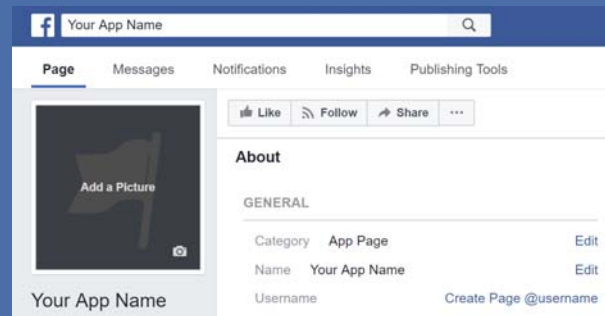


Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

Create a username for your page



Secure | <https://www.facebook.com/RodsPosterificReactNativeApp/>

Secure | <https://www.facebook.com/Your-App-Name-788467927981391/>

Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

Set the cover photo and profile picture

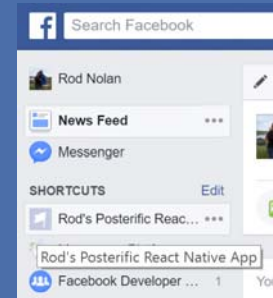
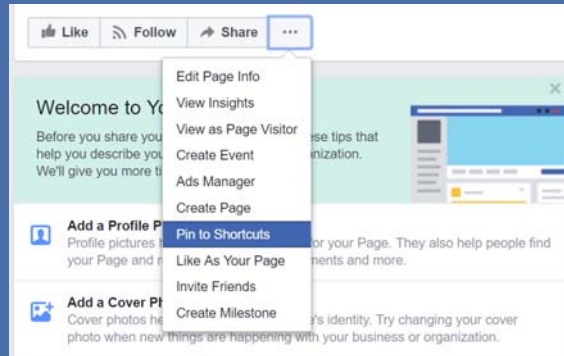


Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

Pin your page

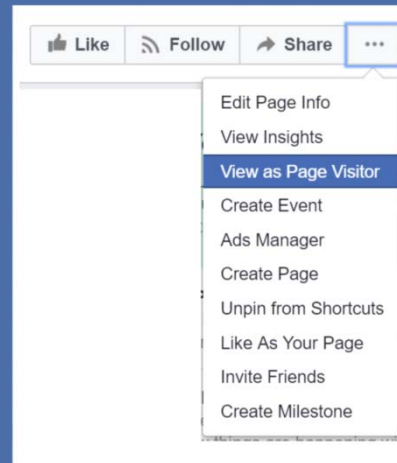


Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

Switch between admin and user roles



This is what your Page looks like to a visitor. **Switch back to your view** to manage this Page.

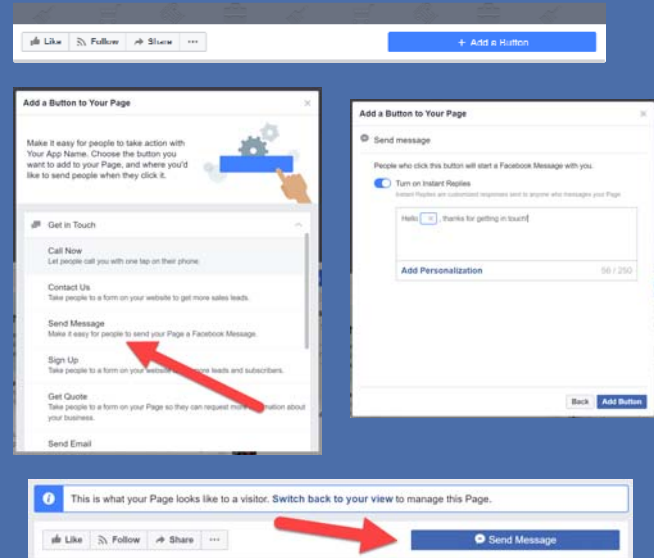
Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

Set a call to action

Turn on Instant Replies

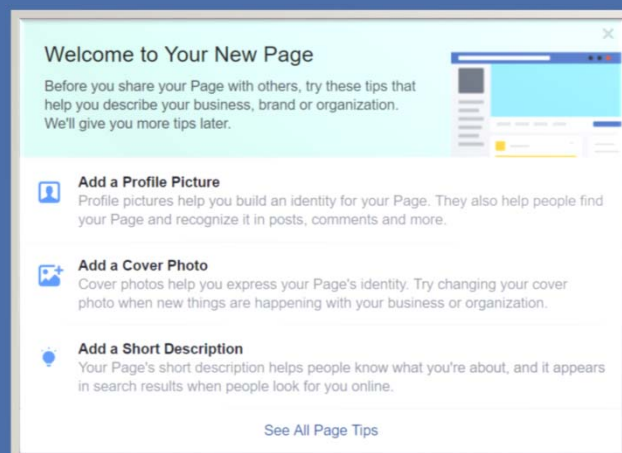


Creating a Facebook Page

<https://www.facebook.com/pages/create>

Tips

... and more

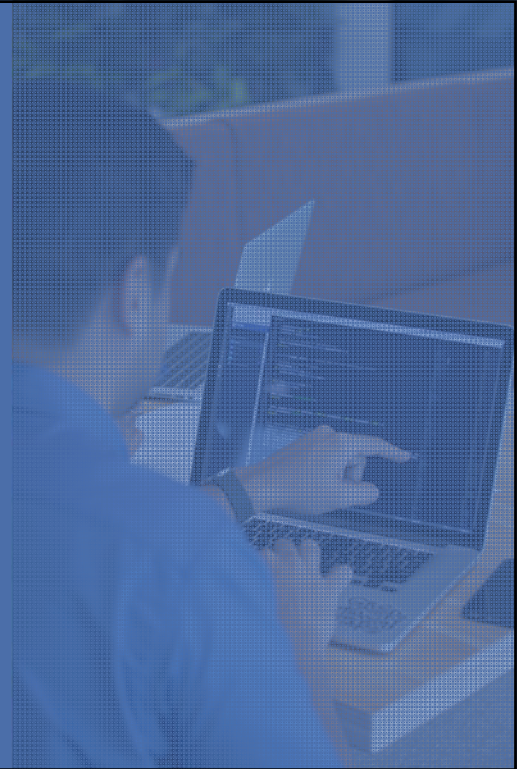


Building Bots for Messenger

The purpose of this exercise is to:

- Create a Facebook Page to serve as an entry point for your bot

This exercise should take approximately 10 minutes to complete.



Building Bots for Messenger

Topics

- 01 Reviewing the highlights of the Messenger Platform
 - 02 Reviewing the Messenger Bot starter project
 - 03 Creating a Facebook Page
- Adding Messenger to your Facebook App in the Dashboard
- 05 Linking your Facebook App to your webhook server
 - 06 Using your App Secret to validate requests
 - 07 Receiving messages and using the Send API to reply
 - 08 Welcoming new page visitors
 - 09 Using Quick Reply buttons to guide the conversation
 - 10 Building Structured Messages: Image Attachments and Generic Templates
 - 11 Linking to Messenger from the React Native app

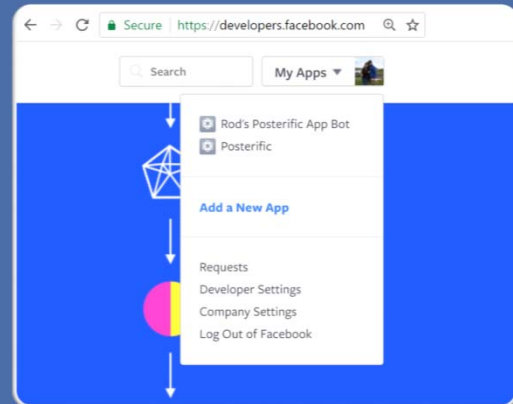
Integrating Messenger into your App

<https://developers.facebook.com/apps/{your-app-id}/dashboard/>

You may have already created an app

If you have, you can use it!

If you haven't, creating a new one is easy!



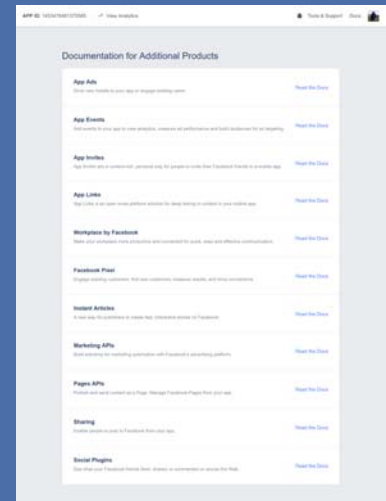
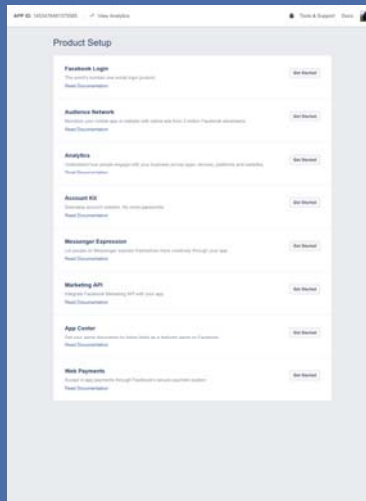
Integrating Messenger into your App

<https://developers.facebook.com/apps/>

A Facebook app is the “admin” console for all of your Facebook Platform integrations

Register as a Facebook Developer

Create an app



Integrating Messenger into your App

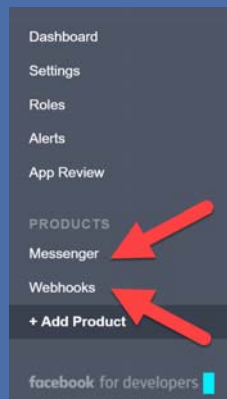
<https://developers.facebook.com/apps/>

The Messenger Product

Generate Page Tokens

Manage the App Review Process

Manage Event Subscriptions



The Webhooks Product

Set the Callback URL for your webhook server

Set your verification token

Page Access Tokens

<https://developers.facebook.com/docs/facebook-login/access-tokens>

Page tokens are required to call APIs that operate on data belonging to a Facebook page

Your code uses the token to call the Graph API

Tokens describe permissions granted to an specific APP by a specific PAGE ADMIN for a specific PAGE



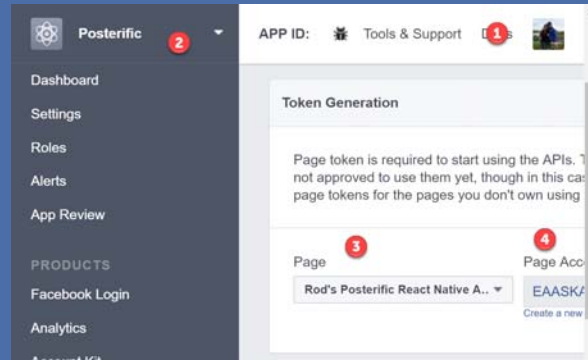
Page Access Tokens

<https://developers.facebook.com/docs/facebook-login/access-tokens>

Practical Usage

Generate token in the App Dashboard

Copy it into your configuration file so it's available to your code



```
1 {
2   "appSecret": "[App Dashboard > Dashboard > click the Show button in the App Secret field]",
3   "pageAccessToken": "EAASKAJHhV8BAHLV8HSvYCFdUwTkeNZCZ8AYETogTug5ZCnRaH5xh4sd1bNmdd9wWSZCY47VnRwXs",
4   "validationToken": "[App Dashboard > Webhooks > Edit Subscription > copy whatever random value you want]",
5   "serverURL": "[get the subdomain from your ngrok console (leave out 'https://').ngrok.io]"
6 }
7
```

Preparing for the App Review Process

<https://developers.facebook.com/policy#messengerplatform>

Read the Platform Policy, specifically the sections related to Messenger Platform

Understand the requirements and make sure that you are in compliance



Preparing for the App Review Process

<https://developers.facebook.com/docs/messenger-platform/guidelinespolicyreview>

Learn more in the Messenger Platform docs

Get a detailed preview of the review process

Learn more about the specific policies

The 24-hour window policy
Standard vs Subscription

Messenger Platform

Getting Started
Guides
Webhook Reference
Send API Reference
Webview Reference
Miscellaneous
Policy and Review
Policies
Review Process
Design Resources
FAQ
Changelog

Messenger Platform

Getting Started
Guides
Webhook Reference
Send API Reference
Webview Reference
Miscellaneous
Policy and Review
Policies
Review Process
Design Resources
FAQ
Changelog

Initiating the App Review Process

<https://developers.facebook.com/docs/messenger-platform/app-review>

Your app is now in development mode

Audience is restricted to admins/devs

You must pass the review process to go live

The Dashboard is where you begin the submission process

App Review for Messenger

To use Messenger platform, your app needs to be approved for Send/Receive API (pages_messaging). The Send/Receive API should only be used to send organic content and should not be used to send marketing or other promotional communications. To match your existing contacts to Messenger accounts using their phone numbers, you'll need Customer Matching (pages_messaging_phone_number).

☐ **pages_messaging**
Enables your app to send and receive messages using a Facebook Page. Submit

☐ **pages_messaging_subscriptions**
Enables your app to send messages using Facebook Pages, as any time after the first user subscribes. This permission will be used to send messages to users who have subscribed. Add to Submission

☐ **pages_messaging_phone_number**
Enables your app to match phone numbers you already have to Messenger accounts. In order to use this permission, your app must be already approved for the Send/Receive API and based in the US. Add to Submission

Current Submission

☐ **pages_messaging**
Complete the notes for this item before submitting. 1 of 3 items X

Before you can submit for review, complete the following:

- Complete each of the items above
- Your app must have App ID (1024 x 1024) set. Please visit Settings to add one.
- Your app must have Privacy Policy URL and Privacy Policy Settings to add one.

Submit for Review

Managing Event Subscriptions

<https://developers.facebook.com/docs/messenger-platform/webhook-reference>

The webhook reference lists available events and describes the format of the callback you will receive for each event

Messenger Platform

Getting Started

Guides

Webhook Reference

Message

Message Delivered

Message Read

Message Echo

Postback

Plugin Opt-in

Referral

Payment (beta)

Checkout Update (beta)

Pre-Checkout (beta)

Account Linking Event

Account Linking Event

Pre-Checkout (beta)

Managing Event Subscriptions

<https://developers.facebook.com/docs/messenger-platform/webhook-reference>

You must register to receive these event callbacks before they will be sent to your webhook

Edit Page Subscription Fields

- | | | |
|--|---|--|
| <input checked="" type="checkbox"/> messages | <input checked="" type="checkbox"/> messaging_postbacks | <input type="checkbox"/> messaging_optins |
| <input type="checkbox"/> message_deliveries | <input type="checkbox"/> message_reads | <input type="checkbox"/> messaging_payments |
| <input type="checkbox"/> messaging_pre_checkouts | <input type="checkbox"/> messaging_checkout_updates | <input type="checkbox"/> messaging_account_linking |
| <input type="checkbox"/> messaging_referrals | <input type="checkbox"/> message_echoes | |

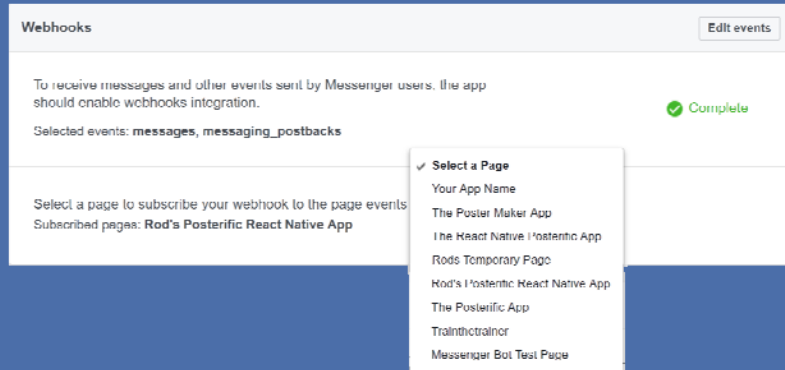
Cancel Save

Linking a Page to your Bot

<https://developers.facebook.com/docs/messenger-platform/webhook-reference/#subscribe>

You may subscribe multiple pages to the same app

All subscribed pages will receive the same events



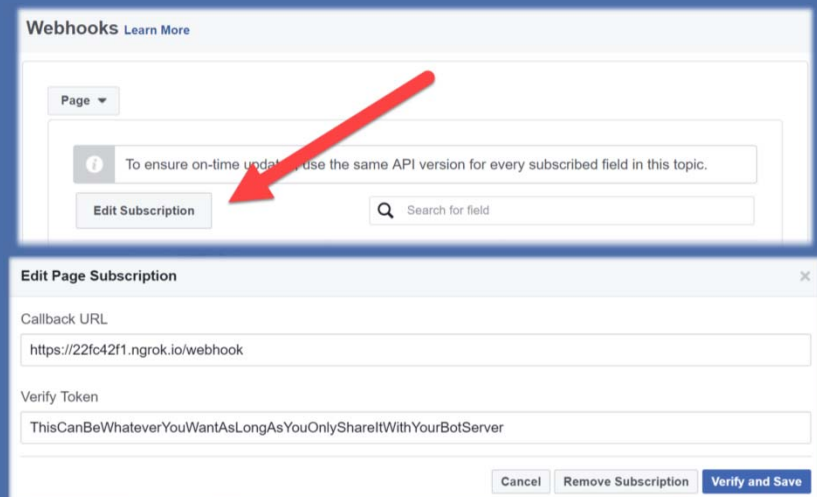
Linking your app to your bot server

<https://developers.facebook.com/docs/messenger-platform/webhook-reference#security>

Callback URL must use HTTPS

Verify token is used in a handshake between Messenger Platform and your webhook.

Keep it safe!



Understanding the webhook verification handshake

Messenger Platform sends a challenge phrase and expects to get it back as proof that your webhook is accessible and responsive

You should validate the origin of the request; from Facebook Messenger Platform

Only return the challenge phrase if the key matches. The validation token is the key!

```
/*
 * Verify that your validation token matches the one that is sent
 * from the App Dashboard during the webhook verification check.
 * Only then should you respond to the request with the
 * challenge that was sent.
 */
app.get('/webhook', function(req, res) {
  if (req.query['hub.mode'] === 'subscribe' &&
      req.query['hub.verify_token'] === 'VALIDATION_TOKEN') {
    console.log("[app.get] Validating webhook");
    res.status(200).send(req.query['hub.challenge']);
  } else {
    console.error("Failed validation. Validation token mismatch.");
    res.sendStatus(403);
  }
});
```

Topics

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