Murray Digital Platform – Fact Sheet Five
Social Channel Set Up Instructions

Background
Throughout the development and implementation of the Murray Regional Tourism (MRT) Digital Platform Project there has been various learnings around the Content Management System (CMS), content loading plus information that can assist with the more technical aspects of websites that individual destinations may like implement.

To assist destinations maximise their online performance and use of the digital platform a series of 'Fact Sheets' have been created to document and share these learnings. This is the fifth fact sheet in this series.

Overview
The Murray digital platform has been built to enable social content to feed into the individual websites that are connected to the platform. Social content can be imported from Instagram, Facebook, YouTube and Twitter. The social content is displayed on the website using the Grid Block.

How to connect your social channel to your website
The instructions below outline how to connect Instagram and Facebook social accounts to an individual website which will enable social content to feed through to the website.

The instructions below will need to be completed initially on destinations respective staging websites for testing purposes. Once the solution has been tested successfully on all destination staging websites, it will be deployed to the live sites and the procedure below will need to be repeated on each destinations live site.

| Destination	Staging Website URL
Albury Wodonga	http://visitalburywodonga.stage.ev7.com.au/
Deniliquin	http://den.stage.ev7.com.au/
Swan Hill	http://swanhill.stage.ev7.com.au/
Sun Country	http://suncountry.stage.ev7.com.au/
Gannawarra	http://gan.stage.ev7.com.au/
Greater Hume	http://ghume.stage.ev7.com.au/
Corowa	http://corowa.stage.ev7.com.au/

Instagram social feed background
Due to Instagram's privacy policy change, the Grid Block has been updated to import content from the destination's own Instagram account, if it has been tagged with a hashtag that you have assigned. ie, #visitthemurray. This means that if the destination doesn't want a post to feed through, they can just not apply the tag. As part of Instagram's policy restrictions, this method will pull through the most recent 20 posts, (updating with each import and dropping off the older posts as new ones are posted).

Instagram social feed setup instructions

1. Log into the CMS of your destination's staging website – as per above list.
   Access credentials for staging sites are Username: client, Password: bluebell. You may be requested to enter a second set of access credentials (within a green box), if so, your live website username and password will be applicable.
2. Log into the developer portal https://www.instagram.com/developer/ with your Instagram credentials by selecting 'Register Your Application'.

Murray Digital Platform – Fact Sheet Five
# Social Channel Set Up Instructions
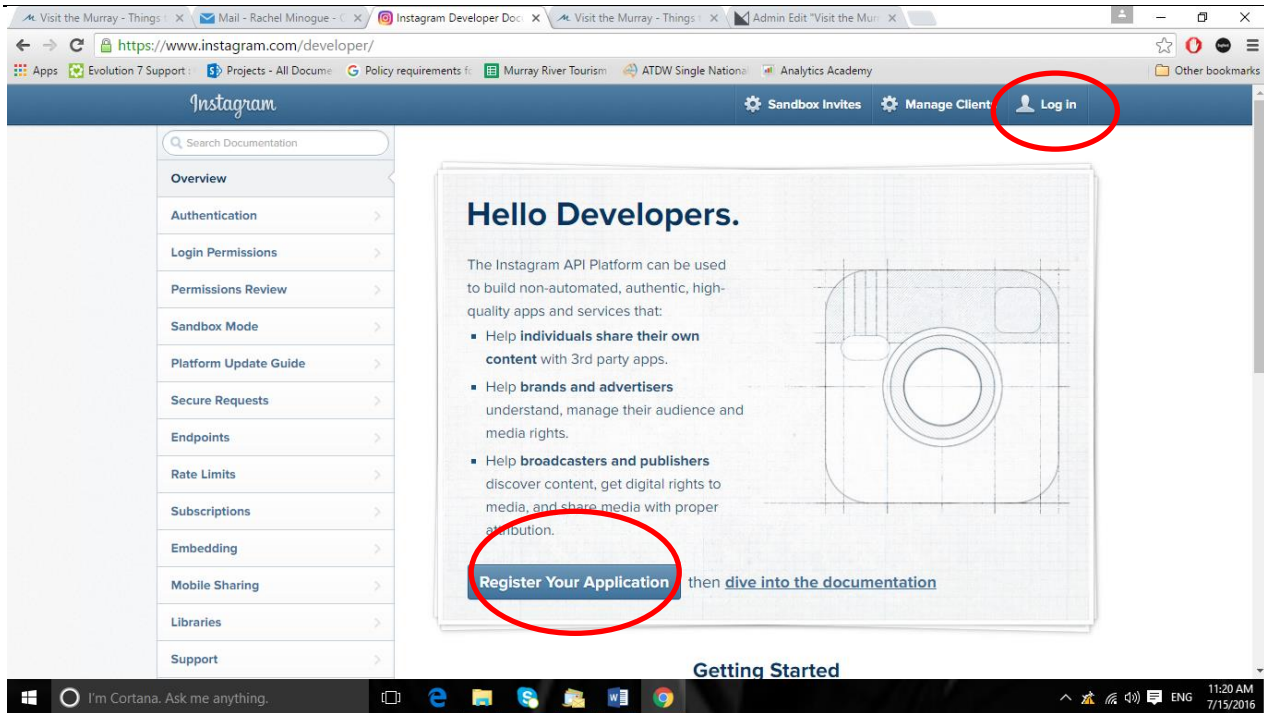
3. Select 'Register a New Client' https://www.instagram.com/developer/clients/register/

4. Complete fields; Application Name, Description, Company Name, Website URL, Privacy Policy URL & Contact email. The example shown below is from the Murray's Instagram Account. Select Register.
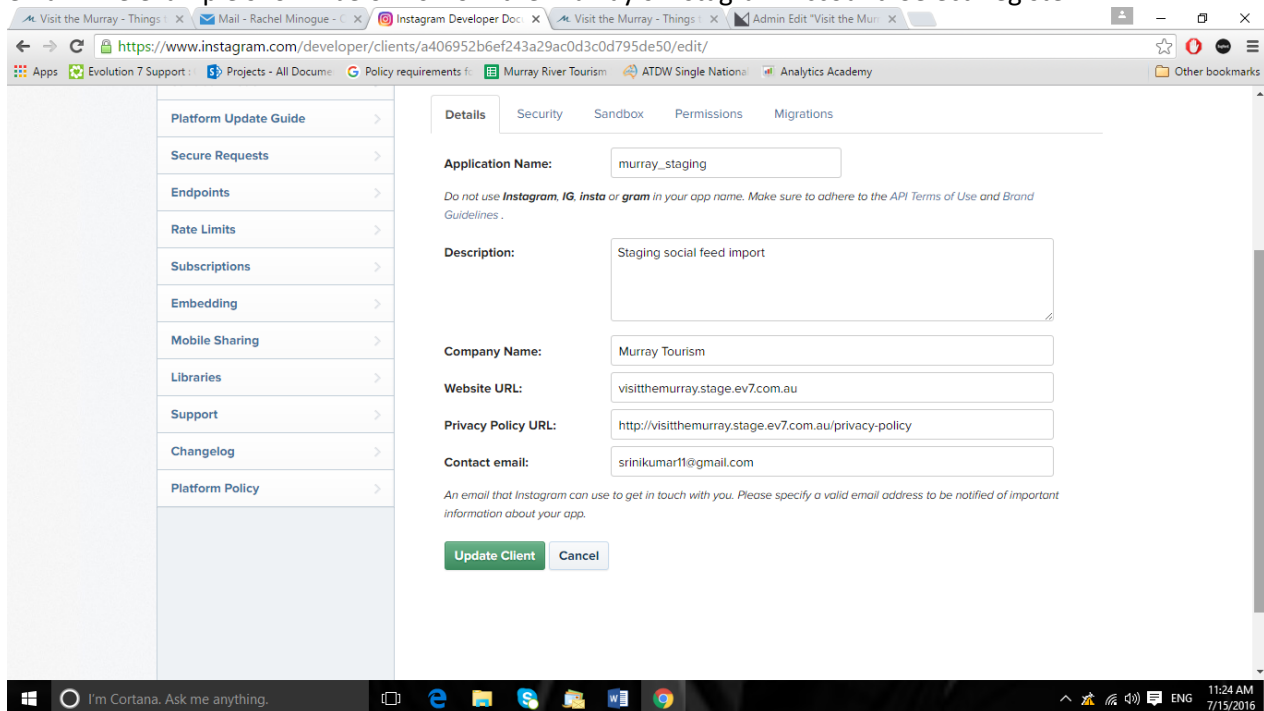
5. Get your Client ID and Client Secret and copy these into the CMS in the respective fields and scroll down and select 'Update' to save.

6. The above process may take 24 hours for Instagram to approve. When you click on 'manage clients' when logged in as a destination, you will see a screen that looks like the one below.

Murray Digital Platform – Fact Sheet Five
Social Channel Set Up Instructions
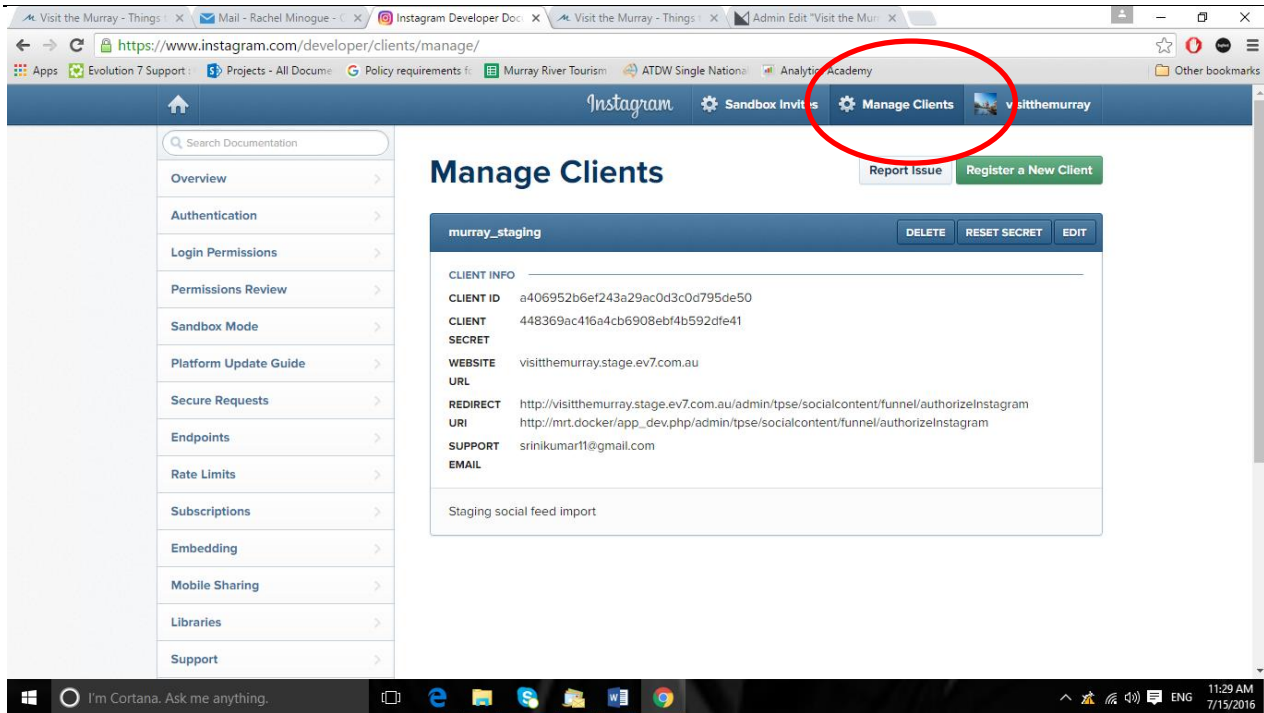
7. Click 'manage', select >Security - see screenshot below.
   This is where you will enter the valid redirect which is:
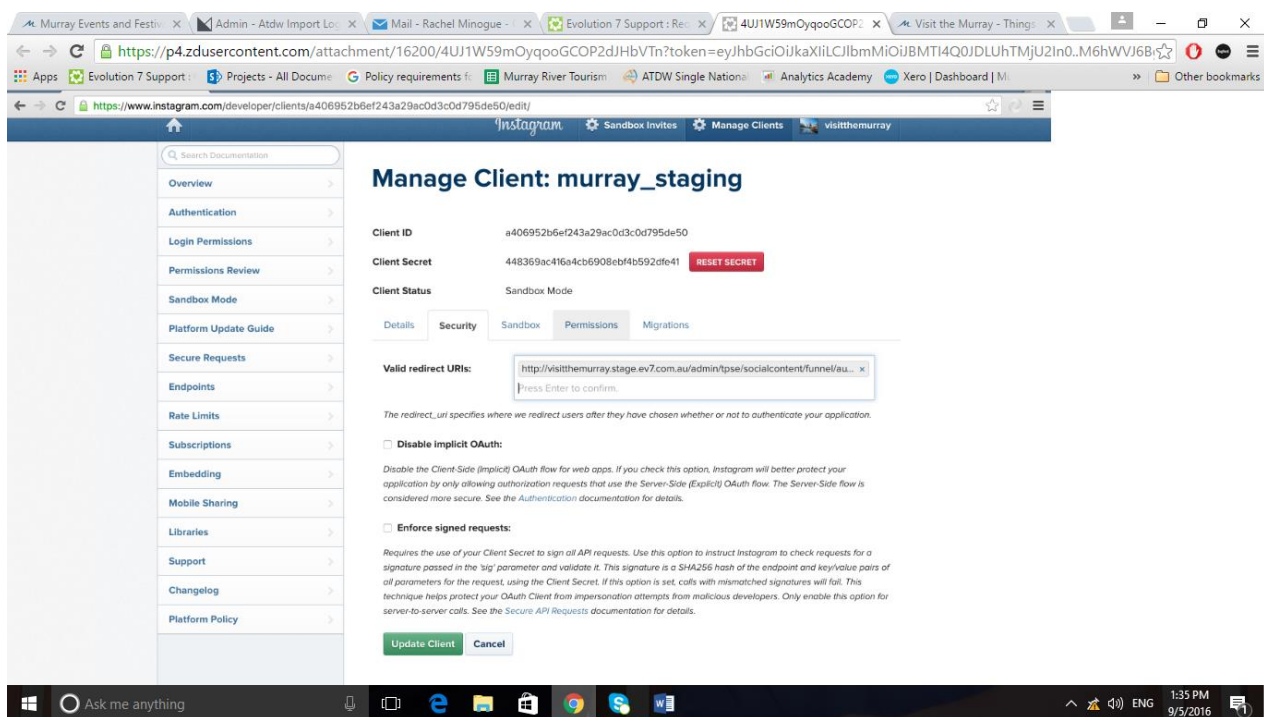   http://<SITE>/admin/tpse/socialcontent/funnel/authorizeInstagram
   for example:
   For MRT: http://www.visitthemurray.com.au/admin/tpse/socialcontent/funnel/authorizeInstagram
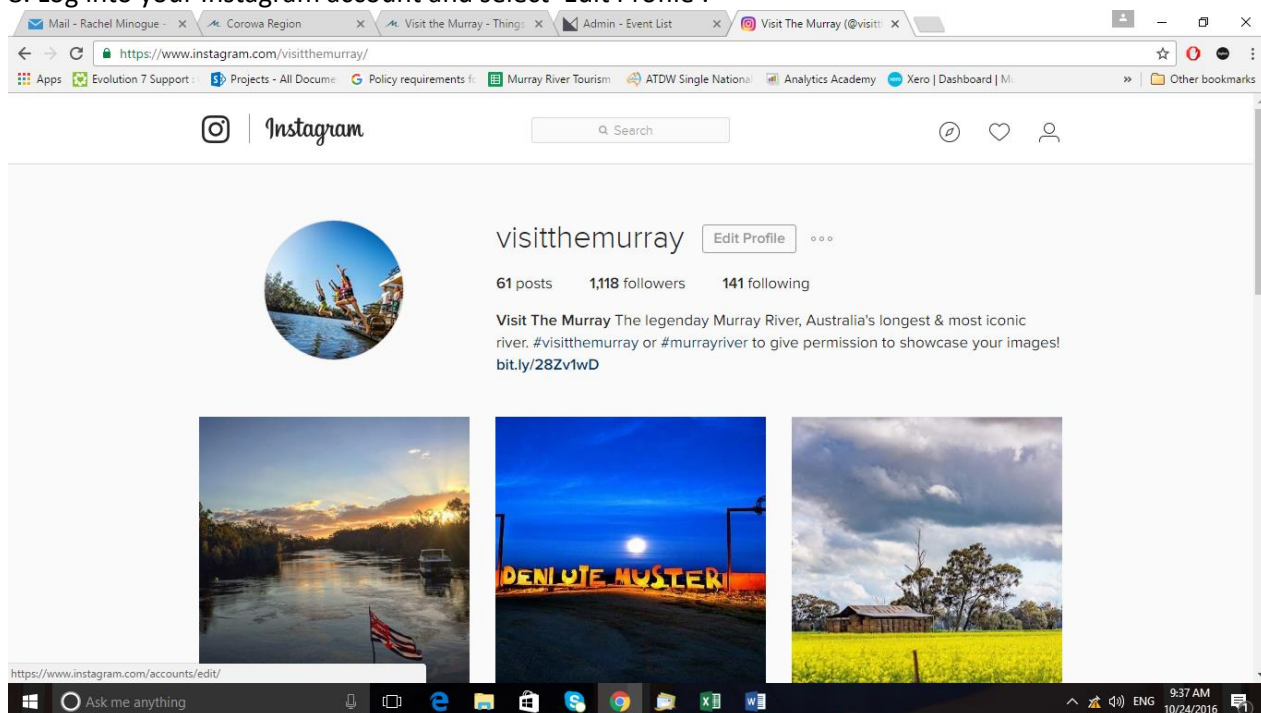   For Corowa:
   http://www.visitcorowaregion.com.au/admin/tpse/socialcontent/funnel/authorizeInstagram
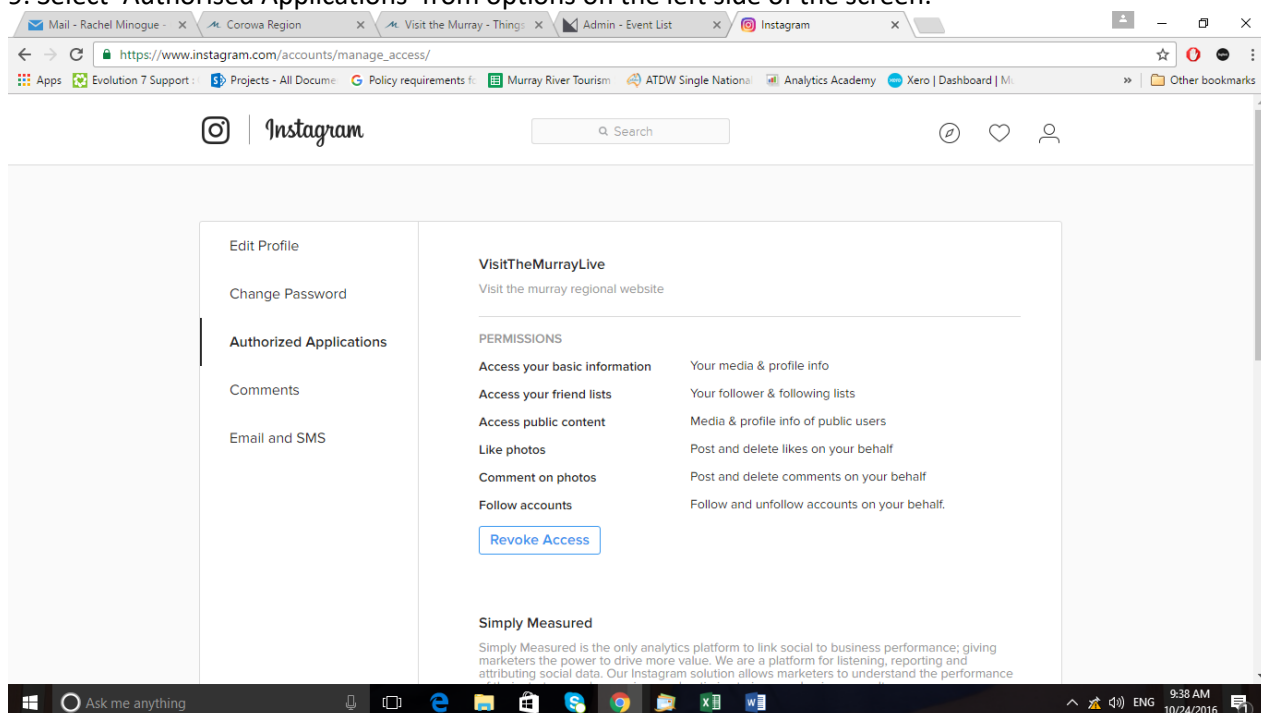   Select 'Update Client' to save.

8. Log into your Instagram account and select 'Edit Profile'.

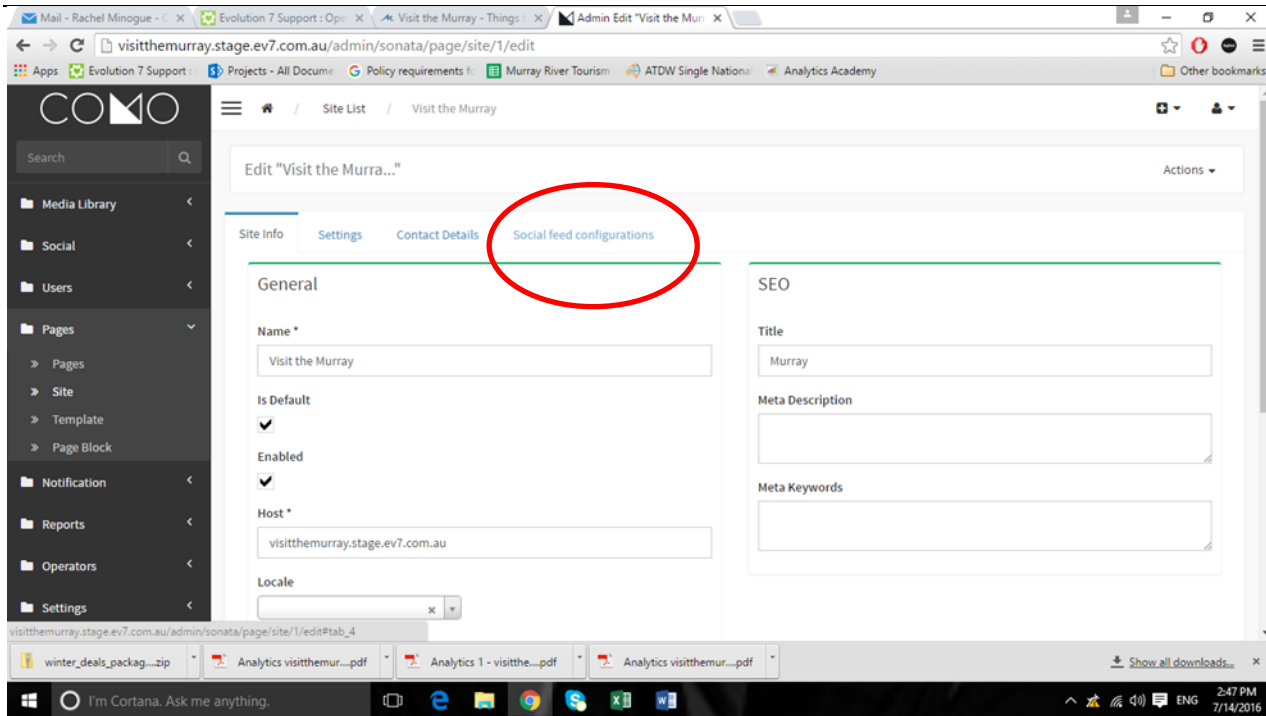9. Select 'Authorised Applications' from options on the left side of the screen.

10. Scroll down to the permissions that relate to your live website. Select 'Revoke Access' and save.

In your website CMS select 'Back to Admin' >Pages, >Sites, >select your destinations staging site.
11. Select 'Social Feed Configuration.

12. Scroll down to the Instagram section. In this section, the Client ID, Client Secret and Token fields need to be populated as described above.

13. Select 'Request Token'.

14. A new window will be displayed. Enter the Instagram Account Username and Password and click 'Login'. The Token will be displayed. Copy and paste the token into the 'Token' field in the CMS.
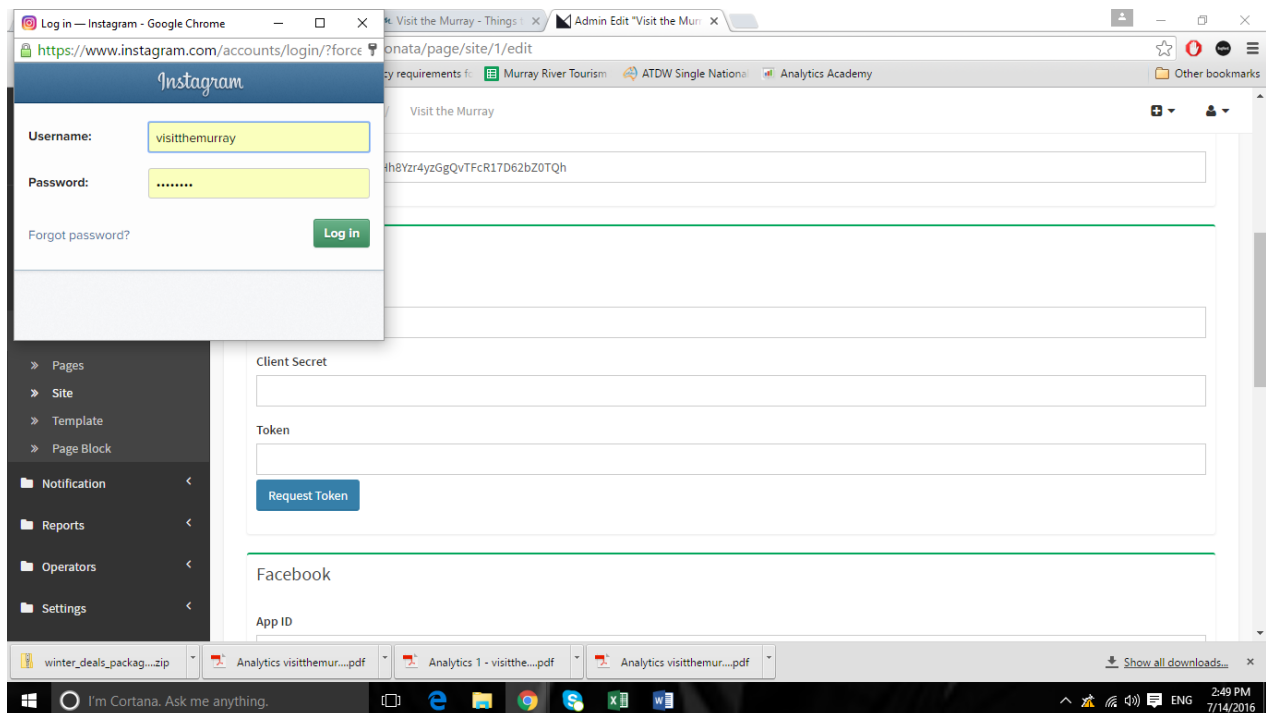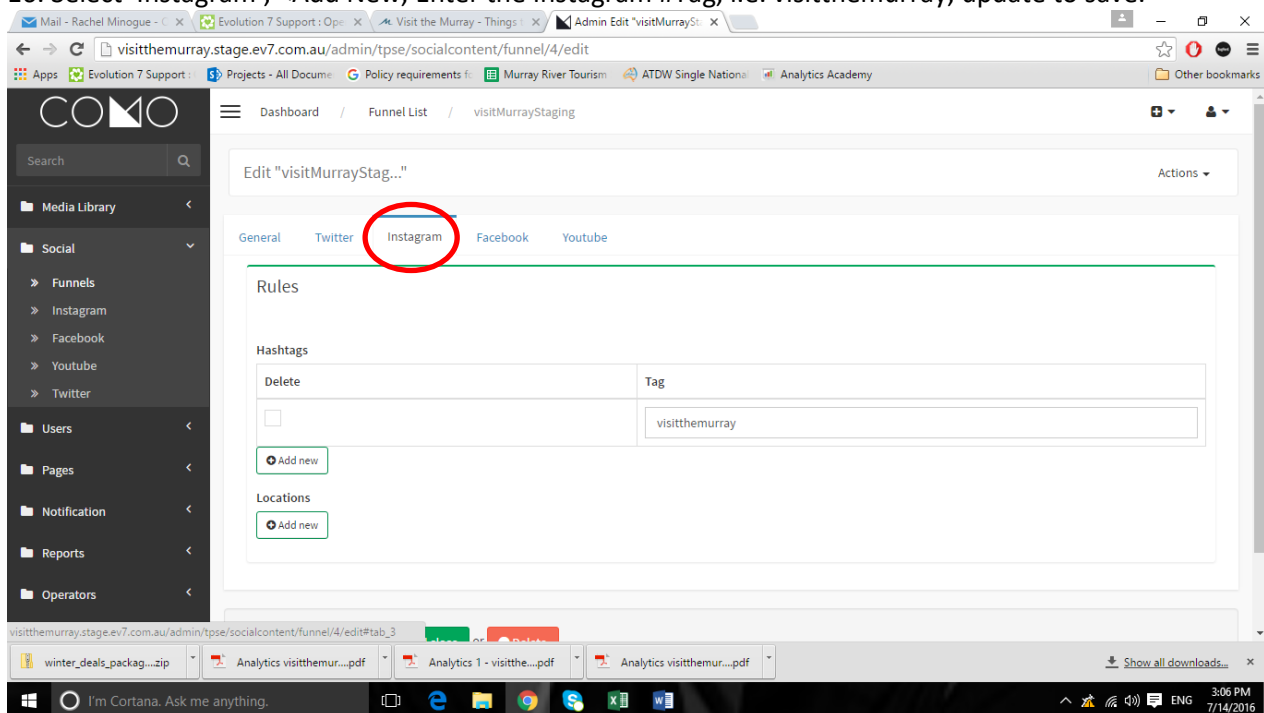

15. Select >social, >funnels, >select edit against your respective staging website.

Murray Digital Platform – Fact Sheet Five
# Social Channel Set Up Instructions
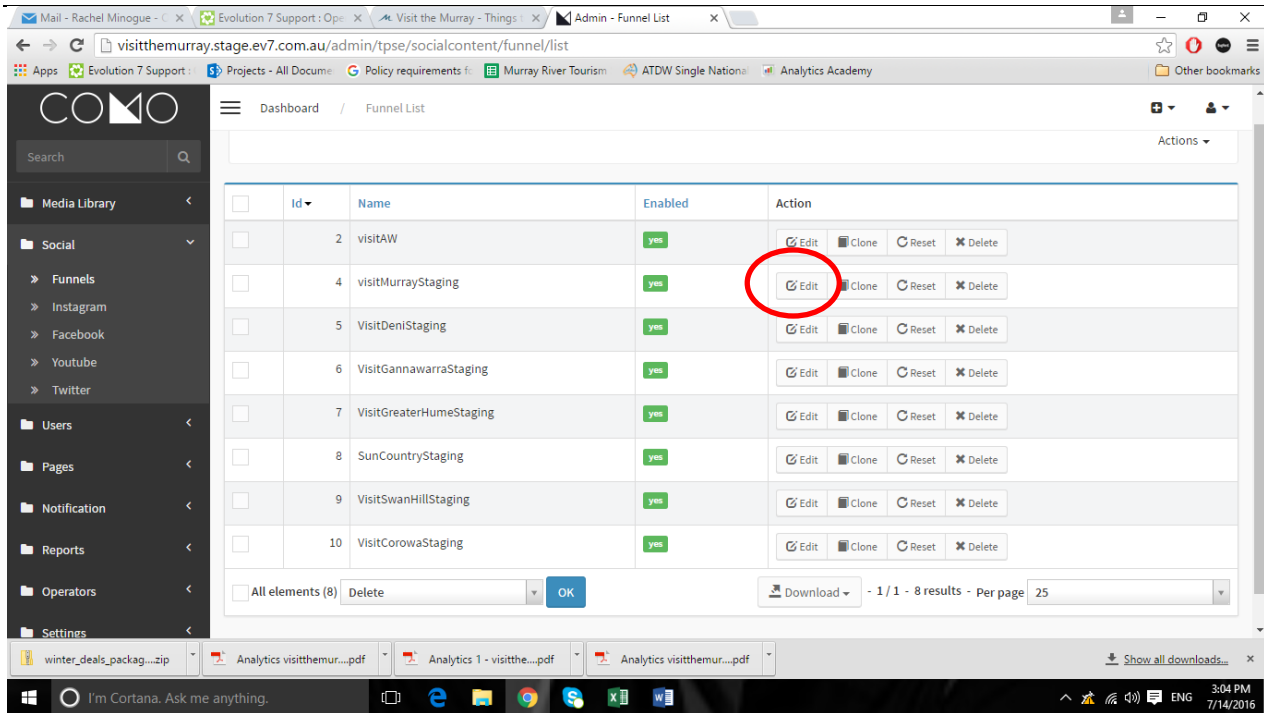
16. Select 'Instagram', <Add New, Enter the Instagram #Tag, i.e. visitthemurray, update to save.

17. Select 'General', select 'Import'. This will activate the import process from Instagram to your website. The 'Import Status' should display finished with a green background. If an error message is displayed with a red background contact the digital helpdesk digital@mrtb.com.au or P: 0429 509 499.
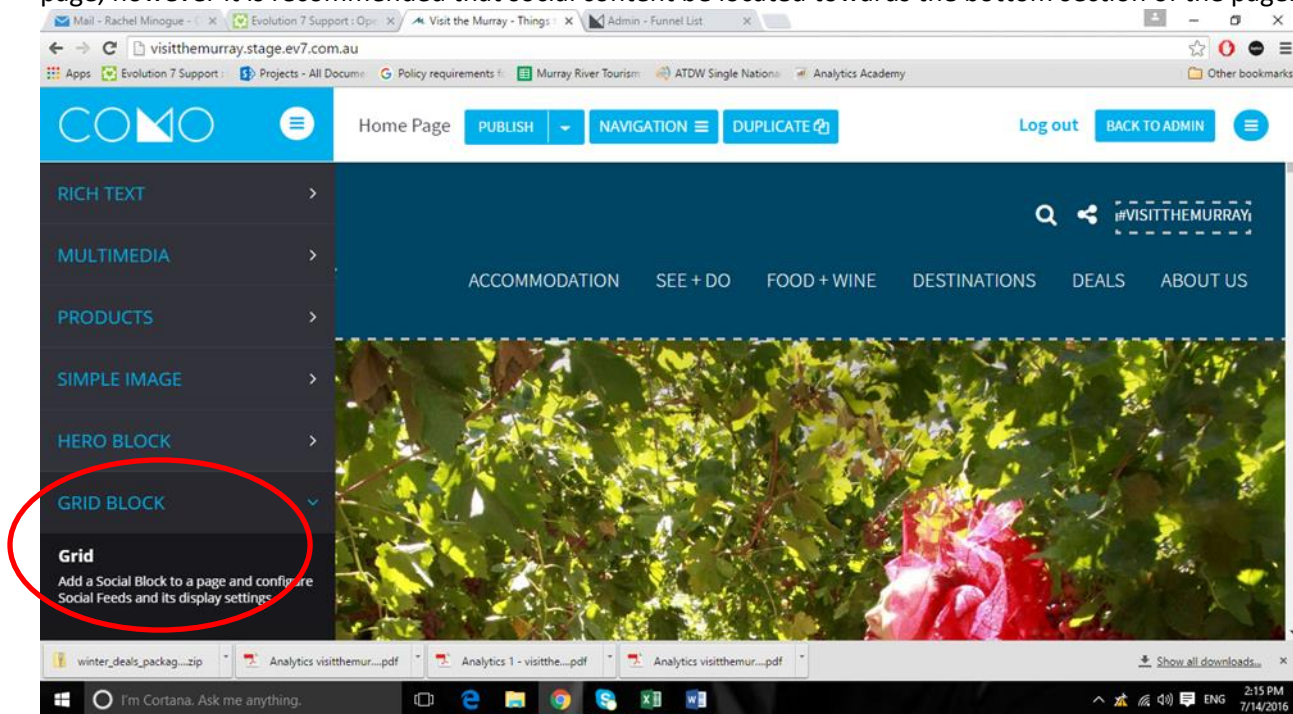
Murray Digital Platform – Fact Sheet Five
Social Channel Set Up Instructions
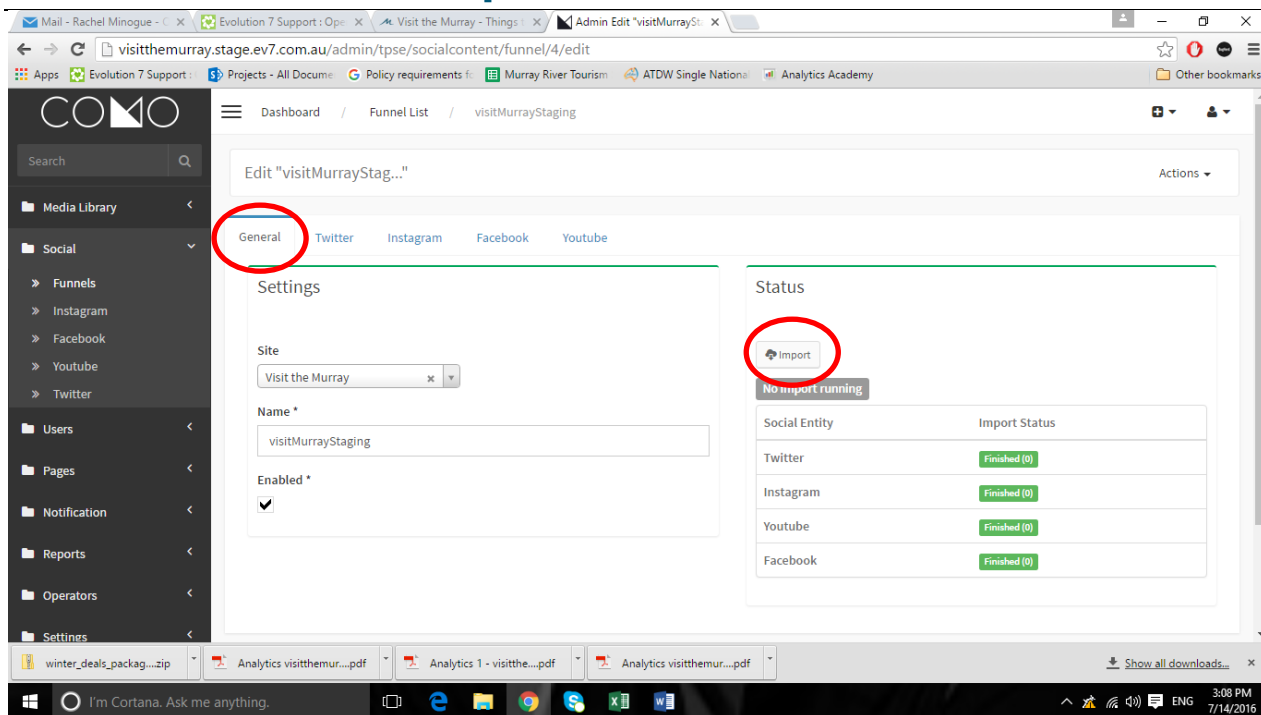
Once the above is completed, the social content has been imported from Instagram to your website. The next step is to select and approve what content you wish to display and to setup the Grid Block.

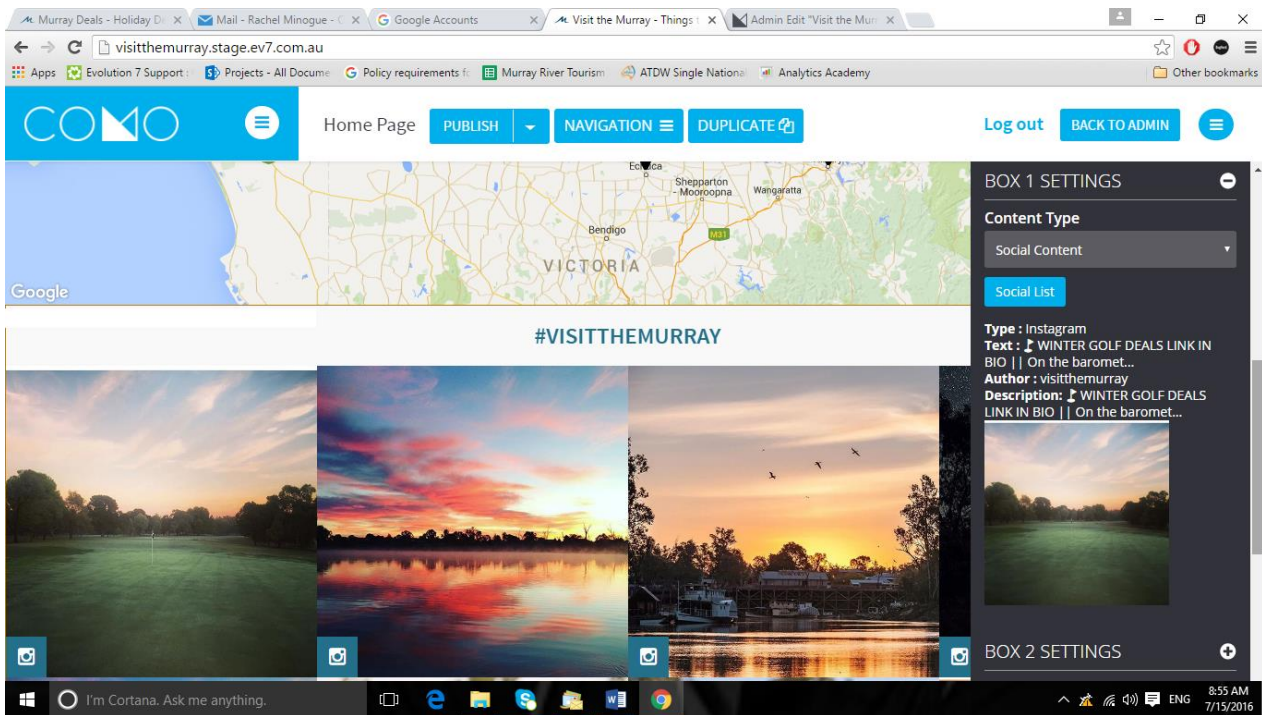**Display social content in the grid block**
Social content is displayed on the front end of the website by using the 'Grid Block' which is available from the block menu located in the top left corner – see below. The grid block can be inserted generally anywhere on a page, however it is recommended that social content be located towards the bottom section of the page.


The instructions below outline how to select content to display in the Grid Block.
1. Select 'Back to Admin', >social, >Instagram, >Review Posts.

2. A pop up summary will display of 'Pending' content for approval or deletion. Alternatively, select 'Edit' next to individual content listings. Once listings are approved they will be available to display in the Grid Block.

3. Once the Grid block is inserted on the page, edit the block. Select 'This Block' to reveal the General Settings shown below. The title field will allow a heading to be displayed at the top of the block on the page.
This block is configured to display 1 or 2 rows with 3 or 4 boxes per row. The example below shows 2 rows of 4 boxes. A minimum of 4 boxes must be populated to display the row, i.e. if 3 boxes are populated the row will not display.

4. Select 'Box 1 Settings' to edit and reveal the drop down options. Under Content type, select social content.

5. To choose the content that you wish to display in Box 1 from the pre-approved posts (see step 14 above), select 'Social List'. This will reveal a menu of pre-approved content to select from – see screen shot below. In this instance, select Instagram to view a list. To select the content to display in Box 1, click on 'Select' highlighted below. This will then automatically populate Box 1 with the content chosen.
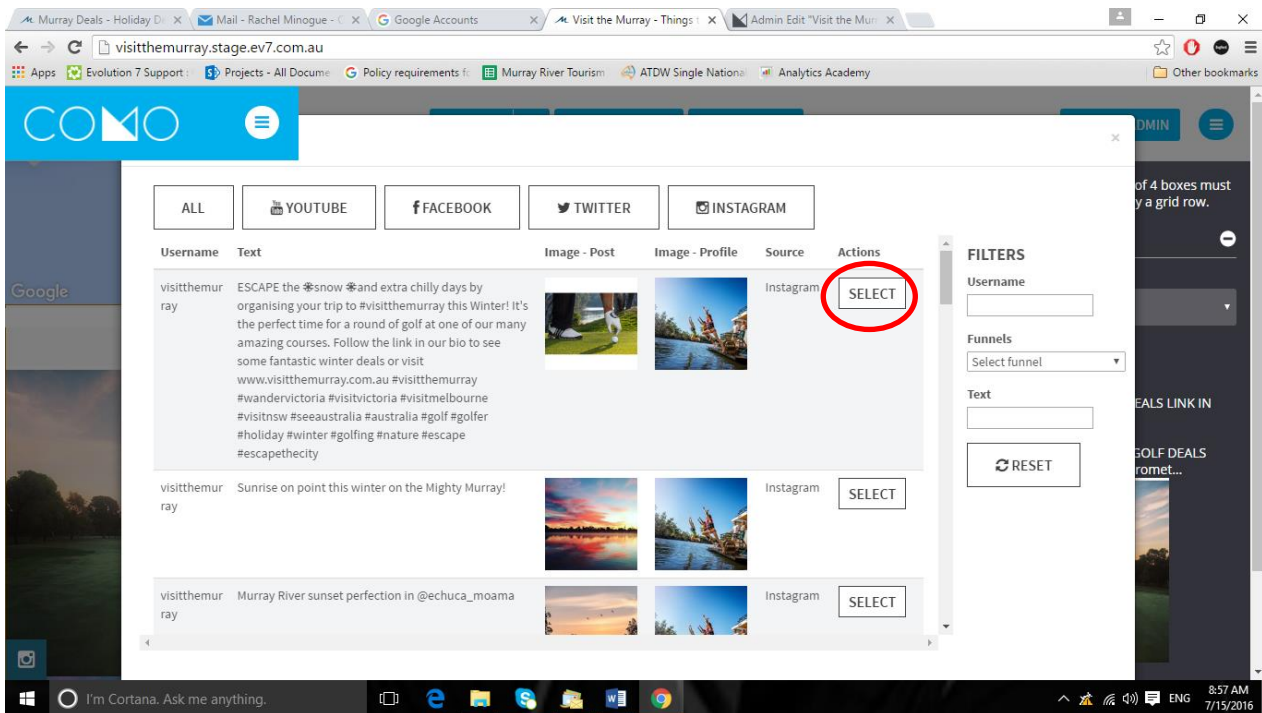
6. Follow the instructions above for the number of boxes that you wish to display. Remember to Save after each box is populated.

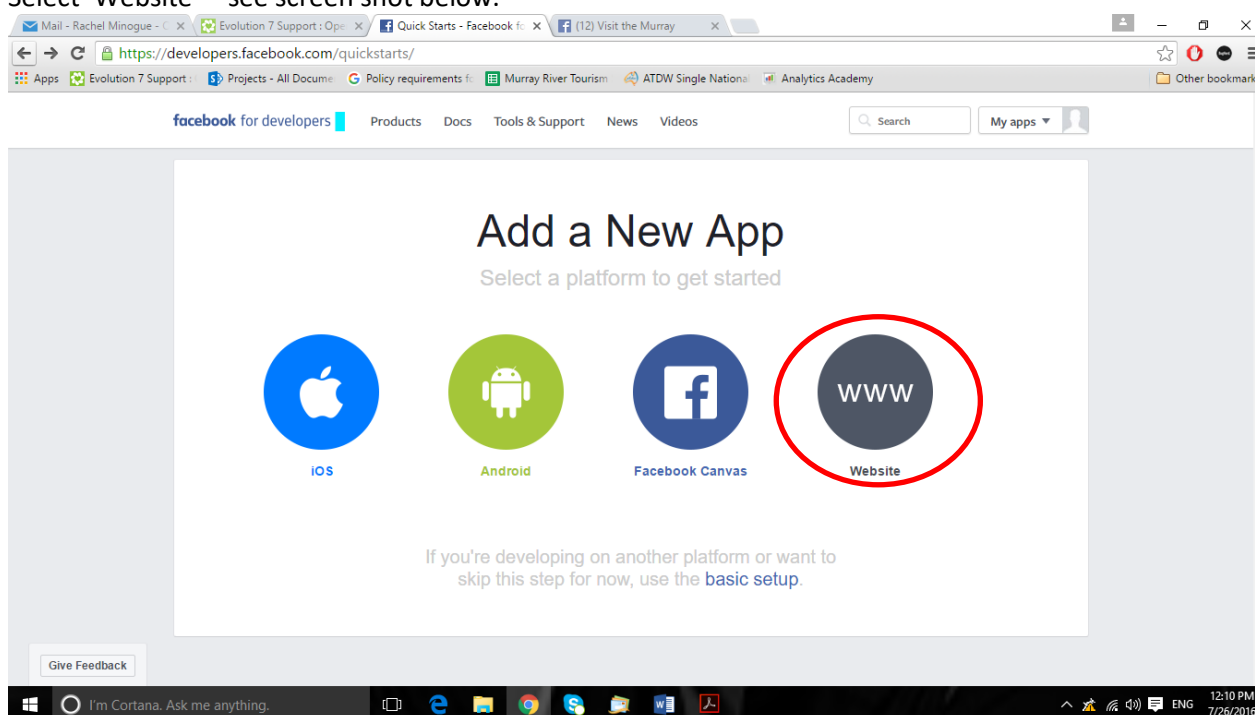# Murray Digital Platform – Fact Sheet Five
Social Channel Set Up Instructions

Facebook Social Feed Background

The Facebook social feed was working as expected until recently when an API code change was made by Facebook to their platform which stopped images being imported into the Murray digital platform. A fix has been identified and has been implemented on destination live websites. Follow the instructions below to setup and connect a Facebook account to a destination website. The instructions include references to the Murray Staging Website which will need to be replaced with relevant destination website details.

Facebook Social Feed Setup

1. Login into the Facebook account that is to be linked to your website and will feed social content.
2. You will need a Facebook developer account to get started.
   https://developers.facebook.com/docs/apps/register
3. If you don't have one upgrade your personal Facebook account to a Facebook Developer account now. Click 'Yes', 'Register' & 'Done'. Skip this step, if you already have a developer account.
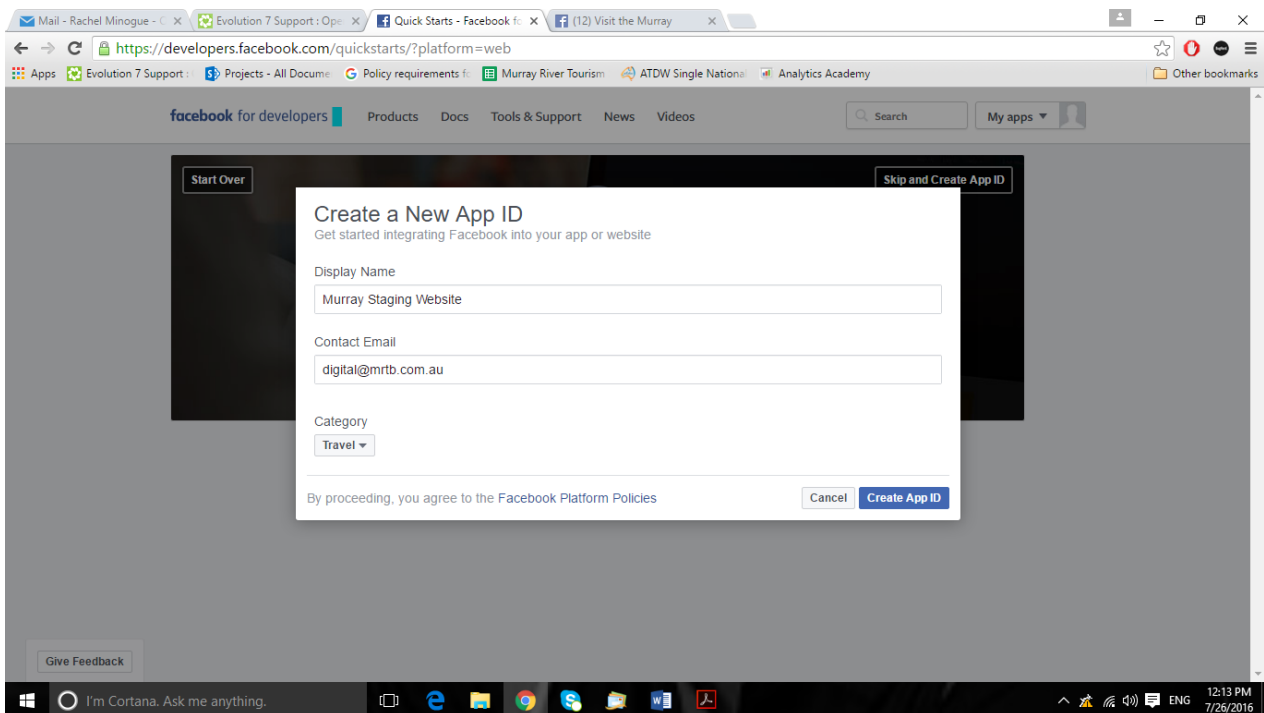4. Select 'Website' – see screen shot below.

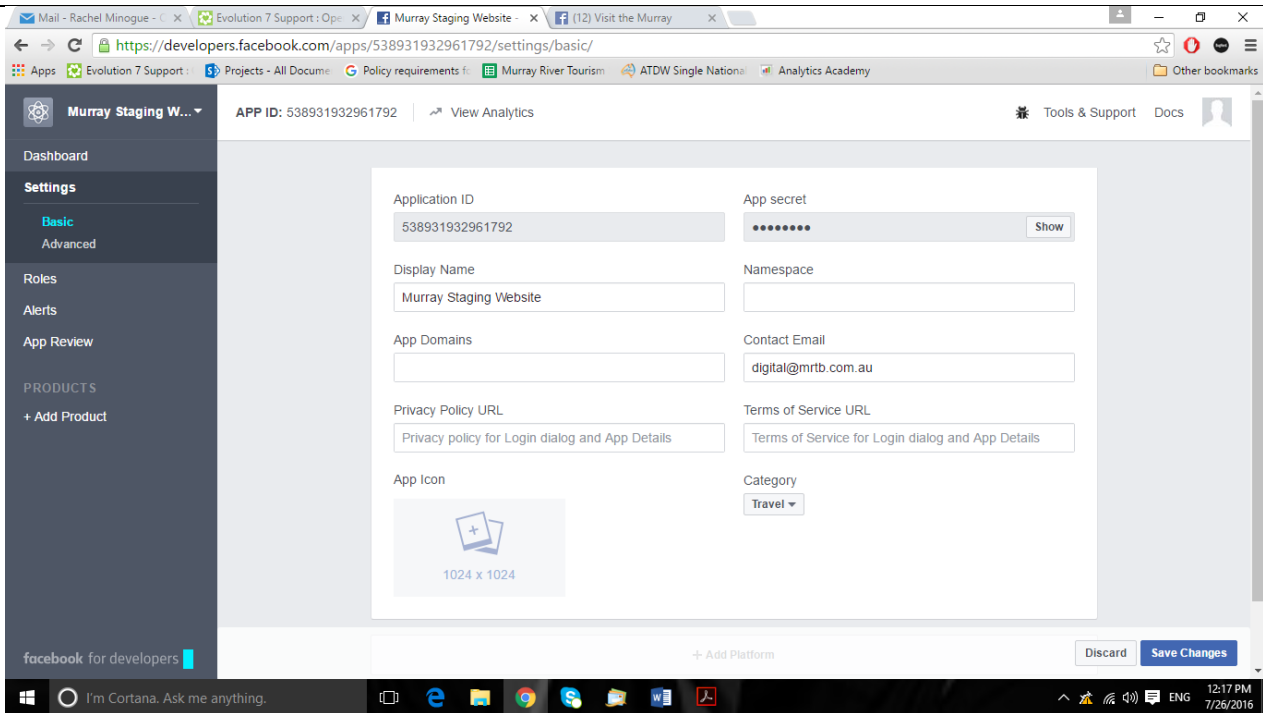5. The screen below will be provided. Select 'Skip and Create App Id' from top right corner.
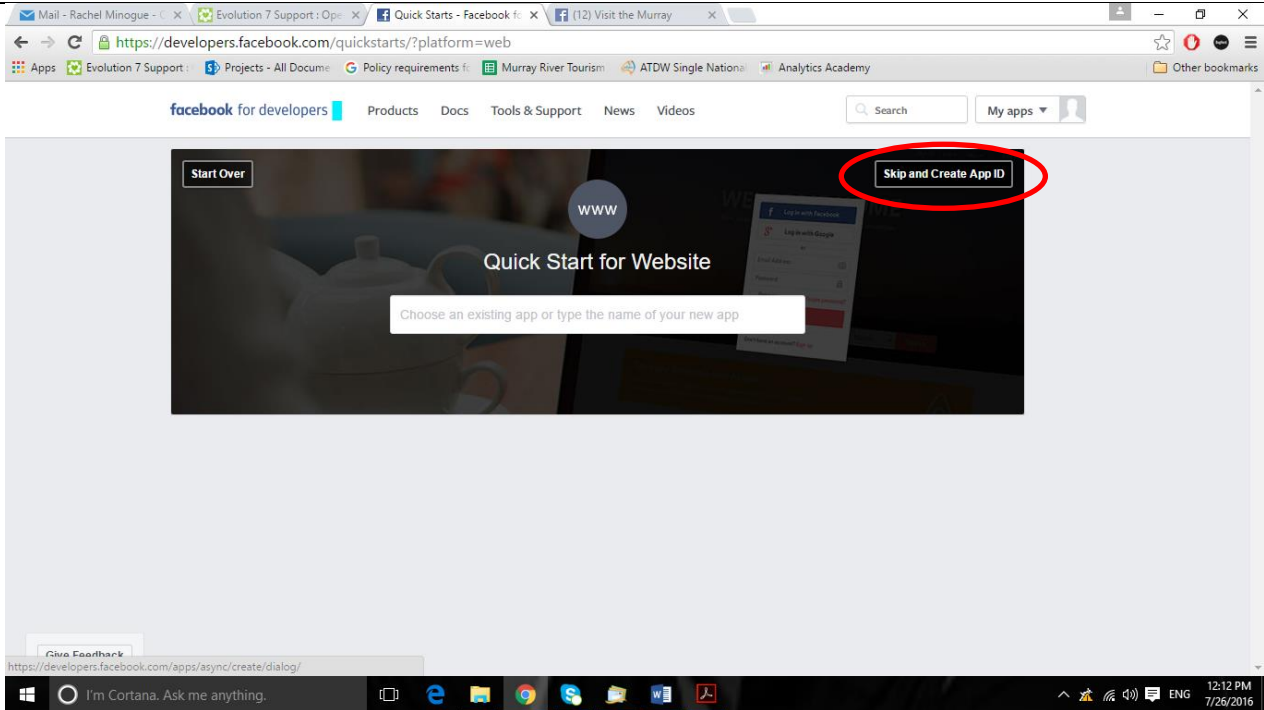
6. Enter details for 'Display Name', 'Contact Email' and 'Category' as per the screen shot below. Change the details in accordance with the relevant website and contact information. Select 'Create App Id'.
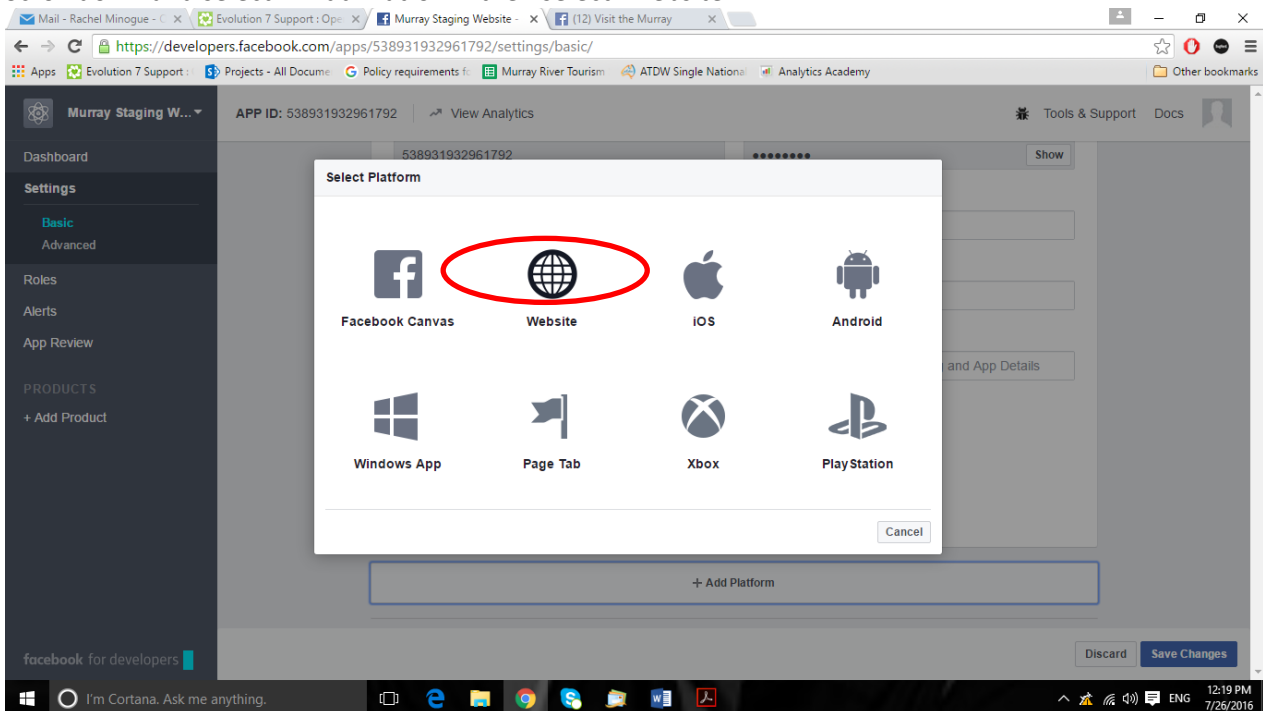

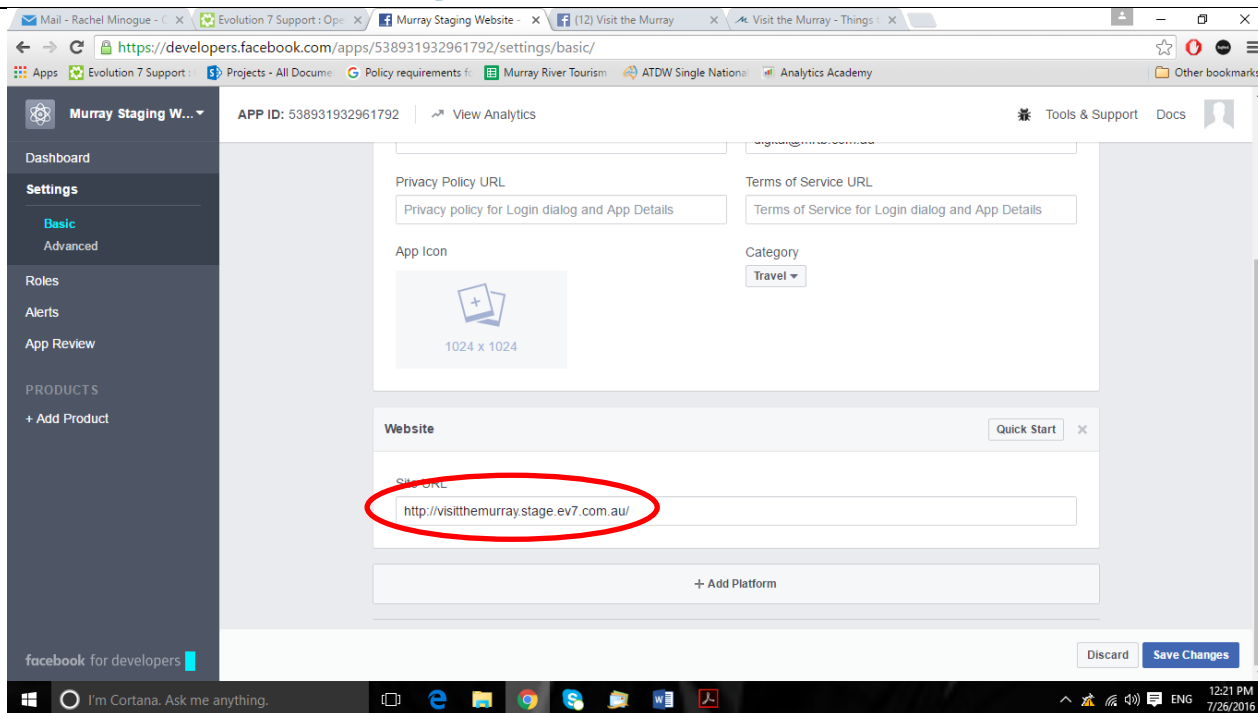7. Complete the security check screen and select 'Submit'.

8. Select >Settings, >Basic from the left margin.
   Scroll down and select '+ Add Platform' then select 'Website.

9. Enter your staging website URL and click 'Save Changes'.

10. Under Products, select > Add Product, >Facebook login and add valid URL under products Valid OAuth Redirect URL (see screen shot below). Note: The Murray staging valid OAuth redirect URI's is http://visitthemurray.stage.ev7.com.au/admin/tpse/socialcontent/funnel/facebookCallback This will need to be changed to reflect your destination website staging address. Save changes.
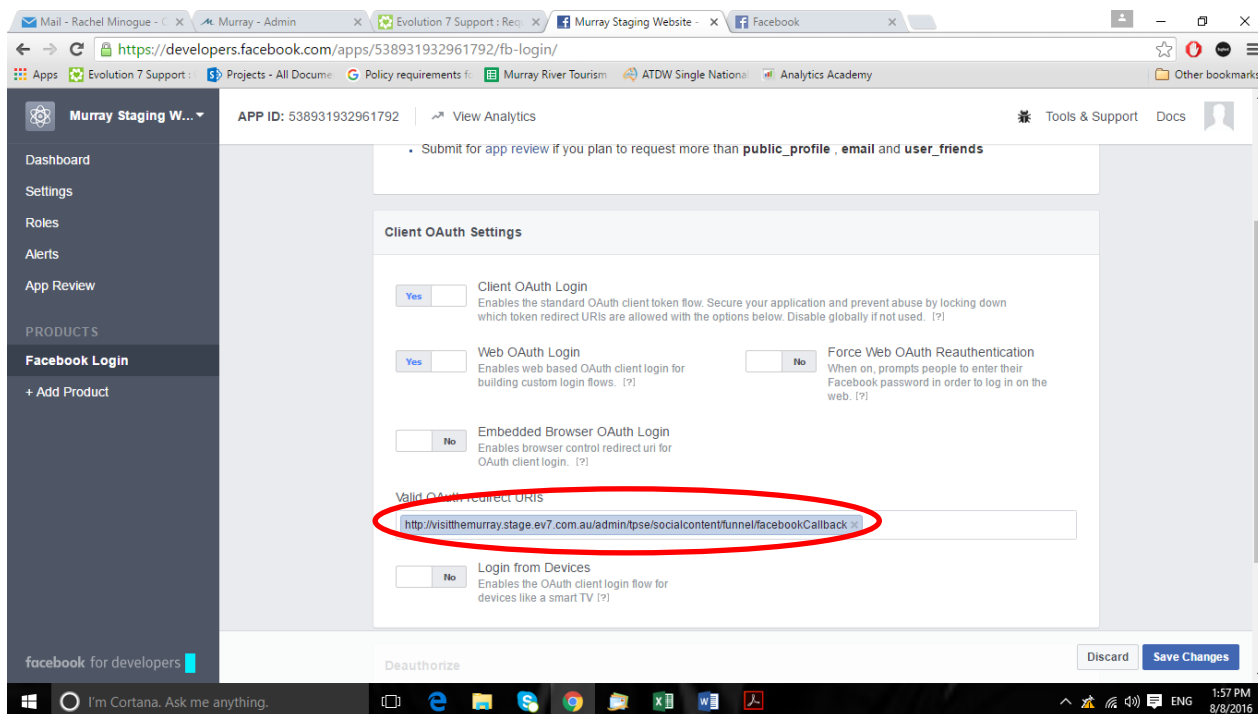
11. Under Settings, select the basic tab;
    Copy the Application Id and Application Secret (see screen shot below);
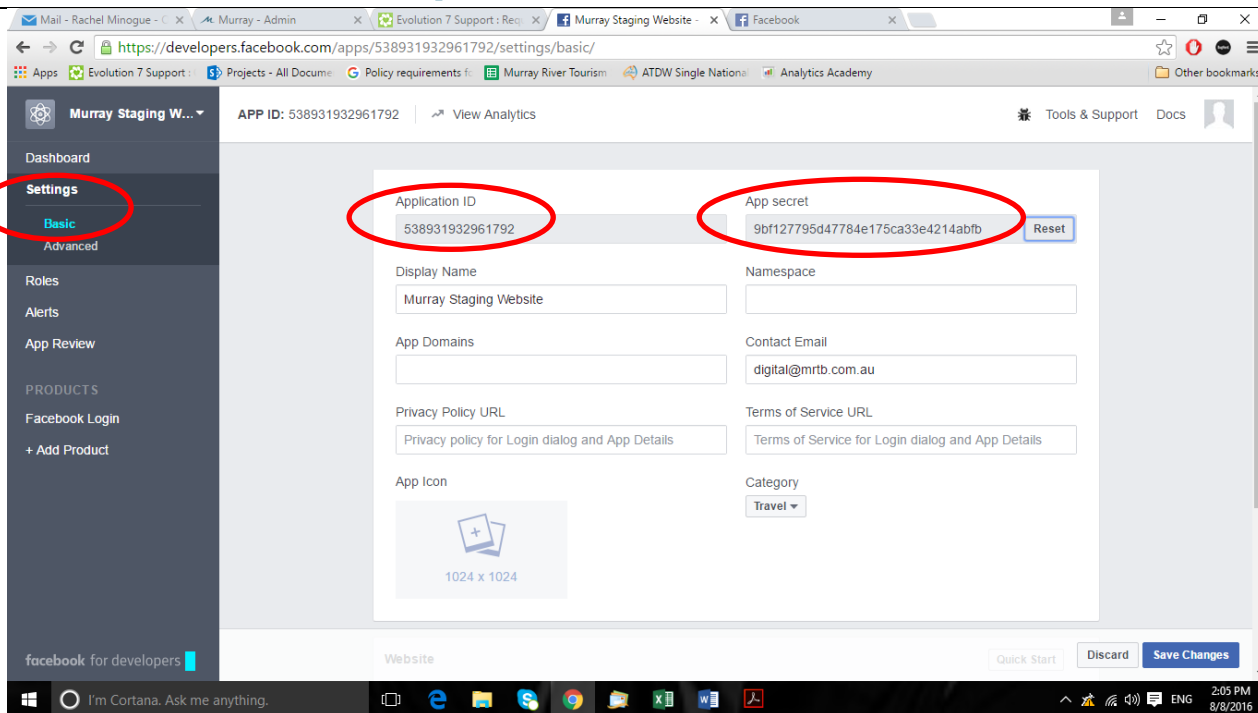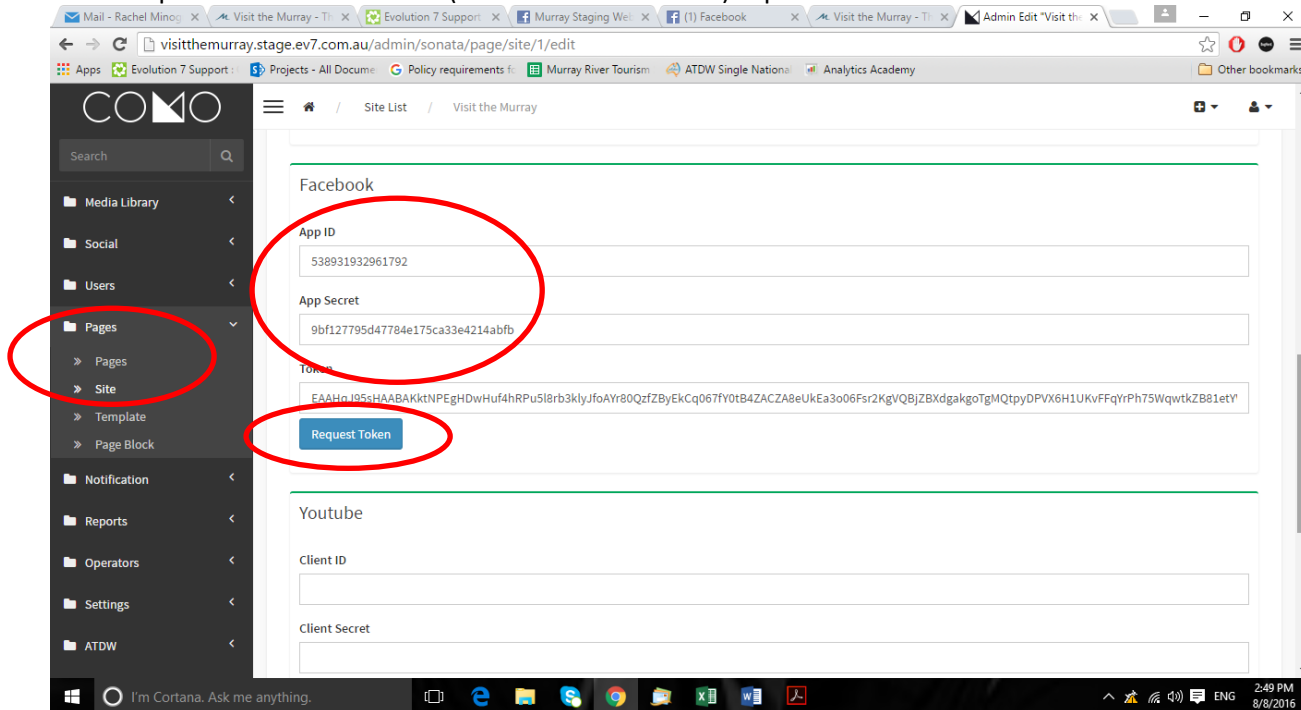
12. Go the back end CMS of your website.
    Select >pages, >site, select your site, >social feed configuration, scroll down to the Facebook section and paste the App Id and App Secret and >Update to save. Note: it can take 30 minutes for this information to connect with Facebook.

13. From >social feed configuration, select 'Request Token' in the Facebook section. The token section should automatically populate. Note: it can take 30 minutes for the items added in item 12 to be assigned. If an error message is received, log out of the CMS and log back in.
   Select >update to save the token (see screen shot below). Update to save.

14. Go to the back end CMS, select >Social, >Funnel, select edit next to your website name >Facebook, select >add new.
15. To locate your Facebook Page id go to http://findmyfbid.com/
16. Enter your Facebook personal profile URL. This is the URL you get to when you click on your name in the upper left of the Facebook home page.
17. Copy and paste your personal profile URL and click 'Find Numeric Id'. This will return a string of numbers.
18. Copy this string of number and past into the field created as per step 15 above. Update to Save.
19. Under General select, >import. This will import social feed from Facebook to your website.
    To review, approve or decline imported content to be shown on your website, select >social, >Facebook.
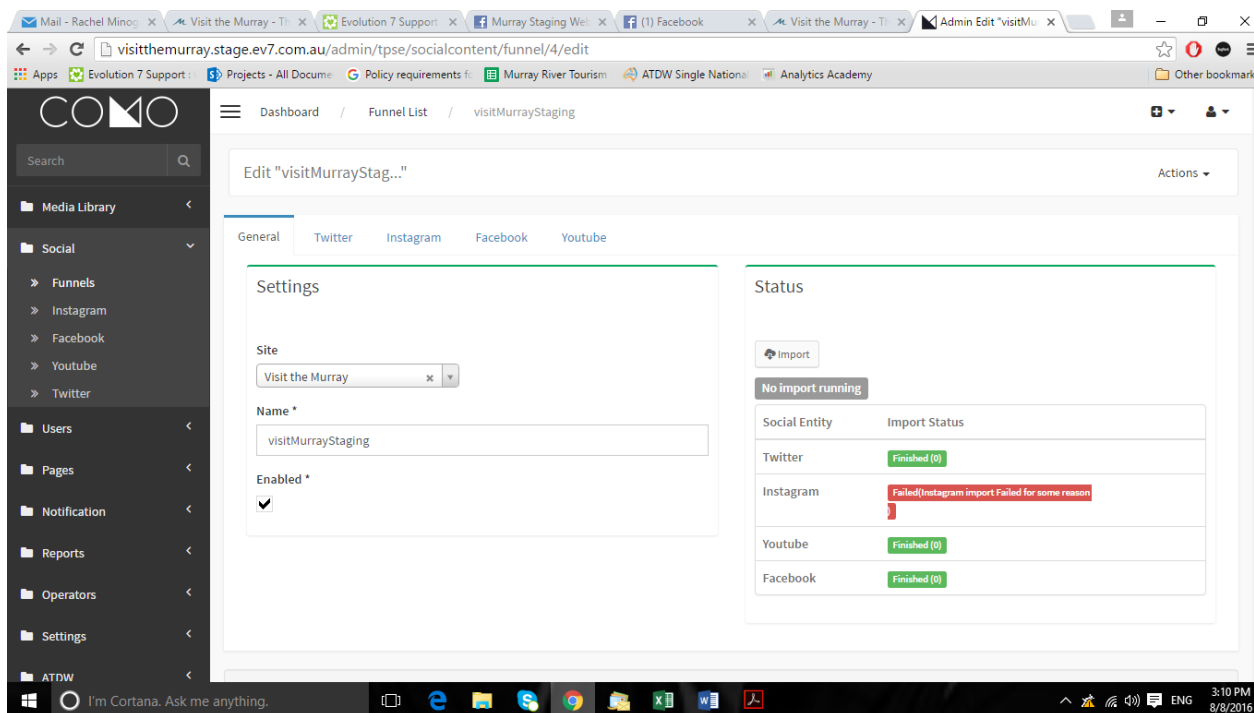
To display social content in the grid block on your website, follow instructions above under Instagram from the top of page 6 'To display social content in a grid block'.

Ongoing Tasks

Content from social channels is not automatically imported on a daily basis to the digital platform. To activate the import follow from instruction 14 noted above. Note; as the Grid Block will be already set up on the website, this step won't need to be completed.

You may wish to determine a local process around the frequency of import and approval of content and whether this is managed on a daily or weekly basis.