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# Social Media Solution Guide

Configuration Objects for Sample Business Processes

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# Configuration Objects for Sample Business Processes

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### Overview

After installing sample Business Processes, create configuration objects in your environment, most of them being objects in the Configuration Layer.

#### Important

This page lists configuration objects by their Display Name. Where the Name differs from the Display Name, it is given in parentheses.

### Common to Facebook and Twitter

These objects are used by both the Facebook and Twitter Business Processes and should be configured with each of them.

- Business Attributes: Contact Attribute
  - `_umsMediaAccount`
- Capacity Rule
  - `Default_Social_Media_Capacity_rule`
- Language
  - English for Sentiment Analysis (`English_Sentiment`)

### Facebook

Configure the following objects for Business Process for Use with Facebook:

- Business Attributes: Contact Attributes
  - Facebook Actor ID (`_facebookActorId`)
  - Facebook Actor Name (`_facebookActorName`)
- Business Attributes: Interaction Attributes
  - `_facebookPostId`
- Business Attributes: Interaction Custom Properties
  - `_facebookCommentId`
  - `_facebookInBufferBeforeTarget`

- `_facebookInQueueAtTarget`
- `_facebookPostId`
- Business Attributes: Media Type
  - `facebook`
  - `facebookprivatemessage`
  - `facebooksession`

## Facebook with iWD Integration

- Business Attributes: Interaction Custom Properties
  - `desktop_actionable`
  - `desktop_influence`
  - `desktop_sentiment`

## Twitter

Configure the following objects for Business Process for Use with Twitter:

- Business Attributes: Contact Attribute
  - Twitter User ID (`_twitterFromUserId`)
  - Twitter From Address (`_twitterFrom Addr`)
- Business Attributes: InteractionCustomProperties
  - `_twitterGroupId`
  - `_twitterInBufferBeforeTarget`
  - `_twitterInAfterBeforeTarget`
- Business Attributes: Interaction Attribute
  - `TwitterMsgId`
  - `_twitterGroupId`
- Business Attributes: Media Type
  - `twitter`
  - `twitterdirect`

### Important

mediatype twitterdirect attribute should be added manually in **Business Attributes > Media Type** with the same values as the mediatype twitter attribute.

## Knowledge Management Export Files

After driver installation, the following .kme files are made available in <eServices home>\<Digital Messaging Server>\media-channel-drivers\channel-<SocialMediaName>\bp\KnowledgeManagerExport:

- SentimentAndActionabilityScreeningRules.kme
- EnglishSentiment.kme
- Actionability.kme

These files can be used in **eServices Manager Plug-in for GAX** and **Content Analyzer** to detect sentiment and actionability.

- SentimentAndActionabilityScreeningRules.kme uses **screening rules**.
- EnglishSentiment.kme and Actionability.kme use **natural language processing**.