HOW TO SET UP YOUR FACEBOOK INVENTORY FEED

REQUIRED BEFORE STARTING

Before you get started with the setup, you must have received an affiliate link from your sales or customer service representative. If they have not yet provided this to you, please let them know you are interested in having your inventory displayed on your Facebook page and ask them to send you the affiliate link so that you may proceed with the setup.

Please Note: Due to a restriction put in place by Facebook, your dealership's Facebook page must have at least 2,000 followers in order for this process to work. At this time, there are no workarounds or exceptions to this rule.

How To Set Up the Feed

Step 1 - Visit Facebook Developer Page

Visit https://developers.facebook.com/apps and click on "Add a New App" in the top-right corner.
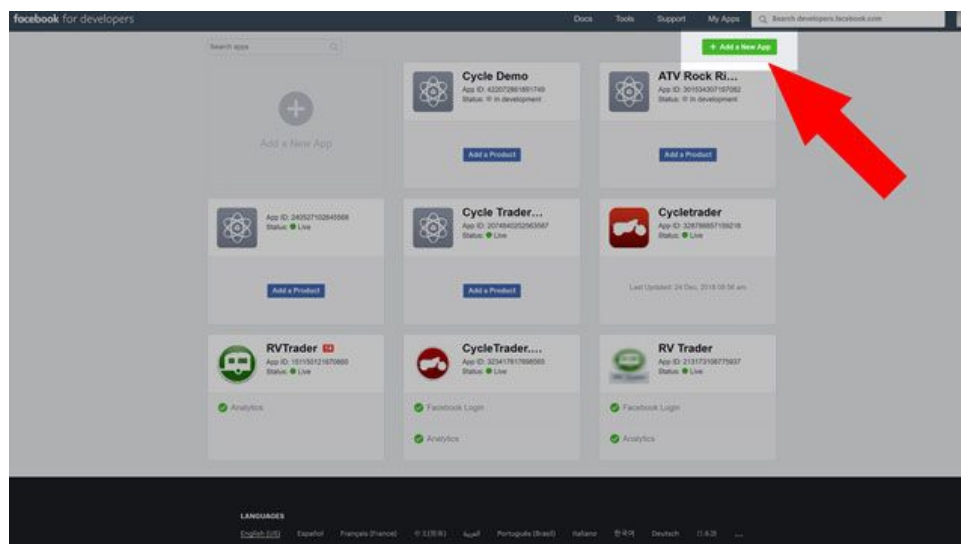
Step 2 - Create App ID

Enter a Display Name and Contact Email. Neither of these will be shown to consumers on your Facebook page. Click **"Create App ID."** **NOTE:** If you manage multiple Facebook pages for differing locations, you will want to add a unique identifier to the Display Name (ex. Cycle Trader - Vegas) to make it easier to discern which app is which.
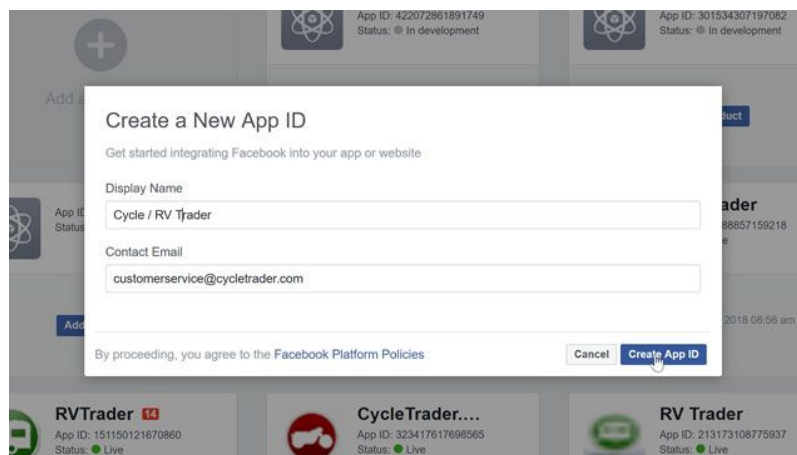

Step 3 - Fill Out App Domains in "Basic" Settings

A new window will appear. If you see "Select a Scenario," please ignore this page, and click on **"Settings"** from the left-hand menu, and then choose **"Basic"** from the drop-down.
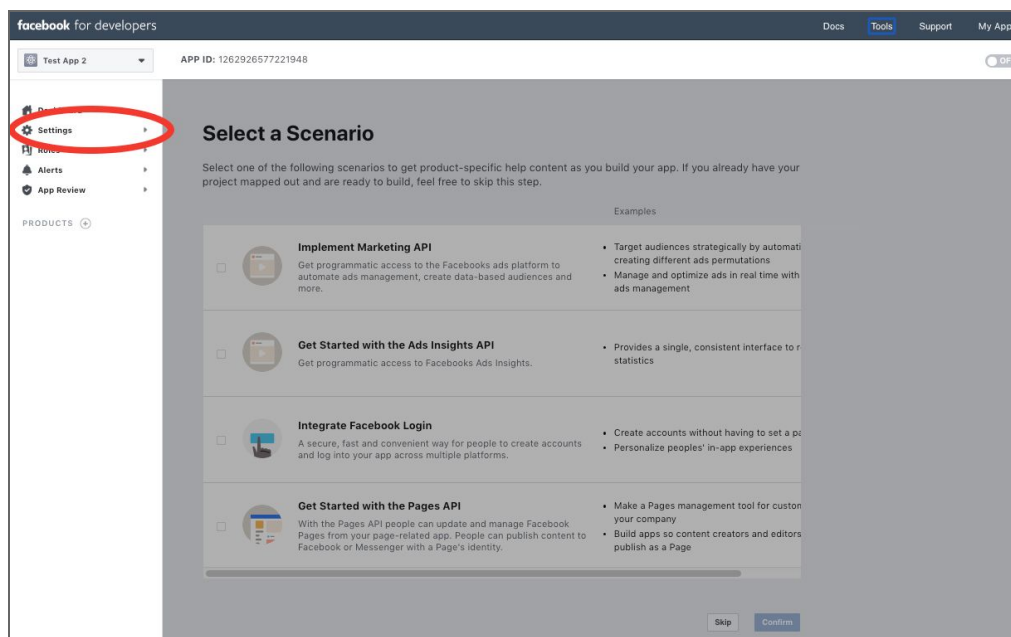
Depending on which realm you wish to feed units from, insert the URL into "App Domains". You can only feed from one URL.

EX. - Enter "https://www.cycletrader.com" for motorcycles, or "https://www.atvtrader.com" for ATVs. (Please Note: You MUST use "https://www." in the "App Domains" field and your URL must not contain any symbols or characters after ".com")
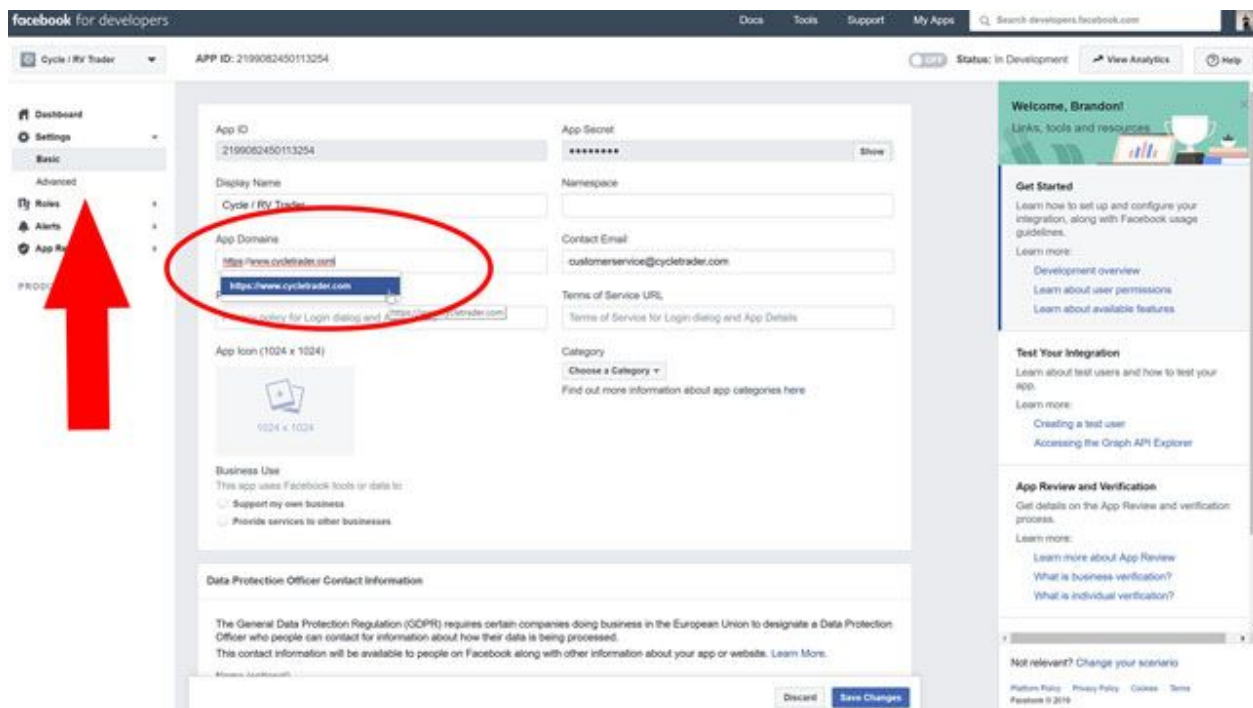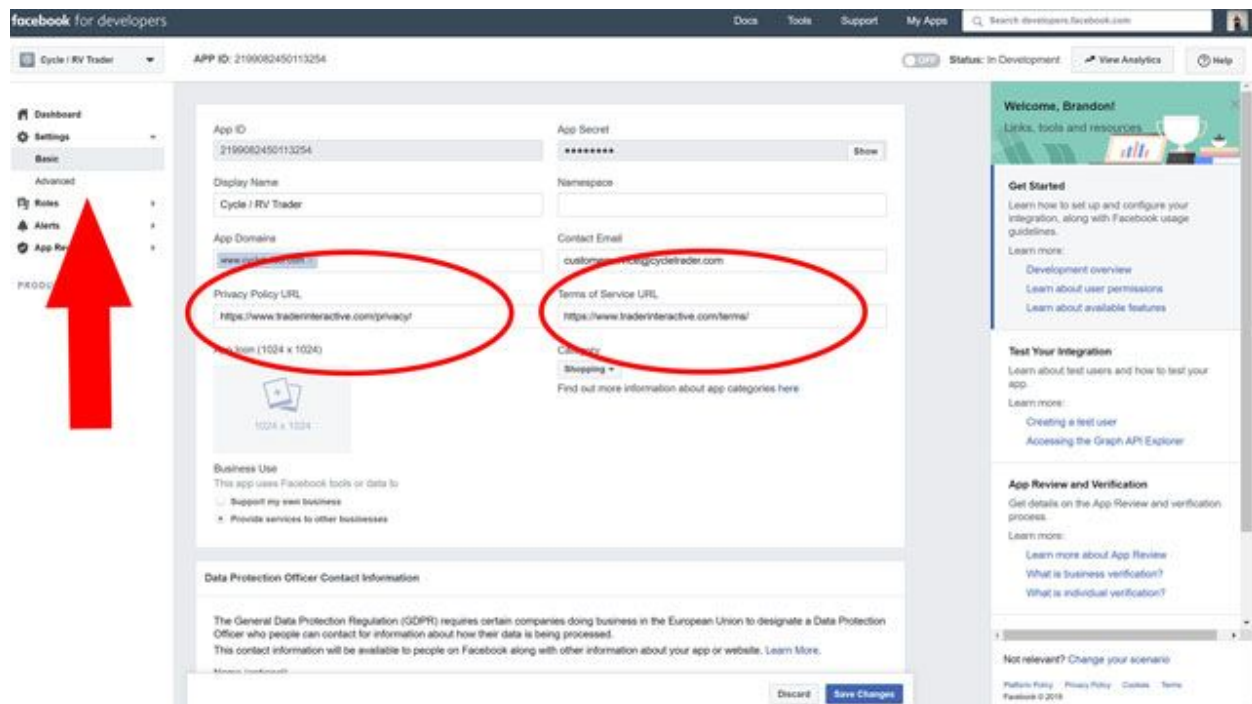

If you would like to host multiple unit types (ATVs, PWCs, Snowmobiles) on your Facebook page, you will need to repeat this entire process, but change this "App Domains" field to match the realm from which you wish to feed. For example, if you carry motorcycles and also ATVs, you can use the same affiliate link throughout this process but will need to insert "http://www.atvtrader.com" in the "App Domains" field.

Step 4 - Insert Trader Interactive Links in "Basic" Settings

In the "Privacy Policy URL" field, input this link:
https://www.traderinteractive.com/privacy/

In the "Terms of Service URL", input this link:
https://www.traderinteractive.com/terms/

Step 5 - Choose a Category and Business Use

With the "Category" drop-down menu, select "Shopping." Beneath "Business Use," choose "Provide services to other businesses."

Step 6 - Choose Platform

On the same page as the previous step, continue scrolling to the bottom of the page, and choose "Add Platform". When the modal is presented, select "Page Tab."
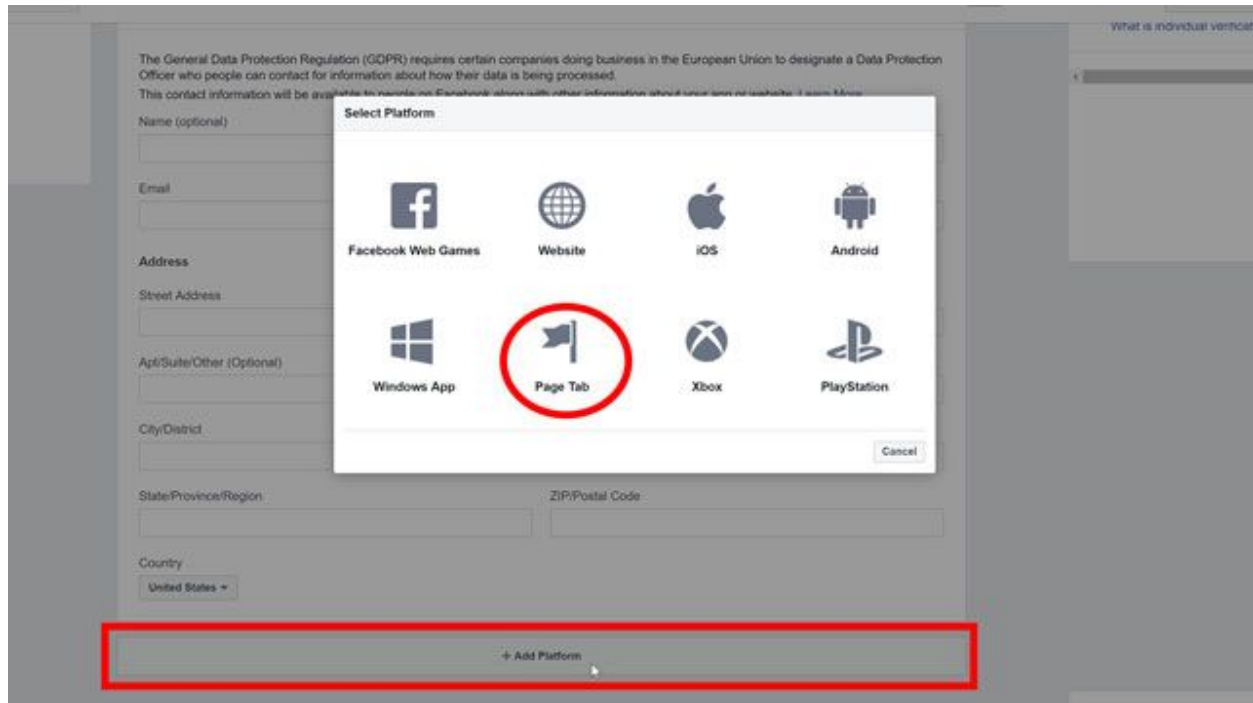
Step 7 - Fill Out Page Tab Fields

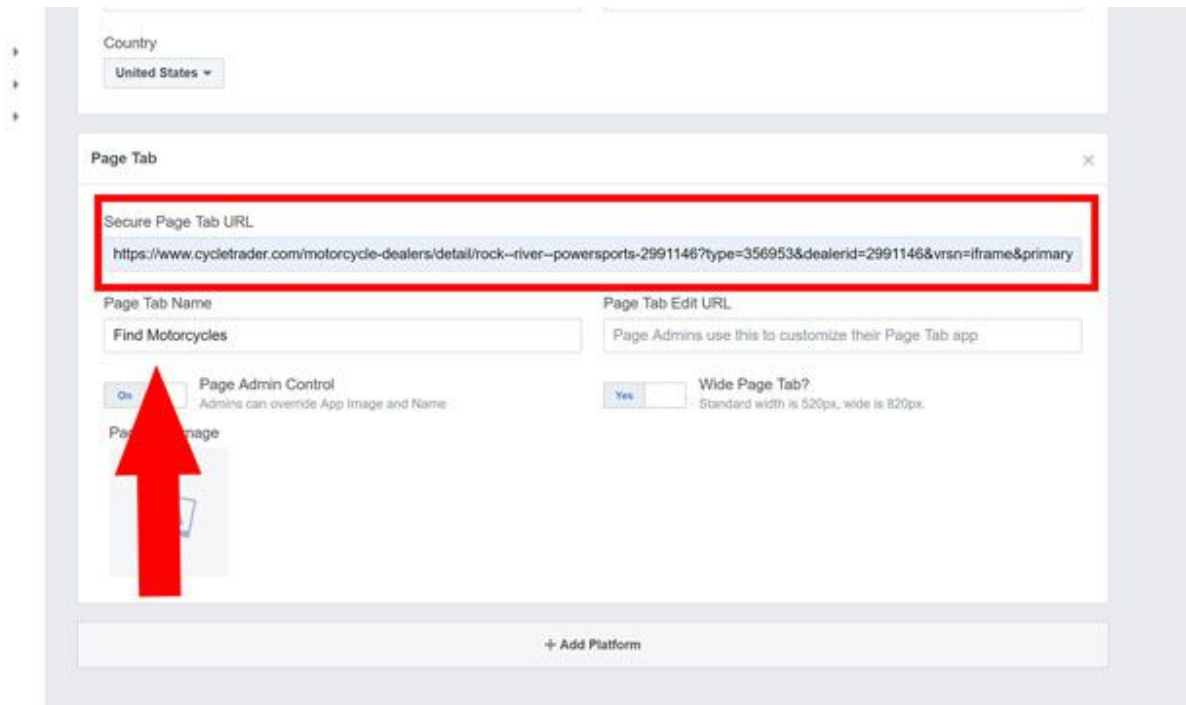A new set of fields will appear. In the "Secure Page Tab URL" field, insert the iFrame/Affiliate URL that has been provided to you from your sales or customer service representative.

IMPORTANT: The affiliate link you received from your rep should resemble the example link below. Please pay close attention to ensure there is **"https://www."** in front of the root domain and not **"https://m."** If you are seeing any other code outside of the URL itself, please contact your rep and ask them to resend a clean affiliate link.

Example Link:

https://www.rvtrader.com/dealers/detail/freedom--rv-3003792?vrsn=iframe&headertitle=Freedom+RV&affilid=Bquz78&dealerid=3003792

Fill out the "Page Tab Name" field as you wish the tab to be named on the Facebook page. This can be changed at a later time if needed. Everything else can be left alone.
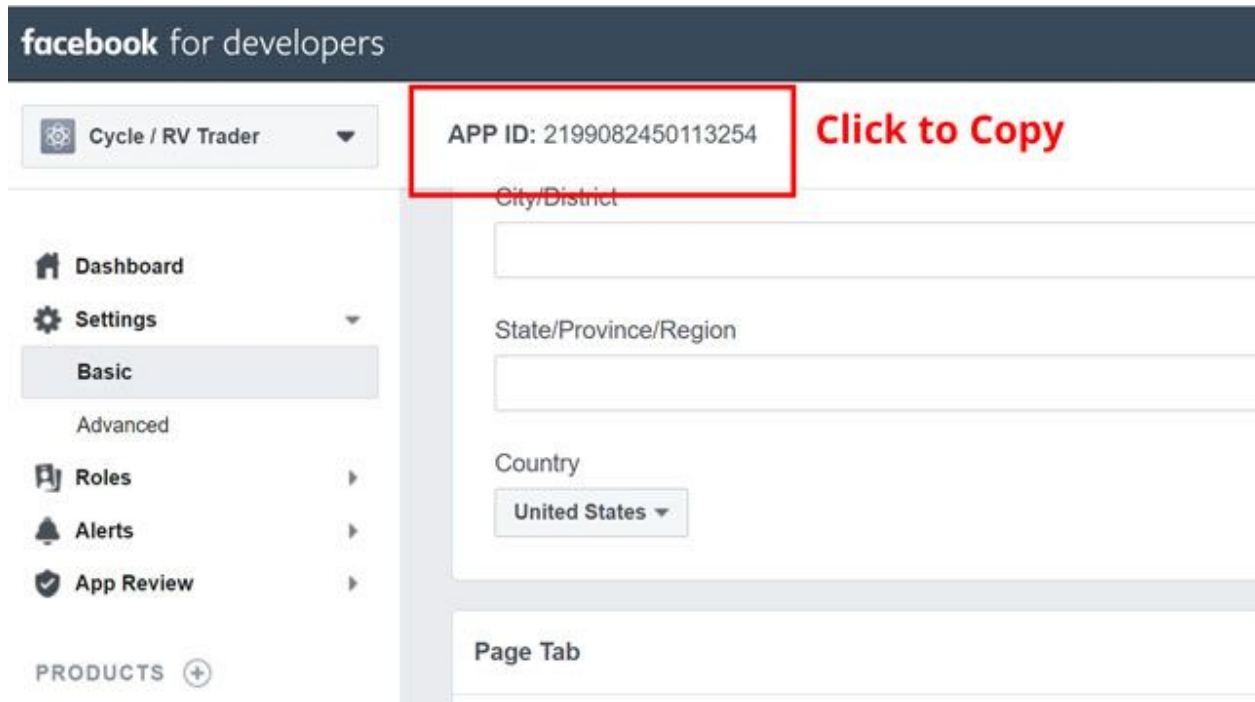

Step 8 - Save Changes

Click "Save Changes" at the bottom of the page.

Step 9 - Modify URL

Open a new browser tab and paste the following link into the navigation bar.

https://www.facebook.com/dialog/pagetab?app_id=**<Facebook appid>**&redirect_uri=**<datalink URL>**

Return to the Settings page from the last step and copy the App ID at the top of the page. You can do this simply by clicking on the ID itself. Paste the App ID in place of "**<Facebook appid>**" in the URL listed above.

Copy the Affiliate URL that you received from your rep and paste it in place of "**<datalink URL>**" in the URL listed above. The link should then look like the example below. Hit "Enter" on your keyboard.

Example Link:

https://www.facebook.com/dialog/pagetab?app_id=569150493588018&redirect_uri=https://www.rvtrader.com/dealers/detail/freedom--rv-3003792?vrsn=iframe&headertitle=Freedom+RV&affilid=Bquz78&dealerid=3003792

Step 10 - Select Your Facebook Page

After hitting "Enter" you will be taken to a new Facebook "Add Page Tab" page. If you are not directed here and receive an error instead, please carefully review the steps above and try again. Use the drop-down menu to select the page to which you wish to add the new custom tab/feed. Click "Add Page Tab."

Please Note: After clicking "Add Page Tab." You will be redirected to your Dealer Gallery Page. Do not be alarmed. You can simply close this tab.
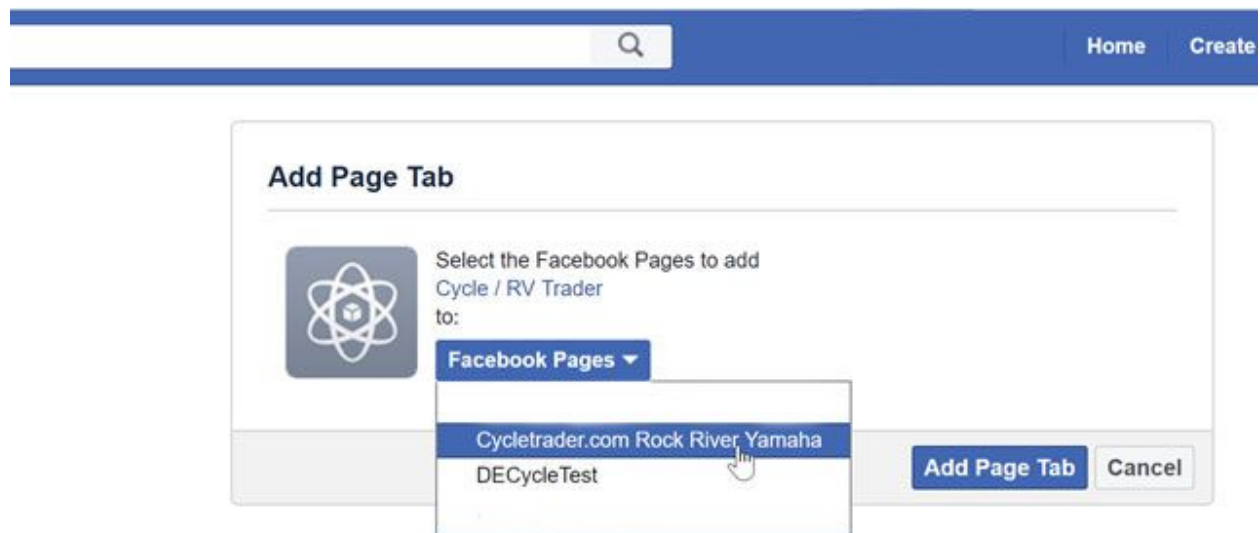
Step 11 - Review the Page Tab

Visit the Facebook page to which the tab was just added and ensure everything is functioning properly. Your inventory should now appear when clicking the new tab that was created on your Facebook page, with the ability for users to filter to a particular make, model, trim, etc.
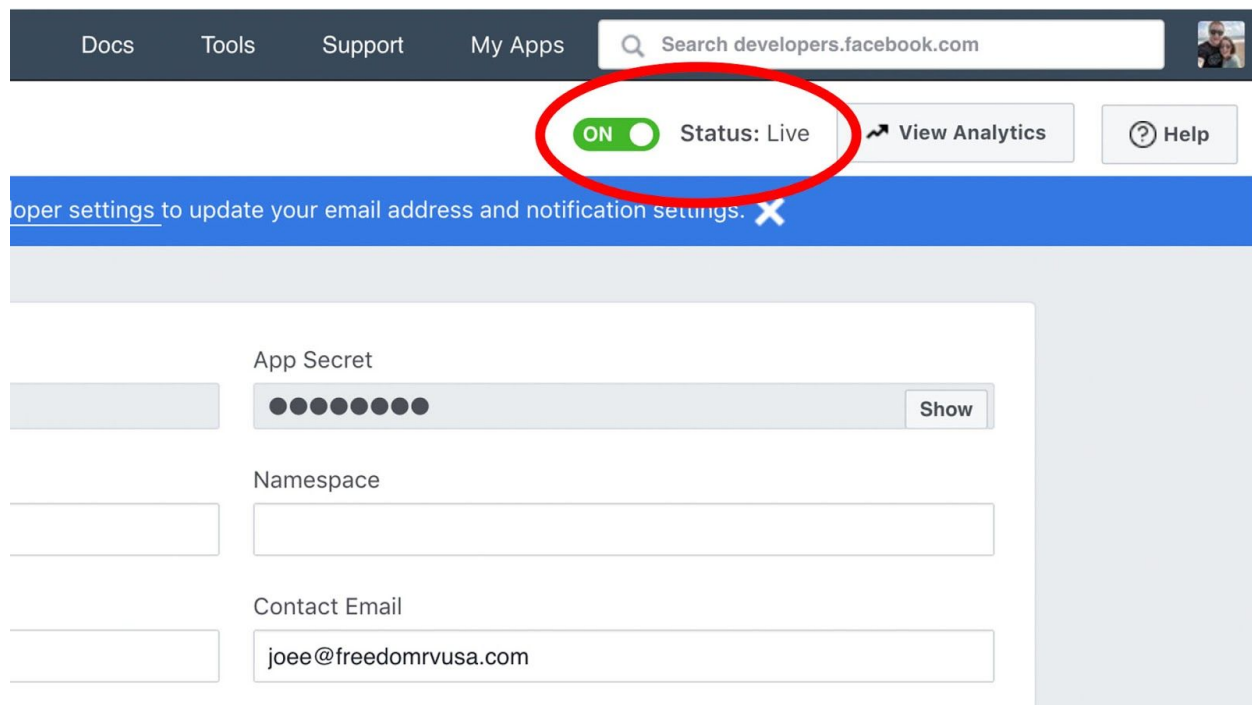
If this is working as expected, congratulations! You are now ready for the final step.
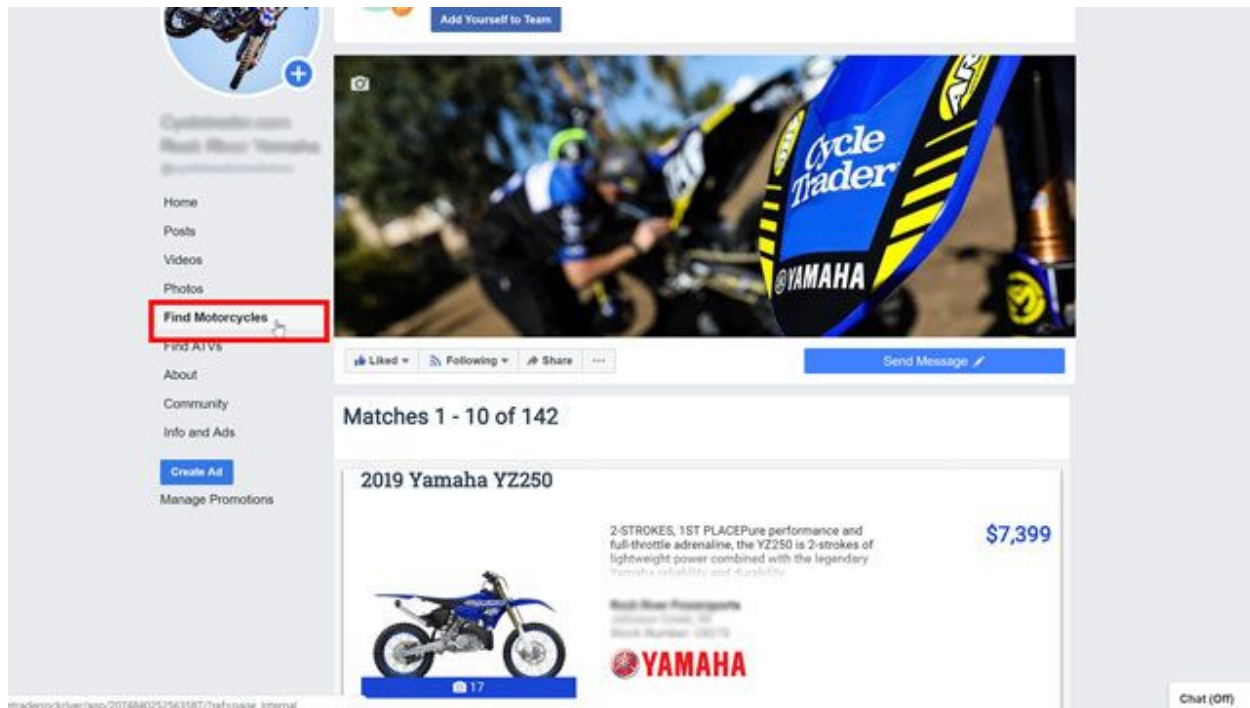
Step 12 - Set App as Live

Return to the Facebook Developer page where you have been adjusting settings, and toggle the app from "Off" to "On". The Status of the app will go from "In Development" to "Live". You may leave the page once the page refreshes.

IMPORTANT: If you do not complete this step, the Facebook Inventory Feed will only be visible to page admins, and not all users. After completing this step, it is good practice to have an uninvolved party (co-worker, family member, friend, etc.) check out your Facebook page to ensure that the process was successfully completed.
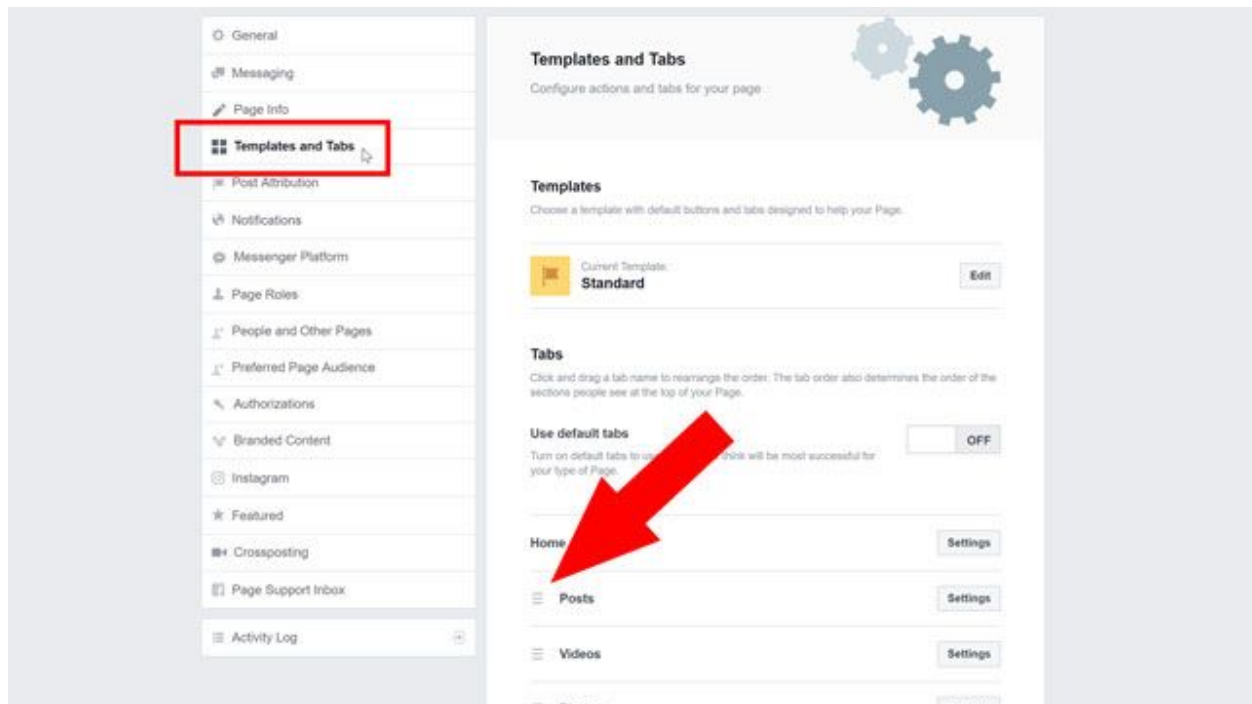
(Optional) Step 13 - Change Order of Page Tabs

If you would like for the new inventory tab to appear at the top of the list of tabs on the Facebook page, click "Settings" at the top of the page and then choose "Templates and Tabs" in the left-hand menu.

From there, use the three lines to the left of the page tab names and drag to the desired position.

(Optional) Step 14 - Edit/Disable/Delete Page Tab

If for some reason you need to disable/turn off the new page tab, click on "Settings" beside the name of the new tab from the same page in the last step. You can then toggle the tab on and off. To change the name of, or to delete the page tab, click on "Edit Settings" in the same window.
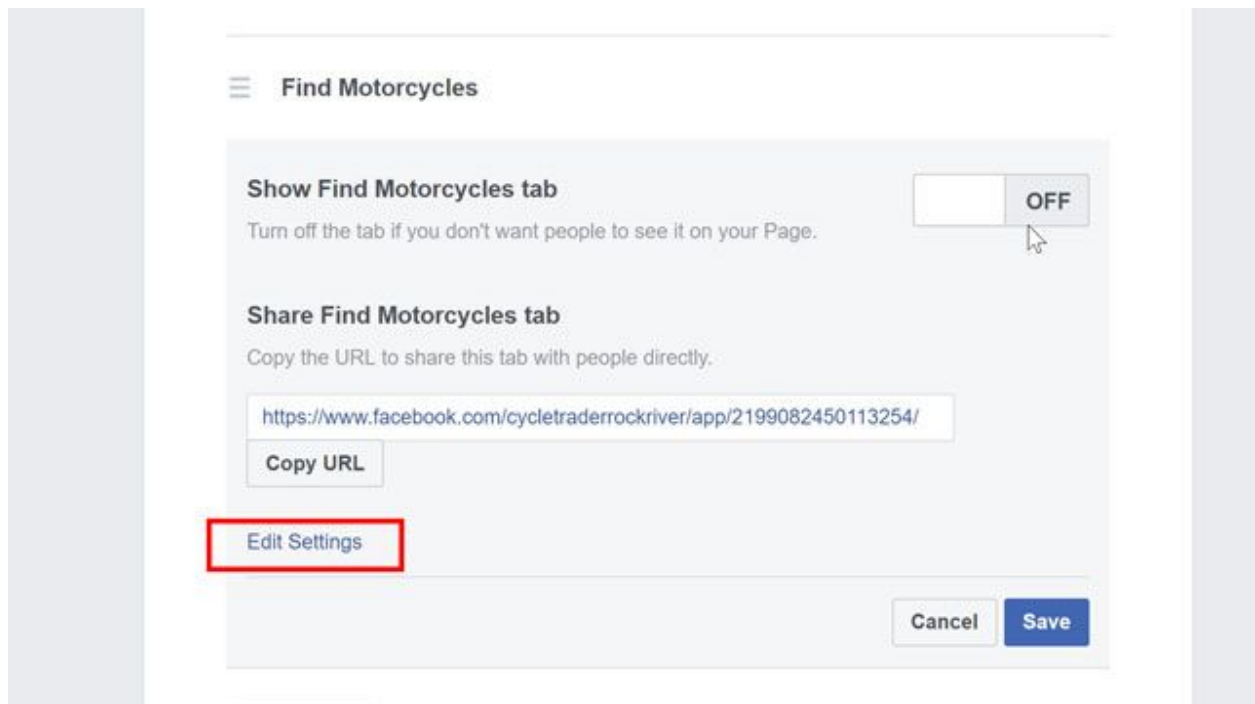
A new modal will appear where you can insert the new name in the "Custom Tab Name" field. You will also find a "remove" link which will allow you to remove the tab completely.