

## Facebook

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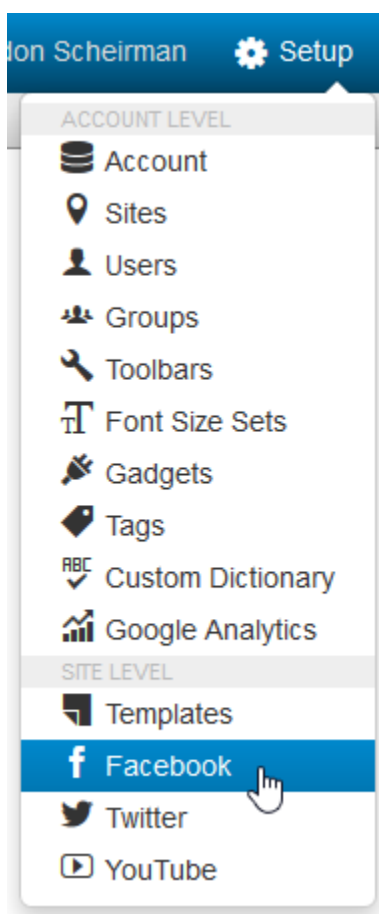
### Overview

The Facebook option in the Setup menu allows administrators to connect Facebook Pages with OU Campus to use with the **Send to Facebook** feature. The Facebook Page must first be created within Facebook and then linked to OU Campus.

For more information about posting to a Page already linked to OU Campus, visit the [Send to Facebook](#) page.

For more information about how to use OU Social, please visit the [OU Social](#) page.

The Facebook screen can be accessed via **Setup > Facebook**.





The **Facebook** screen shows the Facebook Pages list view, which contains the following features and functions:

- The number of Facebook Pages currently linked with OU Campus
- The **Filter** tool, which allows administrators to filter the available Pages by name and description
- **New** button to link additional Facebook Pages with OU Campus
- Sortable table headers for Name, Description, Available To, and Enabled

- Checkboxes to select existing Facebook Pages and delete multiple Pages at once
- The ability to edit and delete existing Facebook Page entries

**Facebook Pages (2)**  [+ New](#) [?](#)

<input type="checkbox"/>	Name ^	Description	Available To	Enabled / Options
<input type="checkbox"/>	 Art Dept	Gallena's Art Department	(Level 10 Administr...	Yes
<input type="checkbox"/>	 OU Campus Training		(Level 10 Administr...	Yes

### Facebook Accounts vs. Facebook Pages

It is important to understand the difference between a Facebook account and a Facebook Page. A Facebook account, or timeline, is for personal, non-commercial use only. They represent individuals and must be held under an individual name. Pages are for professional or official use, and allow an organization, business, celebrity, or band to maintain a presence on Facebook. Facebook Pages are only allowed to represent real organizations and should be created by an authorized representative.

Pages are created and owned by the account holder who was logged in while the page was created. The Pages created under a certain account are managed by first logging into that account. They do not have separate login information from the "parent" account. When linking a Facebook Page to OU Campus, users will log in using the **account** credentials under which the **Page** was created.

### Creating a Facebook Page in Facebook

To use Facebook within OU Campus and OU Social, a Facebook Page first needs to be created in Facebook. The Facebook Help Center offers detailed steps on how to achieve on the following page:

<https://www.facebook.com/help/104002523024878/>

The basic steps are as follows:

1. From the Timeline view, click **Like Pages** in the left sidebar.
2. Click **Create a Page** in the top right.
3. Select the type of organization the page represents.
4. Read and **Agree** to the terms.
5. Fill out the rest of the information about the page.
6. This creates the URL for the Facebook page. Several Facebook wizards at the Admin Panel run to help with set up.

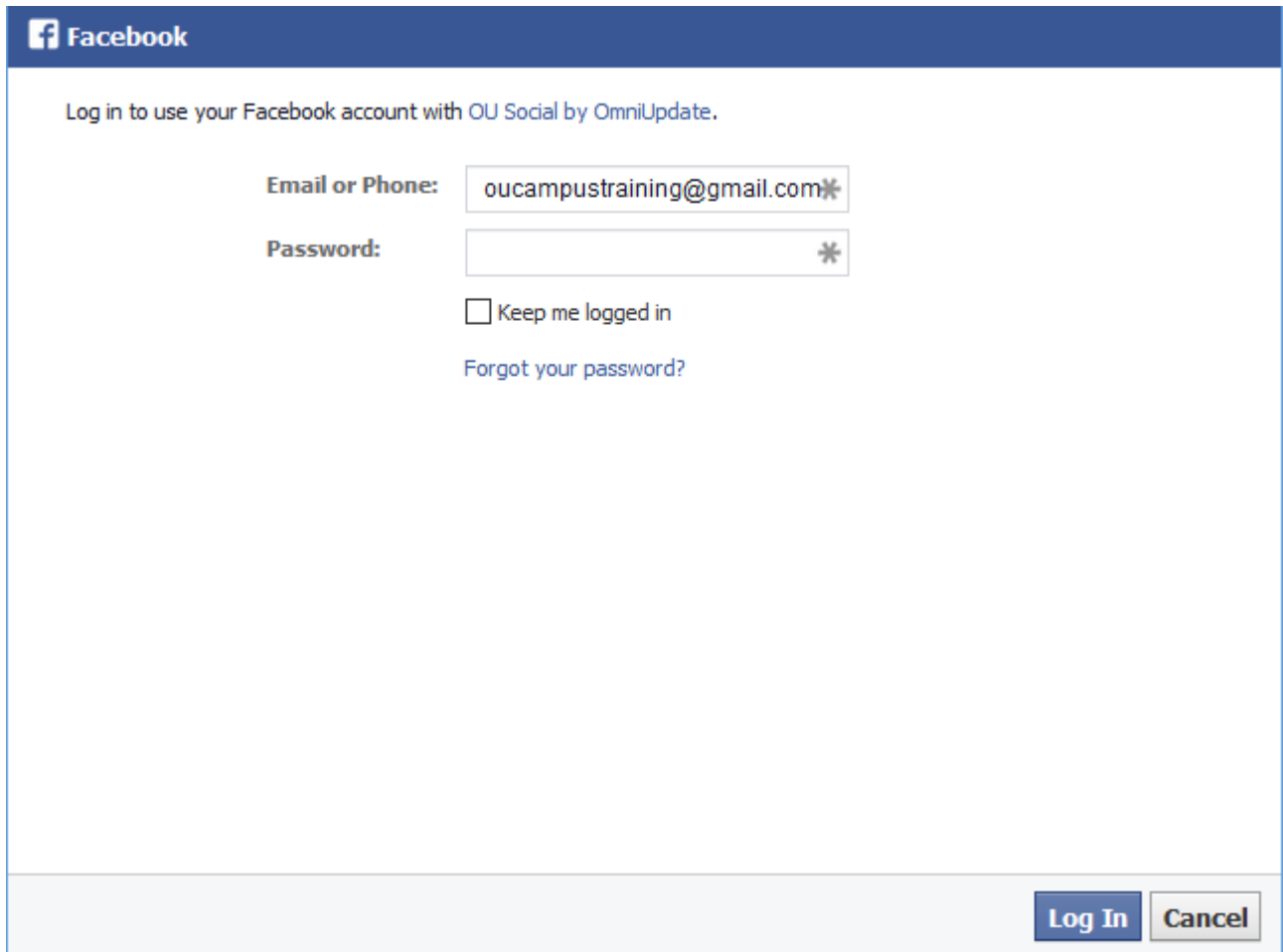
### Adding a Facebook Page in OU Campus

Once the Page has been created in Facebook, it can be linked to OU Campus. To add a Facebook Page to OU Campus:

1. Navigate to **Setup > Facebook**.
2. Click the **New** button.



3. A pop-up window will appear, asking the administrator to enter their Facebook account credentials. If the administrator is already logged into Facebook in a new tab or their Facebook account is set to "Keep me logged in," this step will be skipped.



Facebook

Log in to use your Facebook account with OU Social by OmniUpdate.

Email or Phone: oucampustraining@gmail.com\*

Password: \*

Keep me logged in

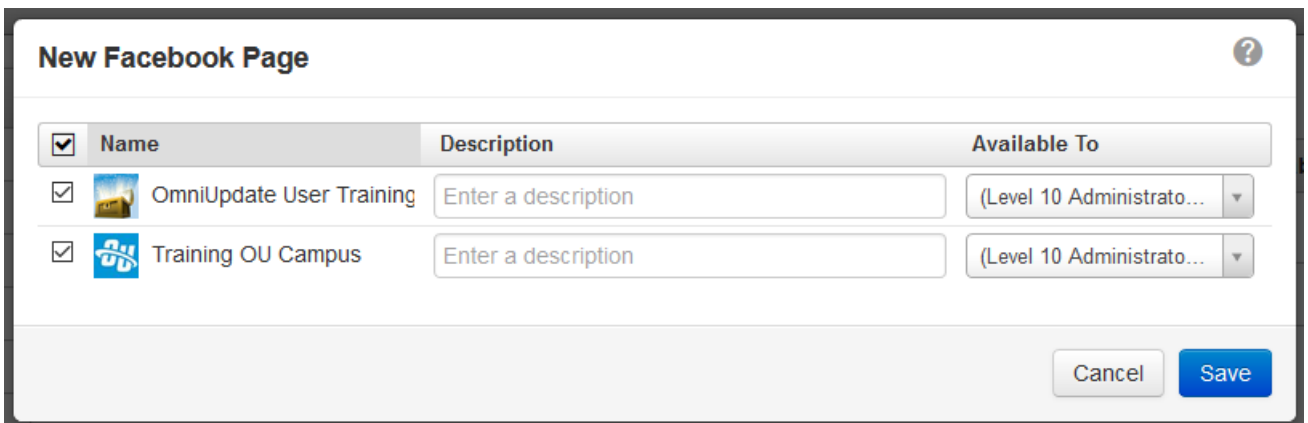
[Forgot your password?](#)

Log In Cancel

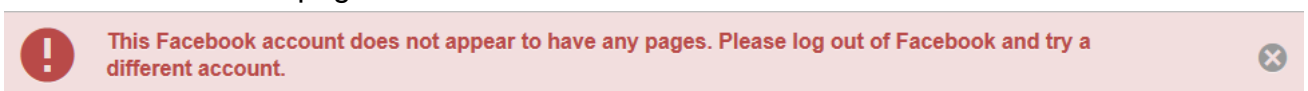
4. If the account has never been used to link Facebook Pages to OU Campus, two authorization windows will appear from the OU Social Facebook app, asking for permission to view basic account information and post to pages on the user's behalf. Click **Allow**.



5. After authorizing OU Social, there are two possible results:
- If the selected account manages any Facebook Pages, they are displayed in the **New Facebook Page** modal.



- If the selected account does not manage any Facebook Pages, they will be notified of such on the bottom of the page.



6. In the **New Facebook Page** modal, click the checkboxes next to a Page to enable it. In order for the Facebook Page to be available for users at the time of publish, it must be enabled.
7. If desired, select an **Available To** group and provide a **Description** to help users in OU Campus choose the appropriate Page to which to post.
8. Click **Save**.

The page or pages are now shown on the Facebook Pages list view.

## Editing Facebook Pages in OU Campus





For existing Pages, administrators can edit the Description, Available To group, and whether the page is enabled or disabled. To edit a Page, either hover over the Page row in the list view and select

### Edit

from the hover options, or select the checkbox next to the Page name and select

### Edit

from the table header.

<input type="checkbox"/>	Name ▲	Description	Available To	Enabled / Options
<input type="checkbox"/>	 Art Dept	Gallena's Art Department	(Level 10 Administr...	Yes
<input type="checkbox"/>	 OU Campus Training		(Level 10 Administr...	 Edit  Delete


When editing a Page, users can also define the location for the page in OU Campus that is used with the OU Social feature. For more information regarding how to set up this feature, please visit the [OU Social](#) page.

The Edit Facebook Page modal includes:

- **Name:** This cannot be changed on OU Campus and can only be changed by the page's administrator within Facebook. The profile image for the Page is also shown.
- **Description:** A brief description that helps OU Campus users know which page to choose.
- **Available To:** Assigns an access group whose members have the permission to post to the page. If a user is not in the assigned group, they will not be able to post to that specific Facebook Page when publishing in OU Campus.
- **OU Social Page:** Path to the HTML page that is used by the OU Social app on a Facebook Page. Click the **Choose** button (file icon) to open a filechooser and browse for the file. A frequently used location to contain the OU Social page is:  
  
 Click **Clear** to remove the populated page.
- **Enabled:** Selecting this checkbox allows users to post to the Facebook Page when publishing in OU Campus. If this checkbox is not selected, no user will be able to post to the Page when publishing in OU Campus.

**Edit Facebook Page**

Name OU Campus Training



Description

Available To (Level 10 Administrators Only)

OU Social Page

Enabled

## Adding Default Text for a Facebook Post

Once a Facebook Page has been authorized and added to OU Campus, administrators can create default text at the account or site level that will be pre-added when a user posts to Facebook during publish. This text can be overwritten by the user at the time of publish.

Default text can be added at either the account or site level, via

**Setup > Account** or **Setup > Sites > Site Settings**, respectively. Text added at the account level will populate across all sites in the account, unless it is overwritten on a specific site at the site level.

### Default Text at the Account Level

1. Navigate to **Setup > Account**.
2. In the **Publish Settings** panel, there is a field called **Default Tweet/Wall Post**.

**Publish Settings** ?

Page Check    
*Enable Page Check for everyone, by setting per user by an administrator, or by setting to let users enable for themselves.*

Page Check Options  Spell Check  
 Link Check  
 W3C Validation  
 Accessibility Check

Accessibility Guideline

Accessibility Options  Show Known Problems  
 Show Likely Problems  
 Show Potential Problems

Publish Threshold   
*The maximum number of files non-administrators can force to auto-publish when performing a change to a dependent file. A value of 0 or leaving the field blank will allow auto-publishing for any number of pages. This applies to the Asset Manager and Dependency Manager features.*

Default Tweet / Wall Post   
*The default text of the Twitter and/or Facebook message that is optionally posted when publishing a page.*

3. Enter a **Default Tweet/Wall Post**. This sets the default text for tweets and wall posts for the sites within an account, which can be used or edited at the time of page publish by navigating to the **Social Media** tab in the **Publish** modal. This allows standardized text to be defined; for example, the hashtag or name for the institution might be included to help minimize typographical errors, or reinforce branding or trending topics. A maximum of 140 characters are allowed for Twitter, and 420 for Facebook. The maximum number of characters for Facebook can only be reached when adding additional text in the **Social Media** tab in the **Publish** modal. The maximum character count for the **Default Tweet/Wall Post** field is 140 (to remain compliant with Twitter's restrictions).
4. Click **Save** to save changes.

**Note:** Keep in mind that the default text can be overridden at the site level and during page publish.

### Default Text at the Site Level

1. Navigate to **Setup > Sites** and click **Edit > Site** for the appropriate site.
2. In the **Publish Settings** panel, there is a field called **Default Tweet/Wall Post**.



**Publish Settings** ?

Final Check   
*Force Final Check of a page at publish time.*

Default Tweet / Wall Post   
*The default text of the Twitter and/or Facebook message that is optionally posted when publishing a page.*

Remove OU Tags   
*Remove any OmniUpdate tags at publish time.*

3. Enter a **Default Tweet/Wall Post**. This sets the default text for tweets and wall posts for the sites within an account, which can be used or edited at the time of page publish by navigating to the **Social Media** tab in the **Publish** modal. This allows standardized text to be defined; for example, the hashtag or name for the institution might be included to help minimize typographical errors, or reinforce branding or trending topics. A maximum of 140 characters are allowed for Twitter, and 420 for Facebook. The maximum number of characters for Facebook can only be reached when adding additional text in the **Social Media** tab in the **Publish** modal. The maximum character count for the **Default Tweet/Wall Post** field is 140 (to remain compliant with Twitter's restrictions).
4. Click **Save** to save the changes.

**Note:** Keep in mind that the default text submitted here overrides any default text set at the account level, and all default text can be overridden during page publish.

### Warning

If communication with Facebook fails during a publish request for either the Facebook function in the Social Media tab or OU Social, OU Campus will automatically turn off the Facebook functionality. Additionally, a message will be sent to the publisher's Workflow titled, "Facebook Status Update Failed."

When the Facebook Account password is changed, Facebook revokes all associated keys, which includes the connection or key to OU Campus. Since this key has been revoked by Facebook, all publishes to Facebook then fail for the Facebook Pages associated by that Account. To fix this issue, delete the Facebook Pages from within **Setup > Facebook**, and follow the initial setup steps to re-add a Facebook Page.

Should a publish request fail, a message is sent to the users OU Campus inbox that details the status of the Facebook post attempt and includes the name of the Facebook page.

When a fail occurs, the Facebook Page is still shown in the list of available pages. However, it does not appear within the publish options until it is reactivated. From within **Setup > Facebook**, it is possible to verify that the page has been disabled. Click the Edit button and verify that the



checkbox next to Enabled is cleared, or clear the **Enabled** checkbox in the **Setup > Facebook** screen. Be sure to click Save in both instances when done.

**Note:** Simply clicking on Enabled does NOT reactivate the page. The Facebook Page must be completely deleted and re-added using the updated or new password. This action will delete all associated reports with regard to the Facebook Page.

## Best Practices

**Facebook Groups:** It is recommended that you create a user group for each Facebook page, and set the access to that group.

**Multiple Groups:** If a user is a member of two groups; for example, Group A and Group B, and if Group A has permission to post and Group B doesn't, Group A will take precedence and allow the user to post to Facebook when publishing a page that has an access setting of Group B. This does not give access to Group A to edit the page. Only one group can be assigned access to a Facebook page.

**Deleting a Facebook Page:** When a Facebook page is deleted, all wall posts to that page are removed from the database and cannot be retrieved. Thus, those posts will not show up in the Custom Reports. To disable the account and still keep the information, clear the Enabled checkbox.