

Hootsuite - Magento Plugin User Guide

This document explains how to correctly configure the Hootsuite - Magento Product Catalog Synchronization with Facebook plugin.

The plugin appears in the Magento Admin Main Menu.

There are 2 Menu Options:

- 1) Facebook Product Feed Settings shows a grid with the different feeds configured.
- 2) Facebook Product Feed Auto Scheduler shows FTP configuration of the remote server, the local path in Magento to save the Feeds XML and the configuration of scheduler.



Facebook Product Feed Settings:

The Grid displays all of your Feeds

From this Grid, you can make changes to an existing Feed or Create new Feeds

Facebook Product Feed Settings 🔍 🔔 👤 admin ▾

Add New Feed

Actions ▾

ID	Name	Description	Store	Status	Updated by	Created by	Last Update Date	Create Date	Action	
<input type="checkbox"/>	2	Name 1	Description test	Default Store View - default	Enabled	admin	admin	2019-05-21 19:38:18	2019-04-30 13:28:48	Select ▾
<input type="checkbox"/>	3	Name	Description	Default Store View - default	Enabled	admin	admin	2019-05-06 07:35:51	2019-04-30 13:28:48	Select ▾

The following actions are available for each Feed:

- Edit - modify the selected Feed.
- Delete - remove the selected Feed.
- Duplicate - clone the selected Feed and edit it.

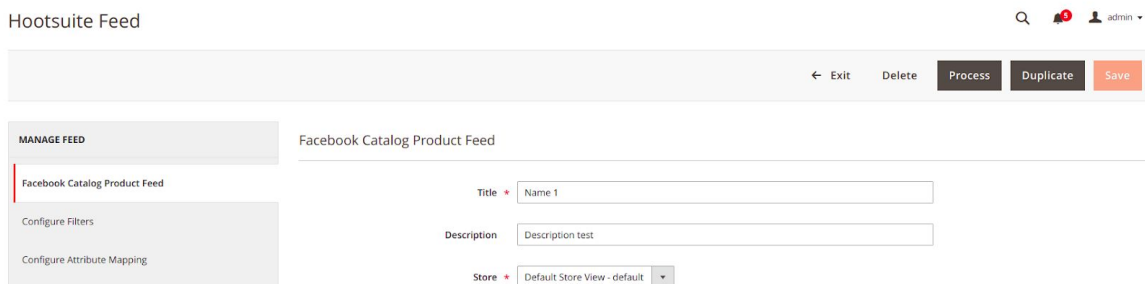
- Process - runs the Feed and generates an XML file in real time.

The following bulk action options are available for multiple Feeds:

- Delete - remove all selected Feeds.
- Process - runs all selected Feeds, and generate distinct XML in real time.

Feed Management:

- Facebook Catalog Product Feed option lets you manage the Feed details
 - Title (Required) - unique short description.
 - Description - long text that describes the function of the feed.
 - Store (Required) - generates a Feed based on underlying Store catalog.
 - Status (Required) - flag to enable or disable the Feed for processing.



Hootsuite Feed 🔍 🔔 👤 admin

← Exit Delete Process Duplicate Save

MANAGE FEED

Facebook Catalog Product Feed

Configure Filters

Configure Attribute Mapping

Facebook Catalog Product Feed

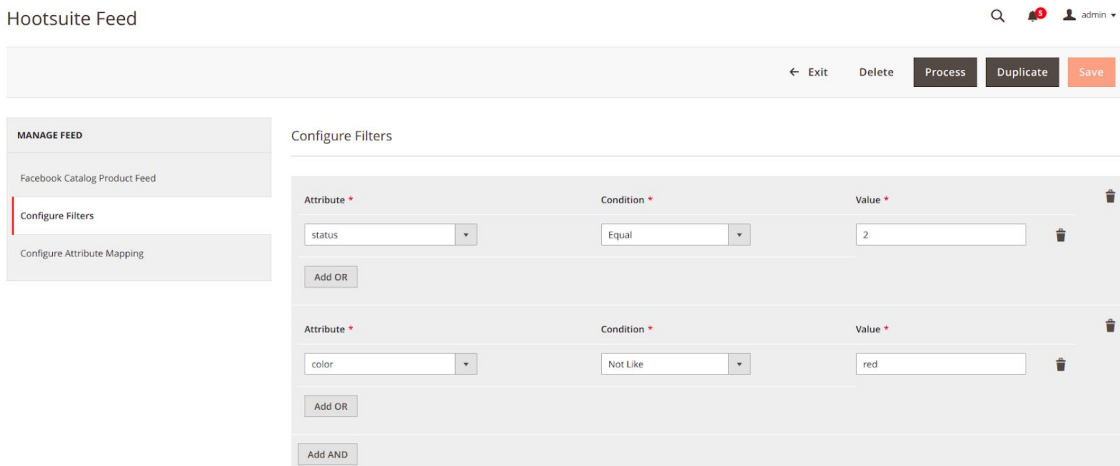
Title *

Description

Store *

Status *

- Filter Configuration lets Users set the selection criteria for what products for a particular store catalog are included in the resulting XML file generated.



Hootsuite Feed 🔍 🔔 👤 admin

← Exit Delete Process Duplicate Save

MANAGE FEED

Facebook Catalog Product Feed

Configure Filters

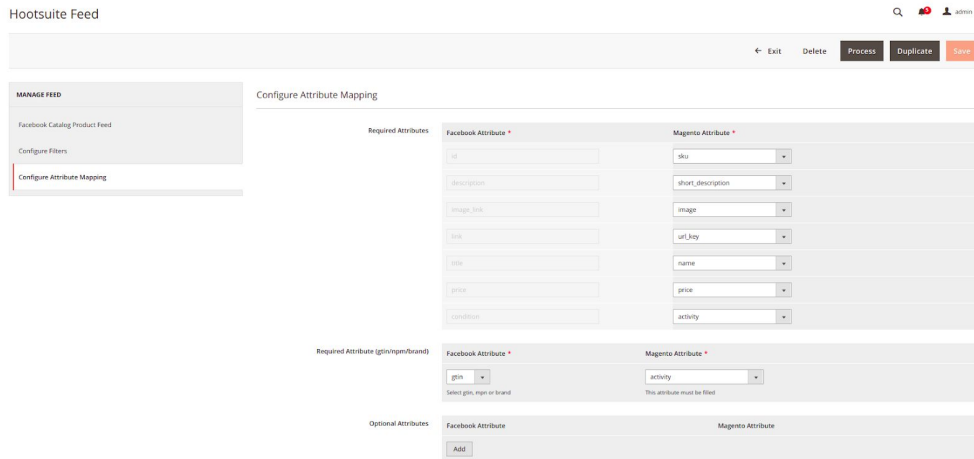
Configure Attribute Mapping

Configure Filters

Attribute *	Condition *	Value *	
<input type="text" value="status"/>	<input type="text" value="Equal"/>	<input type="text" value="2"/>	🗑️
<input type="button" value="Add OR"/>			
<input type="text" value="color"/>	<input type="text" value="Not Like"/>	<input type="text" value="red"/>	🗑️
<input type="button" value="Add OR"/>			
<input type="button" value="Add AND"/>			

- Attribute Mapping lets Users specify what Magento store Product attributes to be mapped to Facebook Attributes on the resulting XML file. Facebook Required attributes cannot be updated and must be mapped to a choice Magento Attribute.

Optional Attributes may be exempt if desired and if included will need to be mapped to a corresponding Magento store product attribute.



The screenshot shows the 'Configure Attribute Mapping' interface for a Facebook Catalog Product Feed. It features a sidebar with 'MANAGE FEED' options and a main area with two sections for attribute mapping. The first section, 'Required Attributes', maps Facebook attributes (id, description, image_link, sku, title, price, condition) to Magento attributes (sku, short_description, image, url_key, name, price, activity). The second section, 'Required Attribute (group/brand)', maps the Facebook attribute 'gpn' to the Magento attribute 'activity'. An 'Optional Attributes' section at the bottom has an 'Add' button.

Scheduling the Facebook Product Feed:

The following need to be defined to schedule a process to auto generate the Feed XML file

- Remote Path Setting, allows you to configure the FTP remote server in which the feeds will be uploaded.
 - Server - FTP host domain.
 - Path - remote directory on FTP server where the generated XML file will be sent.
 - Test Connection - to confirm connect criteria provided is accurate.



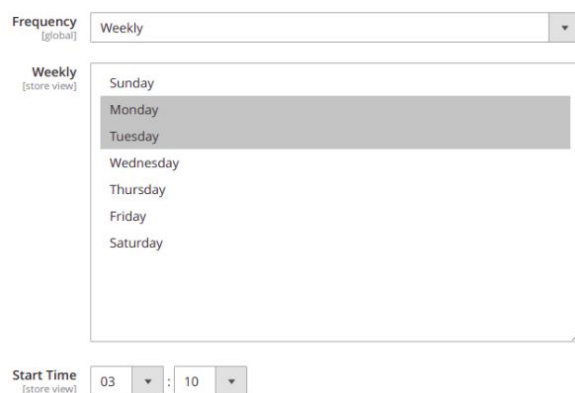
The form shows the following fields: Server [global] (test.rebex.net), Username [global] (demo), Password [global] (masked with dots), Path [global] (/), and a Test Connection button with a Connect sub-button.

- Local Path Setting, lets a User specify a directory under the Magento root directory where the generated XML file will be sent.



The form shows the Path [global] field set to var/hootsuite/feedexport.

- Scheduler, lets a User configure the frequency of the background process to auto generate the Feed XML file



The form shows the Frequency [global] dropdown set to Weekly. Below it, a 'Weekly [store view]' section displays a list of days from Sunday to Saturday, with Monday and Tuesday highlighted. At the bottom, the Start Time [store view] is set to 03:10.