

Social Networking Guide

Sending Messages to Facebook and Twitter Pages

- Post messages to Facebook
- Add up to 5 Twitter Accounts
- And more...

Contents

The Social Revolution	3
Getting Started	4
Creating a Destination for Social Networking accounts	4
For Facebook Activation	5
For Twitter Activation	6
Posting Messages to Social Networks	7
Deleting or Expiring Messages.....	9
Deleting Accounts	10
Things to Know.....	11
Deleting Messages	11
Scheduling Delivery Times.....	11
Character Count Limitations.....	11
Message Limitations	11
Responsiveness and Delay Times.....	12
Privacy Policy for Social Networking.....	12
Support and Questions.....	13

The Social Revolution

With over 500 million users on [Facebook](#) and 190 Million users on [Twitter](#), Social Networking is, without a doubt, one of the most powerful communication tools on the internet today. With instant Twitter and Facebook status postings, many institutions and government bodies utilize these Social Networking sites to broaden their community outreach messages.



And now you can use Blackboard Connect to send your messages to these sites!



Our new Social Networking tool is completely integrated into the Connect 5 Message Center so you can post all your Community Outreach and Emergency notifications right to your Twitter feeds and Facebook page along with your regular email, phone, and text notifications.

With Blackboard Connect's Social Networking tool, you can:

- Reach out to other local communities, parents, and schools without having to create additional Contacts.
- Save time by streamlining your message process.
- Post messages to a Facebook site and up to five Twitter feeds with just a few quick steps.
- Save messages for later use.

Getting Started

Blackboard's Social Networking tools are now a standard feature in Connect 5 and no additional activation is required.

If you would like to use your school or institution's Facebook page or Twitter logs, all you need to do to is create a **Destination** for your social networking sites under the Recipients tab.

Creating a Destination for Social Networking accounts

Before you can send a message to your Facebook or Twitter accounts, you will need to first create a Destination for your Social Networking sites.

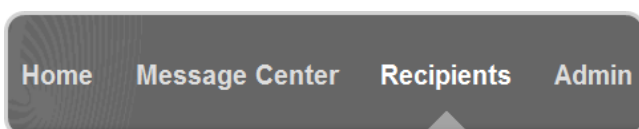
Destinations are similar to Contacts for Social Networking sites. Once a Destination has been created, you simply choose the Destination along with your other Contacts and Groups and your messages will automatically be posted to your Social Networking accounts when you send your messages.

What you will need:

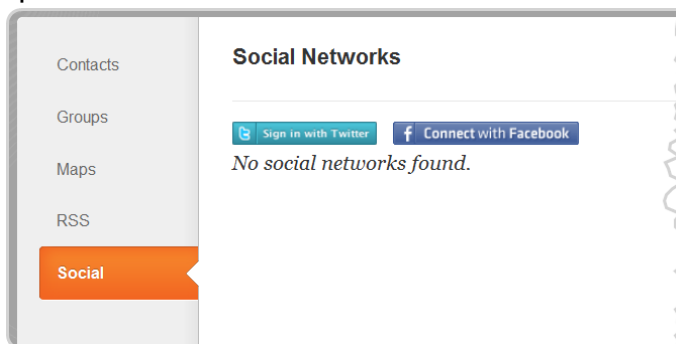
- Administrative privileges to create Contacts and Recipients.
- Your institution's log in credentials for your social networking sites.

Steps:

1. Login to your Blackboard Connect Account and click the **Recipients** tab.



2. Open the **Social** tab on the left.

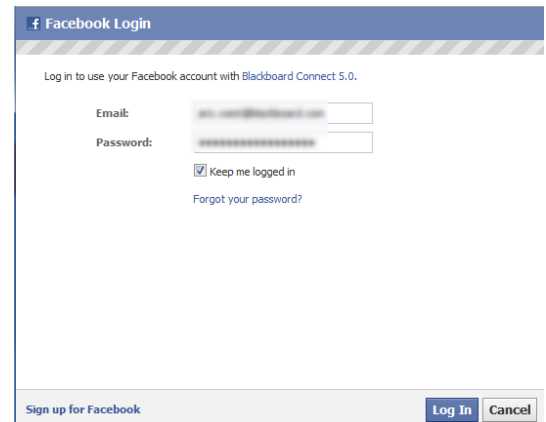


For Facebook Activation

3. Click the  button.

4. Provide the account information for your Facebook page in the fields provided.

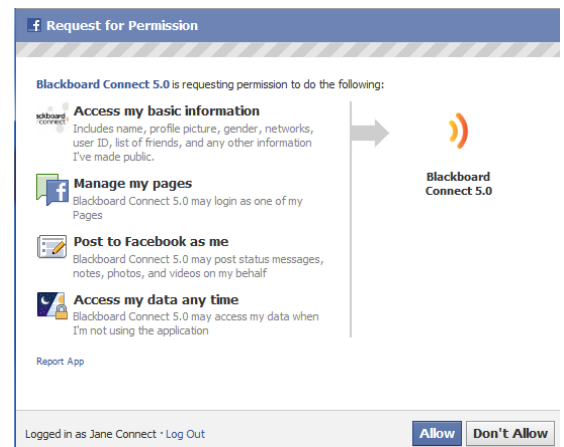
5. Click the  button to continue.



The screenshot shows the Facebook Login interface. At the top, it says "Facebook Login". Below that, it prompts the user to "Log in to use your Facebook account with Blackboard Connect 5.0." There are two input fields: "Email:" and "Password:". Below the password field, there is a checked checkbox for "Keep me logged in" and a link for "Forgot your password?". At the bottom, there are three buttons: "Sign up for Facebook", "Log In", and "Cancel".

6. Click **Allow** on the request for permissions screen. This will allow your Blackboard Connect 5 system to access and send messages to your Facebook page.



After you allow Blackboard Connect to send messages to your account, you will receive a confirmation screen. Close this confirmation screen to finish the process.

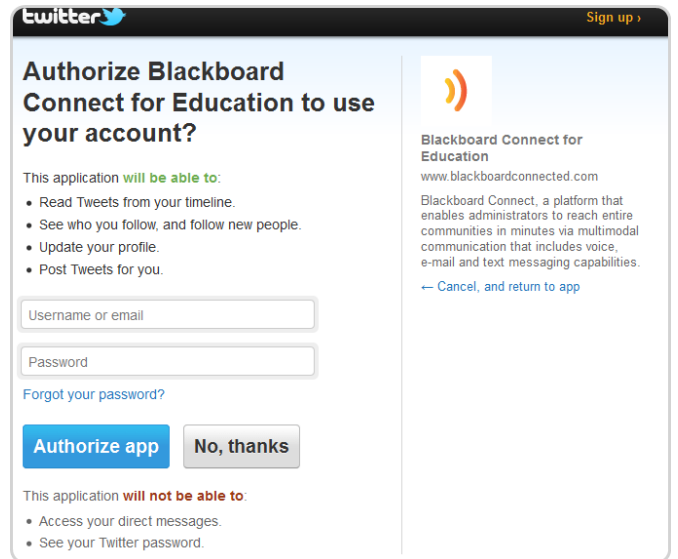


The screenshot shows the "Request for Permission" screen. It lists the permissions Blackboard Connect 5.0 is requesting: "Access my basic information" (name, profile picture, gender, networks, user ID, list of friends, and other information), "Manage my pages" (login as one of my Pages), "Post to Facebook as me" (post status messages, notes, photos, and videos on my behalf), and "Access my data any time" (access my data when I'm not using the application). There is a "Report App" link at the bottom left. On the right, there is a "Blackboard Connect 5.0" logo. At the bottom, there are two buttons: "Allow" and "Don't Allow".

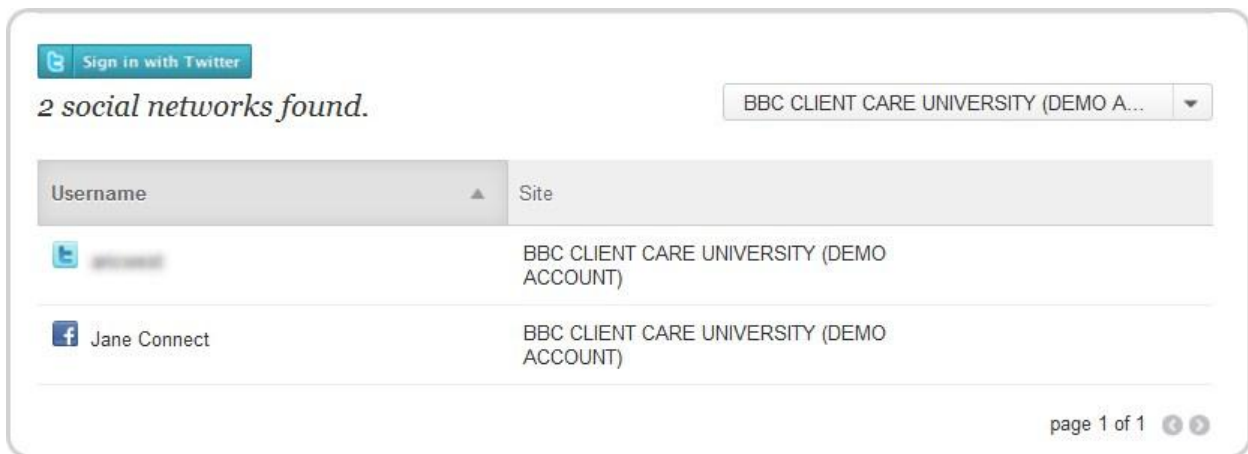
7. Your Facebook account will now be listed under the **Social tab** under *Recipients*.

For Twitter Activation

8. Click the  button. A Twitter page will open in a new window or browser tab.¹
9. Provide the account information for your Twitter page in the fields provided.
10. Click the  button to continue.



Your Facebook account will now be listed under the **Social tab** under *Recipients*.



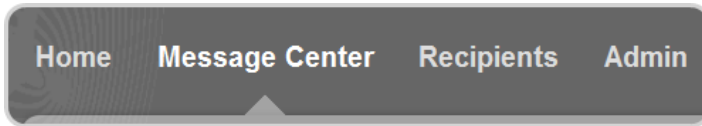
NOTE: You can add up to 5 Twitter pages to any Blackboard Connect 5 account.

¹ Dependant on browser version, features and settings.

Posting Messages to Social Networks

You can send your messages to your social networking pages during the Send-a-Message process.

1. Log into your Connect 5 account and open the Message Center.



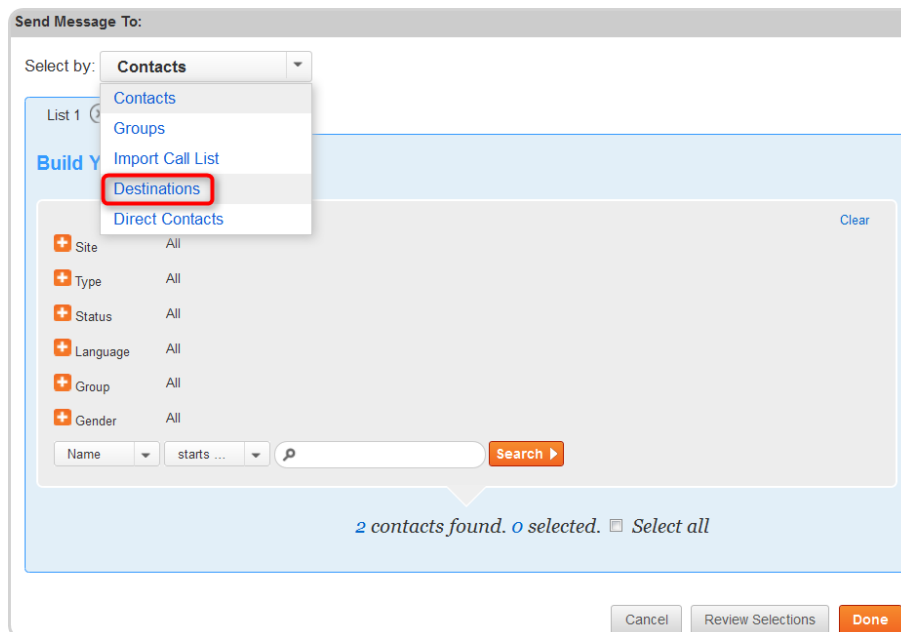
2. Select Emergency or Outreach as your Message type.

NOTE: Attendance (for K-12 schools) is not available message type for Social Networking.


3. Provide a title for your message in the Title Field.

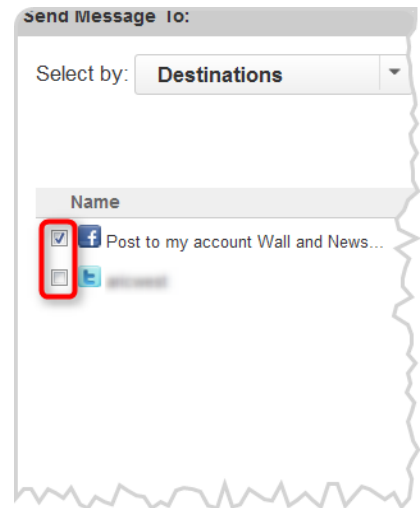
4. Click the **To...** button (under the Title field).

5. Open the pull-down menu in the upper right corner of the **Send Message To** screen and select *Destinations*.

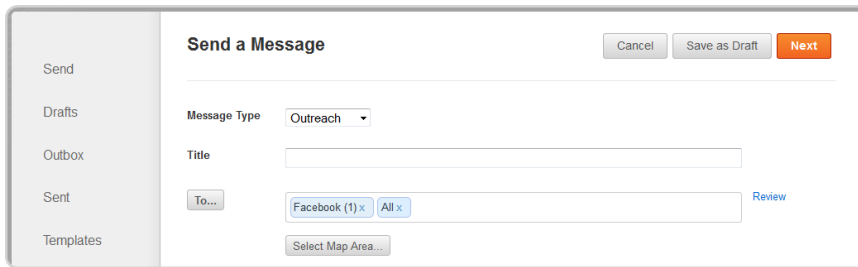



6. Check the boxes next to the social networking account you want your message to go to.

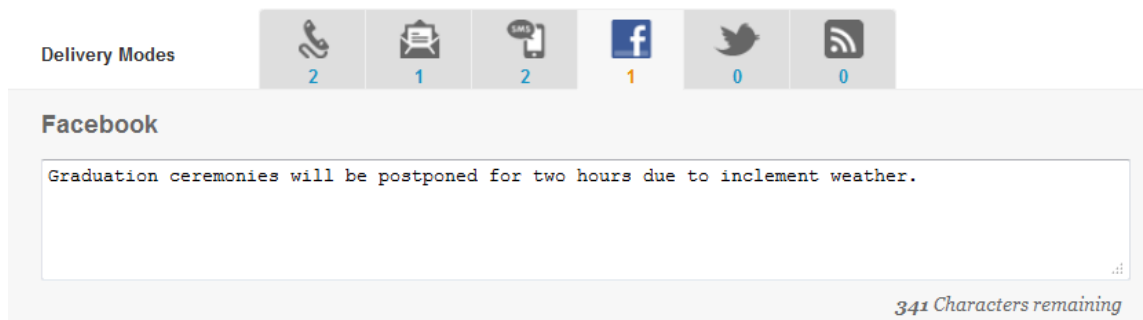
7. Click  to save your Destination to your message.



“Facebook” will now appear in the Recipient’s field with your other message Contacts.



8. Scroll down the Send a Message screen and click the  button.
9. Type your message in the message field.



If you have added a Twitter Destination to your Connect 5 message, click the tab under *Delivery Modes* and provide your message.



10. Add any additional contacts or message types, schedule a time for your messages to be posted, and click **Next** to confirm your message.

Note

You have 140 characters for Twitter posts and 420 characters for Facebook. If your message exceeds these limits your message will be truncated using the first 140 or 420 characters

To avoid this, make sure you watch the character count located at the bottom right corner of the text boxes as you type your message.

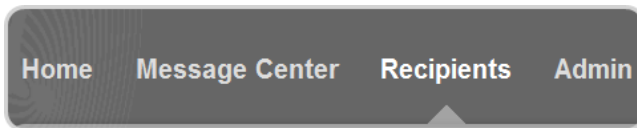
Deleting or Expiring Messages

For privacy reasons, Blackboard Connect does not have to ability to remove messages from your Facebook or Twitter pages. If you have posted a message you would like to remove, you will need to log into your school or intuition's Facebook or Twitter page and remove the message manually.

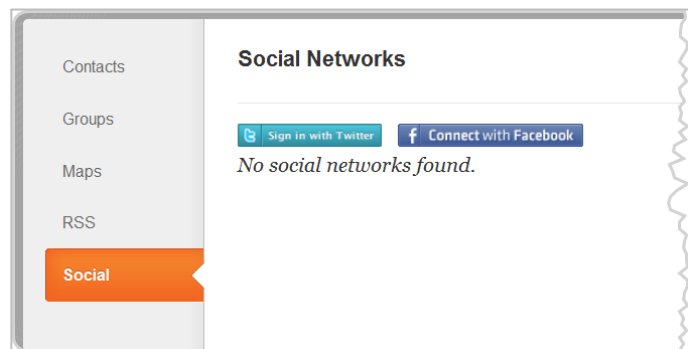
Deleting Accounts


You can remove a Facebook or Twitter account from your Blackboard Connect 5 system at any time by clicking the delete button next to the account's Destination under **Recipients**. To remove a social networking site from your Connect 5 account:

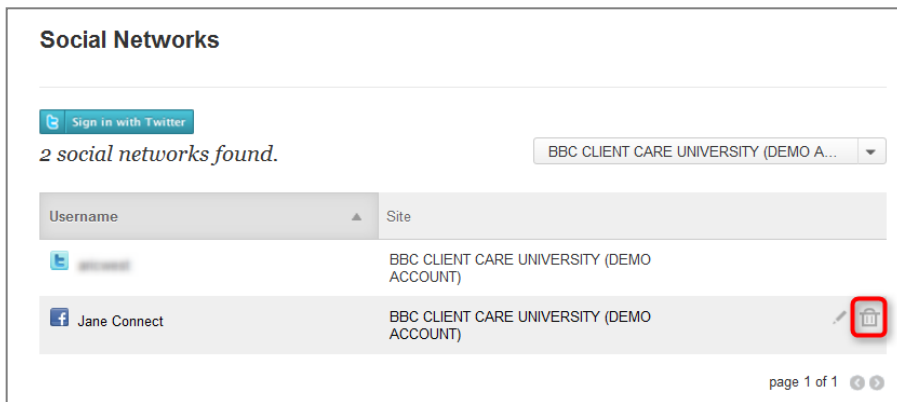
1. Login to your Blackboard Connect Account and click the **Recipients** tab.



2. Open the **Social** tab on the left.



3. Mouse over your entry and click the  button.



Note
Deleting a Facebook or Twitter account from Blackboard Connect will not delete any posts you have already sent to those sites.

To delete posts, you will have to login to your Facebook or Twitter account and manually delete them from inside your Facebook or Twitter account.

Things to Know...

Deleting Messages

- To delete these messages, you will need to log into your social network account and delete your messages manually.
- The Connect system does not have the ability to delete any messages that you post using Connect.

Scheduling Delivery Times

- Though you can schedule the delivery of a Social Networking message, the system does not have the ability to schedule an expiration (deletion) date and time. See the *Deleting Messages* section above for more information.

Character Count Limitations

- The Facebook status messages are limited to a maximum of 420 characters per message. Twitter limits their messages to 140 characters.
- Messages longer than the respected limits will be truncated when posted. To avoid having your messages cut off, Blackboard Connect will monitor your character count and will not allow you to post messages over this limit.
- Characters **include** letters, numbers, punctuation marks, symbols, and spaces.
- These limitations are established by the respected companies and Blackboard has no control over these restrictions.

Message Limitations

- The Facebook status messages are limited to a maximum of 420 characters per message.
- Facebook and Twitter do not allow messages, which have already been published, to be resent. However, you can resend a message if it has not yet been published.
- Social statuses that appear under the Log tab, are based on the status confirmation that Blackboard Connect receives from Facebook and Twitter.
- Social Networking tools are not supported destinations for Auto-Outreach and Auto-Attendance notifications.

Responsiveness and Delay Times

Though your messages will be sent from Blackboard Connect immediately after confirming your message, the posting of your message could be delayed due to errors, complications, or downtimes in the Facebook or Twitter systems.

Because the delivery method of your messages go to a third party site (Twitter and Facebook), Blackboard Connect does not have any control over any potential delays of your message being posted to these sites.

If your Social messages are being confirmed in Blackboard Connect's Log tab but your messages are not being posted, we recommend that you:

- Verify that the email and password for your Social Networking sites (located in the Contacts tab) are accurate.
- Check any applicable security or privacy settings in your Facebook or Twitter account that could prevent the message from being posted.
- Contact Facebook or Twitter's Technical Support page for support and information regarding system downtimes and known issues.

Privacy Policy for Social Networking

Blackboard Connect honors our commitment to privacy. We do not collect any Client Data about you unless you voluntarily provide it to us pursuant to a Client Services Agreement.

When you authorize Blackboard Connect to access your institution's Facebook or Twitter account, Blackboard only uses the connection to send messages and does not collect any information relating to *Friends, fans, or followers* of your sites.

Additionally, Blackboard Connect does not release or sell any information stored in your Connect account to Facebook, Twitter, or any other associated entities.

For more information regarding Blackboard Connect's Privacy policy, log into your Blackboard Connect account and click the **Privacy Policy** link located at the bottom of the Home screen.



Support and Questions

If you have any questions regarding the CAP Channels, creating messages, or need ideas for distributing your URL feed, you can contact us 24 hours a day, 7 days a week.

Also check out our new support website **Behind the Blackboard**, where you can find more information about Connect's special features as well as share ideas with other schools and institutions.

Support Phone: (866) 360-2125

E-mail: ConnectSupport@Blackboard.com