



GETTING STARTED GUIDE: FACEBOOK CODE SAMPLE

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INTRODUCTION

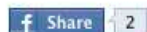
The Ooyala Facebook code sample provides two types of Facebook sharing:

- Active Sharing--posts the video to the Facebook timeline when the user clicks **Share**. Active sharing automatically provides the video metadata you specified to Facebook in a format that it can recognize.
- Passive Sharing--a Facebook app that automatically posts video viewing information to your users' timelines, without requiring them to click **Share**.

ACTIVE SHARING

The Facebook code sample enables you to embed a share button viewers can click to add a video to their timelines. The share button requires viewers to take an action.

While a viewer is watching the video, he or she can click the **Share** button.



The Share dialog box appears.





The link contains metadata provided by Ooyala. When ready to share, the viewer can write anything about the video and click **Share Link**.

Note: Once set up, information about the video will be correctly provided to Facebook even if the viewer copies and pastes the URL.

PASSIVE SHARING

The Ooyala Facebook code sample enables you to create a Facebook application that posts video viewing information to each viewer's timeline, whenever a viewer watches a video. Sharing is automatic and the viewer does not have to take any action.

While a user is watching a video, the timeline indicates that the user is watching it.

April 2012

Today



After the user completes the video, the timeline is updated to indicate that the user watched the video.




April 2012

Today

4:55pm  Jigish watched [Bhangra Empire – Jashan 2011](#) on [Bhangra Empire](#).



[Bhangra Empire – Jashan 2011](#) * ○

4:13pm  Jigish likes [VideoMind](#).



VIDEOMIND
VideoMind
Media/News/Publishing ○

This guide describes how to get started with the Ooyala Facebook Code Sample. It contains examples of how to embed the share button and how to create a Facebook application that displays your videos on your viewers' timelines.



DEVELOPMENT REQUIREMENTS

Before you begin, make sure you have the following:

- Facebook developer account (Facebook App only)
- Programming environment (Ruby, Python, PHP, Java, C#, or Node.js)
- A copy of the [Facebook Code Sample](#)



ACTIVE SHARING

APPLICATION SETUP

This section contains basic instructions for setting up your Facebook app in your programming language.

To set up your application:

1. Locate the folder for your programming language from zip file and copy the contents to your project folder.
2. Open the Ooyala Facebook usage file (sample code).
3. Copy the contents to your application.
4. Make sure to include the imported file.

5. Insert the return value of the head prefix method as an attribute of the HTML head tag. For example:
<head prefix="og: <http://ogp.me/ns#> fb: <http://ogp.me/ns/fb#> video: <http://ogp.me/ns/video#>">

6. Insert the return value of the Facebook share method as children of the HTML head tag. For example:

```
<meta property="og:type" content="video.other" />
<meta property="og:title" content="Bhangra Empire - Jashan 2011" />
<meta property="og:description" content="dancing" />
<meta property="og:url" content="iamaurl">
<meta property="og:image" content="http://ak.c.ooyala.com/c1d3AxMzo5_IJK08LHYfpzFF02StTtfk/
Y2BrwET1VVpfCil35jMDoxOjBrOwKdHu"/>
<meta property="og:video" content="http://glowing-spring-6591.herokuapp.com/share" />
<meta property="og:video:secure_url" content="https://glowing-spring-6591.herokuapp.com/share" />
<meta property="og:video:type" content="text/html" />
<meta property="og:video" content="http://player.ooyala.com/player.swf?
embedCode=c1d3AxMzo5_IJK08LHYfpzFF02StTtfk&keepEmbedCode=true" />
<meta property="og:video:secure_url" content="https://player.ooyala.com/player.swf?
embedCode=c1d3AxMzo5_IJK08LHYfpzFF02StTtfk&keepEmbedCode=true" />
<meta property="og:video:type" content="application/x-shockwave-flash" />
Note: Make sure to change the <embed code> to the embed code of your video and change <object url> to
the URL where the video will be hosted (e.g., http://mysite/myvideo.html).
```

7. If you want to add a share button, add the following to your page:

```
<a name="fb_share"></a>
<script src="http://static.ak.fbcdn.net/connect.php/js/FB.Share" type="text/javascript"></script>
```

8. Run and test your application.



PASSIVE SHARING

FACEBOOK SETUP

To create a new Facebook app:

1. Open <http://developers.facebook.com/apps> with a web browser.
2. Log in and follow any basic configuration steps. The Apps page appears.
3. Click **Create New App**. The Create New App dialog box appears.
4. Enter the following app information and click **Continue**:
 - a. Enter a name in the **App Name** field.
 - b. Enter a namespace in the **App Namespace** field.
 - c. Leave **Web Hosting** deselected unless you do not have your own domain.
5. Follow any Facebook verification steps. The **Basic** settings page of the newly created app appears.
6. Enter where the videos will be hosted in the **App Domain** field. Only videos on this domain can be used with this app.
7. Select Video from the **Category** list box.
8. Click the **Website** check mark and enter the URL of your home page.
9. Click the **Mobile Web** check mark and enter the URL of your mobile home page.
10. Click **Save Changes**. Facebook begins setting up your app.

To configure the Facebook app:

1. Open <http://developers.facebook.com/apps> with a web browser and log in. The Apps page appears.
2. Select an app. Information about the app appears.
3. Click **Edit App**. The **Basic** settings page appears.
4. Click **Open Graph**. The Open Graph: Getting Started page appears.
5. In the **People Can** fields, start typing watch and select **watch Video** from the list box. Then, start typing video and select **video Video** from the list box.
6. Click **Get Started**. Facebook begins building the app.



APPLICATION SETUP

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2. Open the Ooyala Facebook usage file (sample code).
3. Copy the contents to your application.
4. Make sure to include the imported file.

5. Insert the return value of the head prefix method as an attribute of the HTML head tag. For example:
`<head prefix="og: http://ogp.me/ns# fb: http://ogp.me/ns/fb# video: http://ogp.me/ns/video#">`
6. Insert the return value of the Facebook share method as children of the HTML head tag. For example:
`<meta property="fb:app_id" content="318471738213669" />
<meta property="og:type" content="video.other" />
<meta property="og:title" content="Bhangra Empire - Jashan 2011" />
<meta property="og:description" content="dancing" />
<meta property="og:url" content="https://glowing-spring-6591.herokuapp.com/jashan_2011">
<meta property="og:image" content="http://ak.c.ooyala.com/c1d3AxMzo5_IJK08LHYfpzFF02StTtfk/Y2BrwET1VVpfCii35jMDoxOjBrOwKdHu"/>
<meta property="og:video" content="http://glowing-spring-6591.herokuapp.com/jashan_2011" />
<meta property="og:video:secure_url" content="https://glowing-spring-6591.herokuapp.com/jashan_2011" />
<meta property="og:video:type" content="text/html" />
<meta property="og:video" content="http://player.ooyala.com/player.swf?embedCode=c1d3AxMzo5_IJK08LHYfpzFF02StTtfk&keepEmbedCode=true" />
<meta property="og:video:secure_url" content="https://player.ooyala.com/player.swf?embedCode=c1d3AxMzo5_IJK08LHYfpzFF02StTtfk&keepEmbedCode=true" />
<meta property="og:video:type" content="application/x-shockwave-flash" />`

Note: Make sure to change the `<embed code>` to the embed code of your video and change `<object url>` to the URL where the video will be hosted (e.g., <http://mysite/myvideo.html>).

7. If you want to automatically add video viewing updates to your viewers' timelines, add the following to the HTML head as a subelement:
`<script src="http://player-next-staging.ooyala.com/fb/ooyala_fb.js"></script>`
8. If you want to automatically add video viewing updates to your viewers' timelines, add the following to the body of your page, substituting your Facebook App ID and Channel URL:

```
<div id="fb-root"></div>
<script type="text/javascript">
window.fbAsyncInit = function() {
  FB.init({
    appId      : "your_app_id",          // App ID
    channelUrl : "your_channel_URL",    // Channel File
    status     : true,                  // check login status
    cookie     : true,                  // enable cookies to allow the server to access the session
    xfbml     : true                    // parse XFBML
  });
};

// Load the SDK Asynchronously
(function(d, s, id) {
  var js, fjs = d.getElementsByTagName(s)[0];
  if (d.getElementById(id)) return;
  js = d.createElement(s); js.id = id;
  js.src = "//connect.facebook.net/en_US/all.js";
```




```
fjs.parentNode.insertBefore(js, fjs);
}(document, 'script', 'facebook-jssdk'));
</script>
```

9. Run and test your application.

USER SETUP

In order for videos to appear in user timelines, each user must accept your application.

Note: The User only has to do this once.

The following describes the user login process:

1. The customer accesses your site.
2. You provide a button that the user clicks for the connected Facebook experience or you block access unless the customer logs in.
3. The Facebook Login page appears.



4. The user clicks Log In with Facebook. Video play information is recorded to the user's timeline.

