



QFI - QBurst Facebook Insights



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1. Introduction

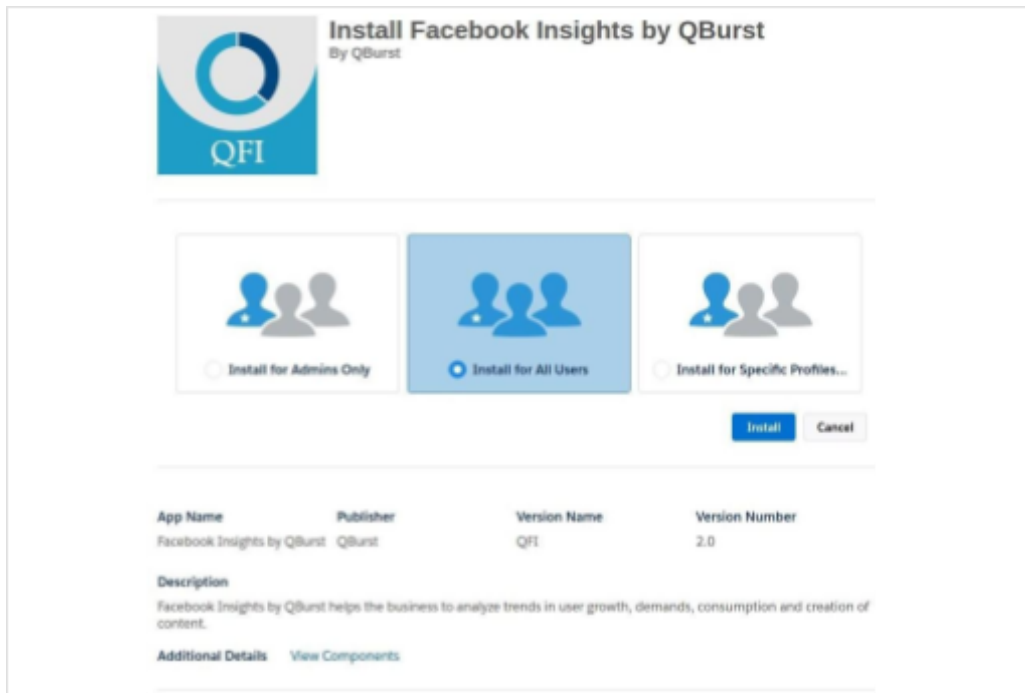
QBurst Facebook Insights is an advanced analytics tool that brings Facebook Page insights directly to your Salesforce homepage. It allows you to analyze trends in user growth, demands, content consumption, and creation, enabling data-driven decisions to improve business performance.

The QFI App features a user-friendly interface, eliminating the need to log into Facebook repeatedly to access Page Insights. While Facebook limits Insights visibility to page administrators, app owners, and domain administrators, the QFI App enables configuration of these insights for Salesforce users.

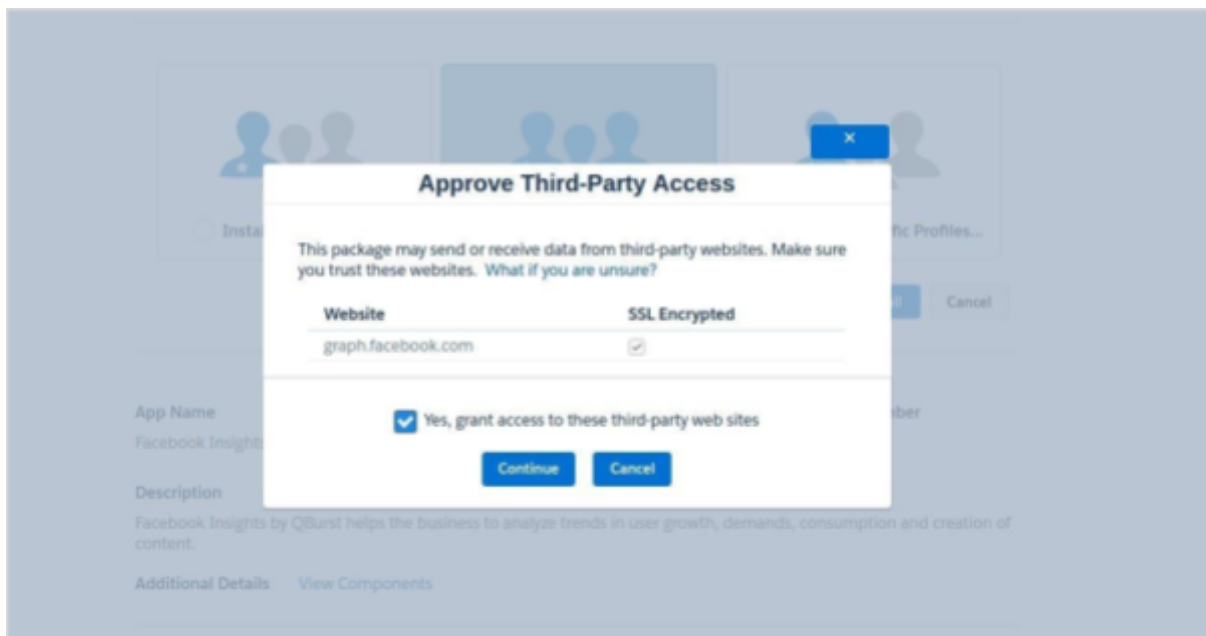
Once authenticated, the QFI app fetches and displays one month of Facebook data instantly on a Visualforce page, followed by daily updates. This real-time analysis rendered on a dashboard with reports, empowers business teams to track performance and strategize effectively. All data is stored in Salesforce for future analysis, providing long-term value.

2. Download the App from AppExchange

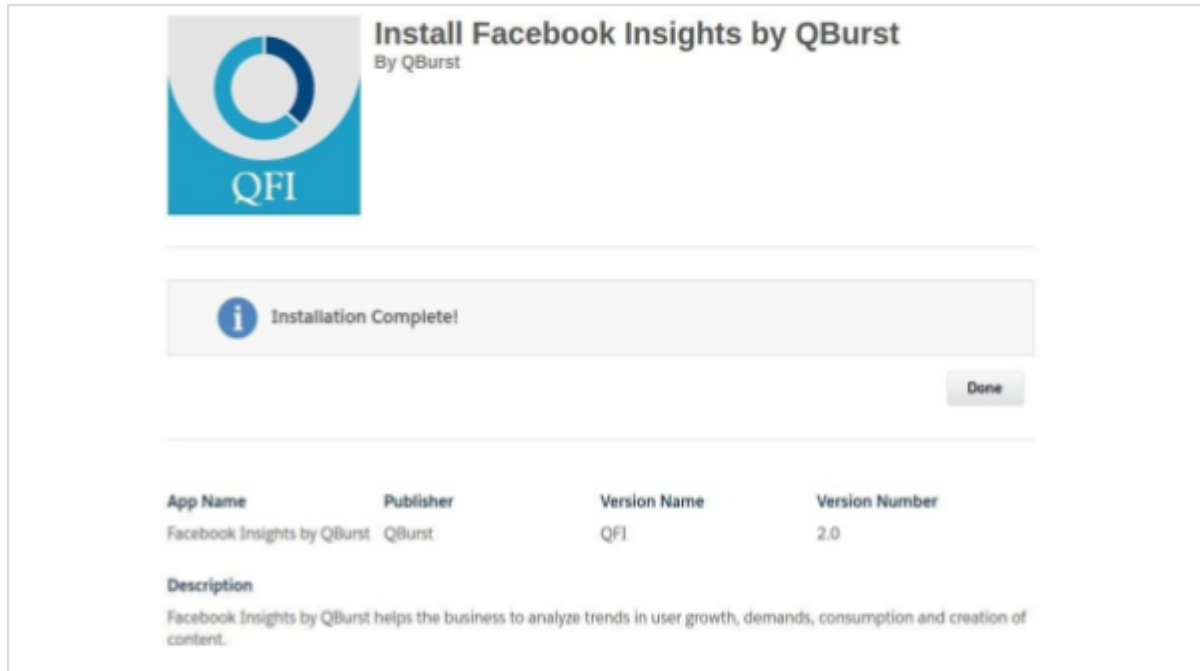
1. Click on the **Get It Now** button to download the app and log into Salesforce using your credentials.
2. Choose users who need to access the QFI app and click on **Install**.



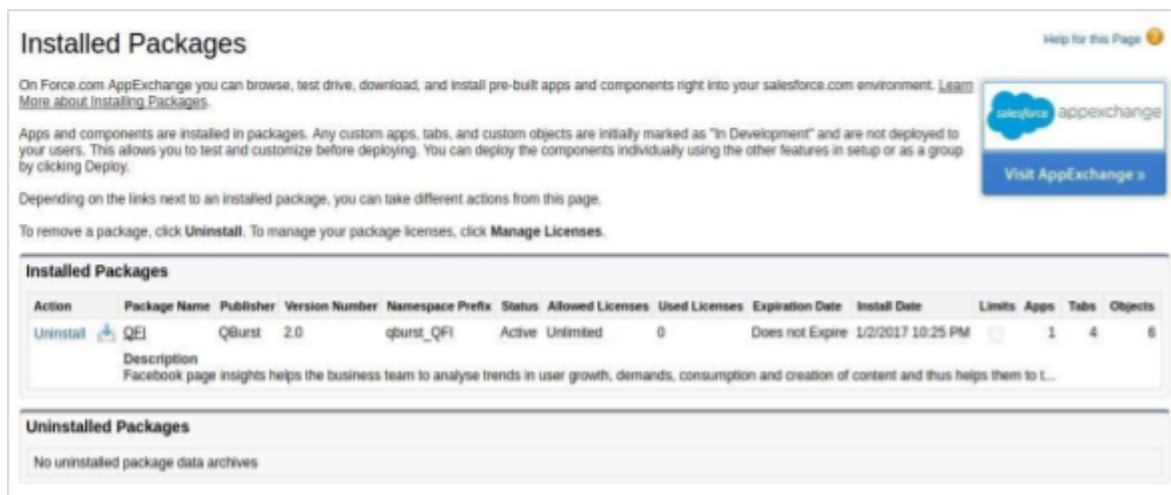
3. Click on the checkbox to grant access to third-party websites checkbox and click on **Continue**.



4. Check for the **Installation Complete** message and click on **Done**.



5. The QFI package is displayed in the **Installed Packages** list.



6. Next, go to the [Facebook Apps Developers](https://developers.facebook.com/apps) page (<https://developers.facebook.com/apps>)
7. Login with a Facebook Account which has a Facebook Page created, click 'Add a New App' and complete the required fields.
8. Under 'Website', set the site URL to your site's secure URL. For example, <http://facebookinsights-developeredition.ap1.force.com/>
9. Click on **Save Changes**.

The screenshot shows the Facebook App Settings interface. On the left is a dark sidebar with navigation links: Dashboard, Settings (Basic, Advanced), Roles, Alerts, App Review, and PRODUCTS (Facebook Login, + Add Product). The main content area is titled 'APP ID: [redacted]' and includes a 'View Analytics' link. The settings are organized into two columns:

- Left Column:**
 - App ID: [redacted]
 - Display Name: Insights
 - App Domains: [empty field]
 - Privacy Policy URL: Privacy policy for Login dialog and App Details
 - App Icon (1024 x 1024): [placeholder image]
- Right Column:**
 - App Secret: [redacted] with a 'Show' button
 - Namespace: [redacted]
 - Contact Email: [redacted]
 - Terms of Service URL: Terms of Service for Login dialog and App Details
 - Category: Apps for Pages (dropdown menu)

At the bottom right, there are 'Discard' and 'Save Changes' buttons.

NOTE: If 'Facebook Login Product' is not present by default, click on **+Add product** and go to Products > Facebook Login.

3. Configure Facebook Authentication via Named Credentials

1. Go to **Permission Sets** from Setup. Open **QFI Permission Set**. Go to 'Manage Assignments', click on 'Add Assignment', select your user and confirm.

SETUP
Permission Sets

Permission Sets

On this page you can create, view, and manage permission sets.

All Permission Sets [Edit](#) | [Delete](#) | [Create New View](#)

[New](#) [Filter](#) [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#)

Action	Permission Set Label +	Description	License
☐ Clone	Orchestration Process Manager	Manage orchestration process-related information in the Automation a...	Salesforce
☐ Clone	Partner Connect Partner Admin Setup	Set up Partner Connect from a partner org. Partner Connect is a Part...	Salesforce
☐ Clone	Payments Administrator	Has all the user permissions to gate access to APIs that are available ...	Salesforce Payments Internal
☐ Clone	Publish Suggested for You Nudges: Integration User	Access the Core Adoption Service and tenant orgs, which are used to ...	Cloud Integration User
☐ Clone	QFI Permission Set		
☐ Del Clone	QFI UM		
☐ Clone	SCRT2 Integration User	Give SCRT2 Integration User necessary access	Cloud Integration User

- Go to **Named Credentials** under Setup and select the **External Credentials** tab. Select 'FB External Credential' and open the linked Authentication Provider 'Insights'. Update the 'Consumer Key' and 'Consumer Secret' with those of your Facebook app.

SETUP
Named Credentials

Named Credentials **External Credentials**

1 Items · Sorted by Label [New](#)

Label	Authentication Protocol	Actions
FB External Credential	OAuth 2.0	New

- Copy the 'Callback URL' from the Authentication Provider and add it in the 'Valid OAuth Redirect URIs' textbox in the 'Client OAuth settings' section under 'Facebook Login for Business' settings in the Facebook app.
- Go back to 'FB External Credential' and move to the **Principals** section. Click on the dropdown button and select 'Authenticate'.

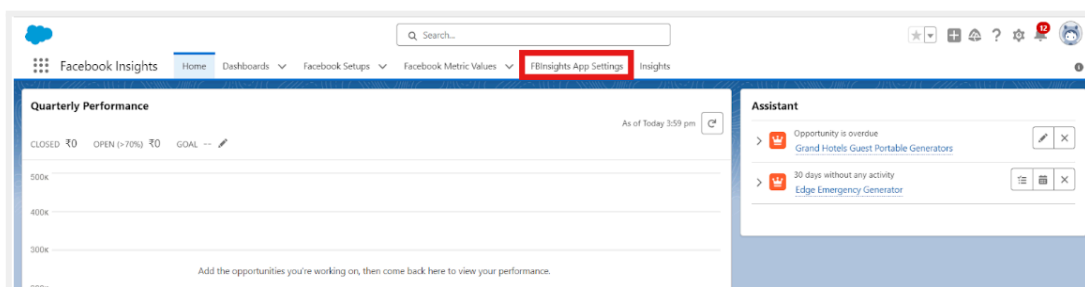
Managed Package Access		
Created By Namespace ⓘ		
Related Named Credentials		
Label	Name	URL
FB Named Credential	qburst_QFI_FB_Named_Credential	https://graph.facebook.com
Principals		
Sequ...	Parameter Name	Identity Type
1	Insights	Named Principal
		Authentication Status
		Not Configured
		Actions
		New

- Complete the Facebook login and click on 'Confirm External Access'. It will redirect to Salesforce and display a message on successful authentication.

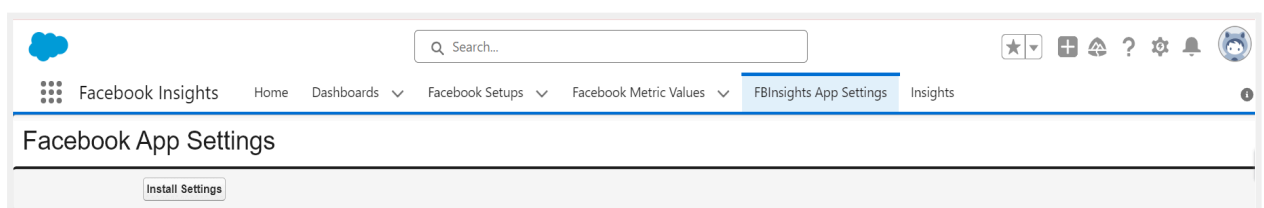
4. Configure App Settings

4.1. New application users

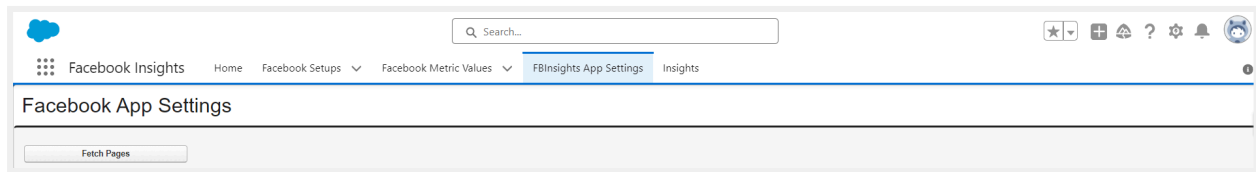
- Select the App 'Facebook Insights' and go to **FBInsights App Settings** tab.



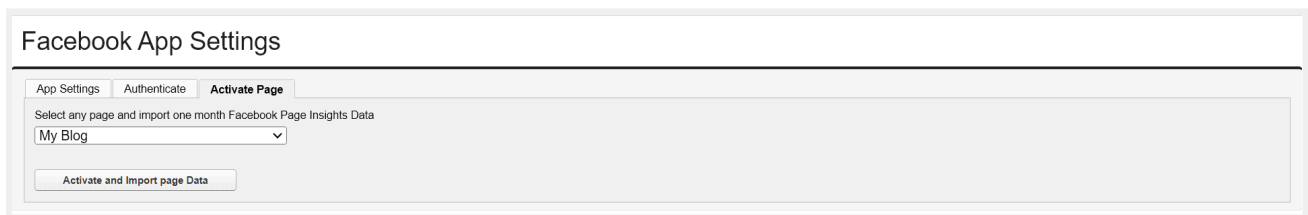
- Click the **Install Settings** button.



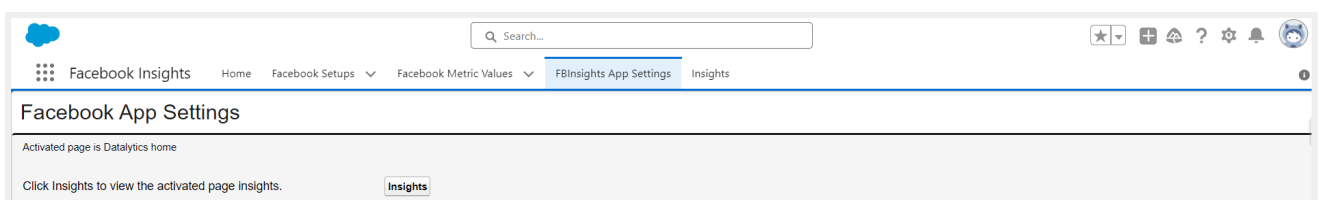
- Click on the **Fetch Pages** button and wait for the next step.



- Go to 'Deployment Status' in setup and check that the latest deployment has success status with a timestamp same as the previous action. This is related to the app data storage.
- Next, from the available pages displayed under the **Activate Page** tab, select the page for which you want Insights.
- Click the Activate button and **Activate and Import Page Data** button. Your installation is now complete.



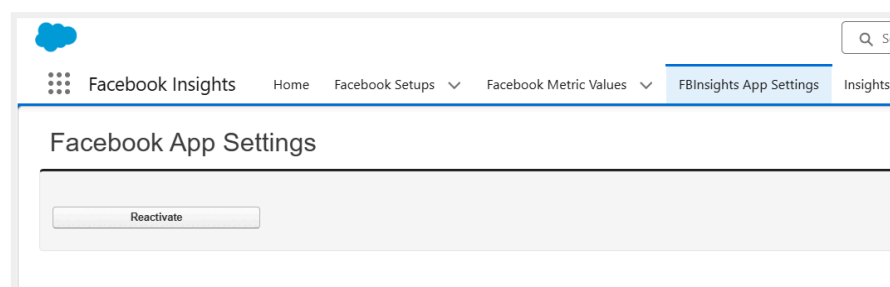
- Wait for some time to get the data updated. A batch job will be initiated fetching the previous month's Insights data for the activated page. You can activate this page only once. To change the activated page, reinstall the package.



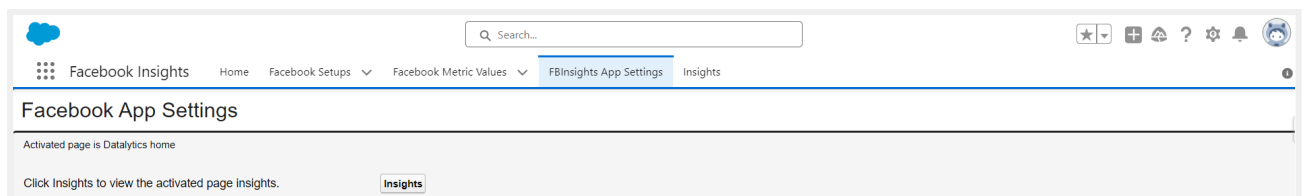
4.2. Existing application users

Existing users who are upgrading the package to the latest version (v2.14) need to follow the steps mentioned under 'Configuring the Facebook authentication via Named Credentials' and then follow the 'Reactivation' steps below:

1. Select the App 'Facebook Insights' and go to the **FBInsights App Settings** tab.
2. Click the **Reactivate** Button.



3. A confirmation message for the reactivation will be displayed.

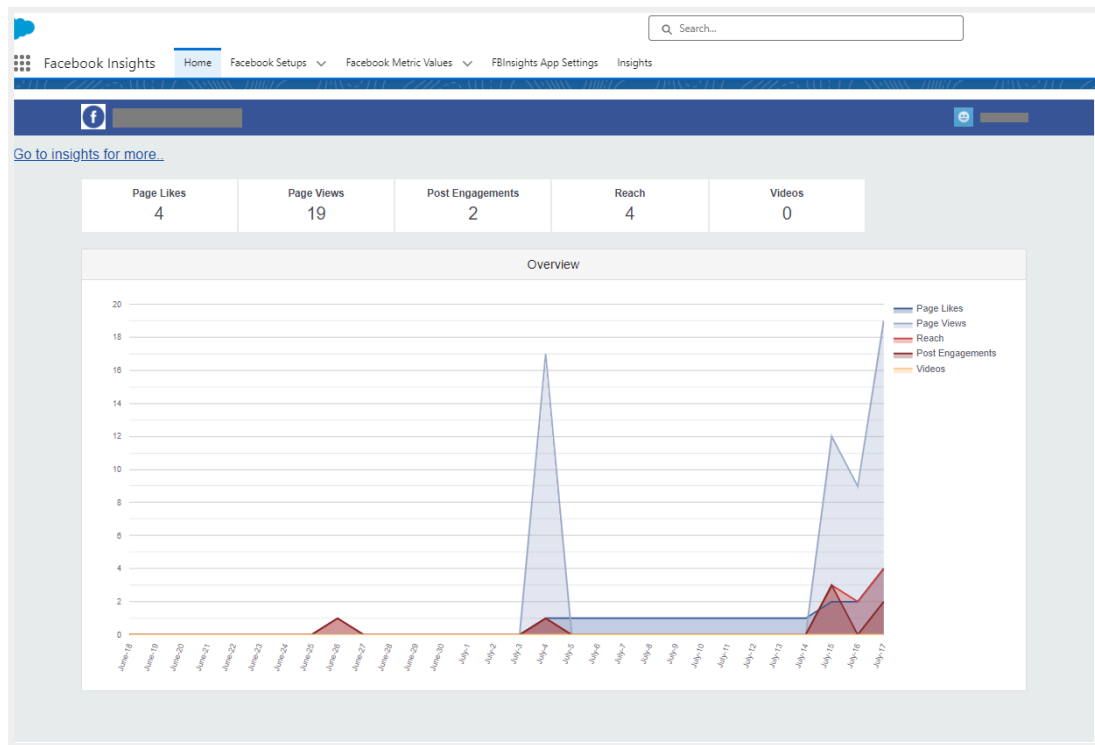


5. Add Dashboard to Home page

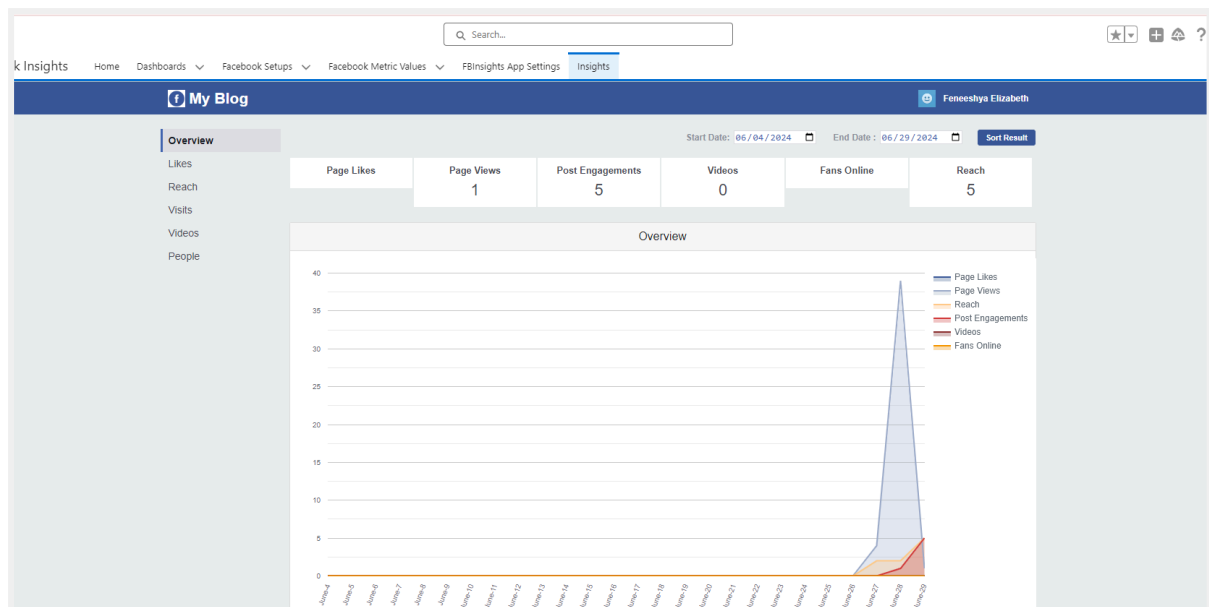
You can add the 'FBInsightsOverview' page to the Home tab of the Lightning interface following these steps:

1. Go to the Home tab, click the Gear icon on the top right, then click on the Edit page.
2. Drag and drop 'Visualforce' from the Components column on the left.
3. Select the added component, edit the properties in the right column, and choose 'FBInsightsOverview' in the field 'Visualforce Page Name'.

4. Set the height value to 850 and then click on Save.



5. Click 'Go to insights' for the 'More' link to view Facebook Page **Insights** in detail. Filter dates to view data for various date ranges.



6. Limitations

- The latest data displayed in the application would be a day old.
- Only one month of data from Facebook would be fetched.
- Only one page can be activated using the application.
- The QFI app is available only for the Enterprise and Unlimited editions of Salesforce.