



Connecting Consistently To Facebook via OAuth

Executive Summary

This document contains details on how to link your Facebook business brand page to Consistently, what the permissions mean, and what access they grant. There are two choices of permissions:

1. Page access ONLY - this permission still grants some permissions that may need discussion.
2. Page access + "data" access - which will enable the Consistently System to download statistics like page views that can be reported on. Without this access, understanding of outcomes will be extremely limited, but it is NOT required by any stretch.

Notes

1. Facebook permission names are underscore separated
2. When a permission is used, it will be:
 - a. **bold**
 - b. *in italics*
 - c. [Include a link to the Facebook Docs](#)
 - d. e.g. [pages_manage_metadata](#).

What is OAuth?

Here is ChatGPT, prompted to "explain OAuth to a layperson in 2 paragraphs":

OAuth (Open Authorization) is a system that lets you securely access one app or website using your login from another service without sharing your password. For example, you may have seen options like "Sign in with Google" or "Sign in with Facebook" on websites. When you click one of these, OAuth allows you to log in using an existing account without having to create a new password. Behind the scenes, OAuth makes sure that the

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website only gets limited access, like your name and email, but not your Google password or full account access. This way, your main account stays protected, and you don't have to remember new passwords.

The way OAuth keeps things secure is by creating a "token," a kind of digital permission slip that the site or app you're logging into can use. **This token has specific rules: it might only allow the app to see your profile picture or post updates on your behalf, but it won't let the app access your private messages or other sensitive information.** Tokens can also expire, so if you change your mind later, you can revoke access without changing your main password. OAuth, in short, lets you grant safe and controlled access to your information on other apps while keeping your core account details secure.

The bolded part is the most relevant. When someone links a Page to Consistently with specific permissions, it grants the Consistently system the ability to **act as that person** via the API, but **ONLY** for those features for which permission is granted.

Understanding Facebook Permissions

Facebook has a convoluted set of permissions that manages access to specific features within the Facebook diaspora of sites, i.e. Facebook, Instagram and WhatsApp. Every "endpoint" - aka "everything you can do" - requires a specific permission.

Some are publicly available to all developers, e.g. anyone with API access can get any pages' name from its id. Some require Facebook to review and approve an app before a system can ask a user for the permission.

Consistently only ask for permissions required to do our job of keeping Business Locations up-to-date and report on the results.

Here are the full descriptions for the 5 permissions - taken out of the Facebook Developers portal (<https://developers.facebook.com/>) - Consistently need:

Permission	Short Description	Detailed Description
<u>public_profile</u>	The public_profile permission allows an app to read the Default Public Profile Fields on the User node. This permission is automatically granted to all apps.	The public_profile permission allows apps to read the Default Public Profile Fields on a User node. The allowed usage for this permission is to authenticate app users and provide them with a personalized in-app experience. This permission is automatically granted to all apps. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified).
<u>email</u>	The email permission allows your app to read a person's primary email address.	The email permission allows your app to read a person's primary email address. The allowed usage for this permission is to let end users log into your app with the email address associated with their Facebook profile. This permission is automatically granted to all apps. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified).
<u>pages_manage_metadata</u>	The pages_manage_metadata permission allows your app to subscribe and receive webhooks about activity on the Page, and to	The pages_manage_metadata permission allows your app to subscribe and receive webhooks about activity on the Page, and to update settings on the Page. The allowed usage for

	update settings on the Page.	this permission is to help a Page Admin administer and manage a Page. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified). permission allows your app to subscribe and receive webhooks about activity on the Page, and to update settings on the Page. The allowed usage for this permission is to help a Page Admin administer and manage a Page. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified).
<u>pages_read_engagement</u>	The pages_read_engagement permission allows your app to read content (posts, photos, videos, events) posted by the Page, read followers data (including name, PSID), and profile picture, and read metadata and other insights about the Page.	The pages_read_engagement permission allows your app to read content (posts, photos, videos, events) posted by the Page, read followers data (including name, PSID), and profile picture, and read metadata and other insights about the Page. The allowed usage for this permission is to help a Page Admin administer and manage a Page. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified).
<u>pages_show_list</u>	The pages_show_list permission allows your app to access the list of Pages a person manages.	The pages_show_list permission allows your app to access the list of Pages a person manages. The allowed usage for this permission is to show a person the list of Pages they manage and verify that a person manages a Page. You may also use this permission to request analytics insights to improve your app and for marketing or advertising purposes, through the use of aggregated and de-identified or anonymized information (provided such data cannot be re-identified).

Why Consistently Needs These 5 Permissions

Permission	Required?	What it is / Why We Need It
<u>public_profile</u>		The public profile of the person who links the Page Consistently.
<u>email</u>		The email of the person who links the page to Consistently.
<u>pages_manage_metadata</u>		Allows Consistently to add, edit and remove location pages. NB: This also grants Consistently access to edit the main Brand Page.
<u>pages_read_engagement</u>		Optional: allows Consistently to provide stats on views of posts to locations etc.
<u>pages_show_list</u>		Required to be able to see what Pages the user granted permissions for. Without it, we can't find the page to add locations to.

Understanding Permissions

<https://developers.facebook.com/docs/graph-api/reference/page/> is the docs for Facebook API for Pages. This outlines what can and can not be done, along with each permission.

Consistently will have access to a Page via the permission [pages_manage_metadata](#). Any features of a page that require additional permissions Consistently **WILL NOT** have access to.

As an example, [assigned_users](#) is required to see the users who have access to the page beyond the person who shared it with Consistently:

<code>assigned_users</code> Edge<AssignedUser>	<code>Users</code> assigned to this Page. Can be read with Page Public Content Access .
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To read assigned users (think admins) requires a additional permission Consistently will not have - [business_management](#).

What Consistently CAN and CAN NOT Do & See

What Consistently **CAN** do:

Generic to all apps:

1. Read a **followers_count** - this is publicly available to all Facebook apps.

Specifically Granted "advanced" access:

1. See a list of Facebook IDs for pages Consistently are granted access to.
2. Change details about the main brand page - there is NO WAY to separate that out unfortunately. This includes:
 - a. Change Cover Photos
 - b. Add Images / Media
 - c. Change settings like whether to accept comments.
3. Add/edit/delete/unpublish Locations pages - See:
 - a. https://business.facebook.com/business_locations/ - these are your locations
 - b. <https://developers.facebook.com/docs/graph-api/reference/page/locations> - this is the API details for pages
4. (OPTIONAL) download insight data

What Consistently **CAN NOT** do:

1. Get any details about subscribers beyond the public count - there is no such ability publicly listed by Facebook.
2. Make posts - this requires the [pages_manage_posts](#) permission
3. Read Comments - this requires the [pages_read_user_content](#) permission
4. Perform any user interactions like bannings etc.

The Process

Make sure you are logged into Facebook with an email address that has access to the account you want to connect to Consistently. This is VERY important.

The Two Options

Choosing The Pages

Consistently recommend selecting only the specific pages and permission you want to grant to allow Consistently to:

Michael Motherwell ▼

Reconnect Michael Motherwell to Consistently Listing Management?

This will re-establish your previous settings for this connection.

Not Michael Motherwell? [Log in to another account.](#)

[Edit previous settings.](#)

By continuing, Consistently Listing Management will receive ongoing access to the information you share and Meta will record when Consistently Listing Management accesses it. [Learn more](#) about this sharing and the settings you have.

Consistently Listing Management's [Privacy Policy](#)

Not now

Reconnect

This will send you back to Consistently with the settings ready to go.

Consistently

Home

Clients / Locations ▾

Edit My Details

Welcome to Consistently: Your Location Data Management Platform

Consistently Dashboard

Link A Facebook User

In order to manage your Facebook Locations, we need to link an account



Link A Facebook Email

Accounts / Businesses