

# HOW TO SET UP YOUR FACEBOOK INVENTORY FEED

## REQUIRED BEFORE STARTING

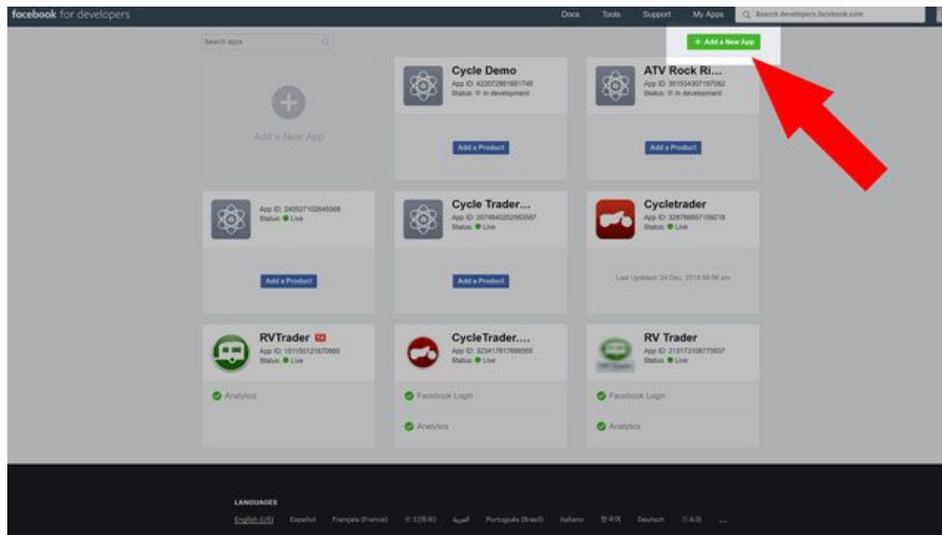
Before you get started with the setup, you must have received an affiliate link from your sales or customer service representative. If they have not yet provided this to you, please let them know you are interested in having your inventory displayed on your Facebook page and ask them to send you the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

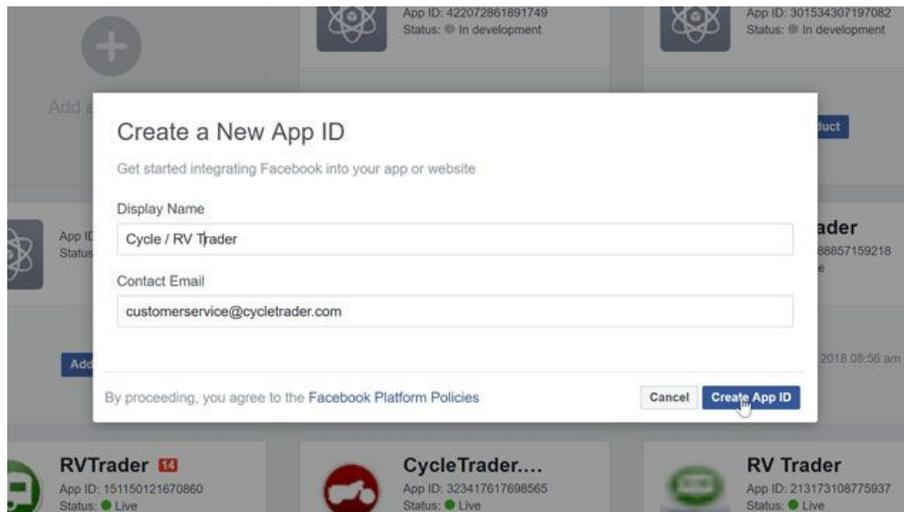
### Step 1 - Visit Facebook Developer Page

Visit <https://developers.facebook.com/apps> and click on "Add a New App" in the top-right corner.



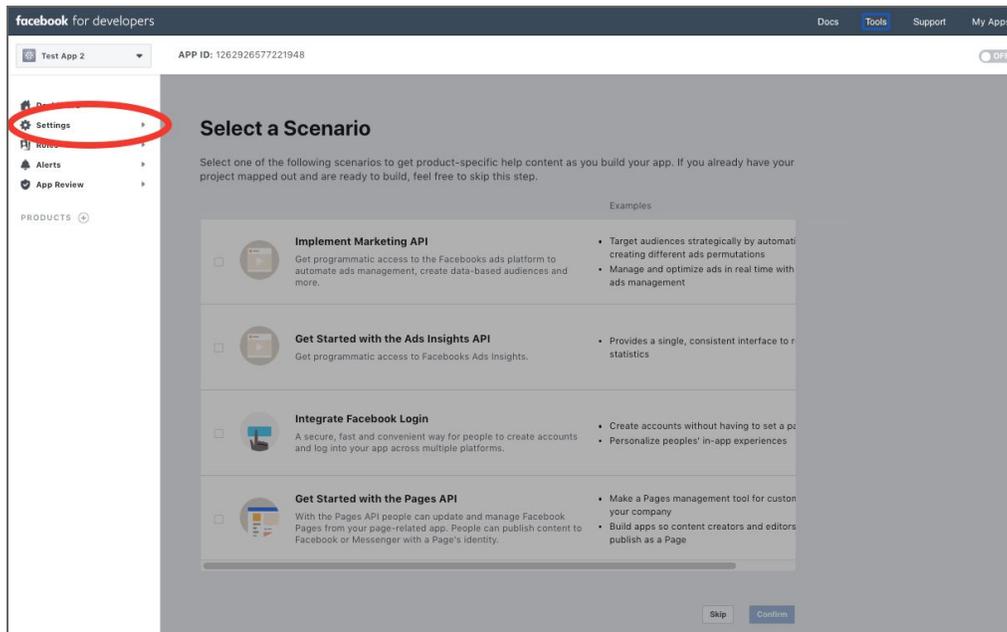
## Step 2 - Create App ID

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. RV Trader - Vegas) to make it easier to discern which app is which.



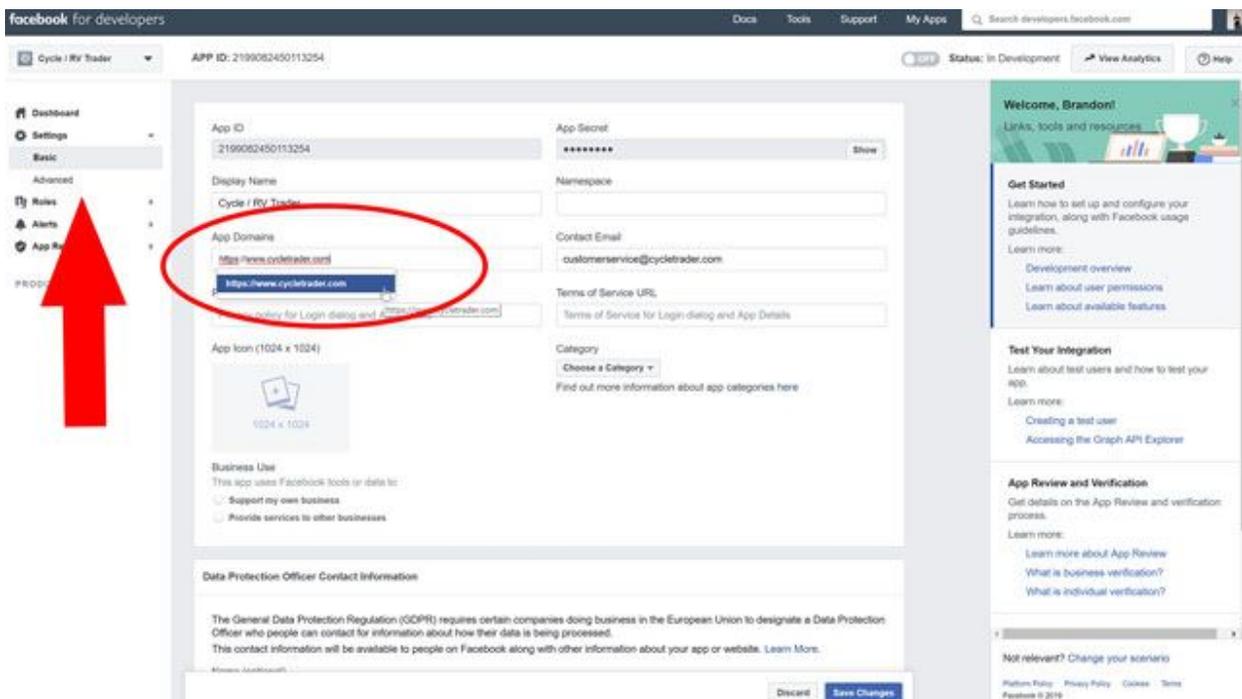
## Step 3 - Fill Out App Domains in “Basic” Settings

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")

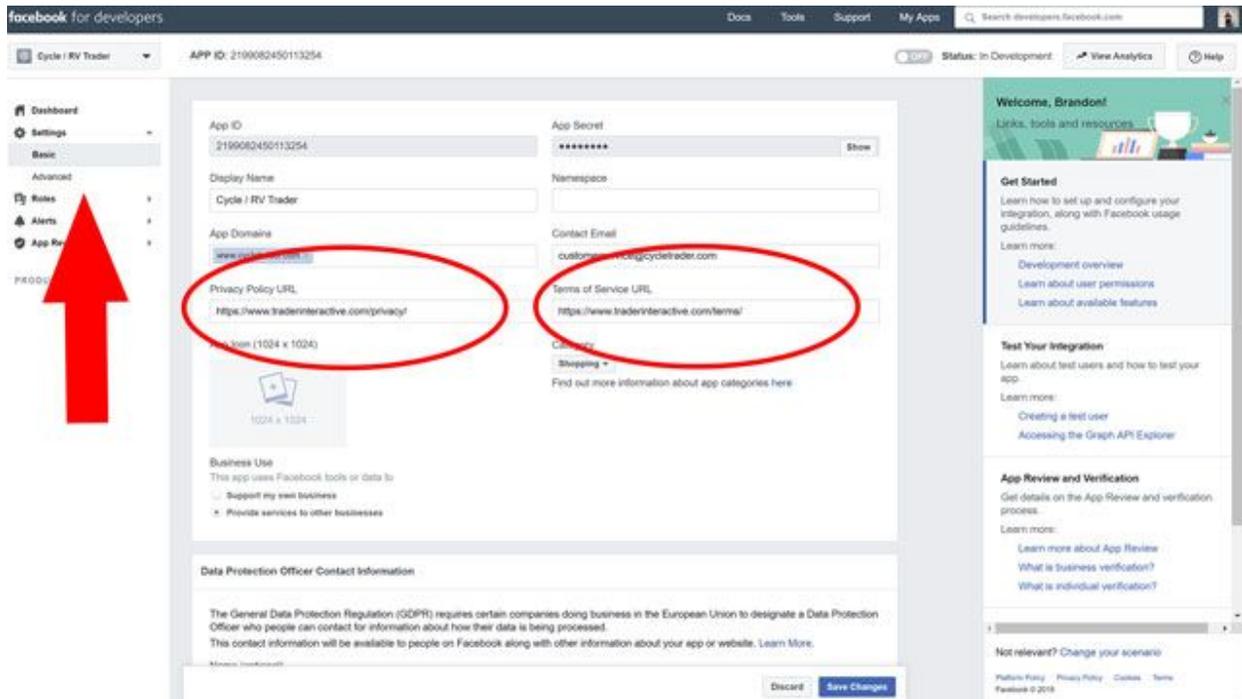


If you would like to host multiple unit types (ATVs, PWCs, Snowmobiles) on your Facebook page, you will need to repeat this entire process, but change this “App Domains” field to match the realm from which you wish to feed. For example, if you carry motorcycles and also ATVs, you can use the same affiliate 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**

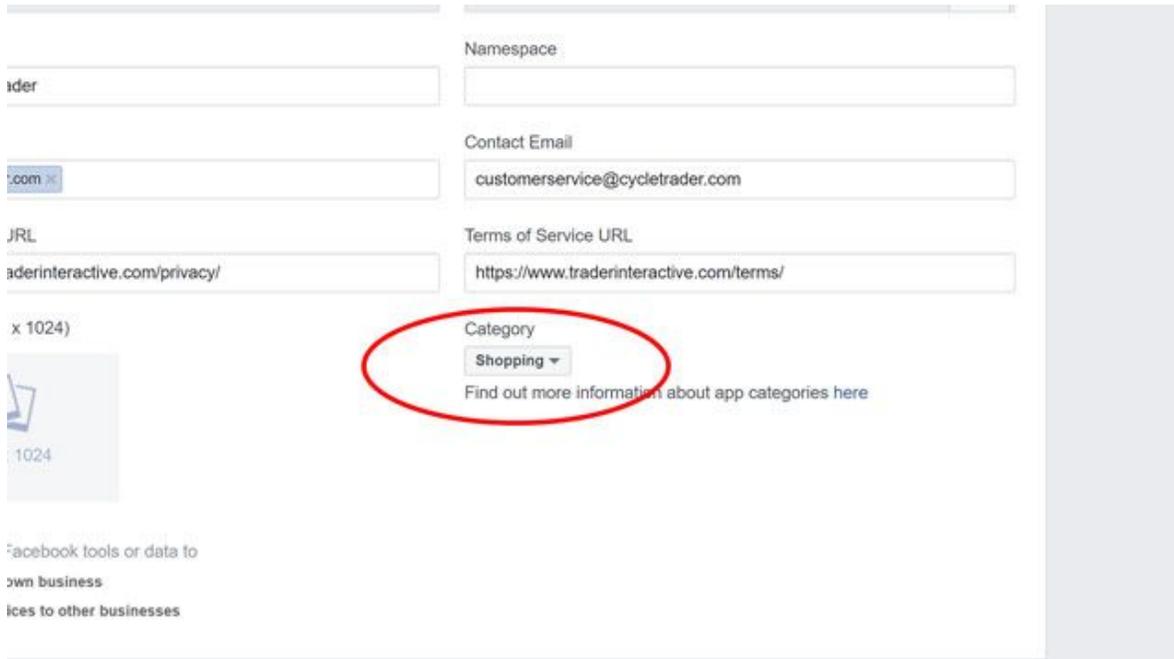
In the “Privacy Policy URL” field, input this link: <https://www.traderinteractive.com/privacy/>

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.”**



Namespace

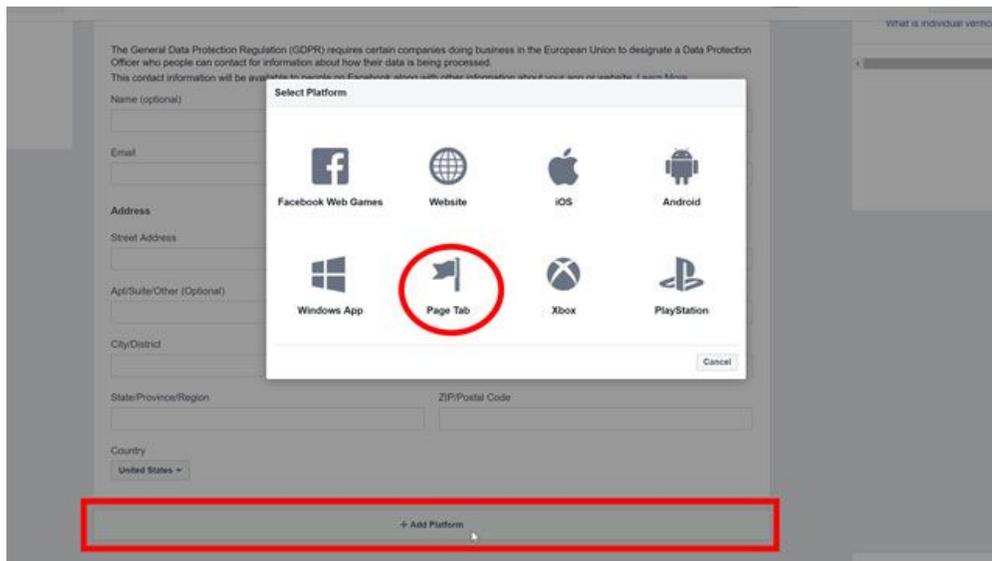
Contact Email  
customerservice@cycletrader.com

Terms of Service URL  
https://www.traderinteractive.com/terms/

Category  
Shopping ▾  
Find out more information about app categories here

## 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."**



The General Data Protection Regulation (GDPR) requires certain companies doing business in the European Union to designate a Data Protection Officer who people can contact for information about how their data is being processed.

Name (optional)

Email

Address  
Street Address

Apartment/Other (Optional)

City/District

State/Province/Region

ZIP/Postal Code

Country  
United States ▾

What is individual vehicles

Select Platform

Facebook Web Games Website iOS Android

Windows App Page Tab Xbox PlayStation

Cancel

+ Add Platform

## Step 7 - Fill Out Page Tab Fields

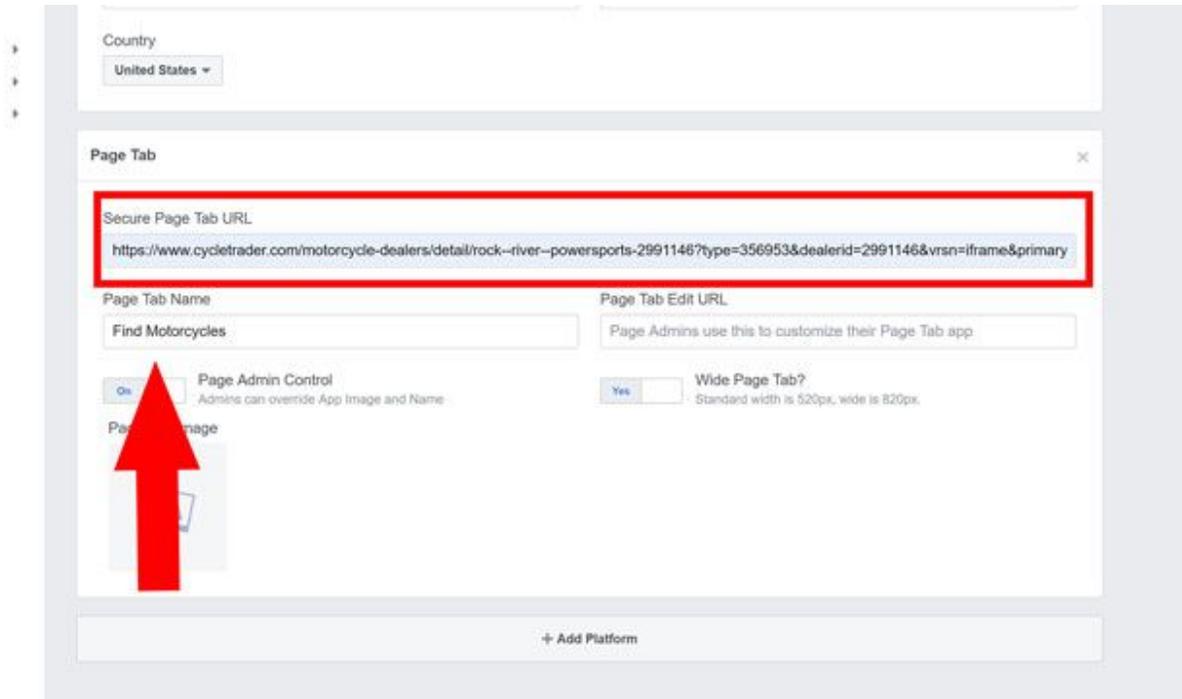
A new set of fields will appear. In the **"Secure Page Tab URL"** field, insert the iFrame/Affiliate URL that has been provided to you from your sales or customer service representative.

**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.](https://www)” in front of the root domain and not “[https://m.](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

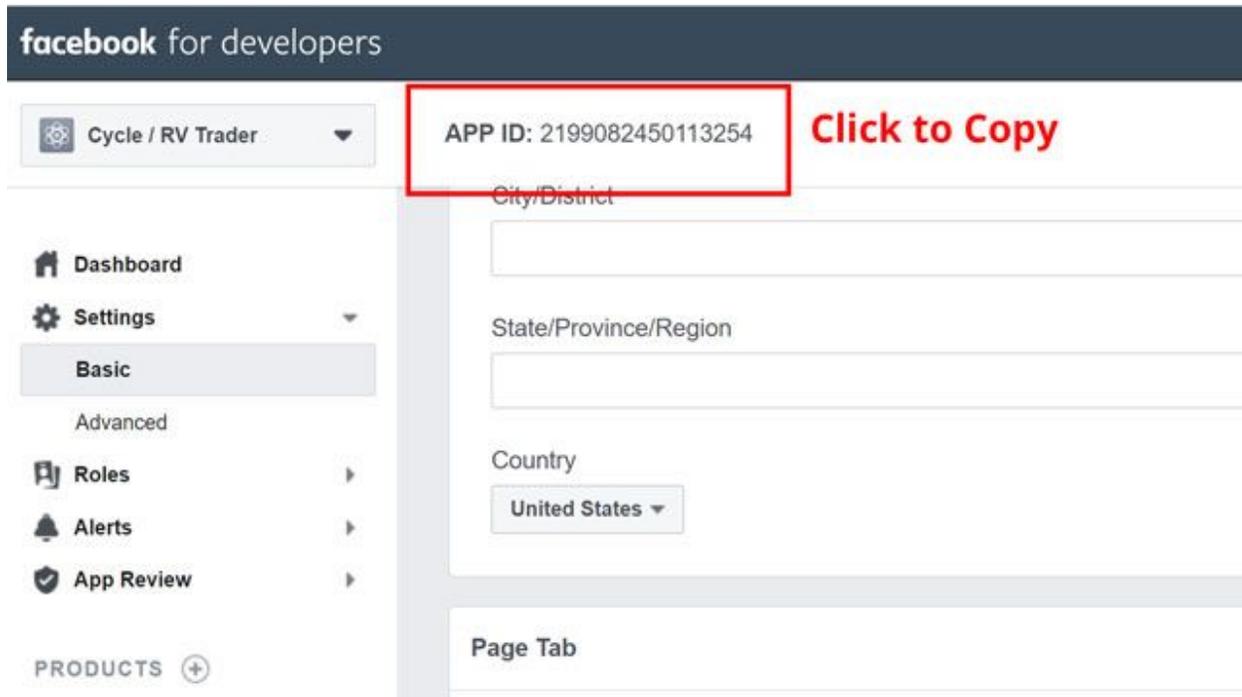
Click “**Save Changes**” at the bottom of the page.

### 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>](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.



The screenshot shows the Facebook for developers settings page. At the top, the text "facebook for developers" is visible. Below it, there is a dropdown menu for "Cycle / RV Trader". The "APP ID: 2199082450113254" is highlighted with a red box, and a red arrow points to a "Click to Copy" button. The left sidebar contains navigation options: Dashboard, Settings (with a sub-menu for Basic and Advanced), Roles, Alerts, and App Review. At the bottom of the sidebar is "PRODUCTS (+)". The main content area has fields for "City/District", "State/Province/Region", and "Country" (set to "United States"). Below these fields is a "Page Tab" section.

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.

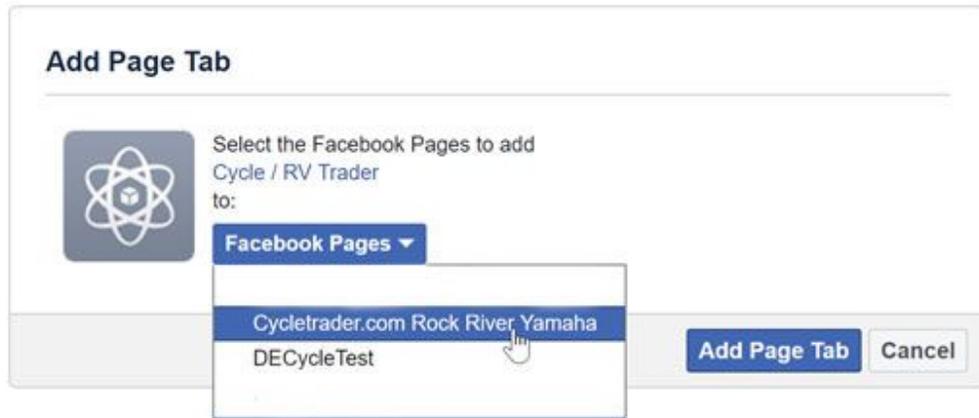
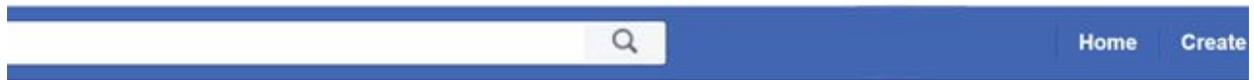
#### Example Link:

[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](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.”

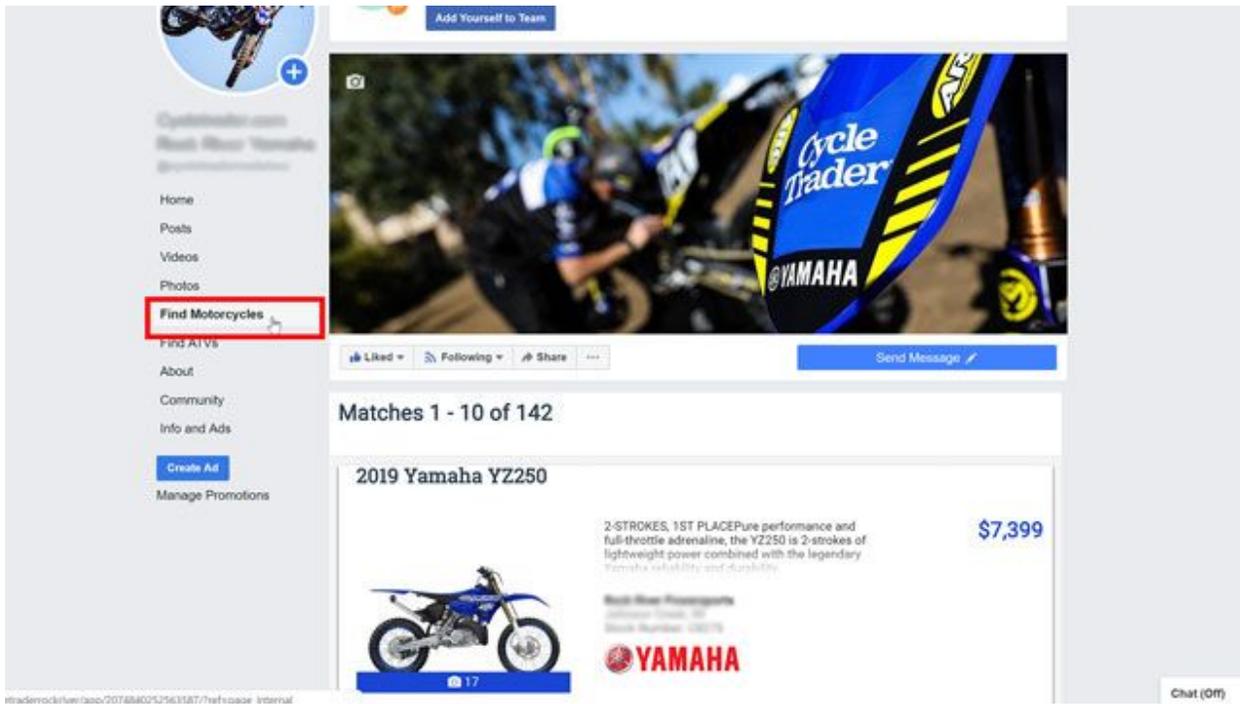
Please Note: After clicking “Add Page Tab.” You will be redirected to your Dealer Gallery Page. Do not be alarmed. You can simply close this tab.



### 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.

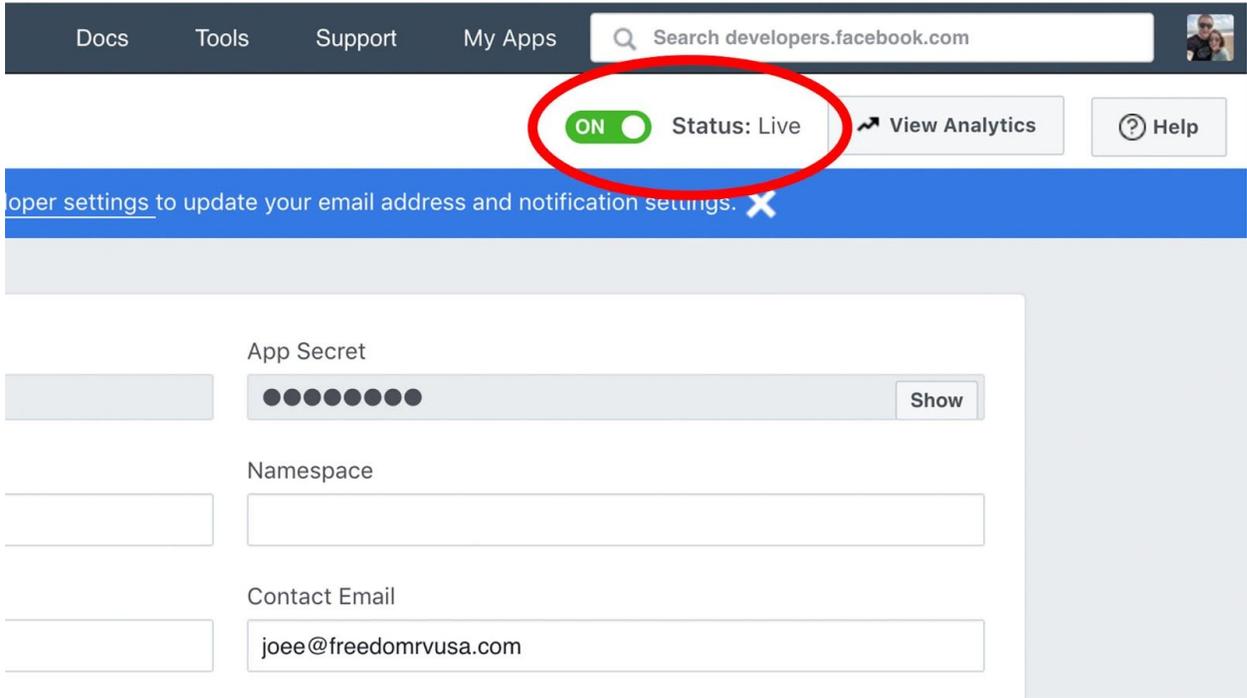
If this is working as expected, congratulations! You are now ready for the final step.



## 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.

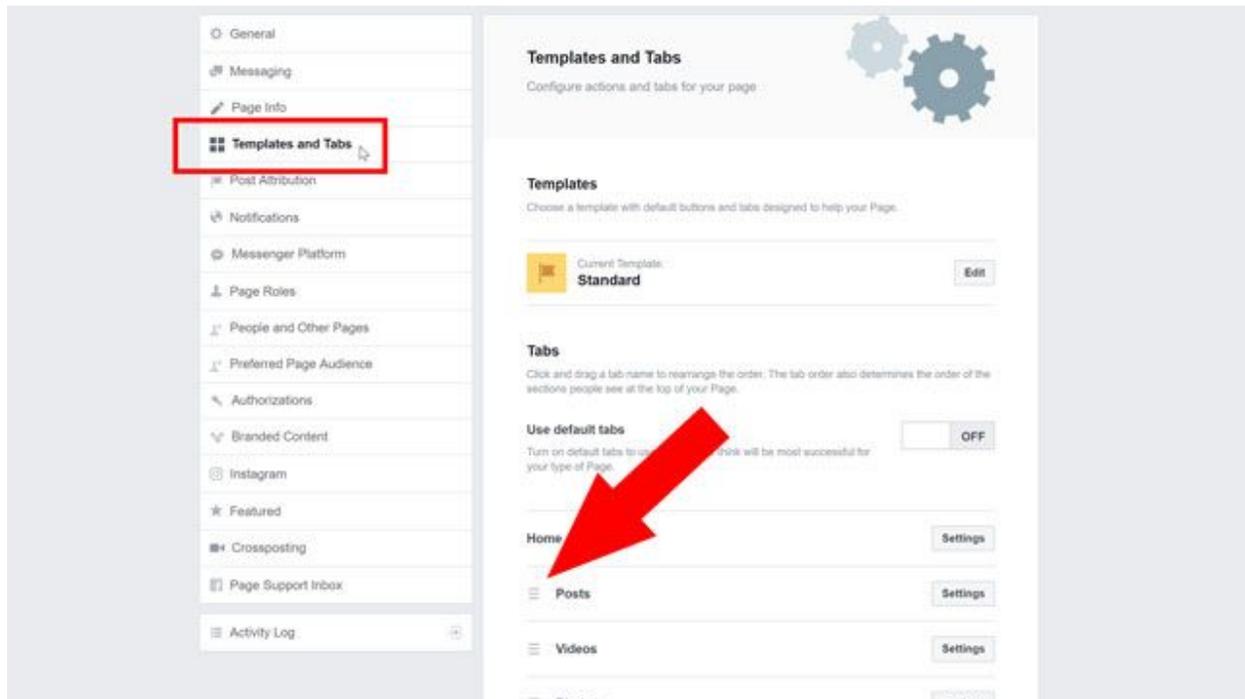


The screenshot shows the Facebook developer settings interface. At the top, there is a navigation bar with links for 'Docs', 'Tools', 'Support', and 'My Apps'. A search bar contains 'Search developers.facebook.com'. Below this, a green toggle switch labeled 'ON' and 'Status: Live' is circled in red. To its right are buttons for 'View Analytics' and 'Help'. A blue notification bar at the top of the main content area reads 'oper settings to update your email address and notification settings.' Below this, the 'App Secret' section shows a masked secret with a 'Show' button. The 'Namespace' section has an empty input field. The 'Contact Email' section has an input field containing 'joe@freedomrvusa.com'.

### (Optional) Step 13 - Change Order of Page Tabs

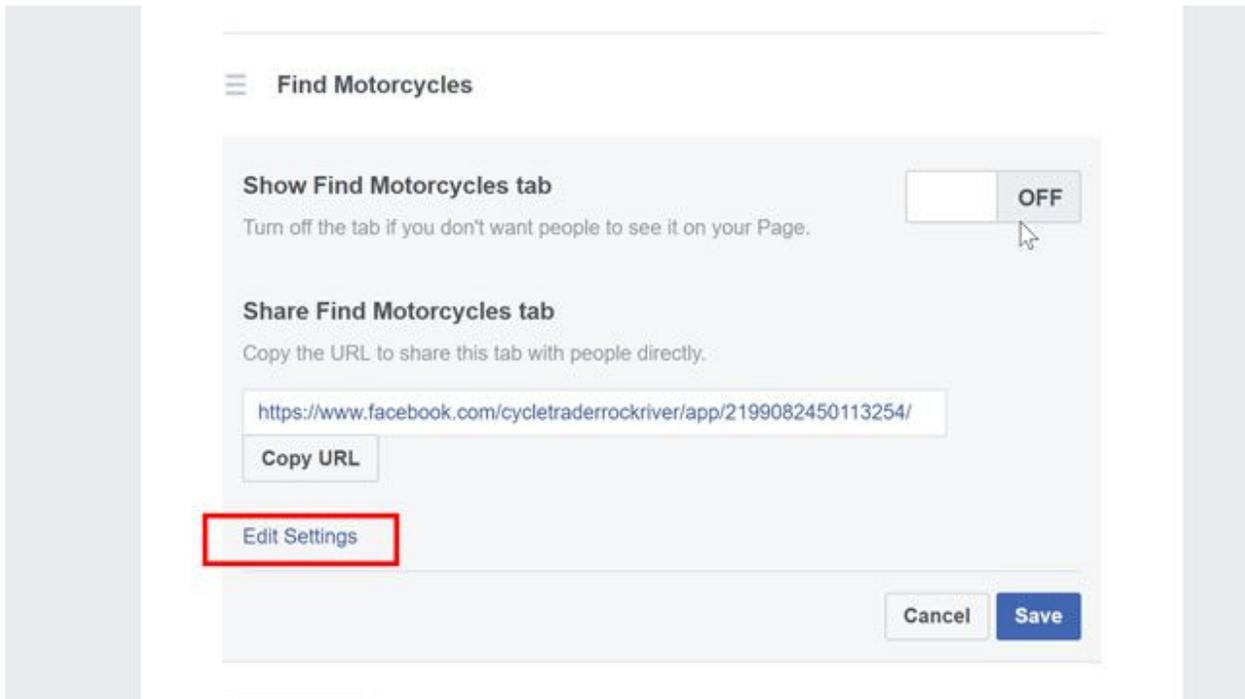
If you would like for the new inventory tab to appear at the top of the list of tabs on the Facebook page, click **"Settings"** at the top of the page and then choose **"Templates and Tabs"** in the left-hand menu.

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.

