors.

Whether you use a predefined connector or configure one manually, data integration can connect to a source if it's RESTful compliant. This means you just need an OPEN API file from the source and can import that using Data Integration. Once you import the file, you need to map the data and flows from the source to the target application as per your requirements. Then, you can use the visual flow designer to review the mapping and refine it further. After creating a connector, you need to schedule it's run.

## Configure a Connector Using Data Integration

Before you configure the connector, you must first create an application on the social networking website. Create a developer account and get the key values required for setting up the connector such as API key, Secret Key.

1. Navigate to **My Client Groups > Personal Brand Administration** work area, click **Data Integration**.
2. In the Social Network Connectors page, click **Add** to configure a connector manually or automatically.
3. If don't want to configure automatically, specify the connector name and select **Configure manually**, then click **Save**. If you want to use the connector as a default discussion board, select Set as default discussion board.
4. Provide the Open API file details for the social network application. Upload the file in the Import Open API section and click **Continue**.
5. Select the API operations to get resources from or post information to the social network application.
6. Map the data flow between the social network application and HCM in the Create Data Flow section. Review the data flows and mapping once again, if required.
7. Enter the authentication details such as the API key and Secret key.

8. Enter the scope URLs to configure the list of authorization permissions for the social network application. This grants you authorization access to the resources of the application.
9. After you finish, save the configuration, specify the frequency, and schedule the connector run.

*Related Topics*

- [Data Integration](#)
- [Why can't I see Data Integration in the Personal Brand Administration page?](#)
- [What happens to my existing social connectors?](#)

## How You Add Skill Categories in Personal Brand

Using the Skill Settings page you can select and add skill categories that include specialized and interpersonal skills in the Personal Brand Administration work area.

### Skill Categories

Select and add skill categories from the list of available skill categories. For example, Programming, Accounting, and Engineering. A skill category includes multiple skills; for example, the Programming skill category consists of Java and SQL. Users select the skills to display on their skill profile.

When you enable a skill category, the application allows employees to add the skills in that category to their Personal Brand profile. The application will also analyze HCM data to match and recommend the skills in that category to people who have those skills.

*Related Topics*

- [Personal Brand Administration Components](#)
- [Personal Brand](#)

## Configure Settings for Meeting Survey

Configure meeting surveys in the Personal Brand Administration work area. This enables managers to create and send a meeting survey.

Hosts and attendees should opt in to meeting surveys to create and submit surveys. Attendees receive an email with the link to the meeting survey.

To configure meeting surveys:

1. Navigate to **My Client Groups** and then **Personal Brand Administration**.
2. Click **Meeting Surveys** and specify the following settings in the **Calendar Configuration** page:

Field	Description
Email	The email address of the account used to send meeting invitations to participants of the meeting survey.

Field	Description
Password	Password for the email account that's used to send meeting invitations.
Protocol	Secure protocol for the email calendar.
Host	The server hosting the calendar.
Port	Port of the host server.
CalDAV URL	URL or location of the CalDAV server.

3. Click **Save**.

*Related Topics*

- [What's a meeting survey?](#)
- [Use Meeting Survey to Assess Team Brand](#)

## Personal Brand Notifications

You need to schedule and run the connector in Personal Brand Administration to populate data required for various features in Personal Brand.

Apart from running the connector, you also need to schedule the Generate Notifications for Work Life scheduled process to notify users on required actions.

Feature	What you need to run	Notification
Ask an Expert	<ol style="list-style-type: none"> <li>1. Schedule and run the skill connector in Personal Brand Administration.</li> </ol>	<p>Experts are notified when questions are posted.</p> <p>Owner of the question is notified when someone responds.</p>
Personal Brand Survey	<ol style="list-style-type: none"> <li>1. Schedule and run the skill connector in Personal Brand Administration.</li> <li>2. Run the Generate Notifications for Work Life Cloud Service Applications process in Scheduled Processes.</li> </ol>	<p>Recipients are notified to take survey.</p> <p>Survey owner is notified when survey results are available.</p>
Skill Scores	<ol style="list-style-type: none"> <li>1. Schedule and run the skill connector in Personal Brand Administration.</li> <li>2. Run the Generate Notifications for Work Life Cloud Service Applications process in Scheduled Processes.</li> </ol>	No notifications are sent



Feature	What you need to run	Notification
Organizational Surveys	<ol style="list-style-type: none"> <li>1. The Evaluate Eligibility scheduled process runs automatically to identify recipients who meet the criteria specified in the eligibility profile.</li> <li>2. After this process completes, run the connector in the Personal Brand Administration work area to send the survey to recipients.</li> <li>3. Run the Generate Notifications for Work Life Cloud Service Applications process in Scheduled Processes.</li> </ol>	Eligible recipients are notified to take the organizational survey.

*Related Topics*

- [How You Generate Notifications for Work Life Cloud Service Applications](#)

## How You Generate Notifications for Work Life Cloud Service Applications

Use the Generate Notifications for Work Life Cloud Application process to generate notifications for Work Life Cloud Service applications. The applications include Employee Wellness, Volunteering, and Personal Brand.

By default, the process is scheduled to run every 2 hours but you can change this frequency.

Use the **Scheduled Processes** work area to schedule and run the process.

Application	What the Process Does
Personal Brand	<ul style="list-style-type: none"> <li>• Analyzes employee and organizational surveys and displays the results.</li> <li>• Analyzes meeting survey results if it's available and sends line managers a notification.</li> <li>• Sends organizational surveys to the whole organization.</li> <li>• Sends organizational surveys to eligibility profile users.</li> <li>• Sends meeting surveys to meeting participants.</li> <li>• Sends a notification to all members in the organization if an organizational survey is deleted by the survey owner.</li> </ul> <p><b>Note:</b> The notifications for organizational surveys are sent only after you run the connector job in Personal Brand Administration.</p>
Volunteering	<ul style="list-style-type: none"> <li>• Updates status of a project based on the approval status, start and end dates.</li> <li>• Determines inactive user accounts or changes and sends notifications.</li> <li>• Deletes volunteering invitations based on the status of the project.</li> <li>• Posts absence hours.</li> </ul>

Application	What the Process Does
	<ul style="list-style-type: none"> <li>Validates EIN.</li> <li>Sends reminder notifications to the administrator and project creator on projects and organizations that are pending approval or have been returned for information.</li> </ul>
Wellness	<ul style="list-style-type: none"> <li>Notifies employees about a new corporate wellness task, goal, or competition that's available.</li> <li>Notifies employees about the start of wellness goals and competitions.</li> <li>Notifies participants about completion of a wellness competition.</li> <li>Notifies employees about achievement of corporate and personal wellness goals.</li> <li>Notifies the employee who challenged and the employee who was challenged about achievement of a personal wellness goal.</li> <li>Notifies employees when they win a competition or a corporate goal.</li> </ul>

## FAQs for Personal Brand Administration

### What happens if I set the compliance threshold?

The application displays a warning message to the manager when an employee violates a compliance policy more often than the number specified in the compliance threshold.

For example, if you set the compliance threshold to 5 and an employee has violated a compliance policy 6 times then a message is displayed to the manager on the Team Compliance page. The message indicates that the employee has exceeded the corporate benchmarks and includes a link to the compliance policies that the employee has violated.

### What happens when I enable or disable items in the Recommended Checklist?

As an administrator, you can enable or disable items in the Recommended Checklist section on the Mentor Settings tab in Personal Brand Administration.

- When you enable an item, it's added to the Recommended Checklist section in all active mentor plans.
- When you disable a checklist item, the item is removed from existing mentor plans only if the item isn't marked as complete. If the item has already been marked as complete before you disable it, it remains as-is in the mentor plan.

You can also create an item and add it to the Recommended Checklist.

## How can I associate an eligibility profile to a specific group of organizational survey recipients?

In the Create Participant Eligibility Profile page, create an eligibility profile based on criteria such as person type, business unit, or legal employer. Ensure that you create the eligibility profile with Personal Brand as the value for Profile Usage.

The eligibility profile you create is visible to line managers in the Existing Eligibility Profiles drop-down list. The survey is sent only to those employees who meet the criteria specified in the eligibility profile.

### Related Topics

- [Eligibility Profiles](#)

## Are there any additional privileges that I need to assign to line managers for organizational surveys?

Yes, there are. These are the 3 privileges you need to assign to the line manager role:

- Evaluate Eligibility (BEN\_EVALUATE\_ELIGIBILITY\_PRIV)
- Use REST Service - Benefits Lists of Values (BEN\_REST\_SERVICE\_ACCESS\_BENEFITS\_LOVS\_PRIV)
- Use REST Service - Eligibility Objects (BEN\_REST\_SERVICE\_ACCESS\_ELIGIBILITY\_OBJECTS\_PRIV)

## How can I verify if the connector job run is complete for organizational surveys?

To see the status you need to go to **Tools > Scheduled Processes** and search for the Run Connector job set.

When an organizational survey is sent to recipients of an eligibility profile it may take time for the connector job run to complete. You can see if the job run has completed and if required modify the job notification settings there.

## What's a connector?

A connector is a flow-based process between HCM and a third-party application such as Twitter, Slack. It controls the order of tasks needed to extract data from a source, for example, Twitter and helps map the data to HCM.

You can create, edit, and execute connectors from the Social Network Connectors page.

## What happens to my existing social connectors?

Nothing happens to existing connectors. But, if you create a new connector using Data Integration, it's better to keep only one of the connectors enabled for a social network application.

## Why can't I see Data Integration in the Personal Brand Administration page?

You may not have the required access. You need to have the Manage Workforce Reputation Data Integration (HWR\_MANAGE\_REPUTATION\_DATA\_INTEGRATION\_PRIV) privilege to access Data Integration.