

News to Facebook feature MyParishCouncil

AUTO POST NEWS TO FACEBOOK



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# Background

A social media is used more and more by councils. A method was needed to both reduce the time needed to ensure information is shared on multiple digital channels and that the council maintained control of what is published in its name.

Given clerks and admins already have access to publish news on the website it became a natural extension to have that news published to a councils Facebook page at the same time.

"Write once, publish twice"

# Details

The news to Facebook feature of the template allows existing authorised users of the website News feature to automatically post to the councils Facebook page. The only thing needed is to authorise the website to do this. Below are the details of how to do it.

Step 1 Collect the information you will need to complete the authorisation on the councils Facebook page. Step 1 requires the login and password to access <u>https://developers.facebook.com/apps/</u>

Once logged in the screen will look something like this.

C G https://developers.facebook.com	m/apps/			A & G & H
Ø Meta		Docs Tools Suppo	ort Apps Required actions Q Search	🔺 🏠 -
Apps Filter by Al Appe (s) Bestricted (1) Archived Required actions Business portfolio Clear No business portfolio selected •	RRA Agg to 105600044664564 Bre Unit Type: Business Administrator		Q Search by App Name or App ID	Create App Recently used
∞Meta 9 © X i	Build with Meta Ai Meta Honton 05 Social technologies	Support Developer support Bug tool Platform status Developer community forum	Terms and policies Responsible platform initiatives Platform terms Developer policies	

Step 2 creation of the App in Facebook which enables the posting of news from the website

Click the Create App button which should be in the top right of the screen.

This will bring up a new screen where you give the app a name and the contact email to be used. See below.



	<pre>//developers.facebook.com/apps/creation/</pre>							_	A* 53	0 0	
60 Meta			Docs	Tools	Support	Apps	Required actions	Q Search			0
	Create an app										
	() App details	Use cases		O Busin	ess		O Finaliza				
	App name This is the app name that will show on yo	ar My Apps page and associated with your ap	op ID. You can change the n	same later in	Settings.						
							0/30				
	App contact email This is the email address we'll use to con your app is deleted or compromised.	act you about your app. Make sure it is an ad	ldress you check regularly.	We may con	fact you about po	olicies, app re	estrictions or recovery if				
	aabbs@teec.co.uk										
	Cancel						Next				

#### Example filled in

← C බ 🗅 https://developers.fac	ebook.com/apps/creation/							A* 🟠	G   ☆	· ··· 🤻
Ø Meta		Docs	Tools	Support	Apps	Required actions	Q, Search			( <b>()</b> -
	Create an app									
	App details		- O Busi	ness		Finalize				
	App name This is the app name that will show on your My Apps page and associated with your app ID. You	can change ti	ne name later	in Settings.						
	An Example Name					15/30				
	App contact email This is the email address we'll use to contact you about your app. Make sure it is an address you your app is deleted or compromised.	i check regula	riy. We may co	intact you about	policies, app i	restrictions or recovery if				
	support@myparishcouncil.co.uk									
	Cancel					Next				

#### Step 3 select the "Next" button bottom right

The following screen should appear. The "Add use cases" to use is at the bottom of the screen and is called "Other" see below

Ø Meta	Docs Tools Support Apps Required actions Q Search	۵ (%	-
	Create an app		
	App details     O Business     O Finalize		
	Add use cases		
	Run ads to promote your app Get an app ID to promote your app on Meta technologies, like Facebook and Instagram. Learn more.		
	Access the Threads API     Use the Threads API and choose to authenticate users, retrieve user information, post threads, reply to threads, manage reply settings     and/or gather insights or a Threads profile you own or manage on behalf of others. Learn more.		
	Embed Threads content in other websites Use the Threads ofmbed API to embed content of Threads posts, such as photos and videos, in other websites. Learn more.		
	Launch a game on Facebook Launch a game that players can find and play directly in their Feed or messages/conversations, on both desktop and mobile devices. Learn motion		
	Authenticate and request data from users with Facebook Login     Gur most common use case. A secure, fast way for users to log into your app or game and for the app to ask for permissions to access ther     data to permonite their experimence. Learn more.		
	Looking for something else? If you need something that lan't shown above, you can see more options by selecting Other.		
	Other Explore other products and data permissions such as ads management, WhatsApp and more. You'll be asked to select an app type and then you can add the permissions and products you need.		
	Cancel Previous Next		

Step 4 Having selected "Next" you set the App type – In this case "Business" see below



Ø Meta				Docs	Tools	Support	Apps	Required actions	Q Search		*
	Create an app										
	Type	Select ar The app typ	n app type be can't be changed after your app is cru	eated. Lean	n more						
	Details		Business Create or manage business assets lik Instagram using the available busines	e Pages, Ev is permissi	rents, Group ons, feature:	s, Ads, Messei s and products	nger, Whats s.	App, and			
		*	Consumer Connect consumer products and perr	nissions, lii	e Facebook	Login to your	app.				
		Cancel						Next			

Step 5 With the above done you will see a new screen with a summary of what you previously selected. Check the details and then select "Create App" button which should be bottom right of the screen window.

∞ Meta			Docs T	íools Suppo	rt Apps	Required actions	Q Search	* 🚯
Cre	eate an app							
	Туре	App name This is the app name that will show on your My Apps par	ge and associated wi	ith your app ID. You	can change the name	e later in Settings.		
	Details	An Example Name App contact email This is the email address we'll use to contact you about	your app. Make sure	it is an address you	check regularly. We r	15/30 may contact you about		
		policies, app restrictions or recovery if your app is delete support@myparishcouncil.co.uk	d or compromised.					
		Business portfolio - Optional Connecting a business portfolio to your app is only requi portfolio when you request access to those products an	ired for certain produ d permissions.	ucts and permission:	s. You'll be asked to c	connect a business		
		No business portfolio selected By proceeding, you agree to the Meta Platform T	erms and Develop	per Policies.		•		
		Cancel			Previo	ous Create app		

After selecting "Crete App" it may ask you for your Facebook password again but the end result is that you should see this screen. Make a note of the "App ID:" Leave this tab open in your browser as you will need it later.

Ø Meta			Docs Tools	Support Ap	ps Required actions	Q Search	A (
An Example Name  App ID: 916124970731808	App Mode: Development 🌘	Live App ty	pe: Business				(?) He
Dashboard							
Required actions	Add products t	o vour app					
⟨ŷ⟩ App settings ✓	We've streamlined the app cr	eation process by surfaci	ng the products and permissio	ns needed to build the a	pp type you selected.		
App roles v							
	$\bigcirc$		Ø		S S		
⊘ App Review	Messen	ger	Instag	ram	Wha	tsApp	
Products Add Foduct	Customize the way you in Messen	teract with people on ger.	Allow creators and bus messages and comments insights, hashtags	inesses to manage , publish content, track and mentions.	Integrate wi	th WhatsApp	
Activity log	Read Docs	Set up	Read Docs	Set up	Read Docs	Set up	
E Activity log							
Aaka a pata of the App ID					9	Ð	
Take a note of the App ID	Marketin	g API	App Ev	ents	Audience	e Network	
	Integrate Facebook Market	ing API with your app.	Understand how people en across apps, devices, pla	gage with your business atforms and websites.	Monetize your app and g Meta ad	row revenue with ads from wertisers.	
	Read Docs	Set up	Read Docs	Set up	Read Docs	Set up	
	Comme	rce	Fundra	isers	Jo	bs	
	Integrate Facebook Comme	erce API with your app.	Create and manage fun	draisers for charities.	Post jobs to the Facebo	ook platform and receive	

Step 6 You now need to set the permissions for the app and place that information in the website configuration.



Go to <u>https://developers.facebook.com/tools/explorer</u>, ensure you are logged in with the same Facebook identity as used to create the app. A new screen will appear like the one below.

Step 7 select the App you just created from the drop down menu.

Ø Meta			Docs Tools Support Apps	Required actions Q. Search	▲ 🍈 -
Graph API Explorer					
GET ▼ ← graphdocebook.com/ ▼   v22.0 ▼ / me?fields+id.na	m				× 🛪 Submit
	Select the app you just created	Î	Access Token Access Token Access Token Meta App An Example Name	Generale Access Token	Ø
		•	Get Token Permissions Permissions	Configurations	•
	Add Permission		Add a Permission Add a Permission email Event 6 Group Breas		•
			adi_management adi_tead attruktion_tead bucines:_management instagram_manage_events manage_exe_taktion base events		
		Nature and Antonio			

Now add permissions, You select the "Add permission" drop down and then the "Events Groups Pages" options.

The 3 you are looking for are

- Pages\_manage\_posts
- Pages\_read\_engagement
- Page\_show\_list

FYI It is a multi-select, so just scroll up and down and click on the ones needed.

3 opti	ions selected	•
√ pa	ages_manage_engagement	
pa	ages_manage_instant_articles	
pa	ages_manage_metadata	
√ pa	ages_manage_posts	
pa	ages_messaging	
pa	ages_messaging_phone_number	
pa	ages_messaging_subscriptions	
pa	ages_read_engagement	
pa	ages_read_user_content	

Step 8 You are now going to "Generate Access Token". This is the blue bar towards the top right of the screen. Once pressed it may prompt you for your credentials. Once they are entered, it will ask you to select the council page on Facebook that you want the App to go to and therefore which Facebook page the website will have permission to send posts to. In this example there is a page called "News Posts". For your implementation it will be the council's page. We called the app "An Example Name" which you will see mentioned in the 1<sup>st</sup> sentence of the screen grab.



ና Log in With Facebook - Work - Microsoft Edge	-	0	×
https://www.facebook.com/v22.0/dialog/oauth?respo	nse_type=to	₿	A٩
ல 🗆 🕸	(	- \delta	
Choose the Pages you want An Example Later, you'll be able to review what An Example Name with the Pages you select. Opt in to all current and future Pages This will give An Example Name access to your current Pages that you create in the future.	Name to act will be able to o Pages, in addition	to any	
Opt in to current Pages only     This will only give An Example Name access to the Page     Select all	es you select. 1 asset se	elected	
News Posts 583902798133529			

Once you select "Continue", it will give you a summary like the one below. Just finish by selecting "Save"

🕞 Log in With Facebook - Work - Microsoft Edge —	0	×
https://www.facebook.com/v22.0/dialog/oauth?response_type=to	⊞	Aø
	<b>•</b> •	
Review An Example Name's access request		
Create and manage content on your Page 1 Page selected		
Manage comments on your Page 1 Page selected		
Read content posted on the Page 1 Page selected		
Read user content on your Page 1 Page selected		
Show a list of the Pages you manage 1 Page selected		
Back Sa	ve	

## Step 9

You have now generated the "Access Token". You will see it towards the top right of the screen as a long string of characters. Copy it using this icon.



### Step 10 Making the App live.

To do this return to the tab in your browser that is showing the app details. It looks like this from Step 5

øм	20 Meto									Doc	Tools	Support	Apps	Required actions	Q, Bearch		(🏠 -
	An Example Name	• Ap	0 ID: 916124970731808	App Mode: Development	App type: Business												() Help
6	Dashboard																
i F	Required actions					Add are due to to up											
(i) /	Acta products to your app Win devide far sproducts to your app Win devide the sproducts by split by the product and permission seeded to liable for app type you selected.																
国人	App roles																
								a									
φ.	AMETIS	Ť								~							
1	App Review	~				Messenger		instagram		WhatsApp							
Produ	cts	Add Produ				Customize the way you interact with people on Messenger.		Abov creators and businesses to manage messages and comments, publish content, track Inleg insights, hashtags and mentions.		Integrate with Whats	Inlegrate with WhatsApp						
Activit	y iog					Read Docs	Set up	Read Docs	Set up	Reed Docs	Set up						
10 /	Activity log																
						-		-		-							



To get the app live we must first provide a privacy link. This would normally be a link to your privacy policy on your website. To add it to the app open "App setting" and Select "Basic"

#### We will see this

60 Meta		Docs Tools S	Support Apps Required actions Q Search 🛕 🏀 👻
App IID: 916124970731808 App Mode: Development 🌒 Live App type: Business			③ Help
C Dusticard C Dusticard C Description C Dusticard C	App ID  B161249702731000  Doubley name An Example Name  Privacy Policy UKE.  Privacy Policy UKE.  Data defetion instructions URE.  Vice can also provide a link  Category @	App scott	Show and copy "App secret"
		Discard Save changes	when done

As indicated in the annotated example above.

- 1. Paste your website privacy policy url into the correct box
- 2. Select "Show and the make a copy of the "App Secret". You need to send us that so we can complete your setup
- 3. Save changes when you are done,

You can now move the "App Mode" slider from "Development" to "Live"

Ø Meta									
🕸 An Example Name 🔻	App ID: 916124970731808	App Mode: Development 🦲 Live							

Step 11 You are now ready to send us the details so we can enable the back end for you.

Just send an email to <u>support@myparishcouncil.co.uk</u> with the following 3 bits of information.

- 1. App ID
- 2. App secret
- 3. User access token.

# Conclusion

Most of the configuration is to do with setting up the app and giving that permission in Facebook. So that is subject to change. We will complete the setup for your site within a working day of getting your email.