

# Facebook Direct Message Changes and impact on Oracle Social Cloud

## Customer FAQs

(June 17<sup>th</sup> 2020)

- 1. What are the changes happening with Facebook (FB) Direct Messages?**
  - a. Facebook has made changes to their Graph API. As part of this, the [conversations webhook functionality is being deprecated](#) and clients are being asked to upgrade to [the messenger webhook mechanism](#).
  
- 2. What is the impact to Social Cloud Platform from Oracle? And from when?**
  - a. This change from Facebook will impact Engage functionality within Social product. Customers will not be able to view and respond to direct messages via Engage post deprecation of the Graph APIs from Facebook as of June 30, 2020.
  
- 3. Why is Social Cloud not supporting this change from Facebook?**
  - a. Social cloud will reach end of life on September 30, 2020, as previously announced. There is not sufficient time to develop the enhancements required, complete quality checks, and get changes approved by Facebook in advance of the last date of service. We strongly encourage customers to seek alternate vendors for meeting their social listening, publishing and user engagement needs.
  
- 4. Are there other ways Customers can still engage with their users on FB?**
  - a. Yes, there are. Customers can directly message with their users via their FB pages. Facebook also appears to offer a way to manage communications across FB, Instagram and Messenger through a [unified inbox](#). Further, such tools from FB could easily respond to changes in their own APIs than other 3<sup>rd</sup> parties.
  
- 5. I use FB direct messages to engage users for Service needs. What options to I have?**
  - a. Customers should consider migrating to alternate vendors (e.g. Conversocial) as quickly as possible. Please note that Social product from Oracle is less than 4 months away from our last day of service, September 30, 2020.
  
- 6. If I cancel my contract sooner than my termination date, between June 30<sup>th</sup> 2020 – September 30<sup>th</sup> 2020, would I get any refund?**
  - a. If you are impacted by this FB direct messages change and decide to cancel before your current term expires, please reach out to your account representative regarding any questions.