



EasyCruit | Manual Integration for Facebook clients

Integration for Facebook clients

Introduction

This article describes how to set up and use the Facebook integration between Visma EasyCruit and Facebook.

Please note:

For a client to be able to use the Facebook integration in their Visma EasyCruit, a work needs to be done by the following three teams / roles:

- Consultant
- The front-end team
- Clients Facebook page administrator

This article will mostly describe what the consultant should do for the client to be able to use the Facebook integration within their Visma EasyCruit.

Please also note that only Visma employees with Visma admin access to Visma EasyCruit are able to set up the Facebook integration for a client.

Facebook, what is it?

No direct explanation are needed in regards to what Facebook actually is so we will skip that part. The interesting part here is that it is possible to integrate a clients Visma EasyCruit to a clients "Facebook business Page". This means that it is possible for a client to post a vacancy from Visma EasyCruit to their dedicated "Available jobs" page on their Facebook business Page. Since the client will post a vacancy to a dedicated "Available jobs" page on their Facebook page it is easy for a candidate to find the clients available jobs and don't need to search in the clients feed/wall on Facebook to be able to find available jobs.

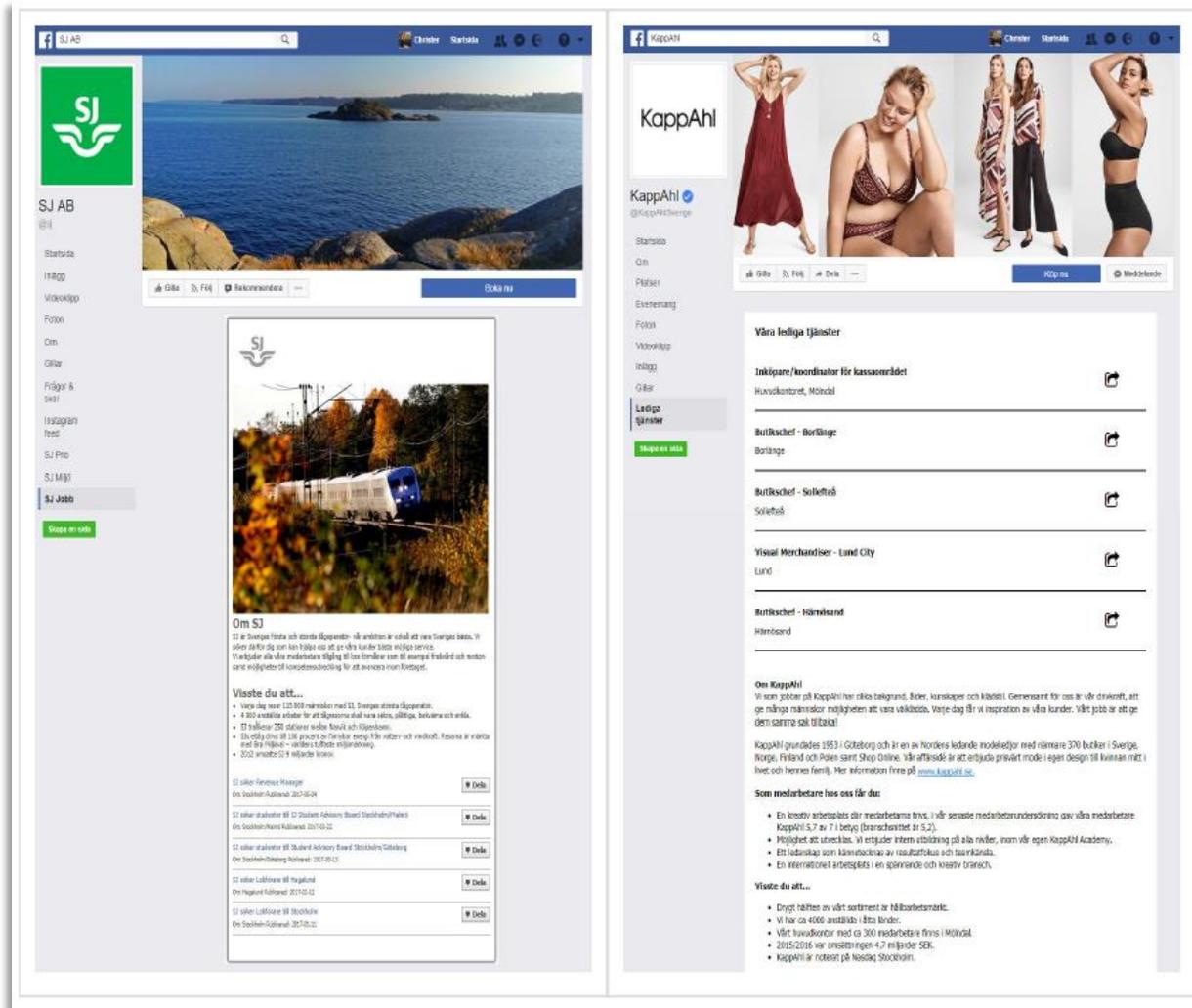
When the front-end team within Visma creates the vacancy list for the clients Facebook page the client have the same possibilities to decide how the look and feel should be just like when the front-end team creates a vacancy list for a clients homepage. [Click here](#) to find more detailed information regarding the front-end parts for Visma EasyCruit.

As mentioned in this article the client needs to have a Facebook business Page, this can only be created by the client. [Click here](#) for more information regarding Facebook business Pages and how to create one.

Please note:

Facebook will not charge the client anything for posting their vacancies from Visma EasyCruit to their Facebook business page, this means that when the Facebook integration are live the client can post how many vacancies as they wish for free.

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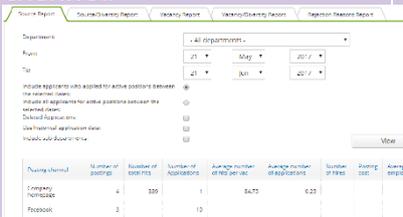
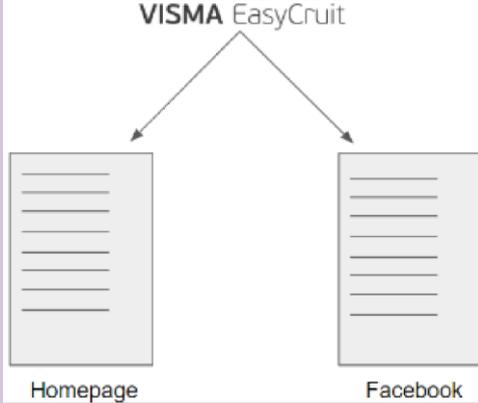
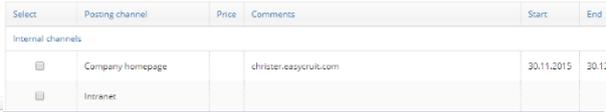
Exempel 1: <https://www.facebook.com/sj/app/289787861037838/>

Exempel 2: <https://www.facebook.com/KappAhlSverige/app/190322544333196/>

Dedicated posting channel or mirroring the company homepage channel?

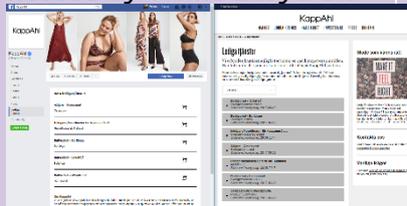
Before any work are done by the front-end team the consultant should discuss with the client how the vacancy list layout should look like on clients Facebook page (see examples above) and if Visma should create a dedicated Facebook posting channel or if the client wish that we should "mirror" all vacancies that client post to their company homepage channel in Visma EasyCruit. Each solution have their advantages and disadvantages, in the table below you will find more information regarding this. The most used solution are the one called "Dedicated Facebook posting channel". Main reason for this is because the client are then in control and can choose if a vacancy should be visible or not on Facebook, the report module will report how many applications that have been received from Facebook and the client can (if they so wish) be totally flexible with the front-end layout.

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	Dedicated Facebook posting channel	Mirror clients company homepage channel
<p>Advantage</p>	<p>Client decides if vacancy should be posted on Facebook: With a dedicated posting channel a "Facebook" posting channel will be visible on the page "Select posting channels". This means that the client first of all can decide if the vacancy should be posted or not on Facebook and secondly decide an individual start and end-date for the vacancy:</p> <p>Source-tracking: With a dedicated posting channel for Facebook the report module in Visma EasyCruit (startpage → reports) will be able to report how many vacancies that have been posted to Facebook and how many candidates that have applied through the Facebook channel:</p>  <p>Front-end layout: With a dedicated posting channel for Facebook it is possible for our front-end</p>	<p>Vacancy automatically posted to Facebook: With a mirrored solution the client only have to post the vacancy to their company homepage channel in their Visma EasyCruit, the vacancy will then automatically be posted to clients Facebook page.</p> <p>This means that the exact same amount of vacancies will be visible both on clients homepage and on their Facebook page:</p>  <p>Less posting channels to choose between: With a mirrored solution the client will have one channel less to remember to mark when posting a vacancy through Visma EasyCruit. This is an advantage for clients that either have a lot of different posting channels to choose between or if a lot of different users are able to post vacancies in a clients Visma EasyCruit:</p> 

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team to create a unique front-end layout that should be used on clients Facebook page. This means that the vacancy list, vacancy overview and application form can have a completely different design compared to the layout that are used on clients homepage that are hosted by Visma EasyCruit



Disadvantage

Client needs to remember to post vacancy to Facebook:

With a dedicated posting channel for Facebook the client needs to remember to mark/select the posting channel "Facebook" on page "Select posting channels" in Visma EasyCruit. If client don't do this the vacancy will not be posted to clients Facebook page.

Could end up with a lot of different posting channels:

With a dedicated posting channel for Facebook there will be an additional posting channel visible on page "Select

User are maybe not aware that vacancy will be posted on clients Facebook page:

As mentioned above a mirrored solution means that a vacancy automatically will be posted on clients Facebook page if client choose to post a vacancy through the company homepage channel. If the user/client isn't aware of this there can be a situation where a vacancy are visible on clients Facebook page that should only be visible on clients homepage.

Source-tracking:

One of the biggest disadvantages with using a mirrored solution are that Visma EasyCruit isn't able to report partly how many vacancies that have been posted to Facebook as well as how many candidates that have applied through the Facebook channel. Since the company homepage channel are used both on clients homepage and on Facebook, Visma EasyCruit will combine the amount of postings / applications and show these on the company homepage channel in the report module.

Front-end layout:

As mentioned in the "advantage" cell for

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posting channels" in Visma EasyCruit. For some clients this can be a pain, especially if they already have a lot of posting channels to choose between.

the dedicated Facebook posting channel the dedicated posting channel makes it possible to have a unique front-end layout for the front-end parts visible on clients Facebook page. With a mirrored solution Visma are only able to change the layout for the vacancy list, this means that the vacancy overview and application form layout needs to be identical to the layout that are used on clients homepage that are hosted by Visma EasyCruit.