Social Media Authorisation Process

Facebook

Authorization & Other settings

Step 1 – Select a user for Crisp to act on behalf of, and log in as them.

To effectively remove inappropriate content from Facebook and quickly collect data that other tools may miss (including data from geo-fenced pages, geo-targeted posts and unpublished promoted posts, also known as "dark posts"), we need authorisation to act on behalf of a user who currently is assigned the "Moderator" role or higher on your Facebook page.

Users with higher level roles, such as Editor and Admin, are permissible as we will only ask for the permissions we require. Users who only have lower level roles such as Advertiser and Analyst are not suitable as they will not be able to grant us the required access.

You can check the role of everyone who works on your page by going to "Settings" and selecting "Page Roles". You should then see a list of everyone who works on your page and the role they are currently assigned.

Once you have decided who we are going to act on behalf of, ask them to log on to Facebook. They then need to proceed to Step 2.

Step 2 – Authorise our Facebook App to act on your behalf

Once you're logged into Facebook as a user with at least the Moderator role, proceed to the following website

http://auth.crispthinking.com/

Once there, please enter your email address (this is your work email address, not necessarily the one associated with your Facebook account) and select "Connect with Facebook".

You will then be prompted to select the Permission level. In order for Crisp to moderate pages we require you to select "Moderation access".

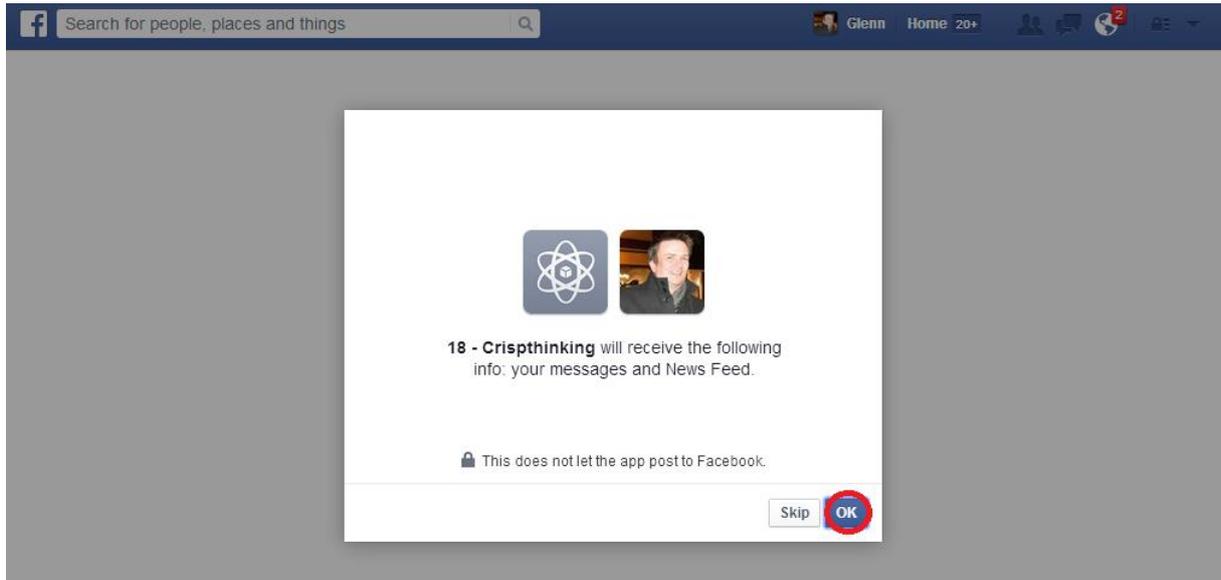From here you will be redirected to Facebook and accessed to verify the permissions you are granting our app.

Simply click OK to proceed on each page.
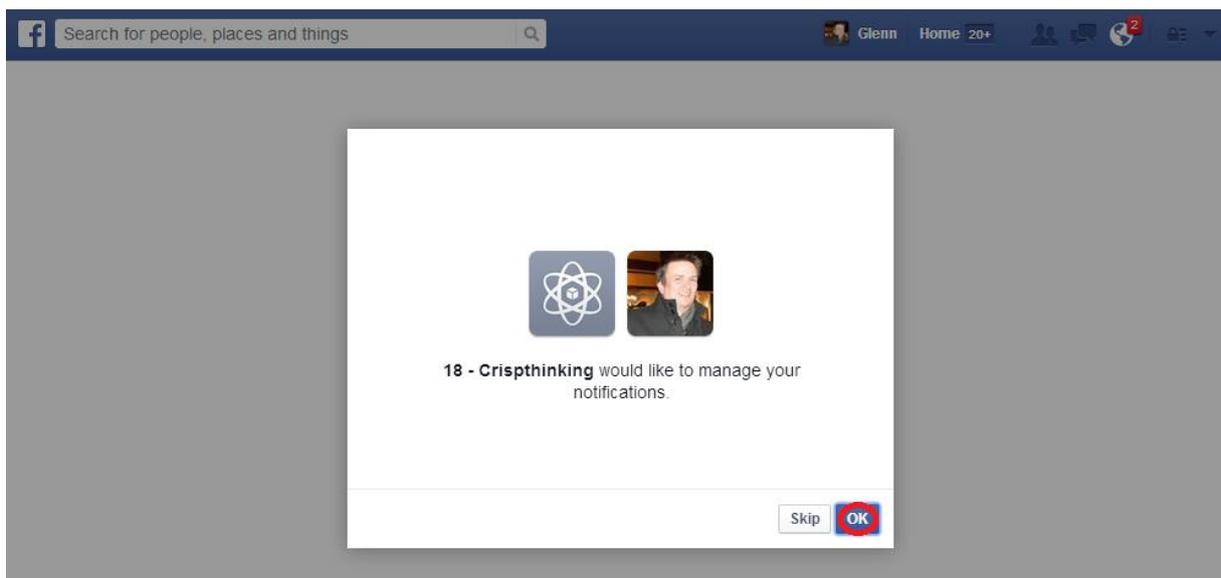
After the final page, you will be returned from Facebook back to the CrispThinking website. Here you will be asked to select the pages you would like us to moderate.

Tick all pages that are appropriate and hit "Connect with Facebook" to complete the second step of the process.
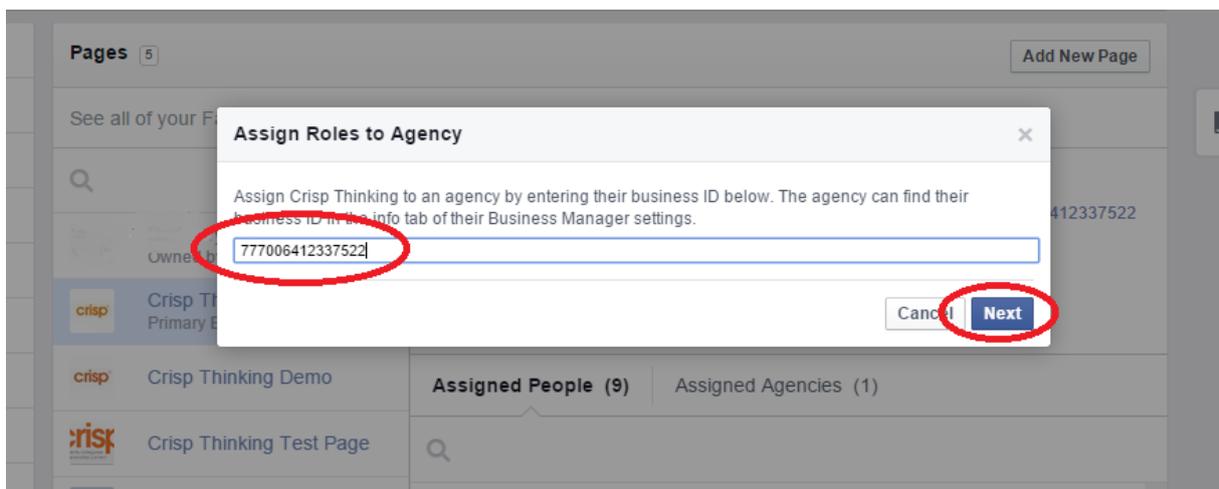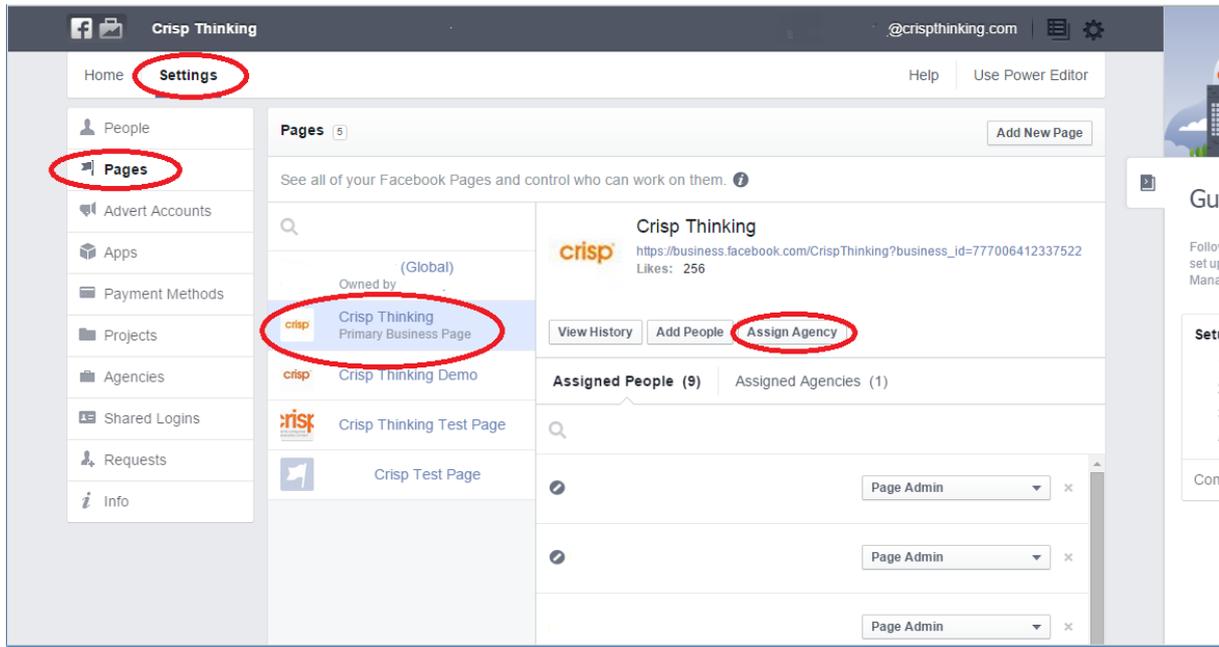
Step 3 – Add Crisp Thinking accounts as Moderators to the page

As the primary authentication method you configured in step 1 has limitations (such as unexpectedly revoking access without notice, preventing us seeing posts from users who elect to be hidden from third party tools and not being able to hide content, only remove it), we have a secondary fall back system we require you to authorise.

How you do this depends if you are already using the Facebook Business Manager (https://business.facebook.com/). If you are, then follow section 3a, if you are not follow section 3b. Adding Crisp moderators via the Facebook Business Manager is easier and allows more scope for expansion, however adding Crisp accounts can still be done manually if you don't wish to use the business manager.

Step 3a - Add Crisp Thinking accounts as Moderators to the page using the Facebook Business Manager

Log in to the Facebook Business Manager at https://business.facebook.com/ then select, Settings, then Pages, then page you wish to grant access to. The click "Assign Agency" and enter the number **777006412337522**. **Repeat this on every page Crisp are moderating**. This will allow Crisp to assign the relevant accounts to your pages.

Step 3b - Add Crisp Thinking accounts as Moderators to the page without using the Facebook Business Manager

To do this, return to your page's "Settings" and add two Crisp Thinking Facebook accounts as Moderators (Editor and Admin are also acceptable). Despite these accounts intentionally looking like real people, they are only ever used by our platform and will not be used directly by human moderators.
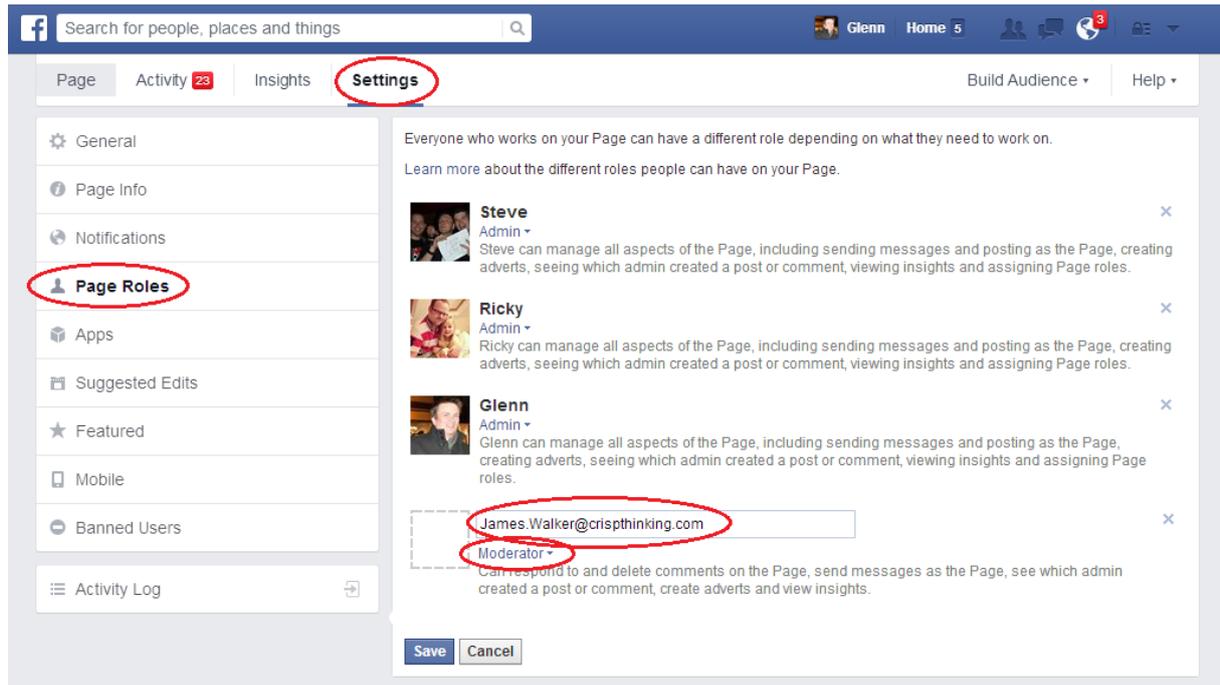
To add our accounts, select "Page Roles" again and at the bottom enter each email addresses in turn, select the Moderator level from the drop down and hit Save.

The two accounts to add are:

James.Walker@crispthinking.com
Alex.Weeks@crispthinking.com

Repeat this on every page Crisp are moderating

Step 4 – Additional Considerations

- We recommend that Facebook's profanity filter is turned **off**. If you elect to leave the profanity filter on, please be aware that Facebook may hide messages it incorrectly believes contain profanity and doing so will put them out of reach of our platform.

- Emails generated by our platform to alert your team to issues that need your urgent attention are sent via our helpdesk platform and have on occasion been incorrectly flagged as Spam. Please ask your operations team to whitelist all incoming emails from *@crispthinking.com and *@support.crispthinking.com to ensure you don't miss urgent notifications.

- Our Facebook moderation does not include the following page elements as standard:
    - Private messages to the page
    - Messages hidden by Facebook's spam or profanity filters

Frequently Asked Questions about Authorization

Q - We've just been told our Facebook app authorization token has expired or is now invalid, why is this?

A -There are many possible reasons for this and sadly they are not communicated to us by Facebook, however common reasons include

- The authorizing user's password has changed (not all password changes invalidate a token, but it's common that it can do)
- The authorizing user's role on the page has changed (even if it is increased, e.g. from Moderator up to Admin)
- The authorizing user's access to the page has been revoked
- Facebook have flagged the authorizing user's account or actions as suspicious in some way and the account is now either locked out or requires some kind of validation check during login to be completed.
- The account hasn't been logged into by a human in a while
- Facebook have chosen to invalidate the token for some other undisclosed reason.

Q - How often are we going to have to do this token authorisation? We've done this lots of times already.
A – The tokens we request are intended for perpetual use (i.e. they don't have an inbuilt expiry) however Facebook can choose to invalidate them for any number of reasons.

Q - Whose password changed?
A – It will be the user who originally authorized the app. Once a token has expired, it isn't possible to determine who generated it, however Crisp's support team do keep a log of the email addressed entered during the authorization process, simply email support@crispthinking.com if you require a reminder of show authorised it.

Q - Why is it asking for security validation? What's changed?
A – Sadly Facebook don't disclose why they force some accounts through an additional verification step on occasion. It is presumed that Facebook has detected some unusual activity on the account and want you to prove you are actually a human.