Social Relationship Management

</developers>

Developer Platform

Build powerful integrations, leverage social for your application, or just make SRM work the way you want

Learn

Use a fully documented API for everything you need to learn about the SRM Developer Platform

Create

Create exciting applications for your customers using the social features SRM provides

Grow

Let us help you reach millions of customers on social

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⚗ Developer Platform

API, or application programming interface, allows software programs to interact with each other. For example, customers of a marketing application can make posts to social with SRM without having to log directly into SRM.

Social continues to be a layer for customer experience systems, whether in marketing, support, service and more. The extensibility of data from social is crucial in serving and enhancing functionality within these applications. This will be done through SRM's API.

API

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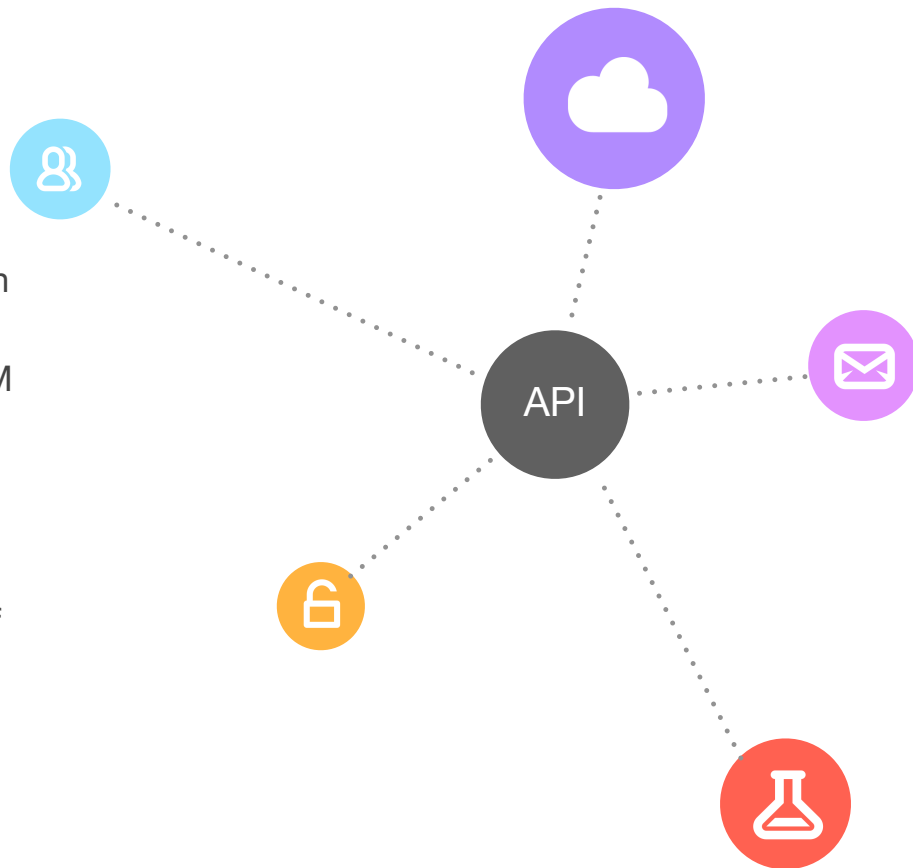
★ Benefits

Applications

- Modular homepage
- Social publishing
- Calendars
- Customer dashboards
- Service requests
- Workflow
- Mobile and tablet applications
- Custom UIs
- ...more

Stakeholders

- RightNow
- Siebel and CRM On Demand
- Sales Cloud
- Eloqua
- Compendium
- Responsys
- SRM internal applications
- Utility applications
- ...any third-party

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🔓 Access

Access will be given through Gatekeeper. Gatekeeper provides a way for third-party applications to use the SRM API on behalf of SRM users without a need of supplying credentials to these third-parties.

Setting up third-party applications will be done through Workflow & Automation.

GATEKEEPER ▾

EXTERNAL APPS   SRM SCOPES

ORACLE OAuth 2.0 Provider

Register API for scope "custom_audiences"

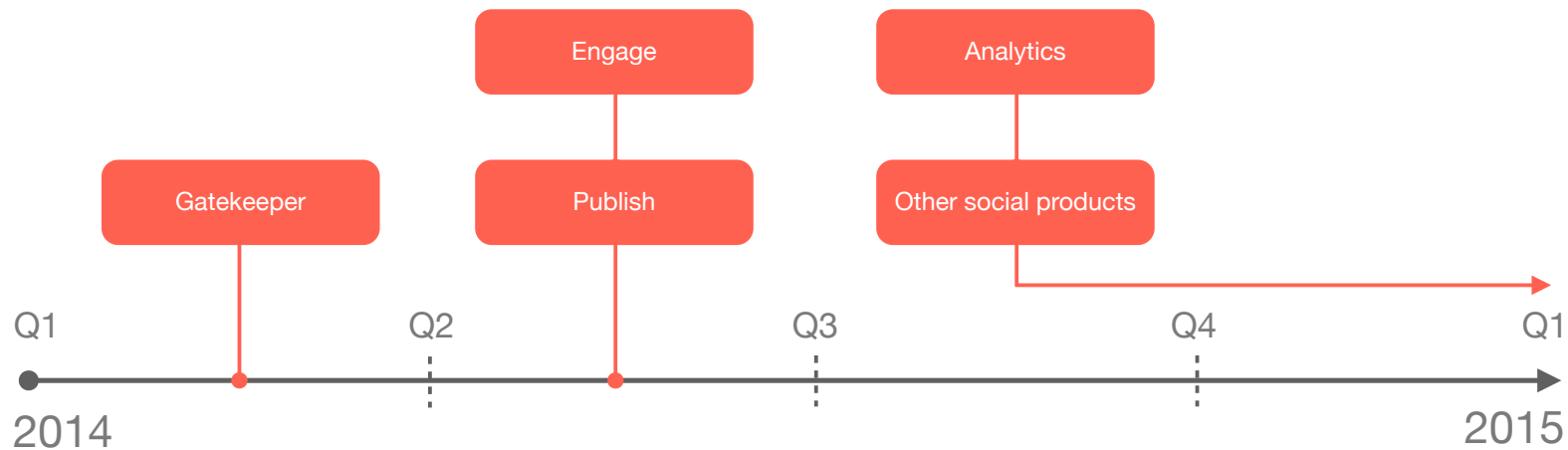| URL Route	SRM Endpoint
/api/v1/bundle/:bundle_id/custom_audiences	http://ca-api.staging.cloud.vitrue.com/api/t
/api/v1/bundle/:bundle_id/custom_audiences/:audience_id/submission/:submi	http://ca-api.staging.cloud.vitrue.com/api/t
/api/v1/bundle/:bundle_id/custom_audiences/:id	http://ca-api.staging.cloud.vitrue.com/api/t
/api/v1/bundle/:bundle_id/custom_audiences/:id/users	http://ca-api.staging.cloud.vitrue.com/api/t
/api/v1/bundle/:bundle_id/custom_audiences/:id/users/add	http://ca-api.staging.cloud.vitrue.com/api/t

⇄ Flow

1. SRM user makes request

2. Calls API

Third-Party

Gatekeeper

6. Returned to user

5. Gives response

4. Gives response

3. Verifies user, permissions; makes call

SRM

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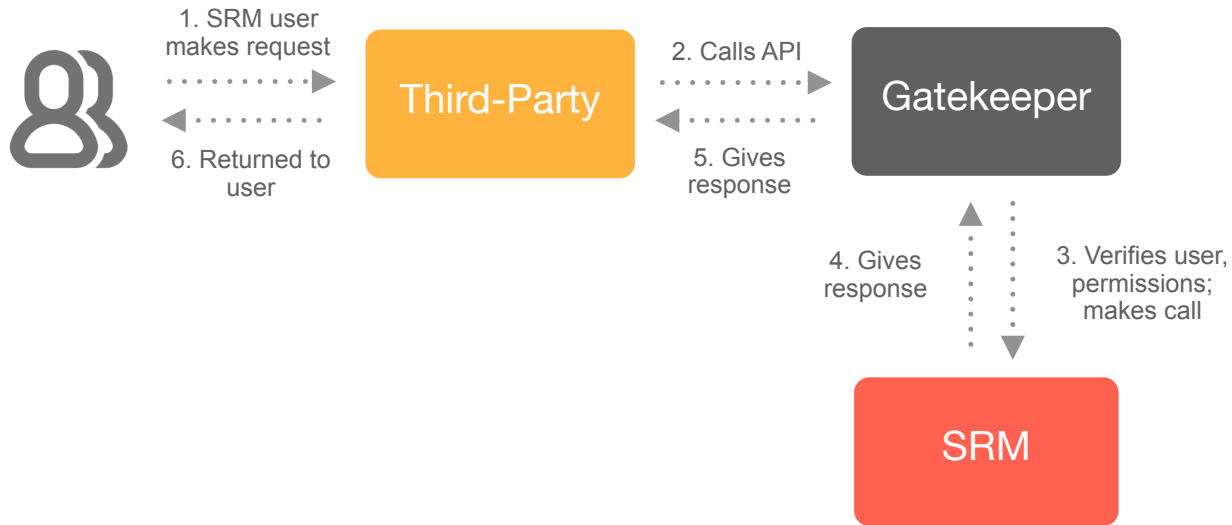
⛿ Engage Endpoints

Resource	Description
GET /messages	Returns a collection of messages for an account. Messages include Facebook comments, Facebook posts, Twitter statuses, and CI messages.
GET /messages/count	Returns the count for the number of messages
GET /messages/:message_id	Returns a single message
PUT /messages/:message_id	Updates the following attributes: status, liked, read, labels
DELETE /messages/:message_id	Marks a message as deleted
GET /messages/:message_id/replies	Returns a collection of replies for a specific message
POST /messages/:message_id/replies	To create a new reply to a message; the current user must have the appropriate write permissions on the message's channel
PUT /messages/:message_id/replies/:reply_id	Updates a reply with a like or labels
DELETE /messages/message_:id/replies/:reply_id	Mark a reply as deleted

Publish Endpoints

Resource	Description
GET /streams	Returns a collection of Facebook, Twitter, or Google+ properties for an account
GET /posts	Returns posts under an account. Posts include dispatches to each stream. Stream information is also included for each dispatch
POST /posts	Creates a new post
GET /tags	Returns a collection of tags for an account

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🕐 Timeline

Engage

Analytics

Gatekeeper

Publish

Other social products

Q1   Q2   Q3   Q4   Q1

2014   2015

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✏️ Notes

Developer Platform described in this document does not include the following API efforts currently underway:

- Semantic API
- Compliance API
- SNAP API
- Rules Engine

It is likely these projects will merge at some point.