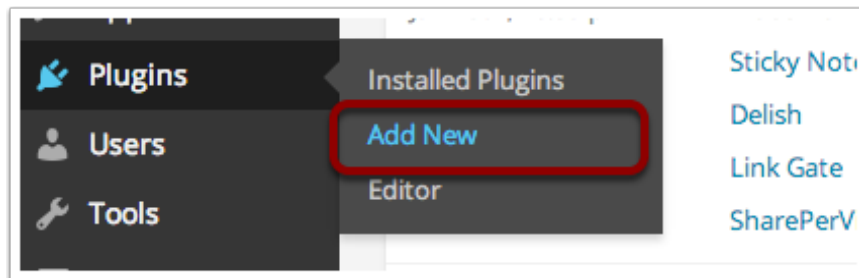


# Social Encore User Guide

**IMPORTANT!** This plugin works best on a site with steady traffic. It may not work well on sites with no traffic like test or new sites. Please refer to troubleshooting section for more information & workarounds.

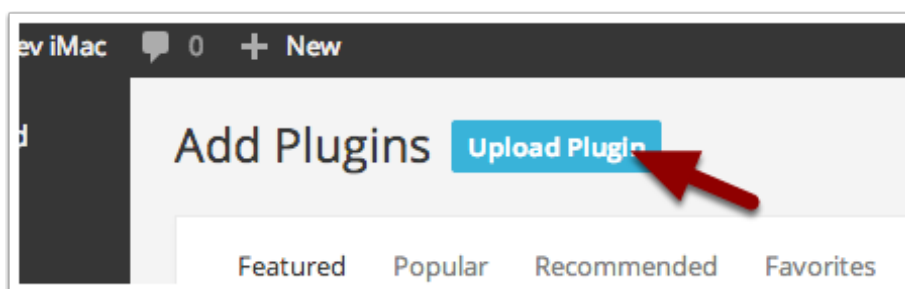
## Installing A Plugin

To install a plugin, go to Plugins >> Add New



## Upload plugin

Click Upload Plugin

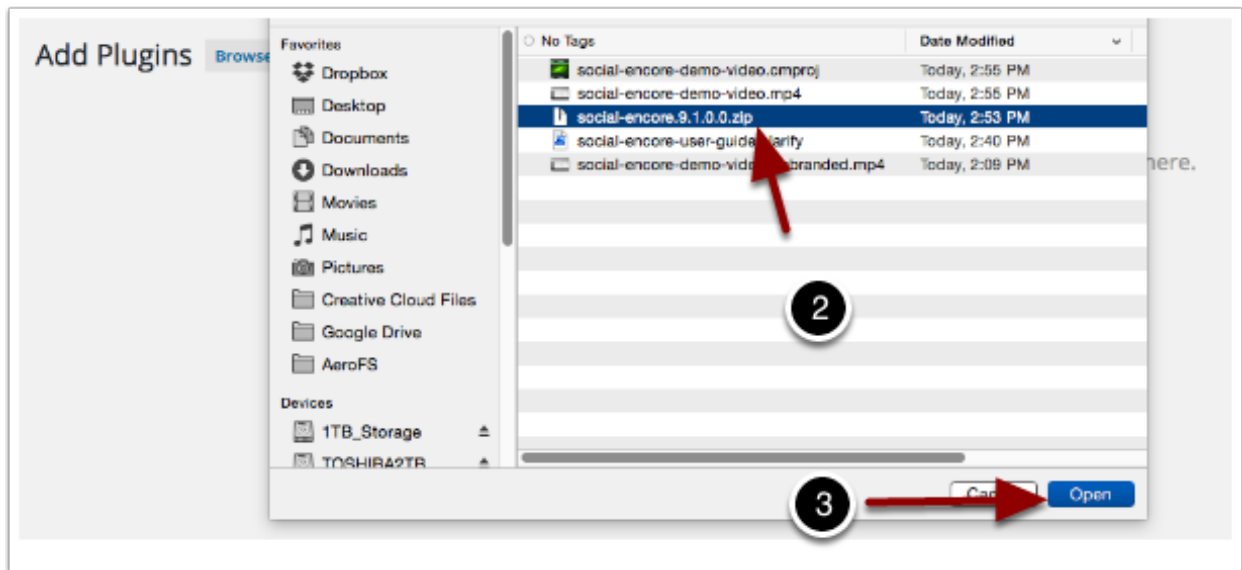


## Choose Upload File

1. Click Choose File
2. Locate the zipped file of the plugin you'd like to install

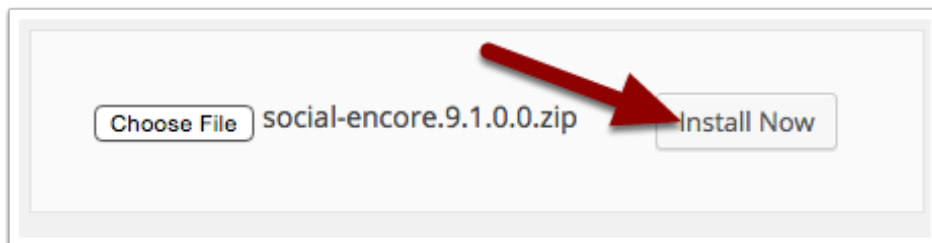
# Social Encore User Guide

## 3. Click Open



## Install The Plugin

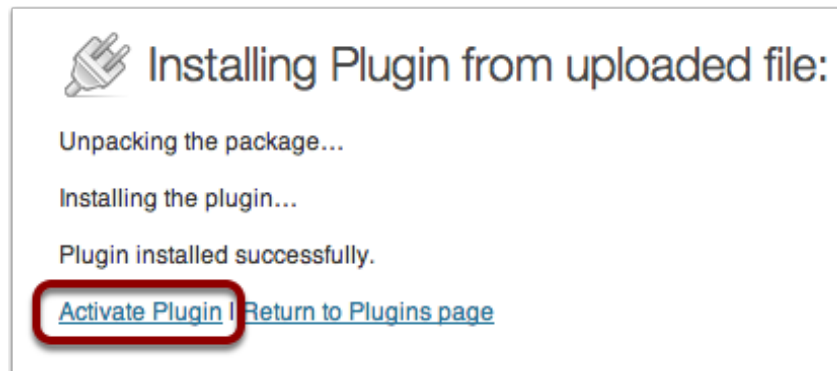
Click Install Now



## Activate The Plugin

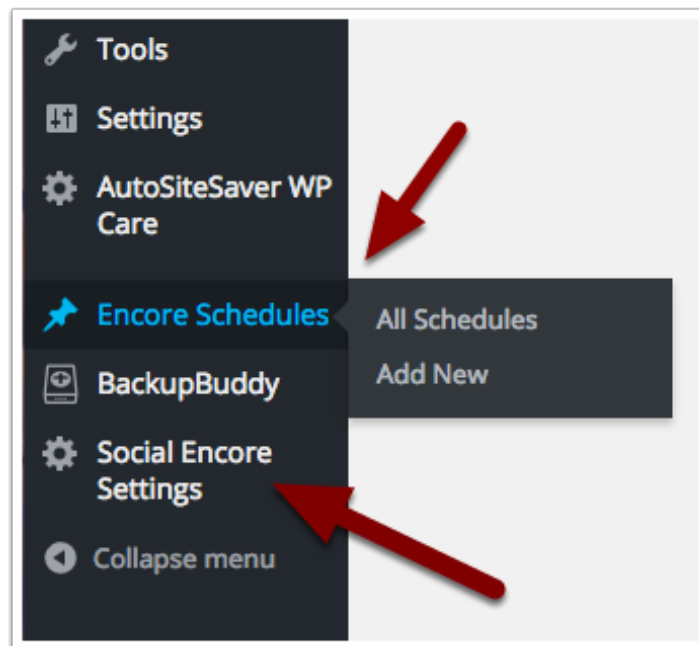
After successfully unpacking and installing the plugin, click *Activate Plugin*.

# Social Encore User Guide



## How To Get To The Plugin Settings

After activating the plugin, two new items will appear in the Settings menu. Click the Social Encore Settings link to go to the social network setup screen.



# Social Encore User Guide

## Set Up Facebook

Let's start by configuring the plugin to post to Facebook. In order to post to Facebook, a Facebook app ID is required. If you've never set up a Facebook app before, you can refer to the Facebook App ID Guide included with your order.

That guide will walk you through how to set up a Facebook app to obtain the ID and necessary keys. Once you have them, enter them into the fields 1 & 2 below.

For field 3, this would be the slug of your Facebook page. See example 4 & 5 below.

In example 4, the group ID found after the /groups/ is what you need.

In example 5, the page name found at the end after /facebook.com/ is what you need.

# Social Encore User Guide

The screenshot shows the 'Social Encore Settings' window for Facebook. It contains several input fields with numbered callouts and arrows indicating where to find the required information:

- 1**: Points to the 'App Id' field. A red arrow points from the 'App ID' field in the Facebook developer console to this field.
- 2**: Points to the 'App Secret' field. A red arrow points from the 'App Secret' field in the Facebook developer console to this field.
- 3**: Points to the 'Facebook URL' field. A red arrow points from the 'Facebook URL' field in the Facebook developer console to this field.
- 4**: Points to the search bar in the Facebook developer console.
- 5**: Points to the search bar in the Facebook developer console.

The Facebook developer console shows the 'Test Secret group' and the 'Facebook URL' field, which is highlighted with a red box and labeled '3'. The search bar is labeled '4'. The 'App ID' field is labeled '1' and the 'App Secret' field is labeled '2'. The 'Facebook URL' field is labeled '3'. The search bar is labeled '4'. The search bar is labeled '5'.

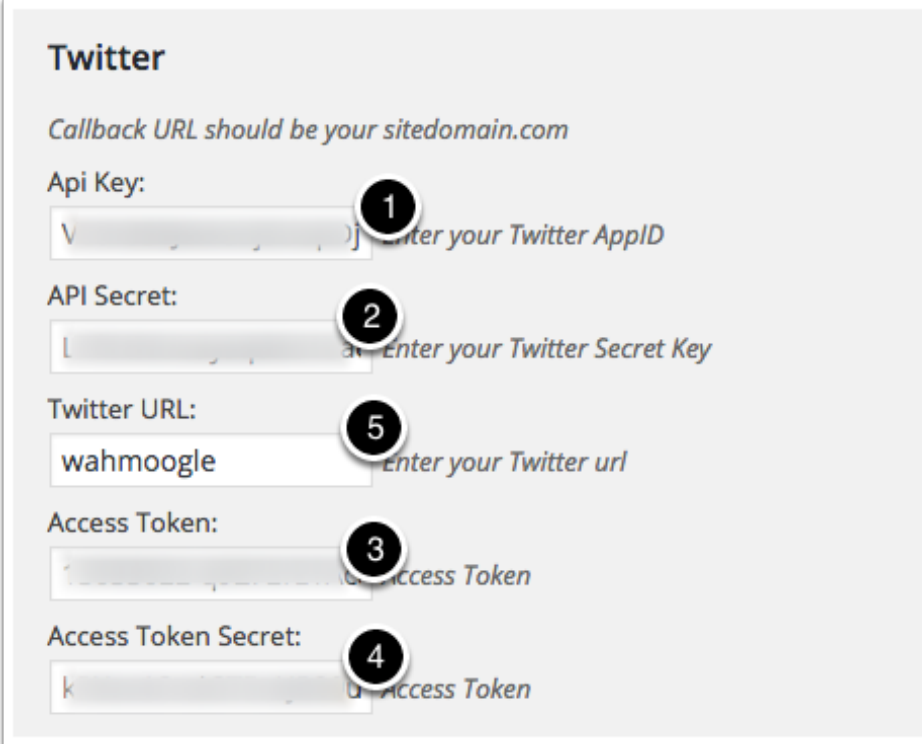
## Set Up Twitter

Twitter also requires special access to automatically post to their network. If you have never set up a Twitter app before, refer to the Twitter App Setup Guide included in your order. Create the app and populate the:

1. API Key
2. API Secret

# Social Encore User Guide

3. Access Token
4. Access Secret
5. For Twitter URL, enter the Twitter ID you'd like to post to



The image shows a configuration window for Twitter. At the top, it says "Twitter" and "Callback URL should be your sitedomain.com". Below this are five input fields, each with a numbered circle (1-5) next to it. Field 1 is "Api Key:" with a placeholder "V...". Field 2 is "API Secret:" with a placeholder "L...". Field 3 is "Access Token:" with a placeholder "...". Field 4 is "Access Token Secret:" with a placeholder "k...". Field 5 is "Twitter URL:" with the value "wahmoogle" and a placeholder "...".

**Twitter**

*Callback URL should be your sitedomain.com*

Api Key:  1 *Enter your Twitter AppID*

API Secret:  2 *Enter your Twitter Secret Key*

Twitter URL:  5 *Enter your Twitter url*

Access Token:  3 *Enter your Access Token*

Access Token Secret:  4 *Enter your Access Token Secret*

## Set Up LinkedIn

To use the plugin with LinkedIn, you need an application ID and secret from LinkedIn. If you've never set up a LinkedIn application before, please refer to the documentation how to create a LinkedIn app included in your order.

Once you have created your app on LinkedIn and obtained your API Key and secret, paste them into the fields below.

You're not done yet! LinkedIn requires an app redirect. Continue with the following steps.

# Social Encore User Guide



**LinkedIn**

App Redirect url is: <http://techtraininghall.com/wp-content/plugins/pm-social-encore/modules/libs/login/linkedin-login.php>

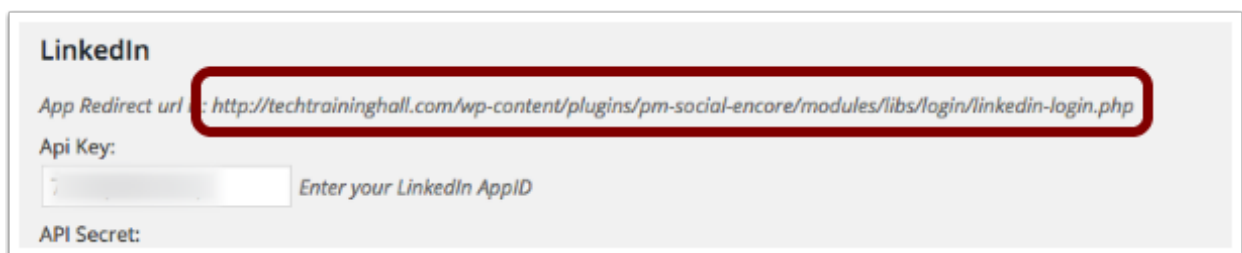
Api Key:  
 Enter your LinkedIn AppID

API Secret:  
 Enter your LinkedIn Secret Key

[Save Settings](#)

## LinkedIn App Redirect

In order for LinkedIn connection to work, you must provide them with an App Redirect URL. This URL is shown in your settings screen. Copy the entire URL.



**LinkedIn**

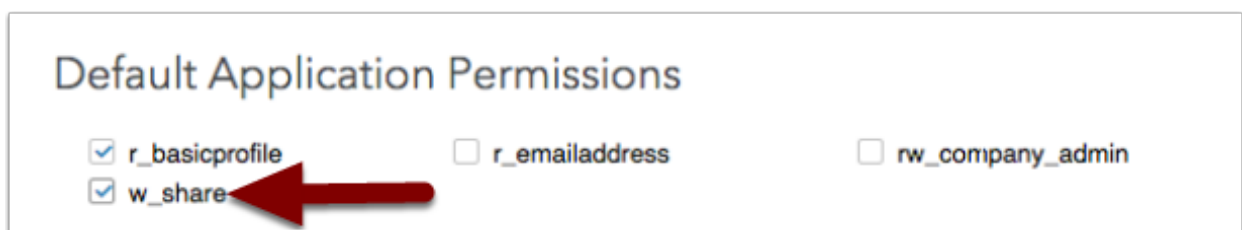
App Redirect url : <http://techtraininghall.com/wp-content/plugins/pm-social-encore/modules/libs/login/linkedin-login.php>

Api Key:  
 Enter your LinkedIn AppID

API Secret:

## Application Permission

Return to LinkedIn Developers, open your application and look for default application permissions. Be sure to check w\_share.



**Default Application Permissions**

☒ r\_basicprofile ☐ r\_emailaddress ☐ rw\_company\_admin

☒ w\_share

# Social Encore User Guide

## Enter App Redirect URL

1. Paste the app redirect URL you copied from the plugin settings screen into the OAuth2.0 Authorized Redirect URLs field. Important! Be sure to click Add.
2. After clicking Add, you will see the URL appear below the add field. If you don't see it, it's not added.
3. Click Update to save.

The screenshot shows the OAuth2.0 configuration interface. It is divided into two main sections: OAuth 2.0 and OAuth 1.0a. In the OAuth 2.0 section, the 'Authorized Redirect URLs' field contains the URL 'nt/plugins/pm-social-encore/modules/libs/login/linkedin-login.php'. A red arrow points to this field, and a circled '1' is next to it. To the right of the field is a yellow 'Add' button, with a red arrow pointing to it. Below this, the same 'Authorized Redirect URLs' section is shown again, but with a red box around the input field and the 'Add' button. A circled '2' is next to the 'Add' button. Below the red box, the URL 'http://techtraininghall.com/wp-content/plugins/pm-social-encore/r' is listed with a close button (X). In the OAuth 1.0a section, there are two fields: 'Default "Accept" Redirect URL:' and 'Default "Cancel" Redirect URL:'. A red arrow points to the 'Update' button at the bottom left, and a circled '3' is next to the 'Default "Cancel" Redirect URL:' field.

OAuth 2.0

**Authorized Redirect URLs:**

nt/plugins/pm-social-encore/modules/libs/login/linkedin-login.php

Add

OAuth 2.0

**Authorized Redirect URLs:**

Add

http://techtraininghall.com/wp-content/plugins/pm-social-encore/r

OAuth 1.0a

**Default "Accept" Redirect URL:**

**Default "Cancel" Redirect URL:**

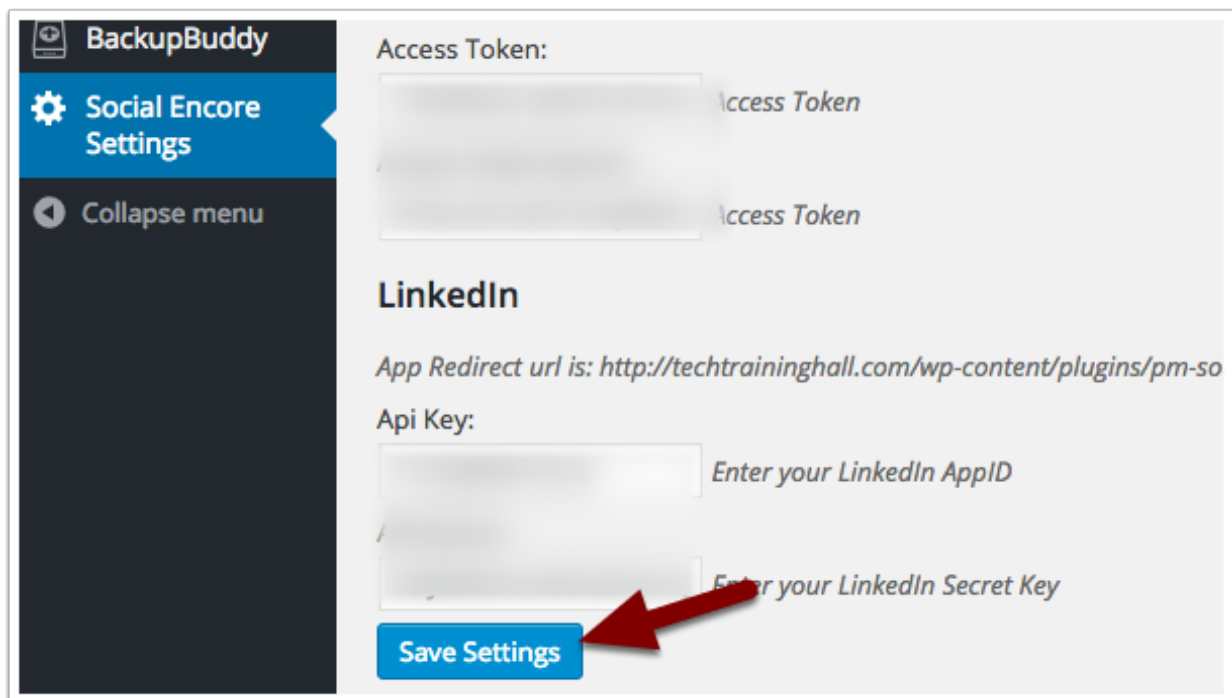
Update Cancel

# Social Encore User Guide

## Save Setup Settings

After you've entered all the App ID's and secrets, click Save Settings in your plugin settings screen.

Note: You don't have to use all social networks available.



BackupBuddy

Social Encore Settings

Collapse menu

Access Token:

Access Token

Access Token

LinkedIn

App Redirect url is: <http://techtraininghall.com/wp-content/plugins/pm-so>

Api Key:

Enter your LinkedIn AppID

Enter your LinkedIn Secret Key

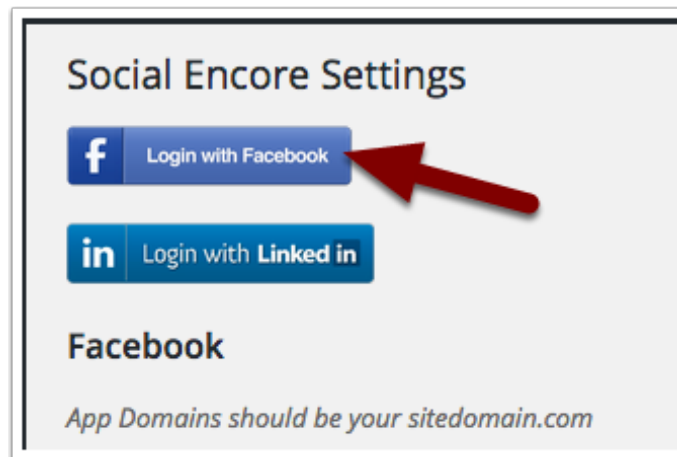
Save Settings

## Logging In To Facebook

After you save the plugin settings, you will see two buttons on the top for Facebook and LinkedIn. This is because these social networks require additional authorization before the plugin can start posting.

Starting with Facebook, click the Login with Facebook button.

# Social Encore User Guide

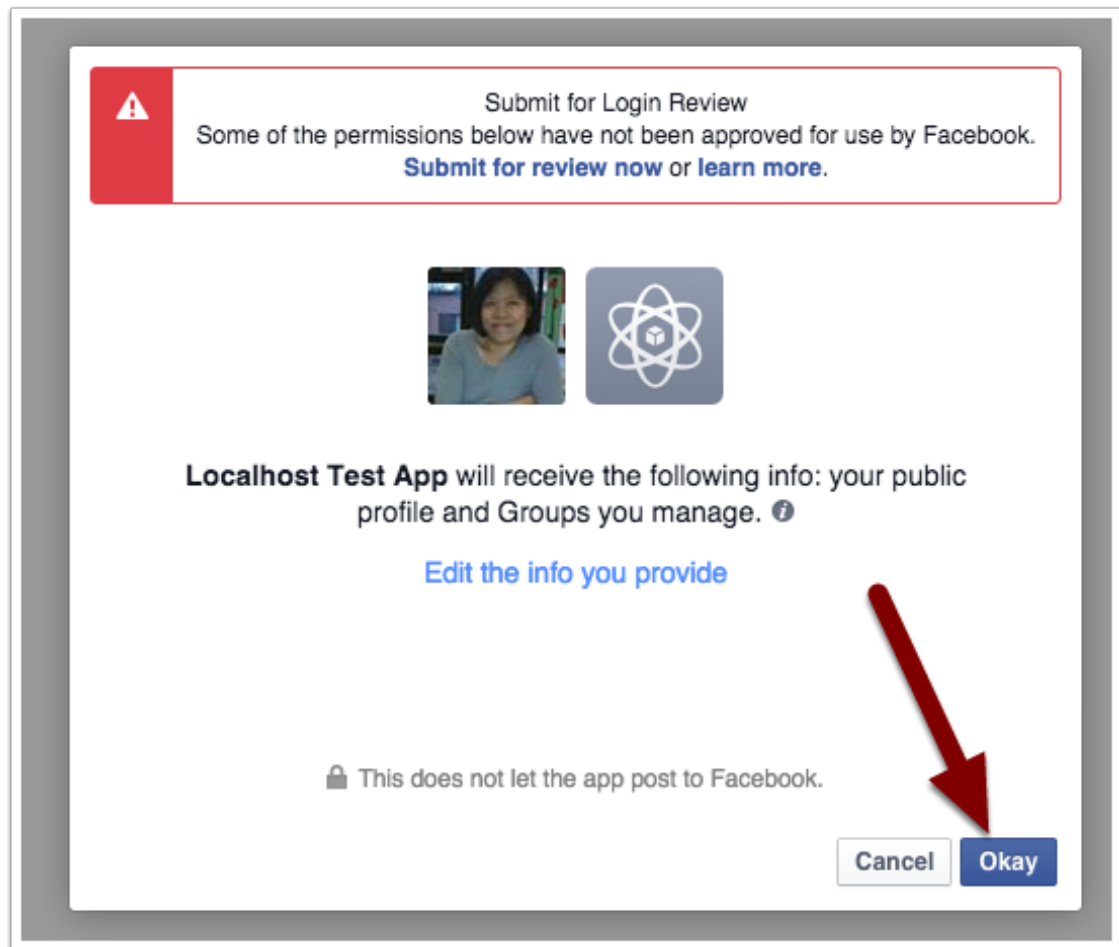


## Approve Profile Access

You will see a popup screen like this. If you get a warning on the top about submitting for login review, you can safely ignore it. Login review will be required if you plan on distributing the Facebook app for others to use. In this case, you are only using the app for your own blogs/sites.

Click Okay.

# Social Encore User Guide

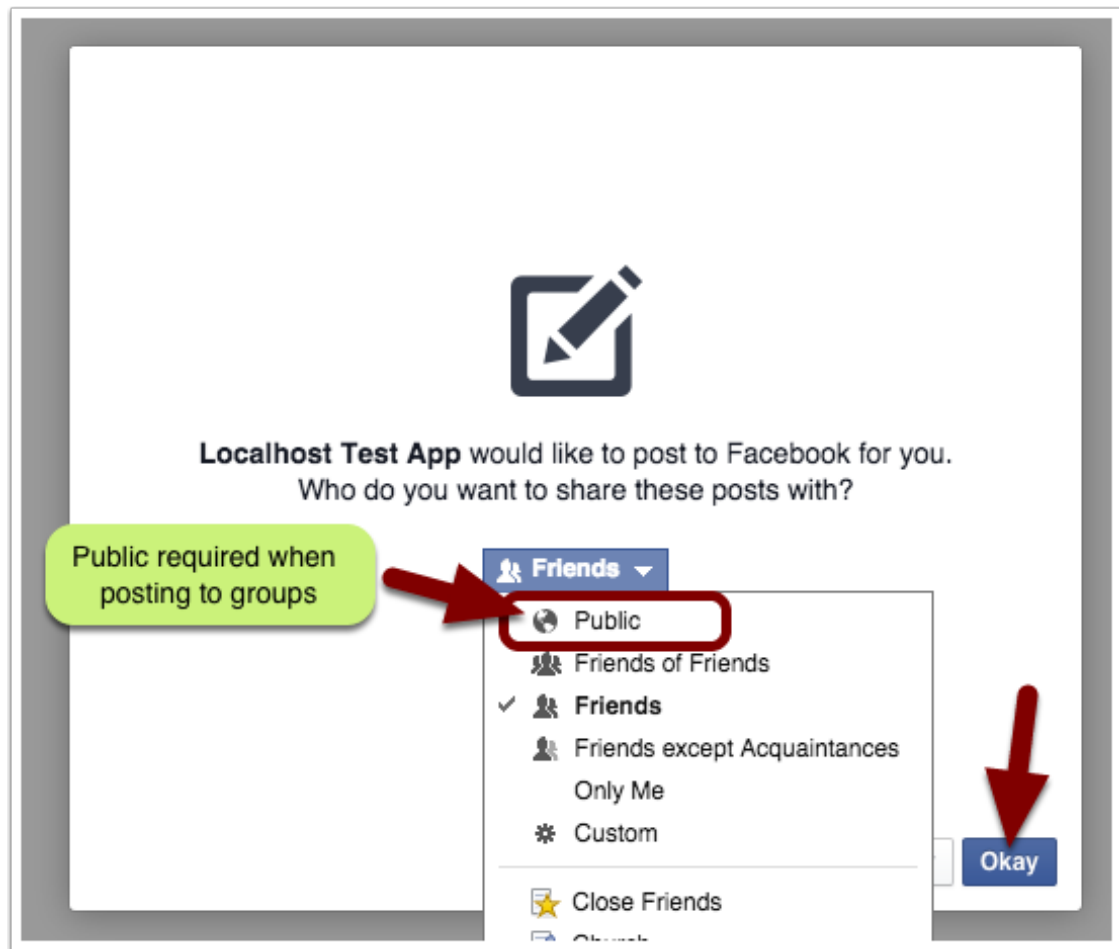


## Select Who To Share Posts With

If you intend to post to Groups, you must enable Public. Choosing other options will fail.

Click Okay.

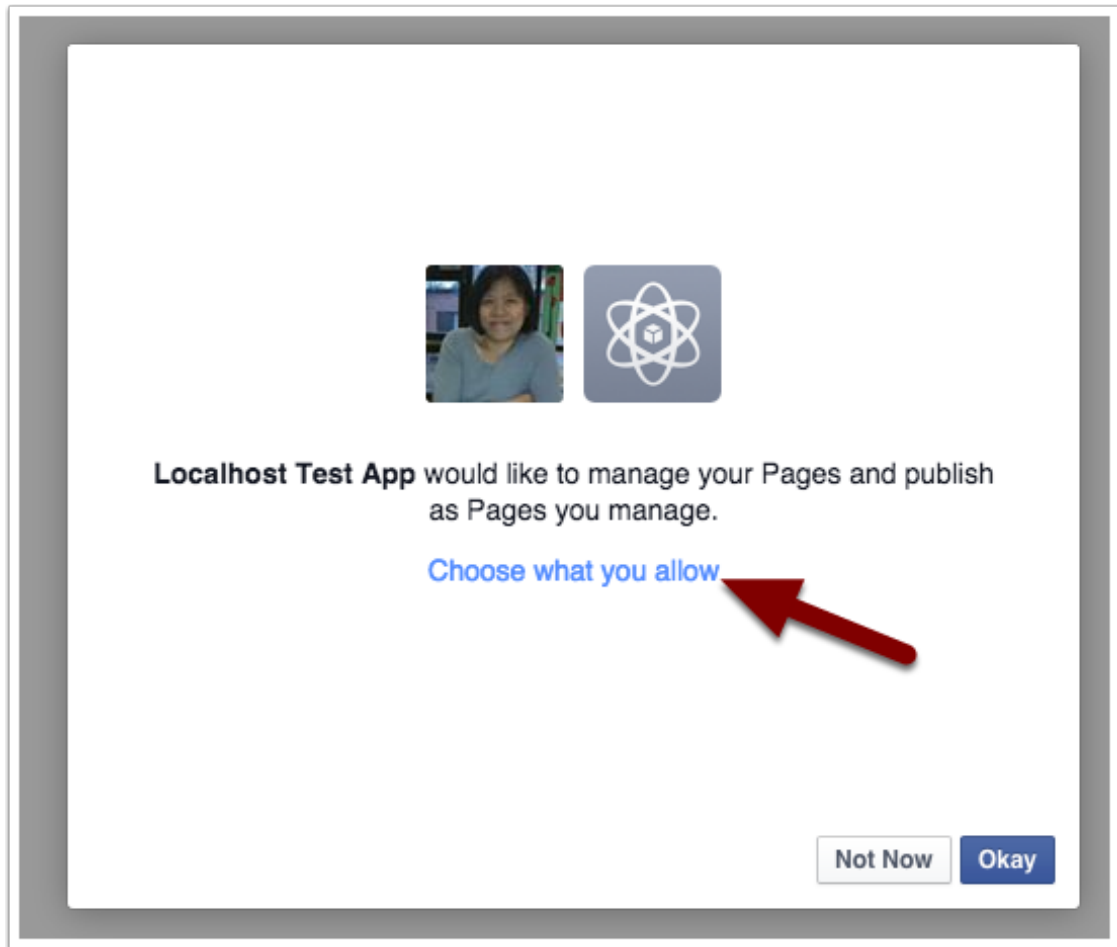
# Social Encore User Guide



## Allow App To Manage Your Pages

This is a required step. Typically, you can click Okay here but if you would like to check what permissions the app has, click Choose what you allow.

# Social Encore User Guide



## Choose What You Allow (Optional)

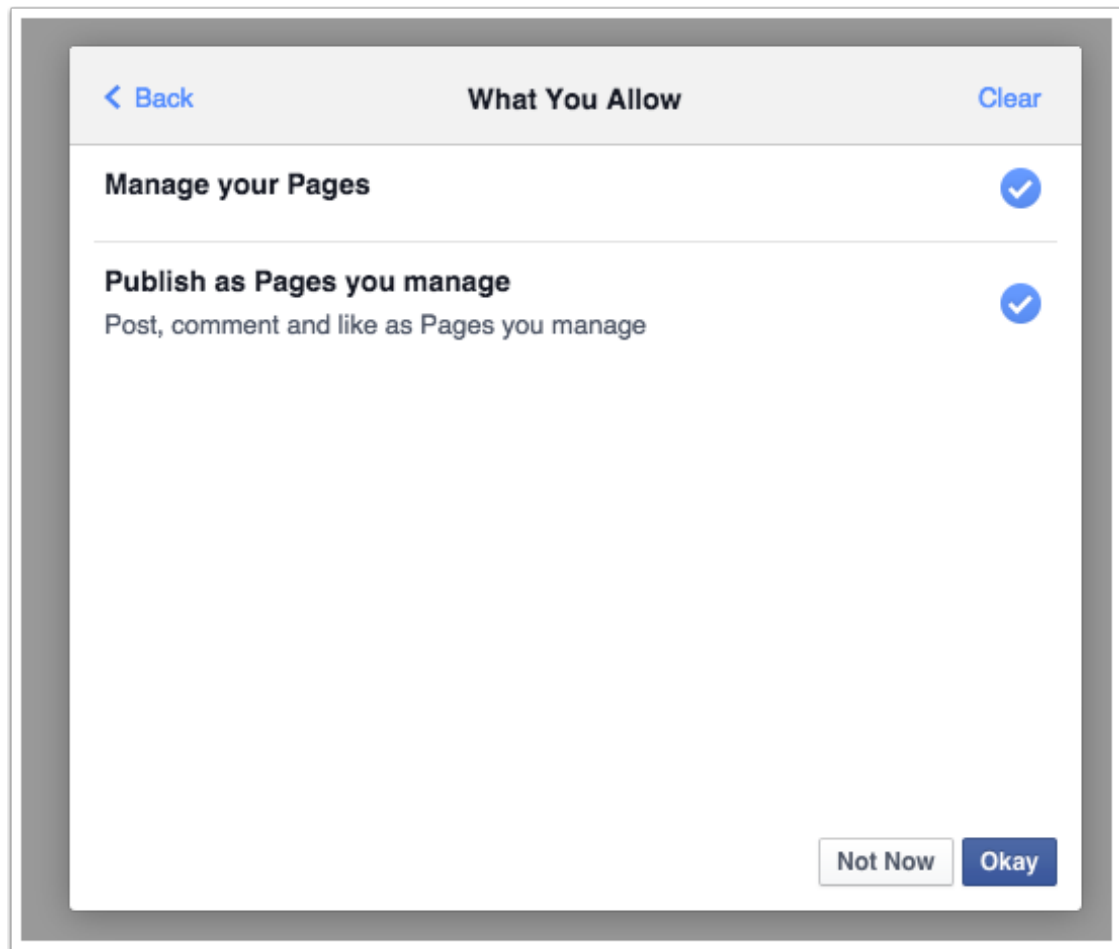
If you chose to choose what you allow, you will see this screen. Please note. If you uncheck Manage Your Pages, the plugin will never post to your Pages or groups since you've disallowed it.

Publish as Pages you manage is optional but highly recommended to maintain your brand.

We recommend to leave this untouched.

Click Okay.

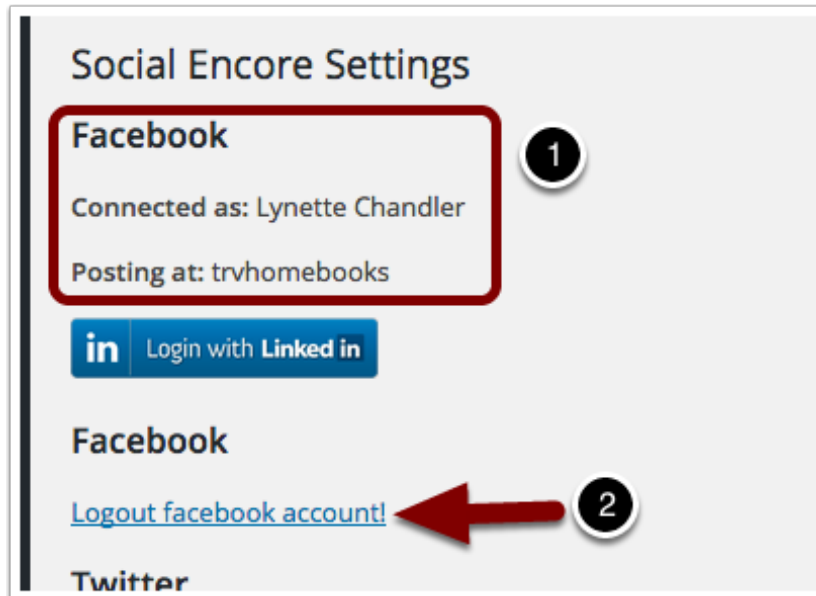
# Social Encore User Guide



## Successful Facebook Login & Connection

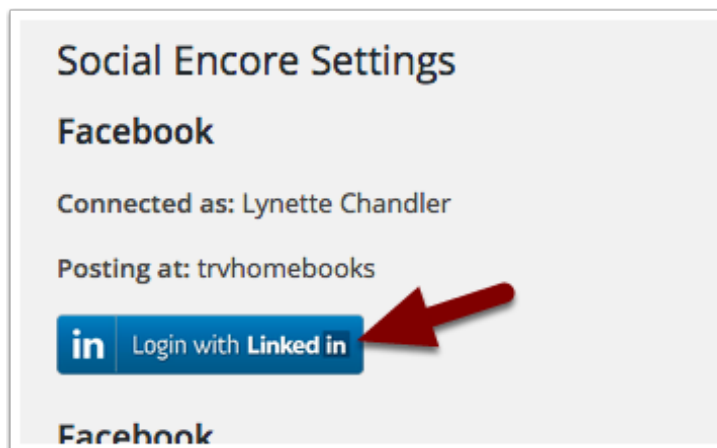
1. Once you have completed all the steps to login on Facebook, you will see a note that the plugin is connected and posting as your Page or group name/ID.
2. If you want to post to a different page or group, click the Logout Facebook account link, enter a new Facebook page name or group ID, save your settings and click the Login to Facebook button again. You won't need to repeat all the authentication steps above.

# Social Encore User Guide



## Logging In To LinkedIn

To log in with LinkedIn, click the Login with LinkedIn button



# Social Encore User Guide

## Authorize LinkedIn

You will be directed to a screen outlining what information your app will have access to. This is the app you set up earlier. Enter your credentials and click Allow access.

The screenshot shows the LinkedIn authorization interface. At the top, it displays the user's profile picture and name, 'Lynette Chandler', with a link '(Not you?)'. To the right is the 'PLUGINMILL' logo. Below this, a message states: 'Social Encore would like to access some of your LinkedIn info:'. Three permissions are listed: 'YOUR PROFILE OVERVIEW' (Name, photo, headline, and current positions), 'YOUR EMAIL ADDRESS' (The primary email address you use for your LinkedIn account), and 'SHARE, COMMENT & LIKE' (Post updates, make comments and like posts as you). A red arrow points to the 'Allow access' button, which is labeled with a circled '2'. Another red arrow points to the 'Password' field, which is labeled with a circled '1'. The 'Allow access' button is blue with white text, and the 'Cancel' button is grey with black text. The LinkedIn logo is visible in the bottom right corner of the dark grey section. At the bottom of the screen, it says 'All Applications can be found in your settings' and 'Terms of Service | Privacy Policy'.

**Lynette Chandler**  
(Not you?)

**PLUGINMILL**

Social Encore would like to access some of your LinkedIn info:

- YOUR PROFILE OVERVIEW**  
Name, photo, headline, and current positions
- YOUR EMAIL ADDRESS**  
The primary email address you use for your LinkedIn account
- SHARE, COMMENT & LIKE**  
Post updates, make comments and like posts as you

**Sign in to LinkedIn and allow access:**

Password

[Join LinkedIn](#) [Forgot your password?](#)

**Allow access** **Cancel**

**LinkedIn**

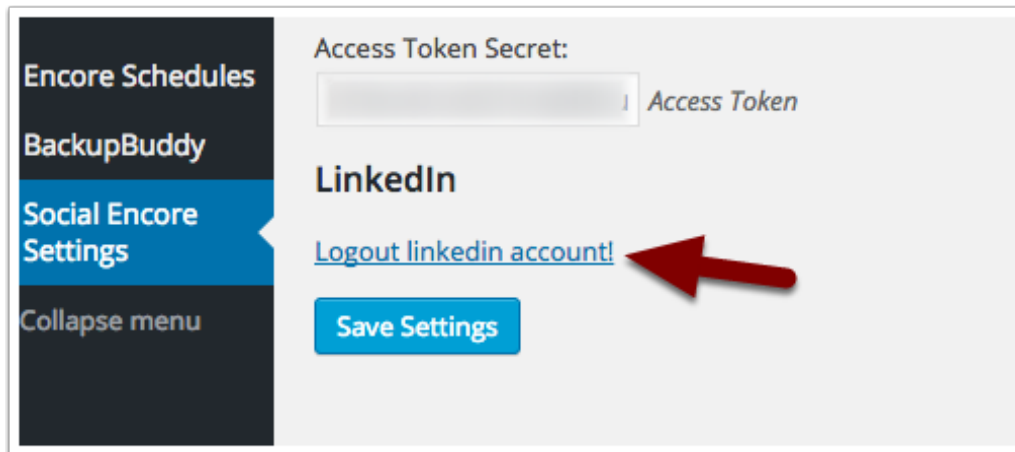
All Applications can be found in your settings  
[Terms of Service](#) | [Privacy Policy](#)

# Social Encore User Guide

## LinkedIn Login Success

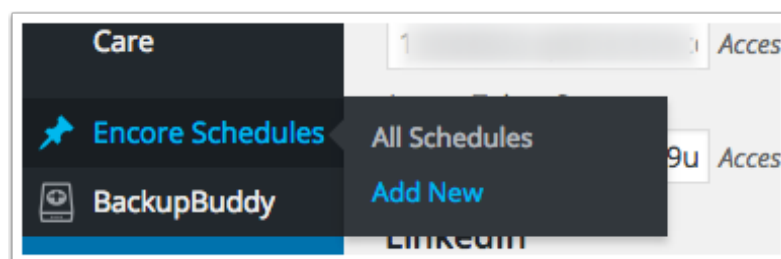
Once you have authorized LinkedIn, you will see a Logout link like this.

You don't need to further Save Settings.



## Create A Posting Schedule

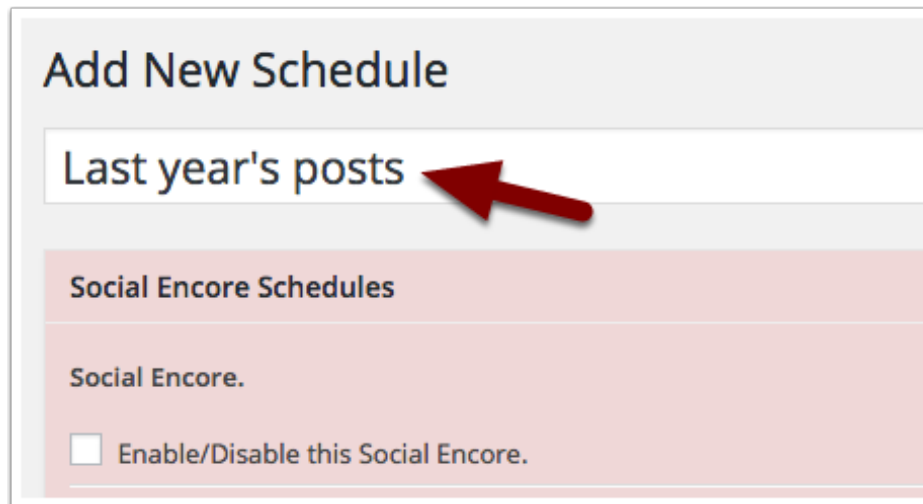
To start scheduling your social posts, go Encore Schedule > Add New



## Schedule Title

Give your schedule a title. Only admins will see this so make it something useful for you.

# Social Encore User Guide



Add New Schedule

Last year's posts

Social Encore Schedules

Social Encore.

☐ Enable/Disable this Social Encore.

## What To Schedule

1. Check the Enable/Disable box. The screen will turn light grey. You can leave it until you are ready to enable it.
2. Select what post(s) you'd like to re-share. In this example, we will be using random posts.
3. We will disable re-sharing of posts already shared
4. And post type will be selected as posts. You can share Pages if you wish.

# Social Encore User Guide

**Social Encore Schedules**

**Social Encore.**

☒ Enable/Disable this Social Encore. **1**

---

**Social Encore Source.**

*Select if you want to set a Random Post or a Specific Post*

☒ Random Source **2**

☐ Specific Source

---

**Random Type Settings**

☐ Allow Re-Publishing of already published post by this schedule **3**

*This setting only applies to this Schedule.*

**Step 1. Select Post Type**

*Select the post type you want.*

Post **4**

## Select Post Date Range

If you are sharing random posts, you will need to enter from whence the random posts should be pulled. In our example, we want to re-share posts from last year. So we will choose Between two dates and enter the first of the year and last day of the year.

You can also choose Before January 1, 2015 here but doing that means it will include any posts made in 2013 and before as well.

# Social Encore User Guide

**Step 2. Posting Range**

Select type of schedule.

☒ Between two date. **1**

☐ Before specific date

☐ After specific date

**Step 1. Select Post Type**

Select **January 2015**

Post **Su Mo Tu We Th Fr Sa**

				1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31

Step 2. **2015-01-01** **2**

Select the post type you want.

Post **December 2014**

Post **Su Mo Tu We Th Fr Sa**

	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30	31			

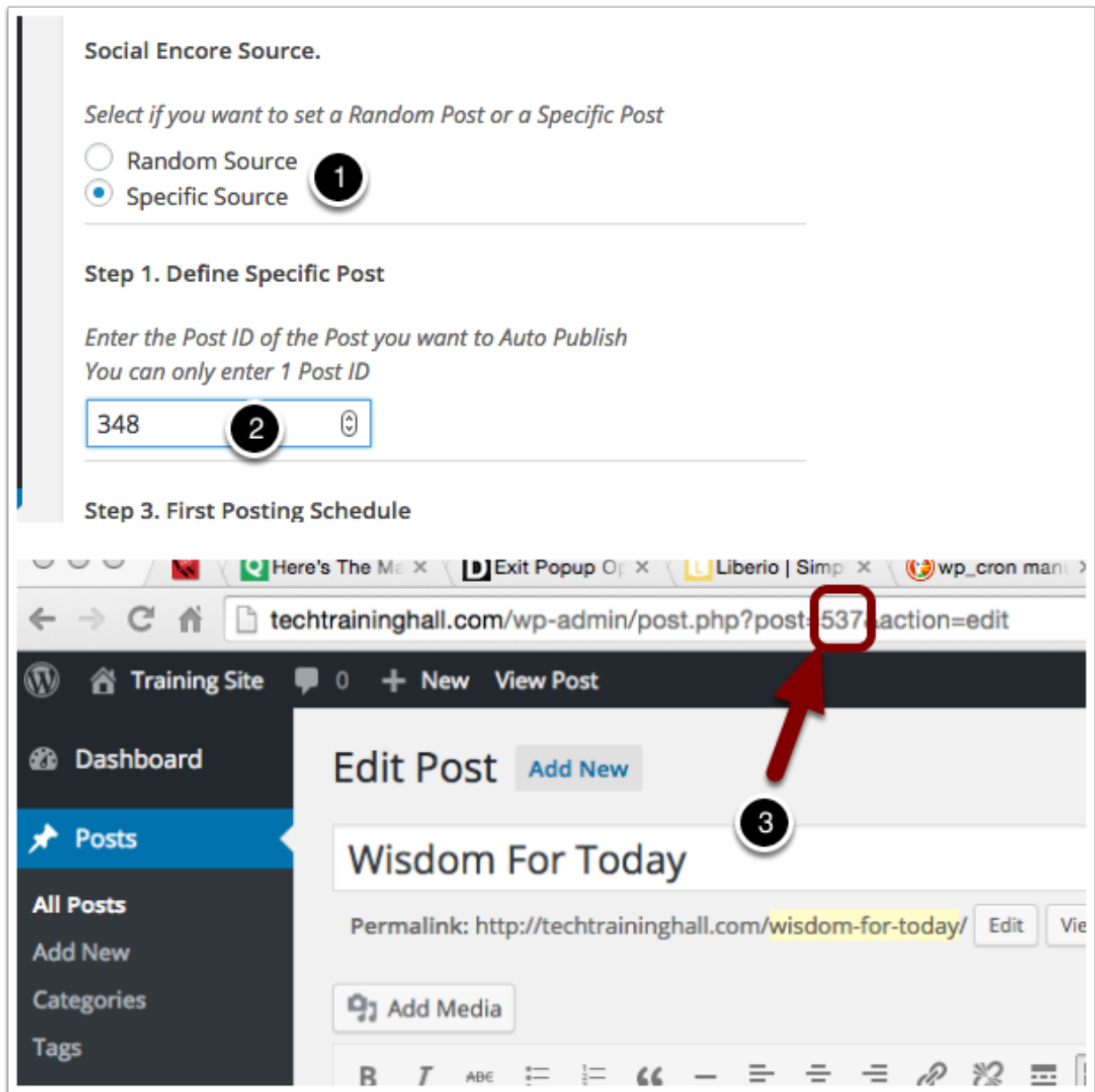
Step 2. **2014-12-31** **3**

to Date

## Sharing Specific Post

1. If you want to tell the plugin which post to share, Select Specific Source.
2. Enter the post ID into the new field.
3. To find the post ID, go to Posts. Find and open the post you want to share, in the URL, you will find the post ID right after post=

# Social Encore User Guide



## First Post Time (IMPORTANT!)

It is very important for you to understand this part. The plugin may not work in the same time zone as you. In most cases, servers run on UTC time. In the screenshot below, clicking Now will select my current local time. Note the difference.

# Social Encore User Guide

Since my time is behind the server's, if I want to start posting 10 minutes from now, I must move the time forward. See #2. **Always schedule based on the time you see displayed as server time.**

**Step 3. First Posting Schedule**

Set the Date and Time  
Server time is: September 29, 2015 @ 18:15 - UTC

Initial Schedule 09/29/2015 14:15 **1**

**Step 4. Repeat**

Set the Interval in  
Set Interval to 0  
You can visit this

1440

**Step 5. Select w**

Select Site on wh  
Make sure the Se

☒ Facebook  
☒ Twitter  
☒ LinkedIn

Time 14:15  
Hour  
Minute

Now Done

**Step 3. First Posting Schedule**

Set the Date and Time  
Server time is: September 29, 2015 @ 18:15 - UTC

Initial Schedule 09/29/2015 18:25 **2**

**Step 4. Repeat**

Set the Interval in  
Set Interval to 0  
You can visit this

1440

**Step 5. Select w**

Select Site on wh  
Make sure the Se

☒ Facebook  
☒ Twitter  
☒ LinkedIn

Time 18:25  
Hour  
Minute

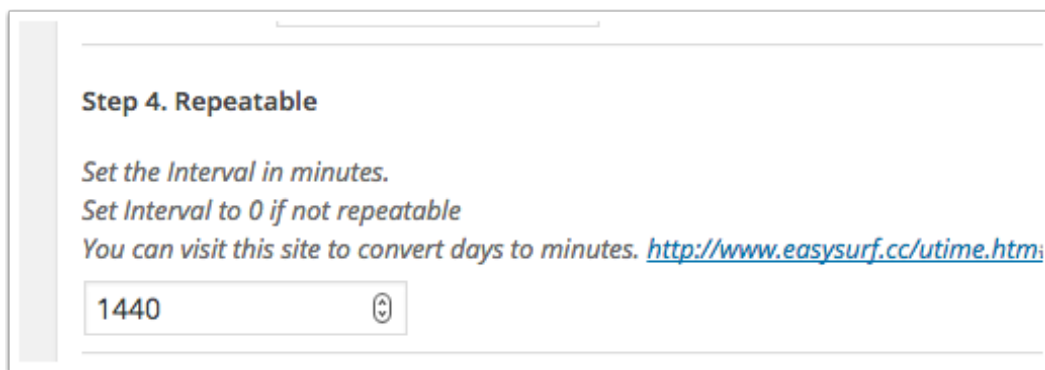
Now Done

# Social Encore User Guide

## Posting Interval


Finally, set up how often you want to post. If you are sharing a single specific post, set this to 0. Some social networks like Twitter will not allow you to post a duplicate post within a certain time frame anyway.

In this example, we are entered 1440 minutes which is once a day.



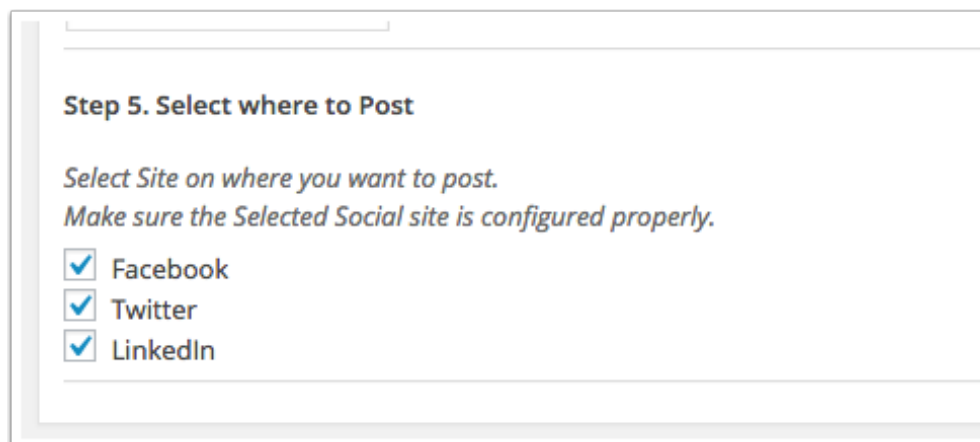
**Step 4. Repeatable**

*Set the Interval in minutes.*  
*Set Interval to 0 if not repeatable*  
*You can visit this site to convert days to minutes. <http://www.easysurf.cc/utime.htm>*

1440 

## Where To Post To

Select to social networks to post to for this schedule. You can choose one, a few or all.



**Step 5. Select where to Post**

*Select Site on where you want to post.*  
*Make sure the Selected Social site is configured properly.*

- ☒ Facebook
- ☒ Twitter
- ☒ LinkedIn

# Social Encore User Guide

## Start Schedules

Once you are happy with your selection, click Publish. Don't forget to enable this schedule. The plugin will auto post based on your settings.

**Edit Schedule** [Add New](#)

Last year's posts

**Social Encore Schedules**

Social Encore.

☒ Enable/Disable this Social E...

Social Encore Source.

Select if you want to set a Random Post or a Specific Post

☒ Random Source

**Publish**

[Save Draft](#)

Status: Draft [Edit](#)

Visibility: Public [Edit](#)

[Publish Immediately](#) [Edit](#)

[Move to Trash](#) [Publish](#)

## Check On Shares

If you want to check up on posts. You can visit your social networks. Or you can open up your schedule. Scroll to the bottom of the screen, you will see a log of all the posts that went through.

# Social Encore User Guide

Social Encore Logs			
Post ID	Social	Time	Status
1	twitter	September 29, 2015 2:28 pm	Success id: 648927249496936448
1	facebook	September 29, 2015 2:28 pm	Success id: 1469400936723363_1471329793197144
53	twitter	September 29, 2015 2:28 pm	Success id: 648927238801395712
53	facebook	September 29, 2015 2:28 pm	Success id: 1469400936723363_1471329776530479
55	twitter	September 29, 2015 2:19 pm	Success id: 648924970740019200
55	facebook	September 29, 2015 2:19 pm	Success id: 1469400936723363_1471326823197441
436	facebook	September 29, 2015 2:08 pm	Success id: 1469400936723363_1471323823197741
436	twitter	September 29, 2015 2:08 pm	Success id: 648922220039942144
438	twitter	September 29, 2015 2:08 pm	Success id: 648922201484214272
438	facebook	September 29, 2015 2:08 pm	Success id: 1469400936723363_1471323803197743
487	twitter	September 29, 2015 1:58 pm	Success id: 648919682200768512
487	facebook	September 29, 2015 1:58 pm	Success id: 1469400936723363_1471320436531413
50	facebook	September 29, 2015 1:48 pm	Success id: 1469400936723363_1471317786531678
50	twitter	September 29, 2015 1:48 pm	Success id: 648917169539936260
375	twitter	September 29, 2015 1:38 pm	Success id: 648914798051237888
375	facebook	September 29, 2015 1:38 pm	Success id: 1469400936723363_1471314989865291
358	twitter	September 29, 2015 1:37 pm	Success id: 648914534393057280
358	facebook	September 29, 2015 1:37 pm	Success id: 1469400936723363_1471314013198722

## Troubleshooting: Plugin Doesn't Share Posts

The most common and anticipated problem is posts aren't being shared to your social accounts. This is because the plugin relies on WordPress' built in scheduler

# Social Encore User Guide

which in turn relies on website traffic. If your site has no traffic or very little traffic, this scheduler is not being triggered. If no schedule is triggered, the plugin won't post.

## If This Is A Test/New Site

You will want to visit the front end (view posts/pages as a visitor), not admin. Within 1 minute of the scheduled posting time to manually trigger the schedule.

For example, you scheduled the post to run at 1:30pm. Visit your site at 1:31pm.

This may not always be feasible. In most cases for all sites old, new, with and without traffic, we recommend you set up a Cron Job through your web host. Please refer to the Setting Up Cron Job for WordPress user guide included in your order for step-by-step instructions.

## Troubleshooting: Posts Shared At Wrong Time

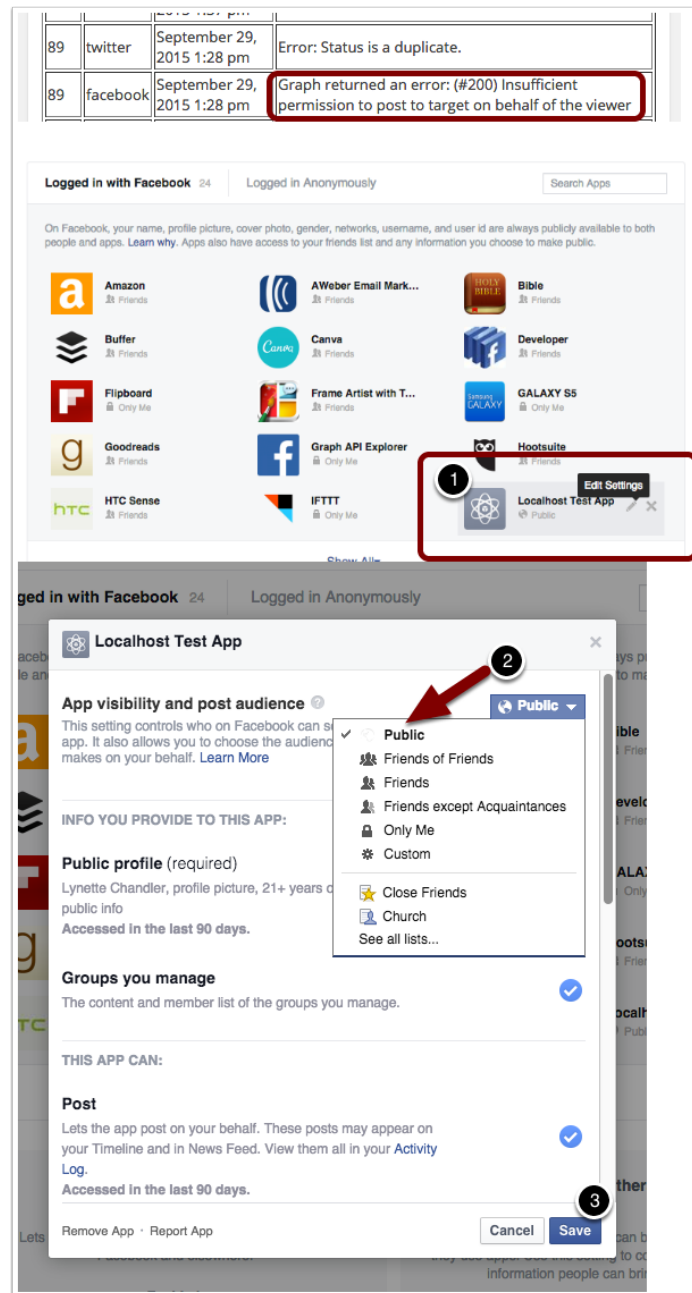
This could be due to the initial posting date configuration. The plugin runs on server time which for most servers is UTC (Greenwich) Time. There is a good chance this is not the same as your local time. Make sure initial posting time is in the server time.

## Troubleshooting: Sharing to Facebook Group Fails

Check the log for the schedule. Chances are you have an error message like this. This means the app does not have enough permissions. To fix this, visit Facebook > Settings > Apps (or [click this link](#))

1. Locate your app. Hover over until you see the pencil icon. Click the pencil icon to edit.
2. Select Public
3. Click Save

# Social Encore User Guide



## Troubleshooting: Cron Job

If you used an external cron job and disabled `wp_cron` but the plugin is still not posting, you can either change `disable_wp_cron` in your `wp-config.php` to `false` or remove the line.

# Social Encore User Guide

```
83  
84 // Disable display of errors and warnings  
85 define('WP_DEBUG_DISPLAY', false);  
86 @ini_set('display_errors',0);  
87  
88 //Disable internal Wp-Cron function  
89 define('DISABLE_WP_CRON', false);  
90  
91 /*
```

## Troubleshooting: Nobody Sees My Facebook Group Shares Only I See Them

One reason could be the Facebook App is not live. Your app must be live in order for the posts to be seen by others. To make your app live, go to Facebook Developers. Open your app.

1. Click Settings.
2. Click the slider.
3. Confirm.
4. The green dot and slider on Yes indicates your app is now live.

# Social Encore User Guide

