

This article walks you through how you can grant access between Synthesio and your owned tokens for Facebook and Instagram. Facebook and Instagram tokens are what enable Synthesio to crawl Facebook and Instagram mentions that will then populate your dashboards.

Agenda:

- What is a token?
- Why is it crucial to authorize tokens?
 - Tokens & types of content
 - Crawling limitations
 - Complementaty options
- Who can authorize access to Facebook and Instagram token(s)?
- How to authorize your owned Facebook and Instagram token(s)?
 - Option 1: The Administrator is a Synthesio user
 - Option 2: The Administrator is NOT a Synthesio user
- Token validity and expiration

Important Note - Synthesio Facebook Sourcing System

From July 1st, there will be some modifications in Facebook API policy that will impact how Synthesio can source Facebook data for your dashboard(s). Please [read the following article](#) to get more detail about these upcoming changes.

What is a token?

A token is a string that identifies a user, app, or Page on Facebook/Instagram. It is used to provide access and information sharing between two applications.

A token is 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 2021, 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).

Why is it crucial to authorize tokens?

Tokens & types of content

Facebook & Instagram tokens are what enable us at Synthesio to crawl Facebook & Instagram data on your behalf. Below you can see the types of content that tokens enable to crawl.

Facebook:

- **Owned Pages**, ie the pages for which you have provided a token. You get the following content from the page: posts, likes, shares, and comments. It also allows us to get content restricted for a country
- **Earned Pages**, ie any public page on Facebook or owned pages for which you are not able to provide a token. You get the following anonymized content from the pages: posts, likes, and shares. Please note that as of August 2021, comments from Earned Pages are no longer available. This is an update from the Facebook API policy, you can [read more details here](#). It is also important to note that crawling content from Earned Pages requires:
 - To provide enough tokens
 - To indicate in the sourcing interface all the Earned Pages you want to crawl. Please [read the dedicated article](#) for more information.

Instagram:

- **Content from Business Accounts**: You get the following content from any business account: posts, likes, and shares.
- **Content originated from hashtags**: You get anonymized content, posts only.

Crawling Limitations - Optimizing the amount of Facebook & Instagram data you crawl

Facebook and Instagram APIs do not allow Synthesio to crawl the entire content from Facebook and Instagram, there is some limitation on the volume we can get. That limitation is called the rate limit.

This rate limit is highly dependent on the number of tokens you can provide. To make it short, the more tokens you are able to provide, the more data from Facebook and Instagram you will have in your dashboard(s).

The more data you get from Facebook & Instagram, the better you can analyze and understand what your consumers are saying:

- Find genuine consumer insights
- Power competitive analysis
- Understand the associations with your brand
- Anticipate on the next trend that will matter

If you are not able to provide Synthesio with Facebook and Instagram tokens, we cannot guarantee that we will be able to collect all the Facebook and Instagram data you would like to crawl.

Complementary options

However, Facebook and Instagram are not the only sources that matter when you are looking for deep, genuine consumer insights. With Synthesio, you will benefit from the vast amount of consumer-generated data available in the platform: Twitter, Reddit, Sina Weibo, Youtube, Forums, Blogs, Reviews, News etc

Please reach out to your dedicated Account Manager or Customer Success Manager should you want to know more about the data sources available in Synthesio.

Who can authorize access to Facebook & Instagram token?

Tokens need to be granted by a Facebook/Instagram administrator.

In the case of a business Facebook/Instagram page, it is the person or persons who run, maintain and manage branded, company-owned Facebook/Instagram Pages. The [following article](#) from Facebook explains the various rights and responsibilities available to Administrator users.

In the case of a personal Facebook/Instagram account, the administrator is the owner of the account.

Authorize Facebook & Instagram Tokens

Option #1: The administrator(s) is (are) Synthesio user(s)

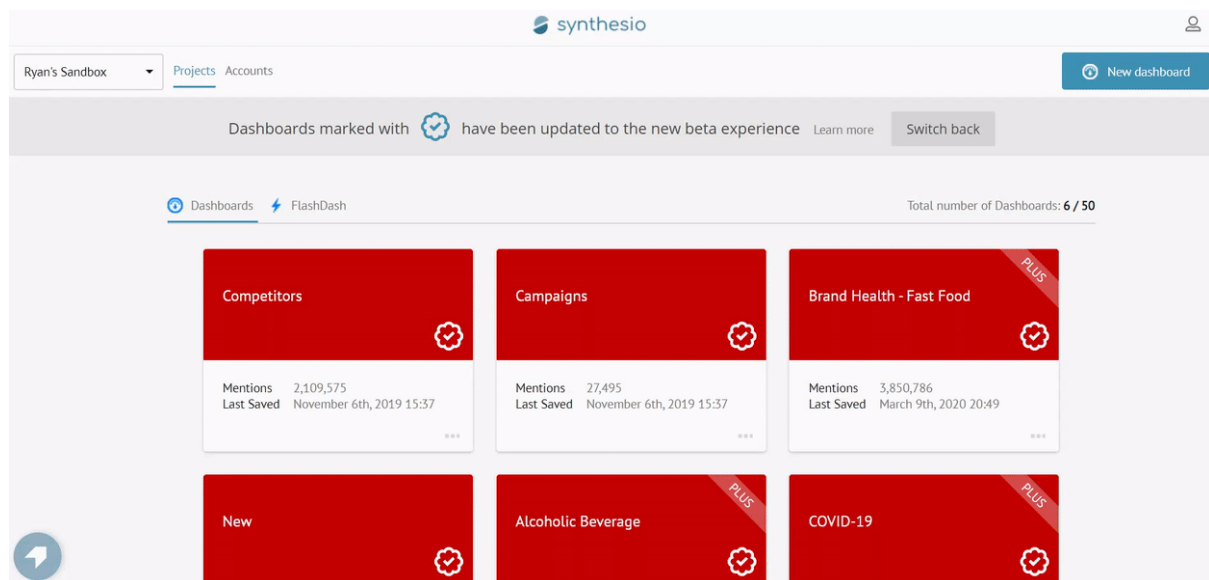
Token Authorization Steps

1. Go to the account authorization page [here](#). You can access the account authorization page, at any time, via the home page (the below GIF shows you how).
2. In a separate tab, log-in to your Facebook profile. Make sure you are an Admin of the Page(s) you wish to authorize.
3. Back at the account authorization page, click the 'Add an account' option and select the Page(s) you wish to authorize. We will show you all of the Pages for which your profile is an Admin. You can select multiple Accounts to add at one-time.

Token Authorization Steps in GIF Form

Let's walk you through the steps in GIF form.

If you don't have the link, **you can easily access the Account Authorization** page via the homepage.



In a separate tab, log-in to your account.

After you've logged in, click the 'Add an account' option and walk through the steps as seen below

As social networks improve security of user data, they have been introducing tighter rules impacting how data is collected by 3rd-parties like Synthesio. In order to stay compliant, we need you to authorize access to the social accounts and pages that you own. This allows Synthesio to access mentions on pages/accounts you own AND mentions from non-owned pages/accounts that you monitor for your listening program.*

1. Login to the social network that you want to authorize (in a separate tab)
2. Confirm that you are an admin for the account or page that you want to authorize (still in the separate tab)
3. Click on "Add an account" to the right, and choose the network you want to authorize
4. Follow the network's instructions to "Authorize app", or "Continue" and "OK" (the wording varies slightly for each network)
5. Repeat steps 1-4 to authorize your other social accounts and/or pages

Completing these steps authorizes the collection of data, it doesn't actually start the data collection process.
You still need to choose the sources you want to monitor in the dashboard Setup area.

Connect your social accounts

[Generate shareable link](#)

[Add an account](#) ▼

 Instagram

Adding and Refresh Multiple Tokens

Adding multiple Pages is now easier than ever. We will show you all of the Pages for which your logged-in profile is an Admin. Simply select the Pages you wish to add/refresh. Here, we will also show you which Pages are expired.

Synthesio

3 of 4 selected

Clear

Q Search

Added in Synthesio ▾

▮ All

☒	 Synthesio	Added in Synthesio
☒	 Social Karma, Now A Synthesio Company	Added in Synthesio
☒	 Développeur Synthesio	Added in Synthesio

Cancel

Apply

Option #2: The administrator(s) is (are) NOT Synthesio user(s)

If you have outside tokens you'd like to authenticate (like influencers or other brands), but for which you are not an Admin, you can easily share a link that will allow those parties to authenticate themselves:

synthesio

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Connect your social accounts

Generate shareable link

Add an account ▾

 Instagram

Once you've copied the link, simply share with the Admins of those outside accounts.

Important Note on Instagram Accounts

After selecting to authorize an Instagram account, you'll be prompted to enter the Facebook account that is linked to that Instagram account. This is a requirement dictated by Facebook, not Synthesio.

When you are unsure whether your account has been authorized

In most cases, you'll be able to clearly see that your account has been authorized. This is made clear by the account URL appearing in the right-hand column. In some cases, however, you may have gone through the account authorization process only to find that the account URL is not appearing in the right-hand column. In these cases, please reach out to your Account Manager

Token Validity and Expiration

To enable Synthesio to crawl Facebook data, a token needs to be valid, which means that it must not have expired and it needs to be active. According to Facebook, a token is active if there is a daily activity on the account and/or the page associated with the token (an activity means a post, like, share, comment...).

Moreover, a token has a limited lifespan (approximately between 60 and 90 days). However, it does not mean that a token will necessarily expire after this period of time. At Synthesio, we are able to automatically renew your token in almost every situation.

Please be aware that below are the three cases for which Synthesio will not be able to automatically renew your token and you will need to do it manually:

- Change in the password of the token owner
- Security breach
- Inactive token (i.e. the page and/or the account associated to the token are not active enough on a regular basis)

Token Security

When you provide Synthesio with a token, you enable Synthesio to crawl data from Facebook and Instagram through your token(s).

When you want to authorize a token in Synthesio, you need to enable a string between Synthesio and your Facebook / Instagram profile, page or business account. Below is the list of authorization you need to give:

What is Synthesio Connector allowed to do?



Synthesio Connector may not work properly if you turn off these options.

Show a list of the Pages you manage

AG2R Page Test



Access your Page and App insights



Read content posted on the Page

AG2R Page Test



Read user content on your Page

AG2R Page Test



Cancel

Back

Done

Please note that it's necessary to give all the permissions listed above. Else, the connector might not work properly and could not enable us to crawl data.

Important note:

The token authorization process is set-up by Facebook and Instagram, not by Synthesio.

What we do falls under Facebook and Instagram data privacy regulation.

Basically, when authorizing a token, you can see what you will authorize us to do (see screenshot above):

- Show a list of the pages you manage: we need to know the pages you manage to consider them as tokens
- Access your page and App insights: to collect content on your pages, we need to access them
- Read content posted on the page: We will collect content posted by the page owner
- Read content on your page: we will collect comments and interactions on your pages. This part is anonymized. Basically, what we do is that we require to access your page to be able to crawl the content, both posted by the page owner, as well as comments from user (this content is anonymized, ie you have the content of the comment but you don't have information about who is posting it).

To make it short, what Synthesio does thanks to the tokens is read-only actions (ie crawling content), we cannot edit or remove content on your behalf.

In Closing

Social network APIs, for example, Instagram and Facebook, are constantly evolving. This evolution is driven by many factors, one of them being data privacy. Regulations such as the General Data Protection Regulation (GDPR) are forcing social networks to protect their users' data.

This evolution also protects customers of vendors that integrate with social network APIs. As challenging as it may be, Synthesio will continue to evolve alongside social networks and adhere to data privacy regulations.