

Facebook Workplace Setup Guide

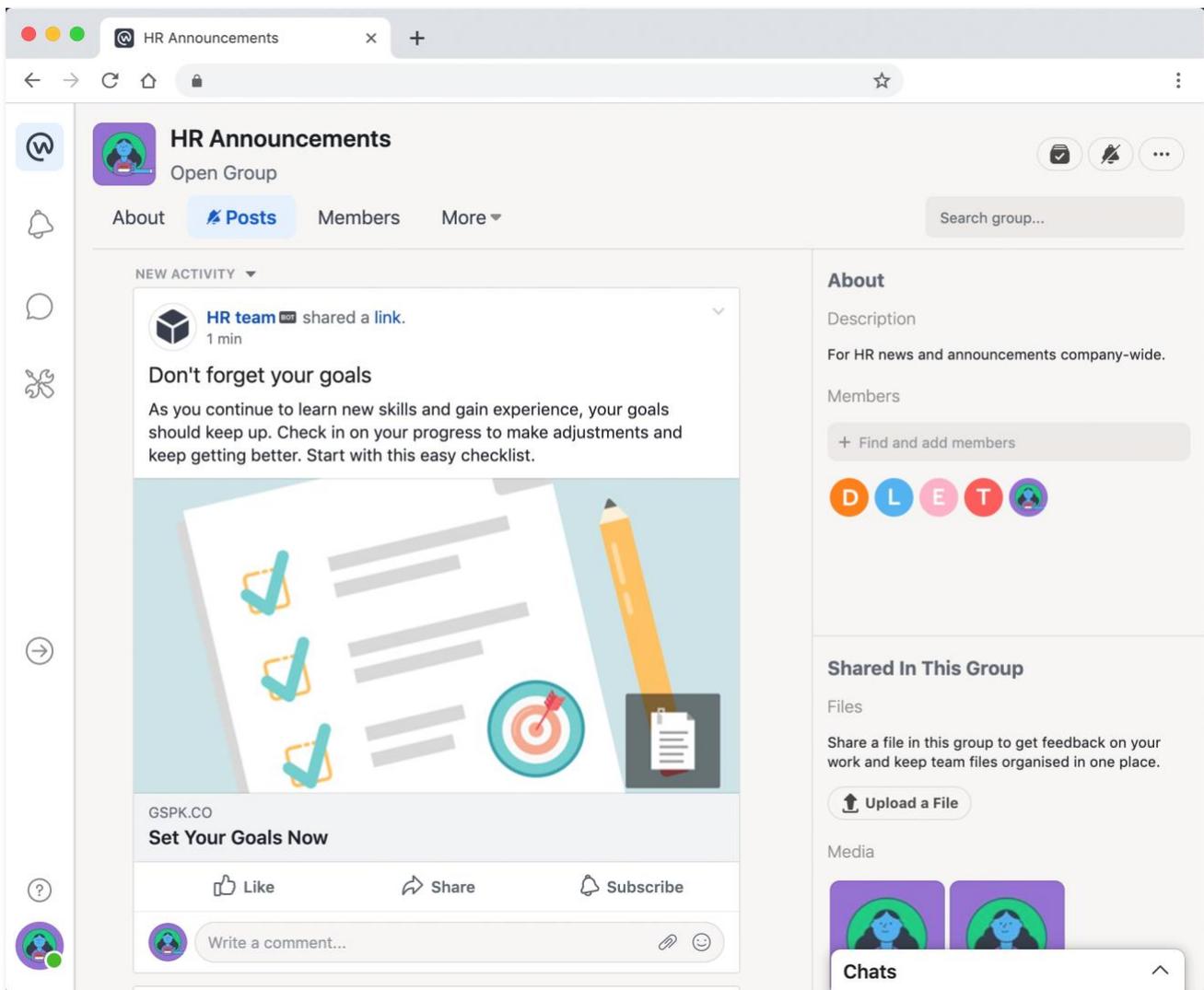
for GuideSpark Communicate Cloud

Table of Contents

Log in to Facebook Workplace.....	2
Create a Custom Integration	2
Grant Permissions.....	3
Create an Access Token.....	4
Restrict to Specific Groups (<i>optional</i>)	6
Finish the setup in GuideSpark Communicate Cloud.....	7
Test your Workplace integration	9

 **Facebook Workplace** is a business-focused version of Facebook, built for teams. Companies use Facebook Workplace to reach deskless workers and to empower employee collaboration. GuideSpark integrates directly with the paid, premium version of Facebook Workplace. *(The free version of Workplace does not support integrations.)*

Setup within Workplace should just take a few minutes. You will need administrative access to your company's Facebook Workplace account.



Ready to begin? Read on...

Part 1: Admin setup within Facebook Workplace

Log in to Facebook Workplace

Log in as an Administrator and choose **Integrations** from the **Admin panel** at the left of the screen. If you don't see this option, then you do not have administrator privileges in Facebook Workplace.



Integrations

Create a Custom Integration

Click the **Create Custom Integration** button.

Enter any Name and Description you like. The Name can be displayed to end users as part of the sender info, so we recommend using a descriptive name like “**HR team**”. The Description is not shown to users—it's just a reminder.

Enter the info and click the **Create** button.

Create Custom Integration ✕

Name

Description

Use of the API is subject to the terms of the [Workplace Platform Policy](#)

It is also possible to send messages using the name of a member of your Workplace groups. This option is described below.

Grant Permissions

In the Integrations dialog, scroll to the **Integration Permissions** section and check the three boxes shown below.


Integrations

All Integrations
Permissions & Data

Integration Permissions

Choose the permissions your integration will need access to.

<input type="checkbox"/> Read group content <small>See group member profiles, files and posts (including posts made by members to their timeline)</small>	<input checked="" type="checkbox"/> Read user email <small>See any group member's email address</small>
<input type="checkbox"/> Read user timeline <small>See posts made by group members on their timeline</small>	<input type="checkbox"/> Manage user timeline <small>Post and comment on any group member's timeline</small>
<input type="checkbox"/> Mention Bot <small>Where mentioned in a post, see the post and reply to comments</small>	<input checked="" type="checkbox"/> Manage group content <small>Post and comment in groups</small>
<input type="checkbox"/> Manage groups <small>Add and remove group members</small>	<input type="checkbox"/> Manage accounts <small>Add and remove people from this Workplace community</small> <div style="margin-left: 20px;"> <input type="checkbox"/> Automatically invite people to Workplace as soon as they're added using this integration. </div>
<input checked="" type="checkbox"/> Impersonate account <small>Log in as the member of a group and post on their behalf</small>	<input type="checkbox"/> Message any member <small>Send messages to any group member</small> <div style="margin-left: 20px;"> <input type="checkbox"/> Allow this integration to work in group chats. </div>

***Impersonate account** allows GuideSpark to send messages on your behalf, so that messages don't have to come from GuideSpark.*

***Read user email** means "confirm email addresses." This setting allows you to optionally post messages using the Sender name of an individual member of a group, rather than using the name of the integration.*

***Manage group content** allows GuideSpark to post messages directly to Groups.*

Turn off **Automatically remove unused permissions**. Otherwise, Workplace may change your permissions unexpectedly, affecting future communications.

Automatically remove unused permissions

To help keep your Workplace community secure we automatically review & remove permissions on an ongoing basis. Disable this if you don't want to automatically remove permissions for this integration. [Learn more](#)

Off

Security Settings (optional)

Entering IP addresses in the **Server IP Whitelist** will ensure that this Integration is used only with the specified IP addresses. **Caution!** If the addresses are entered incorrectly, or if GuideSpark changes the internal IP addresses that it uses to communicate with the Workplace API, then message sending will fail with an error.

GuideSpark rotates among three IP addresses. All three need to be entered one at a time:

52.37.242.227, 35.164.202.37, 34.218.84.174.

Security Settings

Additional settings that relate to security of the integration.

Require App Secret Proof

Require app secret proof and app secret time for all API calls. It is recommended to enable this.

Server IP Whitelist

This enforces that all API calls must come from one of the whitelisted ip addresses. It is highly encouraged to configure this for sensitive apps.

52.37.242.227 X 35.164.202.37 X 34.218.84.174 X

Create an Access Token

i An Access Token creates a secure connection between Workplace and GuideSpark Communicate Cloud.

Click the **Create Access Token** button:

Integration Details

You can update details about this integration.



[Update Logo](#)

Name

Description

App ID **i**

App Secret **i**

 [Show](#)

Access Token **i**

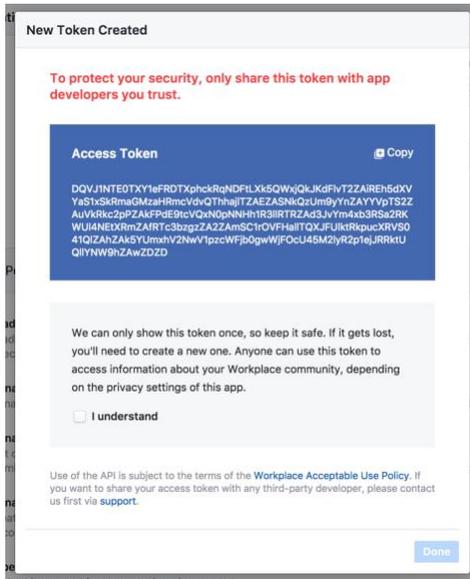
Enabled **i**

 Yes

Discoverable **i**

 Yes

In the **New Token Created** dialog, copy the access token to your clipboard, accept the Facebook terms, then click the **Done** button.



i *Users who want their GuideSpark representative to complete the setup will need to email GuideSpark the Access Token. Customers completing the Communicate Cloud setup themselves do not need to send GuideSpark the Access Token.*

Paste the Access Token into a secure local document so you can later **send it to your GuideSpark representative, or use it yourself** to complete the setup within GuideSpark Communicate Cloud. If you lose the Access Token, you will need to reset it, so be sure and do this step now!

Restrict to Specific Groups (*optional*)

i This optional step allows you to restrict the groups to which GuideSpark can post. Alternatively, skip this step to allow posts to be sent to any group.

In the **Give Integration Access to Groups** section, enter the name of one or more **specific groups**. For example, here we have restricted posts to the *General* and *HR Announcements* groups:

Give Integration Access to Groups

The permissions you've selected above will apply to the groups you select.

All groups
This will install your integration in all groups on Workplace.

Specific groups
Select only certain groups on Workplace that will have access to this integration.

Let group admins enable for their groups
This will allow your integration to be installed in all groups on Workplace.

General X HR Announcements X

To add a Secret group to this list, you must be an Admin for that Secret group.

Save the Custom Integration

Click **Save** to complete the setup within Facebook Workplace.

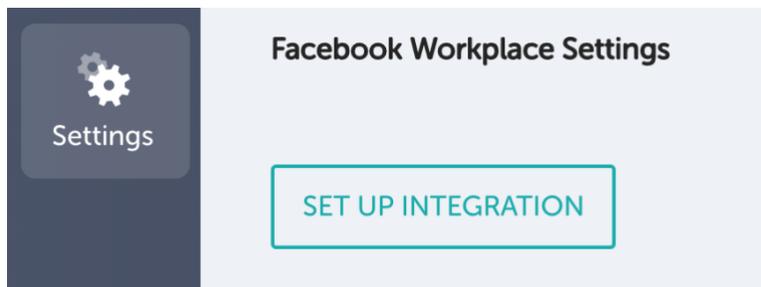
i Access Tokens do not expire. If you reset the access token, your Communicate Cloud account must be updated with the new token, in order to send posts to Facebook Workplace.

Part 2: Setup within GuideSpark Communicate Cloud

Finish the setup in GuideSpark Communicate Cloud

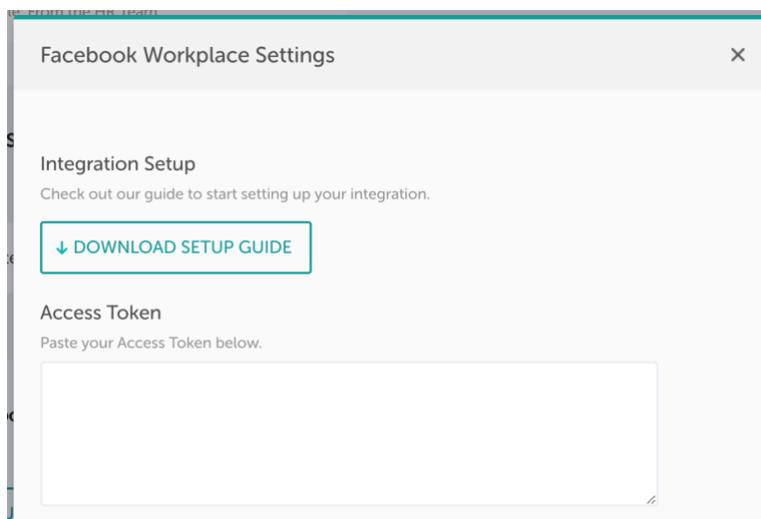
i If you want your GuideSpark Customer Success Manager to set up the integration on your behalf, you will need to send them the Access Token and (optionally) the email address of someone at your company who is a member of your Workplace groups, to act as the Sender of your campaign's posts.

1. Open your Journey in GuideSpark Communicate Cloud, and scroll to the Facebook Workplace section in the Settings. Click the **Set Up Integration** button.

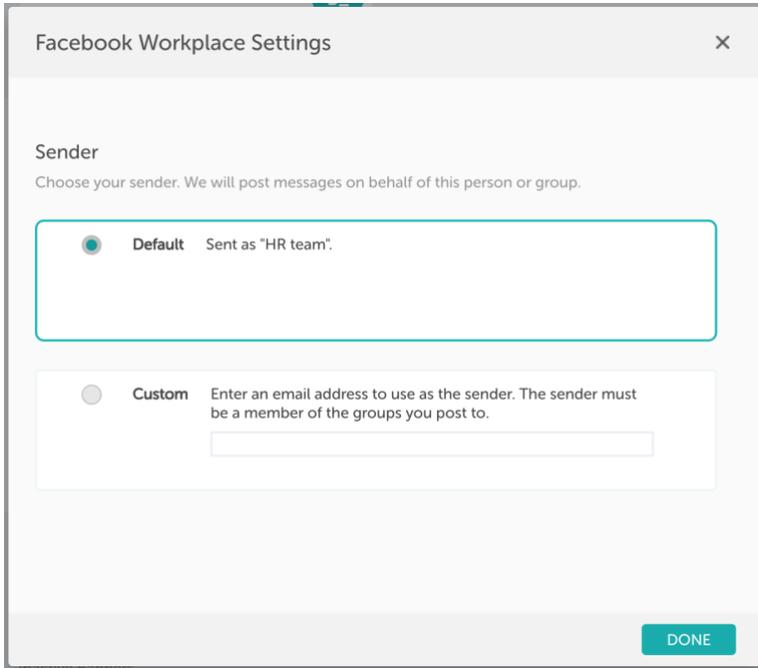


If you do not have access to Settings, contact your GuideSpark Customer Success Manager.

2. Paste your Access Token into the edit field, and click NEXT.



3. Choose your Sender.



The screenshot shows a dialog box titled "Facebook Workplace Settings" with a close button (X) in the top right corner. Under the heading "Sender", there is a sub-heading "Choose your sender. We will post messages on behalf of this person or group." Below this, there are two radio button options:

- Default**: Sent as "HR team". This option is selected, indicated by a filled radio button and a light blue border around its container.
- Custom**: Enter an email address to use as the sender. The sender must be a member of the groups you post to. This option has an empty radio button and a text input field below it.

A teal "DONE" button is located at the bottom right of the dialog box.

- a. **Default**: this shows the name of the Integration created previously.
 - b. **Custom**: You can optionally use an email address of someone at your company to act as the Sender. *That email address must be a person who is a member of all Groups you want to use.*
- i** *If **Post Approval is enabled** for your groups in Workplace (requiring group posts to be approved by an admin or moderator), we recommend setting the Custom Sender to the email address of an admin or moderator for those groups.*

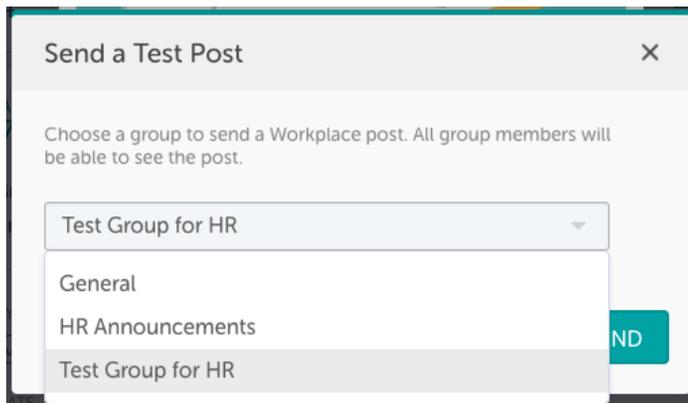
4. Click the **DONE** button to complete the setup.

Test your Workplace integration

We recommend testing the integration before you send the first scheduled post to employees.

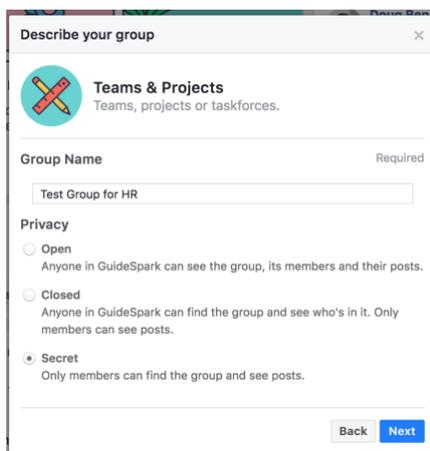
Send a Test Post

In the Communicate Cloud timeline, click the thumbnail preview of the Workplace message to open the full-size Preview. Click **Send a Test**, and choose a group for your test.



Send a Test Post to a Secret group (optional)

You can optionally set up a **Secret group** in Workplace to avoid sending a test to an existing audience:



Create your test group and add it to the Select Groups list.

i *To add a Secret group to the Specific groups list, first add yourself as an Admin of that Secret group. You can join or leave a Secret group via the “...” icon in the Groups page.*

Alternatively, you can edit your Integration settings to allow temporary access to All Groups, perform the test, and then change your Integration settings again to lock down Group access.

Multi-Company Groups are not supported

Multi-Company Group is a type of Facebook Workplace group whose members span more than one Workplace account. Facebook does not currently support the use of Multi-Company Groups with Integrations, and those groups will not be listed as available within GuideSpark Communicate Cloud.