

This article aims at explaining how Synthesio is allowed to crawl Facebook data on your behalf to populate your dashboard(s) with regard to Facebook API policy.

Note: This article originated from a change in Synthesio's Facebook sourcing model dictated by Facebook API policy that started on July 1st, 2021.

This article is particularly useful if you were already a Synthesio user before July 1st, 2021. However, the below explains to everyone how Synthesio is crawling Facebook data.

Agenda:

- Facebook Token
 - Facebook Sourcing Model
 - Principle
 - Reminder - Choose the most relevant pages to be crawled
 - Indicate the pages you want to crawl in the sourcing interface
-

Facebook Token

From July 1st, following modifications in Facebook API policy, you need to provide Facebook tokens to ensure that Synthesio can keep collecting Facebook data for your dashboard(s).

We get a token for each Facebook Business Page and personal accounts that are authorized in Synthesio. Tokens are what enables us at Synthesio to crawl Facebook data for our clients. Each token enables us to crawl the content of a certain amount of Facebook Pages (posts & comments).

A token can be provided:

- By the Admin of a Facebook page
- By a regular Facebook user through his/her personal account.

Please note that as of July 1st, if you want Synthesio to be able to crawl Facebook data, you need to provide us with at least 1 token. If you are not able to provide us any token, you will simply no longer collect Facebook data in your dashboard(s). Please [read the following article](#) to get more detail about providing Synthesio with tokens. Should you have any question, please reach out to your dedicated Account Manager.

Facebook Sourcing Model

Principle

As of July 1st, 2021, you can only collect in your dashboard(s) Facebook data from pages that are indicated in the sourcing interface.

Previously, the sourcing interface was available at dashboard level (ie you need to indicate in each of your dashboards the pages to be crawled). **The sourcing now takes place only once at client level.** It's in the setup of each dashboard that you can choose the Facebook pages to be crawled, especially should you want to choose between a query-based and all-content approach. Please [read this article](#) for more detail.

Reminder - Choose the most relevant pages to be crawled

This section is only relevant for people that:

- Already were Synthesio Users before July 1st, 2021
- Have one or many dashboards for which the data collection process has not been relaunched since.

Gather Facebook pages you want to keep

First, you need to identify the Facebook pages that are the most relevant to you and choose the ones you want to keep.

To make it easier, we advise that you only keep Facebook pages with more than 10 mentions.

The easiest option to identify Facebook pages is to go to the Influencer Tab of your dashboard.

You can then follow the below process:

- Select the global period of time covered by your dashboard
- Filter on "Publisher Categories" = Facebook
- You then default have the Facebook pages present in your dashboard
- You can click on "Export" to have the details of all Facebook pages

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Entity categories Entities Text analytics categories Period Topics Publisher categories • 1 Sentiment Languages Collections Query Social Authors

Noise categories Publisher lists Reset

1 of 27

Search

All Exclude

Social Networks 2M > Twitter 1,257,621 107.6M

Reviews 84.4K > Instagram 367,686 29.4M

News & press 53.7K > YouTube 312,971 329.3K

Institutional media > Facebook 93,866 9.5M

Forums / Q&A 469K > Flickr 2,408 227.5K

Dailymotion 1,038 11.7K

Others 778 1.4K

Sina Weibo 116 6.1K

PUBLISHER	TYPE	COUNTRY	SENTIMENT	INFLUENCER	MENTIONS	FOLLOWERS
Full name		Origin	Distribution	Rank	Total	Total
☐ Pub Oasis!!!	f	France		#1	1.7K	107.6M
☐ Orange	f	Senegal		#2	465	29.4M
☐ Barman Academy	f	Spain		#91	124	329.3K
☐ FOX Sports	f	United States		#9	105	9.5M
☐ Fentimans Ltd	f	United Kingdom		#127	91	227.5K
☐ Q Mixers	f	United States		#437	85	11.7K
☐ Jardin des Druidesses	f	Canada		#671	79	1.4K
☐ Fever-Tree Nederland	f	Netherlands		#537	58	6.1K
☐ Health-Ade Kombucha	f	United States		#388	55	21.3K
☐ 7-Eleven Singapore	f	Singapore		#175	54	160.9K
☐ Fever-Tree	f	United Kingdom		#237	52	82K

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Noise categories Publisher lists Reset

Export

PUBLISHER	TYPE	COUNTRY	SENTIMENT	INFLUENCER	MENTIONS	FOLLOWERS
Full name		Origin	Distribution	Rank	Total	Total
☐ Pub Oasis!!!	f	France		#1	1.7K	107.6M
☐ Orange	f	Senegal		#2	465	29.4M
☐ Barman Academy	f	Spain		#91	124	329.3K
☐ FOX Sports	f	United States		#9	105	9.5M
☐ Fentimans Ltd	f	United Kingdom		#127	91	227.5K
☐ Q Mixers	f	United States		#437	85	11.7K
☐ Jardin des Druidesses	f	Canada		#671	79	1.4K
☐ Fever-Tree Nederland	f	Netherlands		#537	58	6.1K
☐ Health-Ade Kombucha	f	United States		#388	55	21.3K
☐ 7-Eleven Singapore	f	Singapore		#175	54	160.9K
☐ Fever-Tree	f	United Kingdom		#237	52	82K

Once you have exported your file in Excel:

- You have access to the URL of each page (which is crucial to add them to the sourcing section, see after)
- You have access to important metrics like:
 - Total mentions associated to the Facebook pages
 - Influencer Rank
 - Country
 - Potential Reach
 - ...

You can play with these options to identify the most relevant pages, the ones you want to keep crawling.

	A	B	C	D	E	F	G	H	I	J
1	Name	URL	Country	Total Mentions	Positive mentions	Negative mentions	Neutral mentions	Unassigned	Bio	Gender
2	Orange	https://www.facebook.com/165622776799685	SEN	465	41,50537634	3,870967742	43,22580645	11,39784946	Bienvenue sur la page Officiel	
3	Barman Academy	https://www.facebook.com/1665958323690975	ESP	124	35,48387097	1,612903226	62,90322581		Plataforma de comunicaci3n	
4	FOX Sports	https://www.facebook.com/112638779551	USA	105	2,857142857	0,952380952	96,19047619		We are FOX Sports.Download	
5	Fentimans Ltd	https://www.facebook.com/205401789490133	GBR	91	57,14285714		42,85714286		Botanically Brewed, Exquisitel	
6	Q Mixers	https://www.facebook.com/185856574866871	USA	85	44,70588235		55,29411765		We make the world's best car	
7	Jardin des Druidesses	https://www.facebook.com/173971402746579	CAN	79	49,36708861		50,63291139		Boutique d'alimentation biolog	
8	Fever-Tree Nederland	https://www.facebook.com/643657685705526	NLD	58	60,34482758	6,896551724	32,75862069		"If 3/4 of your Gin & Tonic is fr	
9	Health-Ade Kombu						52,72727273		Health-Ade kombucha is the b	
10	7-Eleven Singapore						74,07407407		The official page for 7-Eleven	
11	Top It Off Frozen Y						86,53846154	1,923076923	"top it off" the way you like it...	
12	Fever-Tree						65,38461538		If 3/4 of your Drink is the Mixer	
13	Villa Schweppes						59,61538462	1,923076923	News musique, soirées, lieux,	
14	Flying Embers	https://www.facebook.com/662695964074891	ZZZ	43	41,86046512	2,325581395	55,81395349		Flying Embers is the first bette	
15	Devine Gelateria & Cafe	https://www.facebook.com/183601335021889	USA	40	32,5		65	2,5	World class hand-crafted gela	
16	Bombay Sapphire	https://www.facebook.com/378231255613987	GBR	39	15,38461538	2,564102564	82,05128205		BOMBAY SAPPHIRE® Gin.Er	
17	Pixi Beauty	https://www.facebook.com/55635571914	USA	39	61,53846154		38,46153846		Fuss-free favourites to help yc	
18	Urban Decay Cosmetics	https://www.facebook.com/60999753199	USA	35	51,42857143		48,57142857		We don't subscribe to beauty :	
19	Tango	https://www.facebook.com/269720833050923	LUX	32	46,875	3,125	50		Tango est le premier opérateu	
20	Tanqueray Canada	https://www.facebook.com/1760235840856716	CAN	27	18,51851852	3,703703704	77,77777778		The official Tanqueray Canad	
21	Soy Scents by Shez	https://www.facebook.com/627293707341670	FRA	27	25,92592593	3,703703704	70,37037037		Home made Soy Candles and	
22	Urban Decay Cosmetics	https://www.facebook.com/1404966363146158	FRA	21	28,57142857		71,42857143		We don't subscribe to beauty :	
23	Captain Morgan	https://www.facebook.com/147354806202	USA	21	28,57142857	4,761904762	66,66666667		There's More Fun To Be Had.	
24	Cravings of a Lunatic	https://www.facebook.com/236130413098625	ZZZ	21	61,9047619		33,33333333	4,761904762	Easy recipes made with love,	
25	Dessert Draft	https://www.facebook.com/333234886698373	PHL	21			100		Dessert Draft is a lifestyle pas	
26	Coca-Cola	https://www.facebook.com/637661736336070	SGP	21	9,523809524		90,47619048		The Coca-Cola Facebook Pag	
27	Vape Street Las Vegas	https://www.facebook.com/673363306010228	USA	21	28,57142857		71,42857143		The LARGEST inventory of pr	
28	This Worthey Life	https://www.facebook.com/181379768698623	ZZZ	20	35		60	5	http://www.thiswortheylife.com	
29	NisaLocally	https://www.facebook.com/132371186822574	GBR	19	36,84210526		63,15789474		Welcome to the official Nisa L	
30	Jack Owoc	https://www.facebook.com/1026564600786976	ZZZ	18	55,55555556	11,11111111	33,33333333			
31	Tanqueray	https://www.facebook.com/118591588172212	ZZZ	18	22,22222222		77,77777778			

Please note that we need you to identify the relevant pages you want to keep for each and every one of your dashboards.

Step Two - In our New Sourcing Section, Upload the URLs of the Facebook Pages You Wish to Source

Let's break it down in the form of mini-steps:

- First, access the Sourcing Interface. You can access it at the Workspace level..

Workspace

Robin Sandbox
Projects
Accounts
Permissions
Sourcing
Private data sources
New Flashdash
New dashboard

Dashboards
Total number of Dashboards: 21 / 30

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Mentions: 2,662,995
Last Saved: May 25th, 2021 11:20

Star wars (data-science)
Mentions: 29,060,674
Last Saved: May 4th, 2021 17:41

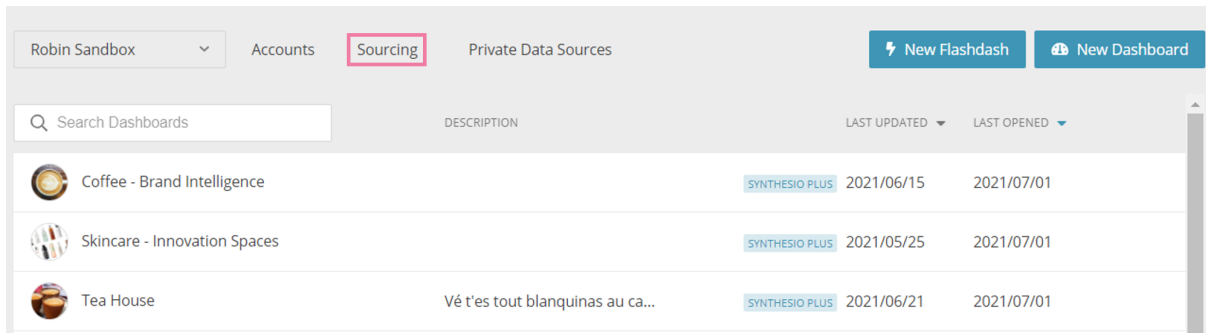
Video Games - Competitive Analysis (data-science)
Mentions: 19,080,264
Last Saved: May 25th, 2021 15:32

Coffee - Brand Intelligence
Mentions: 15,534,602
Last Saved: June 15th, 2021 12:14

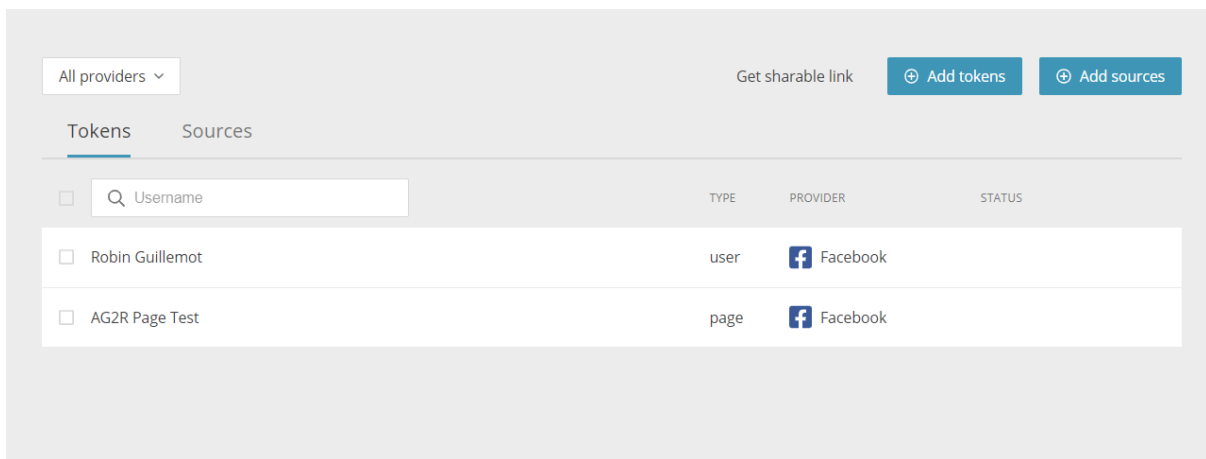
Coffee Research
Mentions: 15,173,542
Last Saved: May 28th, 2021 08:12

Airlines (data-science)
Mentions: 20,115,370
Last Saved: June 7th, 2021 17:48

New workspace (available since June 25th, 2021)

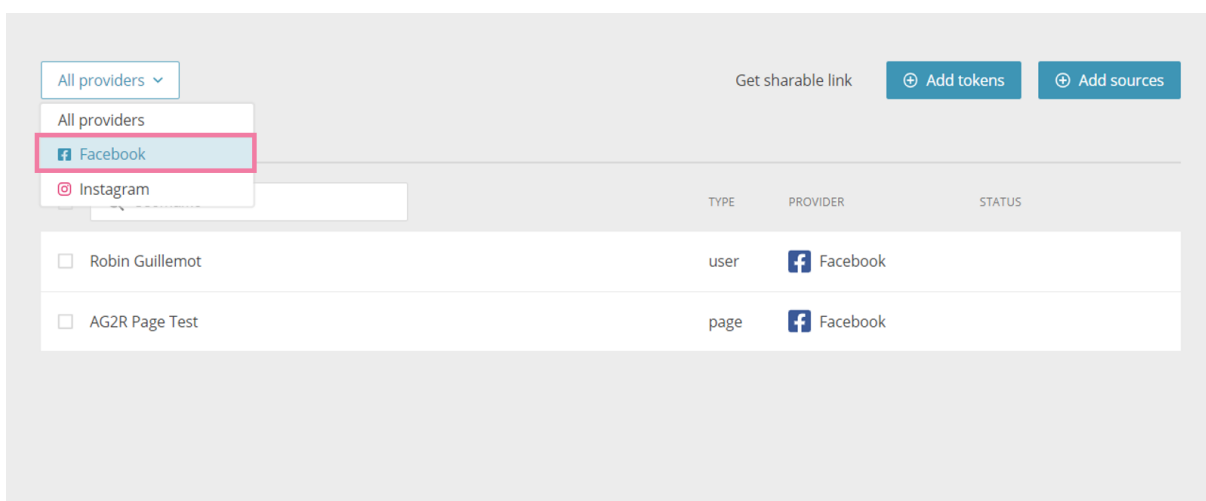


Then, you access the Facebook sourcing page:

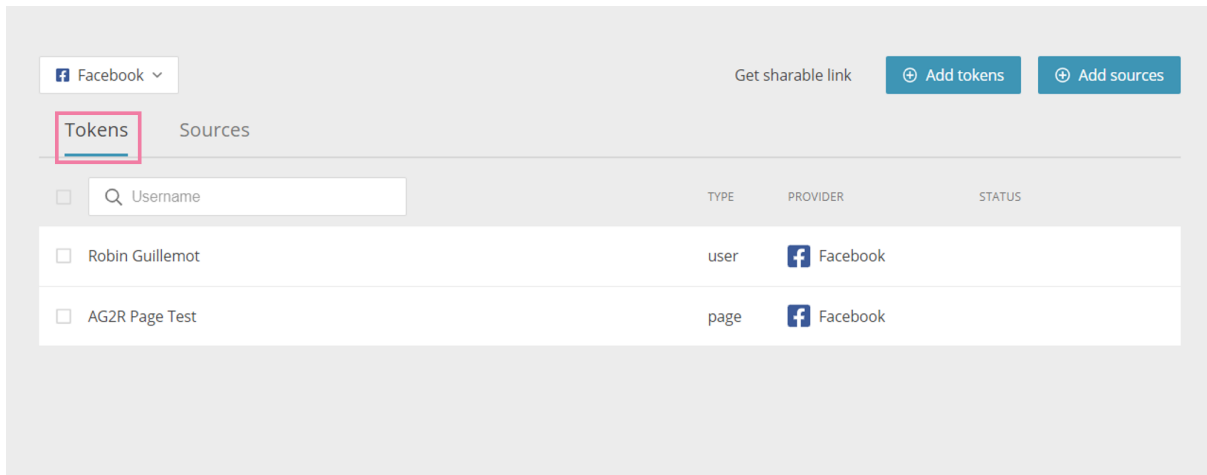


Important note: the tokens you previously added to your account and Facebook pages you were already sourcing in your dashboard(s) are automatically added to this new sourcing page.

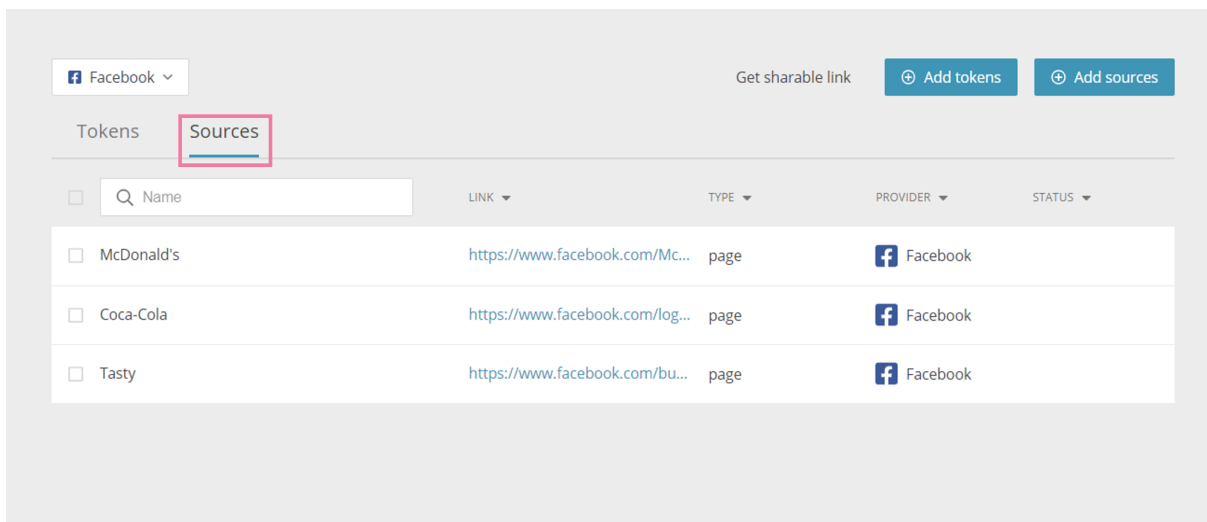
To focus on Facebook only, please select Facebook as a provider:



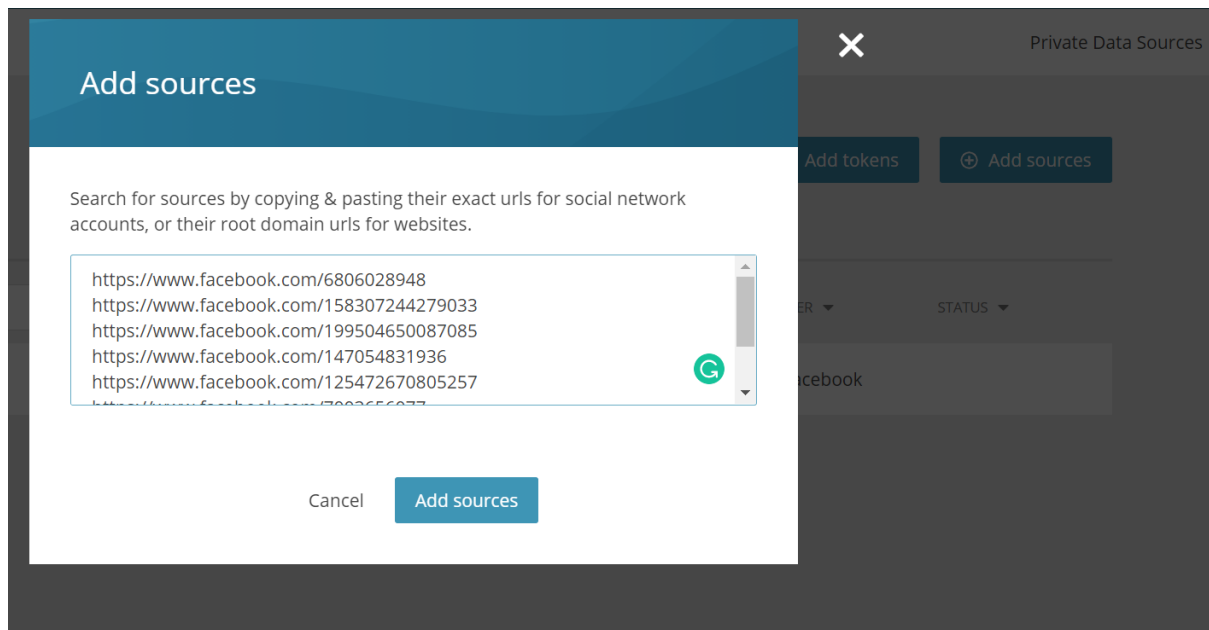
As mentioned above, you can see the tokens that are already authorized.



And the pages that were sourced in one or several of your dashboards.



- Next, from the export you created in step one, copy the URLs of the Pages you wish Synthesio to continue crawling (Column B from the export screenshot above).
- Next, click the 'Add sources' button and paste the URLs:



Once you have included the URLs of all the Pages you wish to crawl, click the 'Add sources' button.

And that's it! You have successfully added the Pages you wish Synthesio to continue crawling.

Important Details Moving Forward

Please keep in mind the following critical details moving forward.

- Again, to reinforce, you need to define the Pages you wish us to crawl. If you have not defined the Page using the above method, we cannot crawl it on your behalf.
- The number of Pages we can crawl on your behalf is proportional to the tokens you provide us. The more tokens, the more data we can crawl. Please [check out this article](#) to know how-to authorize tokens.
- If you have added more Pages than we can support based on the tokens you provided, we will make you aware. We will show you the number of Pages currently supported over the total Pages you provided. So, if you shared with us 330 Pages and we can only source 300, you will see 300/330. When Synthesio cannot source all of your requested Pages, we will source the Pages according to the total mention volume, i.e., the top 300 Pages. When a page cannot be crawled, it is indicated as "Disabled" on the page.

Facebook

Get sharable link

Add tokens

Add sources

Tokens

Sources

☐	Q Name	LINK	TYPE	PROVIDER	STATUS
☐	Artisan Guild Miniatures	https://www.facebook.com/A...	page	Facebook	DISABLED
☐	Blind Wave	https://www.facebook.com/Bl...	page	Facebook	DISABLED
☐	Chapo Trap House	https://www.facebook.com/C...	page	Facebook	DISABLED
☐	Crime In Sports Podcast	https://www.facebook.com/lo...	page	Facebook	DISABLED
☐	ContraPoints	https://www.facebook.com/lo...	page	Facebook	DISABLED
☐	Doughboys	https://www.facebook.com/d...	page	Facebook	DISABLED
☐	The Glass Cannon Network	https://www.facebook.com/lo...	page	Facebook	DISABLED
☐	Home Free	https://www.facebook.com/lo...	page	Facebook	DISABLED

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33
34
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37

- If you wish to override our default sorting by volume, you can de-select and select the Pages at your discretion. In other words, you can create your own list.

Please stay tuned as we continue to update and improve the Sourcing experience!