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Social Media Solution Guide

Sample Business Processes for Social Media

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The Genesys Social Messaging Management solution includes the following sample Business Processes:

- Business Process for Use with Facebook
- Business Process for Use with Twitter

Each Business Process is located under the **bp** subfolder inside the corresponding Driver.

Requirements

Interaction Workflows (Business Processes) that handle social media interactions require the following versions of Universal Routing components:

- Interaction Routing Designer (IRD) 8.1.4 or later
- Universal Routing Server 8.1.4 or later

Install the sample Business Processes

Installation is similar for both Business Processes.

General Procedure

1. Use IRD to install the Business Process.
2. Click **Interaction Design** and then **Business processes** in the left menu.
3. Click **File** and select **Import From File**.
4. Select the **facebook.wie** or **twitter.wie** file from the **<eServices home>\<Digital Messaging Server>\media-channel-drivers\channel-<SocialMediaName>\bp** subfolder.
5. Complete the Configuration Import Wizard procedure.
6. After completing the wizard, you must run an upgrade script to add the corresponding fields to your Interaction Server database. This script is described below.
7. Create configuration objects in your environment.

Configuration Objects

To use the sample Business Processes, it is necessary to create configuration objects that are listed in [Configuration Objects for Sample Business Processes](#).

Database Upgrade Scripts

As part of the installation of the sample Business Processes, the following scripts are installed in **<eServices home>\<Digital Messaging Server>\media-channel-drivers\channel-<SocialMediaName>\bp\Scripts\<RDMSname>**. The scripts come in pairs, one for cleaning up the existing database and one for performing upgrades. Always run the CleanUp script first.

Important

Follow these steps:

1. Stop the Interaction Server and DB Server (IXN) microservices
2. Apply these scripts to Interaction Server's database (MS SQL Server, Oracle)
3. Start the Interaction Server and DB Server (IXN) microservices

- Both Facebook and Twitter:
 - CleanUpTableInteractionsForIWDIntegration.sql
 - AlterTableInteractionsForIWDIntegration.sql

The Alter script adds fields for sentiment, actionability, and influence to the database. Identical copies of this script are installed in the Twitter and Facebook directories; you only need to run one of them.

- Facebook:
 - CleanUpTableInteractionsForFacebook.sql
 - AlterTableInteractionsForFacebook.sql
This adds the following fields to the database:
 - facebookPostId
 - facebookInQueueAtTarget
 - facebookCommentId
 - facebookInBufferBeforeTarget
- Twitter:
 - CleanUpTableInteractionsForTwitter.sql
 - AlterTableInteractionsForTwitter.sql
The Alter script adds the following fields to the Interactions table:
 - twitterGroupId
 - twitterInBufferBeforeTarget
 - twitterInBufferAfterTarget

Upgrade Procedure

1. Deactivate the old Business Process strategies: In IRD, right-click Twitter or Facebook BP and select Deactivate Strategies.
2. Delete an old version of Twitter or Facebook BP.
3. Install Facebook or Twitter BP following the above **General Procedure**.
4. Check queues: Stop Digital Messaging Server, then use Genesys Administrator or Configuration Manager to check or set the following options:
 - Digital Messaging Server: **[endpoints:*related_tenantId*] > twitter_queue** or **[endpoints:*related_tenantId*] > facebook_queue**
 - Workspace Desktop Edition: **[interaction-workspace] > twitter.default-queue**
 - Workspace Desktop Edition: **[interaction-workspace] > twitter.outbound-queue**
 - Workspace Desktop Edition: **[interaction-workspace] > facebook.default-queue**
 - Workspace Desktop Edition: **[interaction-workspace] > facebook.outbound-queue**

Next Steps

Review the sample Business Processes

- [Facebook BP](#)
- [Facebook BP Simplified](#)
- [Facebook BP iWD](#)
- [Facebook Single Comment Routing](#)
- [Twitter BP](#)
- [Twitter BP with iWD](#)
- [Twitter BP - Threaded Routing](#)