



Broadbean Social Media Guide



Facebook Set Up Process

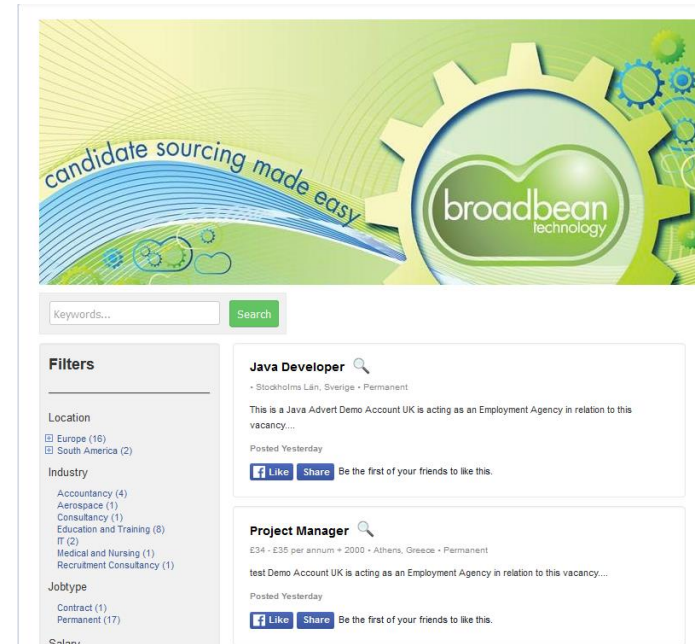
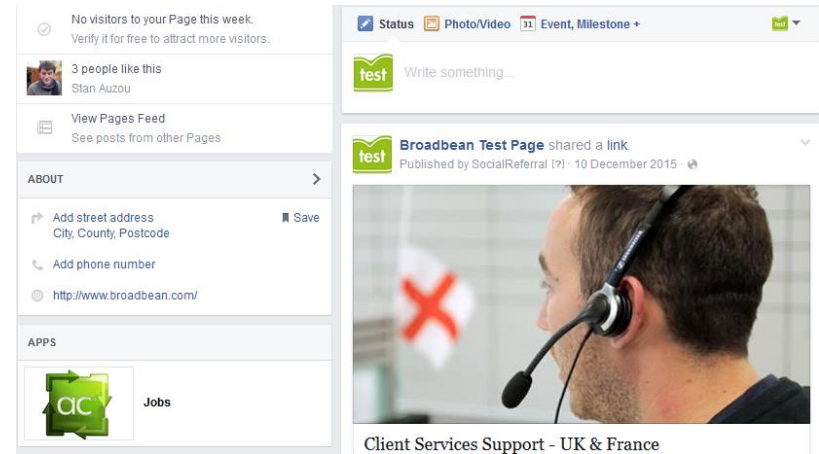


Broadbean & Facebook

Broadbean Technology has developed an App to allow recruiters to post jobs to their company Facebook page.

This appears as an App on the page which can be renamed and rebranded and also allows you to engage with potential hires by posting jobs to the wall of your page.

The App itself holds all posted jobs and allows candidates to search your live vacancies with an easy filter for Location, Industry, Job Type and a salary slider



Getting started

Firstly, you will need to log in to Facebook. This should be your personal account as the business page needs to be linked to a personal license.

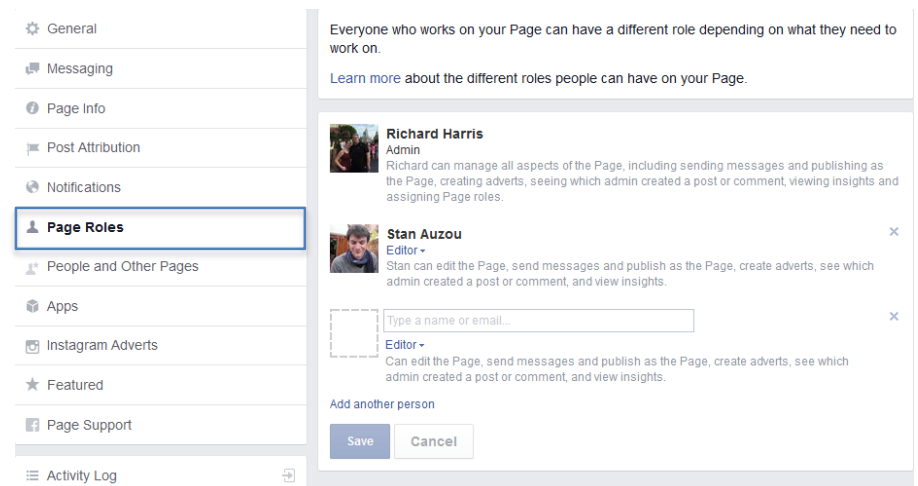
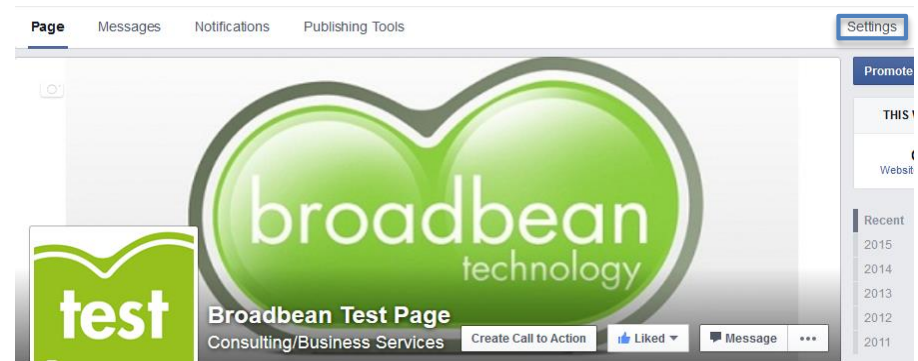
Go to your business page and you should see the admin bar at the top of the page with the Settings tab on the top right hand side.

If you do not see this panel, you are not listed as an admin for that page and you would need to get the login details from the creator or another admin. Alternatively, you can ask the page creator to make you a Page Admin. You must first have liked this page from your personal account for this to happen.

Under Settings, you will find an option for Page Roles. This is where the creator of the page can add you as an Admin or if you are the creator, you can assign roles to people who have liked the page.

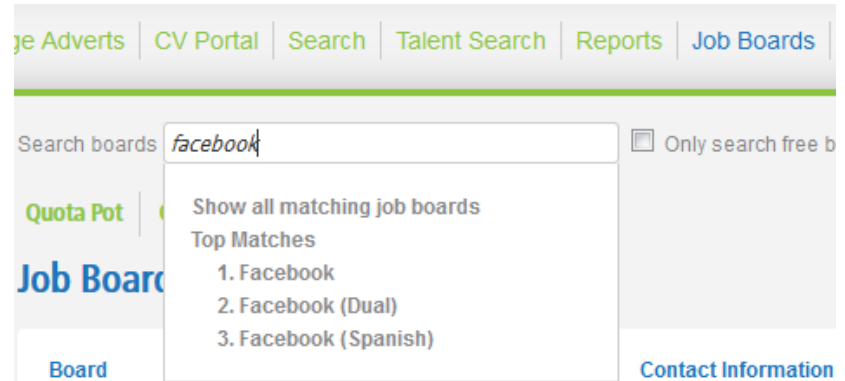
You must be listed as an Admin to be able to grant permission for the App to use your page

NB. None of your personal details will be shown on your business page.



In a separate tab, login to your Broadbean account as superadmin and go to the Job Boards tab. In the Search boards field, search for Facebook and then click on the first Facebook option to be taken to the subscription details page.

You can choose whether you wish to add the page at Company level or if you want to add it to just a specific office, team or user.



Once you have decided which level to activate the subscription at, you need to click on Manage Page and this will then redirect you to the Facebook Page Manager.

(This is found next to the status access token field as shown here)

Active	Consultant	Facebook Page/User ID	Allow Post as status	Status Access Token
<input type="checkbox"/>	richardhstest	<input type="text"/>	Never	<input type="text"/> Manage Page
<input type="checkbox"/>	bbgeneric	<input type="text"/>	Never	<input type="text"/> Manage Page
<input type="checkbox"/>	bbgeneric	<input type="text"/>	Never	<input type="text"/> Manage Page
<input type="checkbox"/>	Richard Harris Test Account	<input type="text"/>	Never	<input type="text"/> Manage Page

Facebook Page Manager

Add Tab

[Click Here](#) to add the tab to your business page

Post as Status

[Click Here](#) to set up wall posting

You may be asked to give permission to our App, in order for AdCourier to post to your wall you must click "Allow"

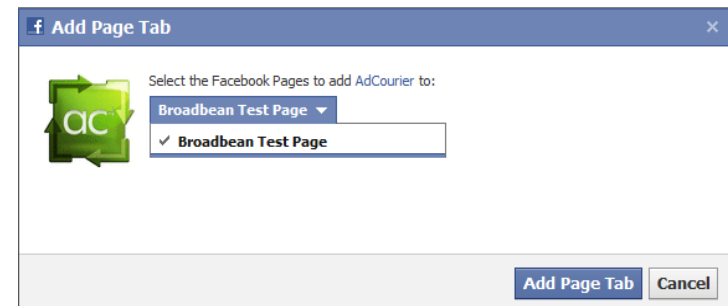
[Return to Subscriptions](#)

The Facebook Page Manager will now load and you first need to add the App to your page. You do this by clicking on the Click Here hyperlink. This will prompt Facebook to display a list of the pages that you manager

Select your page from the drop down menu. If you are the admin of multiple pages and you wish to set these up as well, make sure that you select all of the pages you wish to use.

You can then click on Add Page Tab. This will automatically add the tab to each of the pages you have selected.

The page will not reload so it may not seem like anything has happened but the update to your page is done behind the scenes.



You are now back on the Facebook Page Manager and now you can set up the Post as Status option.

This allows the job posts to appear on the wall of your page so that anyone who has liked your page will see the job in their Facebook Timeline.

Exactly the same as the Add Tab option, you click on the Click Here Hyperlink.

You may be asked to authorise the App. This just means that you allow the Broadbean App to post adverts to your company page. Click on Go to App.

Facebook will then ask you to allow Broadbean to login as the pages you have selected and allow the app to post on your behalf. Again, none of your personal information is shared anywhere.

Click Allow to complete the process and then you will be shown a list of the pages that you can set up for Post as Status

Facebook Page Manager

Add Tab

[Click Here](#) to add the tab to your business page

Post as Status

[Click Here](#) to set up wall posting

You may be asked to give permission to our App, in order for AdCourier to post to your wall you must click "Allow"

[Return to Subscriptions](#)



AdCourier

[Go to App](#) [Cancel](#)

5,000 people use this app

ABOUT THIS APP

This Facebook app will allow you to post your adverts via AdCourier, straight to your Business' Facebook wall or your own 'Jobs' tab

THIS APP WILL RECEIVE:

- Your basic info [?]

Who can see posts this app makes for you on your Facebook timeline: [?]

[Public](#)

By proceeding, you agree to the [AdCourier Privacy policy](#) · [Report app](#)

AdCourier would also like permission to:



Manage your pages

AdCourier may login as any of your 1 Pages, including:

- Broadbean Test Page



Post on your behalf

This app may post on your behalf, including status updates, photos and more.

[Allow](#) [Skip](#)

Once you have allowed the app, you will be taken back to your page manager and you will see the logos of the Facebook pages you can configure.

You can then click on the logo of the page you wish to add and this will then redirect back to your subscriptions within Broadbean and the details that you need to post will now be populated against the specific level you chose.

If you have multiple pages, click on Show as text below your company logo, as can be seen above, and this will then show you all of your page ID's and access tokens

You will then need to copy these to a notepad and then copy and paste in the required fields on the subscriptions page. Click on Return to Subscriptions to access this page.

Post as Status

Please select from the pages below

Choosing a page will take you back to the subscription page and will populate the relevant fields

Please ensure you click save to retain the settings



[Broadbean Test Page](#)

[Show as text](#)



[Broadbean Test Page](#)

Broadbean Test Page
Page ID: 180395995345859
Access Token: AAAAAASnwd1MUBANubpdnnONXWwteOZBPouSITf5k4ogMJzQeLsuTBfDjt3n1bZAZAtWdrmp7ZAQ19x5C39hbETanGW8OaKZBm2GYtccWv4PNEQ00PofPu

Once you land back on your subscriptions page, you now need to tick the Active box on the left hand side to enable the feed. You will also be able to choose which method you want to use for the status updates:

Never – will not send a status with your job to the Facebook wall

Short – will send job title, industry, job type, salary & location and a brief description of the job to the wall

Full – will send the full job description to the wall

Optional – will give users the choice of the above on the last stage of job posting

Once you have completed the steps, click Save at the bottom of the page and this will now have added Facebook to your account and enabled wall posting. Facebook will now appear as a job board channel when selecting boards to post to.

Active	Consultant	Facebook Page/User ID	Allow Post as status	Status Access Token	Turn off in n days	Restricted
<input checked="" type="checkbox"/>	richardhtest	180395995345859	Never	CAAAASnvd1MUBAHIQI Manage Page	day(s)	
<input type="checkbox"/>	bbgeneric		Never Short Full Optional	Manage Page	day(s)	<input type="checkbox"/>
<input type="checkbox"/>	london		Never	Manage Page	day(s)	<input type="checkbox"/>
<input type="checkbox"/>	losangeles		Never	Manage Page	day(s)	<input type="checkbox"/>
<input type="checkbox"/>	superadmin		Never	Manage Page	day(s)	<input type="checkbox"/>



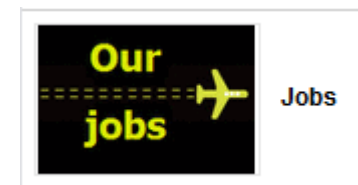
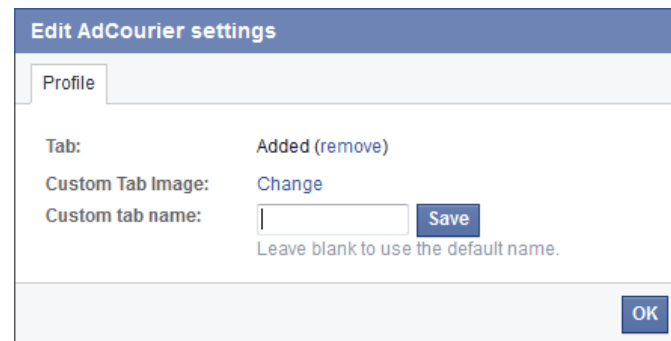
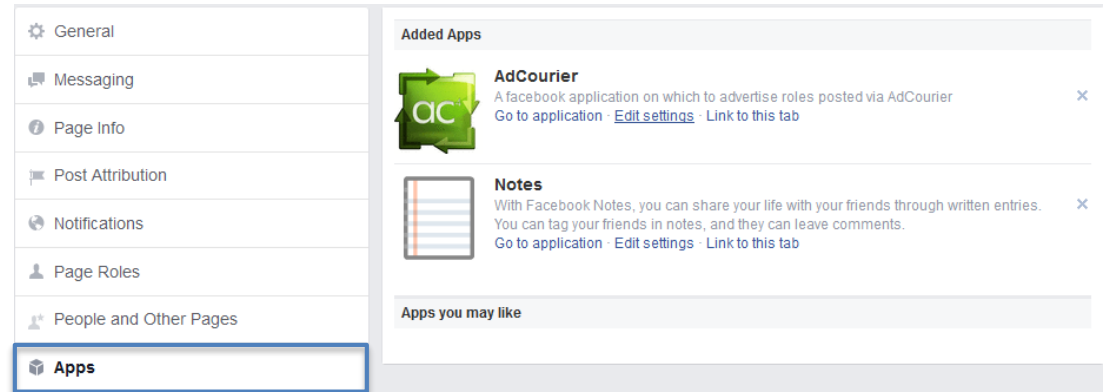
Editing your Facebook App

You are able to change the logo and name of the App on your page. To do so, you will need to head back to the Settings tab on your Facebook page and this time choose the Apps option.

Under the AdCourier App, there is an Edit Settings link and you will need to click here to be able to update your App.

You now have the option to update the logo of the Broadbean App and also rename the tab so that it fits in with your company Branding. Simply click on Change to be able to amend the logo of the page and you will be given information regarding image sizes and how to upload.

Type in the Custom tab name you wish to use and click Save and then OK.



Twitter Set Up Process



Broadbean & Twitter

Broadbean Technology has developed an App to allow recruiters to post jobs to their company Twitter feed.

Each job is posted with #job and you are also able to default your own hashtag to allow candidates to find your jobs quicker

This appears as a tweet on the timeline which gives basic information regarding a new job and then provides a tiny URL to a page that hosts your jobs and allows candidates to apply for your vacancies.

Tweets

- Broadbean Test** @broadbean_test now
New #job: Bungee Expert Location: Bristol Salary: GBP20kpa - GBP21kpa .. tinyurl.com/d89ay7t #jobs #bbtestjobs
Expand
- Broadbean Test** @broadbean_test 15s
New #job: Clown Location: City of London Salary: GBP10kpa - GBP11kpa .. tinyurl.com/c8g986z #jobs #bbtestjobs
Expand
- Broadbean Test** @broadbean_test 4m
New #job: Cowboy Location: Texas .. tinyurl.com/a29va69 #jobs #bbtestjobs
Expand
- Broadbean Test** @broadbean_test 12m
New #job: Dolphin Trainer Location: Miami Salary: GBP15kpa - GBP16kpa .. tinyurl.com/ckzkujm #jobs #bbtestjobs
Expand

Dolphin Trainer

Location: --Florida
Salary: GBP15000 - GBP16000 per annum + Snorkel

Can you swim?

Do you like the film Flipper?

This could be the job of a lifetime!

Please check the job details, then fill in your details below and click "Submit now".

* Indicates a required field.

Your Details

First Name *	Last Name *
<input type="text"/>	<input type="text"/>
Email *	
<input type="text"/>	
Phone Number(s) Work:	Address
<input type="text"/>	<input type="text"/>
Home/Mobile/Cell:	
<input type="text"/>	

Please attach your CV/Résumé *

Getting Started

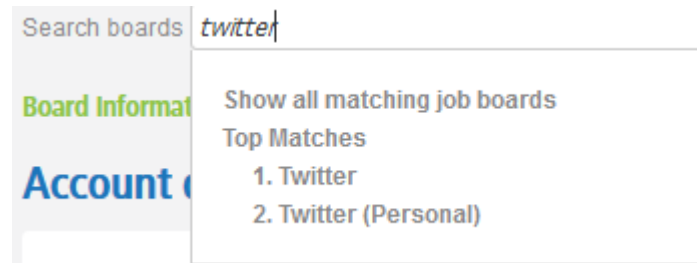
In the same way as the Facebook set up, you will first need to be logged in to your Broadbean account as superadmin. Go to the Job Boards tab and in the Search boards field, search for Twitter and then click on the first Twitter option to be taken to the subscription details page.

You can again choose whether you wish to add the page at Company level or if you want to add it to just a specific office, team or user.

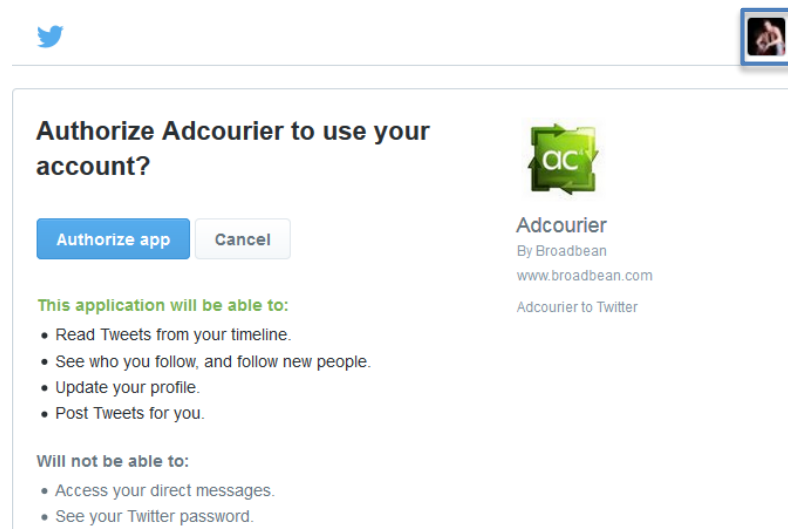
This time, you will need to click on the Request Key link which sits between the Access Secret and Twitter Hash Tag fields.

Twitter will ask you to authorise AdCourier to use your account. It will also let you know what the application can access. If you are not already logged into the Twitter feed that you wish to post to then you will be taken to the login page first.

You can see the account you are logged into by hovering over the icon in the top right hand corner of the page, so you can make sure it is the correct feed. Once you authorise the App, you will be taken back into Broadbean.



Active	Consultant	Access Token	Access Secret	Twitter Hash Tag (Max 30 characters and separated using a space)
<input type="checkbox"/>	richardhtest	<input type="text"/>	<input type="text"/> Request Keys	<input type="text"/>
<input type="checkbox"/>	bbgeneric	<input type="text"/>	<input type="text"/> Request Keys	<input type="text"/>



The Access Token and Access Secret will now be populated for you. These are the only details you need in order to post to your Twitter account.

You can then tick the Active box to enable the posting to the feed.

There is also a field called Twitter Hash Tag. This allows you to default a hash tag on all jobs posted by the business. These will appear on each tweet at the end of the tiny URL that holds your job.

There is a limit as to how many characters can be used in hash tags. You can have a **maximum of 30 characters**. This can either be one long hash tag

e.g #broadbeantechnologyjobs or a few smaller tags

e.g #broadbean #technology.

Each new tag must be separated with a space and '#' counts as one character as do any spaces

Active	Consultant	Access Token	Access Secret	Request Keys	Twitter Hash Tag (Max 30 characters and separated using a space)	Turn off in n days	Restricted
<input checked="" type="checkbox"/>	richardhstest	819158706-jDWDWslwJ	CztqLsSMUT0M0JKqY4s	Request Keys	#bbtestjobs	day(s)	
<input type="checkbox"/>	bbgeneric			Request Keys		day(s)	<input type="checkbox"/>
<input type="checkbox"/>	london			Request Keys		day(s)	<input type="checkbox"/>
<input type="checkbox"/>	losangeles			Request Keys		day(s)	<input type="checkbox"/>
<input type="checkbox"/>	superadmin			Request Keys		day(s)	<input type="checkbox"/>



Twitter Hash Tag (Max 30 characters and separated using a space)

#bbtestjobs



Broadbean Test @broadbean_test 1h

New #job: Cowboy Location: Texas .. tinyurl.com/a29va69 #jobs #bbtestjobs

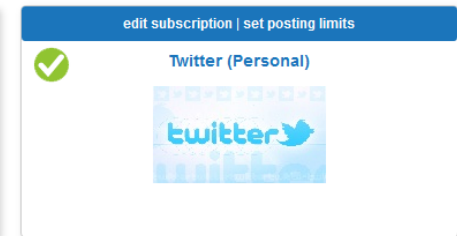
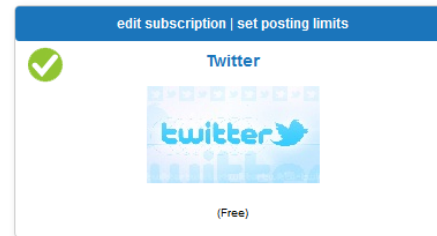
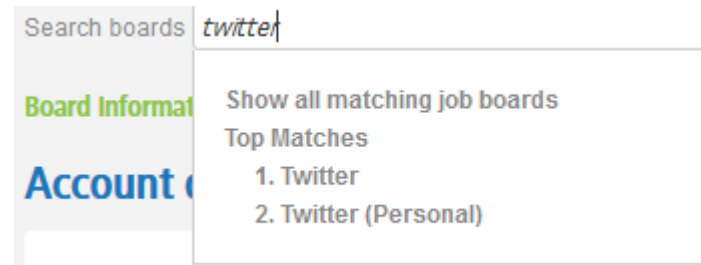
Expand



There is also an option to post to a feed called Twitter (Personal). This gives you the ability to post to two separate Twitter accounts at once i.e. the company account and the users personal Twitter account.

To activate this, follow exactly the same process as previously outlined but choose the Twitter (Personal) option from the job board dropdown list.

This will then appear as another posting channel on your job board selection page.



THANK YOU!

Should you require any assistance in setting these sites up on your account, please contact the Broadbean Support Team

support@broadbean.com | +44 207 536 1661