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Add an Account

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For some channels, accounts can be added to Sprinklr with only a username and a password, while others may require you to authenticate via the specific social network for which certain terms and conditions may apply. For example, while adding a Facebook page, you are prompted to "allow Sprinklr to post on my behalf" which you need to confirm to be able to post via Sprinklr on behalf of that page.

The native permissions on certain social channels may affect your ability to add an account in Sprinklr. Facebook, for example, requires that you be the administrator of the page to be able to grant Sprinklr access to post on behalf of the page.

Note



- Once the password of a social media account is changed natively, that account becomes inactive in Sprinklr. To continue using the social media account in Sprinklr, the account holder must [re-authorize the accounts in Sprinklr](#).
- The label Account Type is now customizable within Persona Configuration and Experience Engine. You can configure it as per your business requirements.

Planning Accounts



To learn more about getting this capability enabled in your environment, please work with your Success Manager.

Sprinklr has updated and renamed certain planning account types and channels. The list of the updated and renamed account types and channels are as following:

- Intranet to Internal
- Live Events to Events
- Out-of-home to Out-of-home Advertising
- Partnership to Media Partnerships
- On Air Appearance to Appearance
- Radio to Radio/Podcast

To Add an Account

1. Click the **New Tab** icon . Under **Governance Console**, click **Social Accounts** within **Listen**.



Listen

Capture and pay attention to legally available unstructured, unsolicited data from modern channels and millions of sites including forums, blogs, and reviews.

Connect your modern channels

Social Accounts

Messaging Accounts

Live Chat

Email

Voice

Listen to Legally available Public Digital Data

Topics

Themes

Listen to Data from other Internal Systems

First Party Data Ingestion

Manage Pipelines

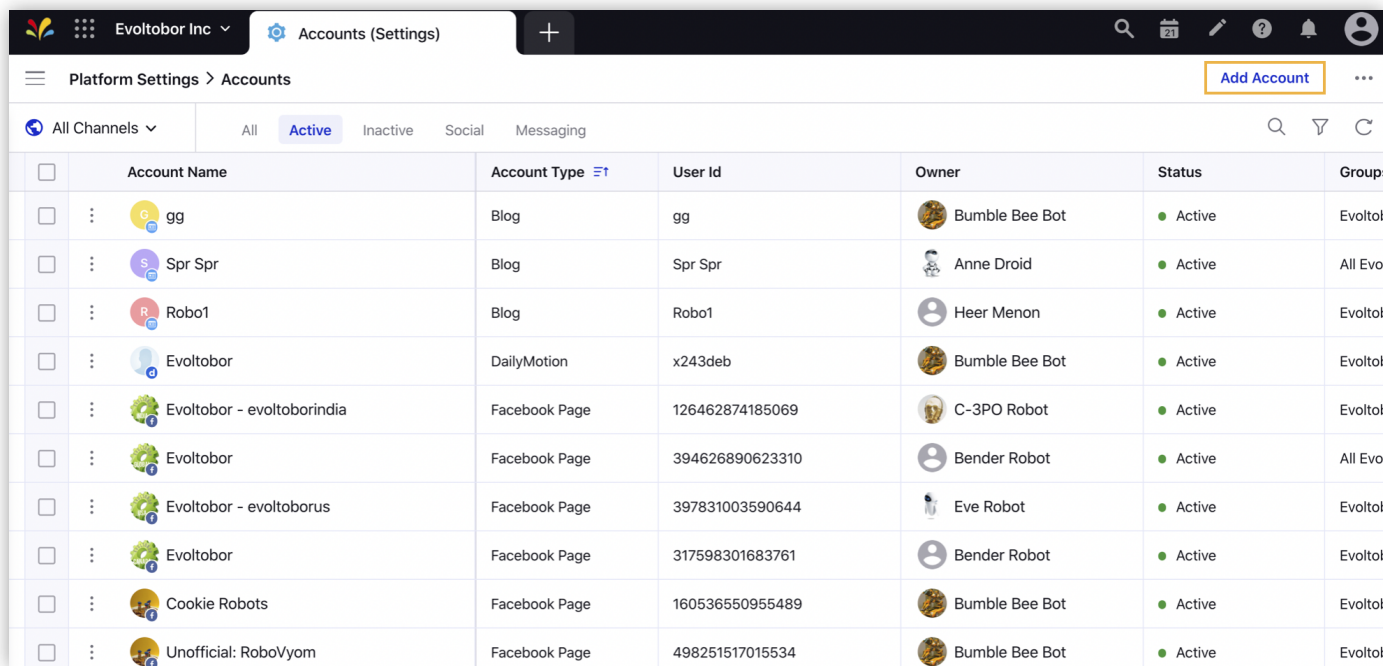
Data Collection

2. In the **Accounts (Settings)** window, click **Add Account** in the top right corner.



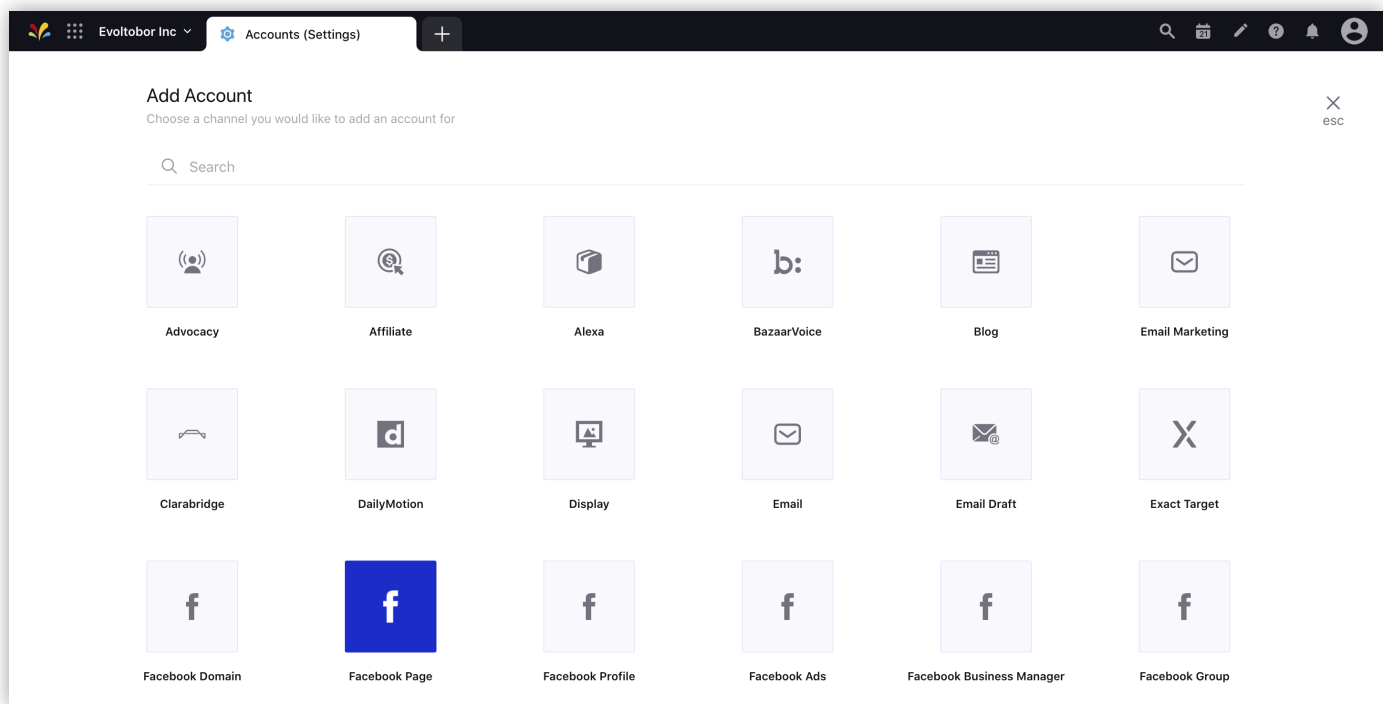
Note

Before adding an account, make sure to log out of any account relevant to the account type.



	Account Name	Account Type	User Id	Owner	Status	Group
<input type="checkbox"/>	gg	Blog	gg	Bumble Bee Bot	Active	Evoltoi
<input type="checkbox"/>	Spr Spr	Blog	Spr Spr	Anne Droid	Active	All Evo
<input type="checkbox"/>	Robo1	Blog	Robo1	Heer Menon	Active	Evoltoi
<input type="checkbox"/>	Evoltozor	DailyMotion	x243deb	Bumble Bee Bot	Active	Evoltoi
<input type="checkbox"/>	Evoltozor - evoltozorindia	Facebook Page	126462874185069	C-3PO Robot	Active	Evoltoi
<input type="checkbox"/>	Evoltozor	Facebook Page	394626890623310	Bender Robot	Active	All Evo
<input type="checkbox"/>	Evoltozor - evoltozorus	Facebook Page	397831003590644	Eve Robot	Active	Evoltoi
<input type="checkbox"/>	Evoltozor	Facebook Page	317598301683761	Bender Robot	Active	Evoltoi
<input type="checkbox"/>	Cookie Robots	Facebook Page	160536550955489	Bumble Bee Bot	Active	Evoltoi
<input type="checkbox"/>	Unofficial: RoboVyom	Facebook Page	498251517015534	Bumble Bee Bot	Active	Evoltoi

3. In the **Add Account** window, search and select desired social channel from the list of channels.



4. Depending on the account type, you may be prompted to login natively using the credentials for your native account and perform the authentication. For more information, see [Account Authorization](#).
5. Once you've added an account within Sprinkl, you'll be redirected to the **Update Account** window where you can update the details of your account. For more information, see [To Update an Account](#).

6. Click **Save** in the bottom right corner.

Account Authorization

Authentication Type

Require authentication

Account Type

The account types listed below need authentication:

- Advocacy
- Dailymotion
- Facebook Domain
- Facebook Page
- Facebook Profile
- Facebook Ads
- Facebook Business Manager
- Facebook Group
- Flickr
- Foursquare Page
- Foursquare Venue
- Gmail
- Google Ads
- Google Ads Manager
- Google Play Store
- Google Business Messaging
- Google My Business Page
- Google RBM
- Instagram
- Jive Space
- Kakao Story
- Kakao Talk
- LinkedIn
- LinkedIn Ads

- LinkedIn Company
- Pinterest
- Pinterest Ads
- Reddit User
- RenRen
- Sina Weibo
- Snapchat Ads
- Subreddit
- Social Feedback App
- Tiktok Ads
- Tumblr
- Twitter
- VK
- YouTube

Require API Key

The account types listed below need API Key:

- Bazaarvoice
- Clarabridge
- Crimson Hexagon
- Get Satisfaction
- Line
- Line Ads
- Lithium
- Lithium Community
- LiveChat (API Key)
- Nexmo
- Pinterest
- Slideshare
- Wordpress (API Key)

- Zendesk (Domain)
- Trustpilot

Require Display Name

The account types listed below need display/screen name and URLs:

- Affiliate
- Apple Business Chat
- Blog
- Email Marketing
- Email
- Email Draft
- Forum
- Generic SMS
- Internal
- In-Product Communications
- In store Event
- Microsoft Exchange
- Mobile Advertising
- Mobile App
- Slideshare
- SMS
- Snapchat

To learn more about getting this capability enabled in your environment, please work with your Success Manager.

To Update an Account

Once the account is authorized and gets added to the platform, you'll be redirected to the **Update Account** window where you can update the details of your account. By default, the user who added the credentials for the account is considered the Account Owner. However, an admin having proper permissions to the account can change the account owner by selecting a new user as the account owner. For more information, see [Update Account — Field Descriptions](#).

Update Account — Field Descriptions

Terms	Description
Account Details	
Account Name	Enter the Account Name for the account.
User Id	User Id is generated automatically by the Sprinklr.
Owner	By default, the user who added the credentials for the account is considered the Owner. However, an admin having proper permissions to the account can change the account owner by selecting a new user as the account owner.
Custom Character Count	Enter the custom character count number you desire to use in a message.
Auto-populate signature	Enter a signature to auto-populate in the replies sent from Sprinklr.
Default URL Shortener	Set a default URL shortener from the list of URL Shortener partners.
Groups to include Account in	

Select Groups

Select the [Account Groups](#) you'd like to add the account to.

Permissions**Select Action**

Select the action type you want to assign the permission for. For more information, see [Provide Account-Level Permissions](#).

Users / Users Groups

Grant permissions to different users/user groups for specific action types like engagement, publishing, etc.

Share this account across workspaces**Visible in all workspaces**

Check the box to make the account visible globally within your customer environment.

Workspaces

Choose the workspaces you would like the account to be visible in.

Subscribers**Users / Users Groups**

Select Users or User Groups you want to add as subscribers to receive email notifications regarding the deactivation or deletion of the subscribed account. For more information, see [Add Subscribers to an Account](#).

Timezone**Country**

Select a country to associate to the account.

Timezone

Select a timezone to associate to the account.

Properties**Workflow**

Add workflow properties to the account.

Others

Add custom properties to the account.

User Filter for Adding Accounts

While adding a location page to a social account, you now have filters to narrow down your search. You can search the location pages by Active, Inactive, In System, and Not Added.
(Ex: Facebook Page)