



Phyllo 

Facebook API: Challenges and How to Solve Them

With almost 2.9 billion active users worldwide each month, Facebook is the largest social network globally. This implies a vast potential audience for your reach and offers a wealth of data and features that could enhance your app's functionality. For example, you could streamline your app's login procedure by integrating Facebook login credentials. Alternatively, you could empower your app to collect and transmit more precise data to Facebook's algorithm, thus improving your ability to measure and refine your Facebook advertising strategies.

1 What is Facebook API?

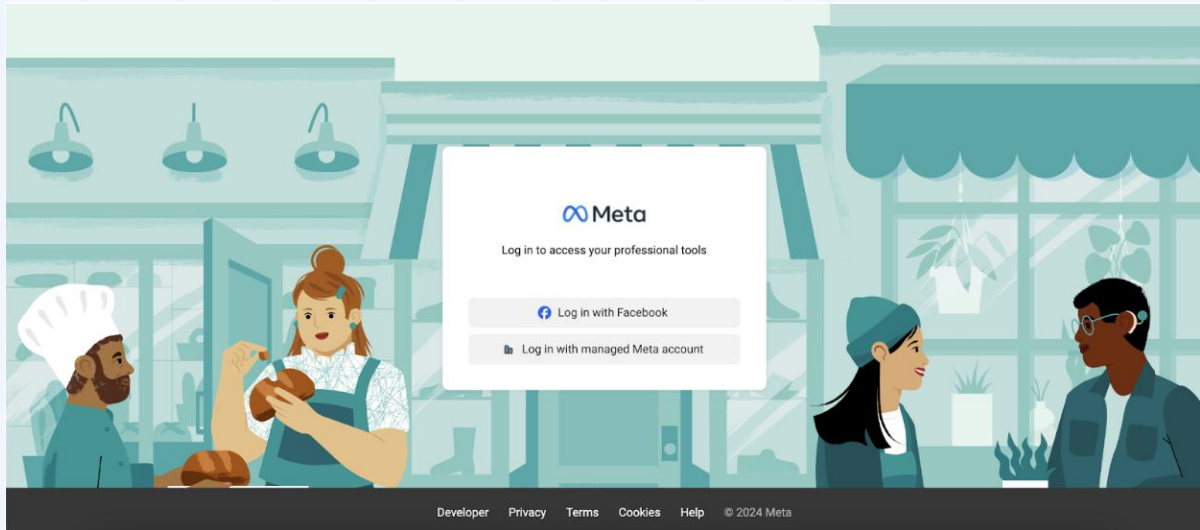
The Facebook API serves as a comprehensive set of tools used as the primary means to import and export data from the platform. It empowers developers and app users alike to tap into the functionality of this network, granting access to features such as user profiles, multimedia content, messages, and beyond.

2 How to Get the Facebook API Key?

To get access to the Facebook API key, you'll need to register or sign up using your current Facebook account on the developers' portal and verify your identity. Follow these straightforward steps:

Step 1: Log in or create an account

Visit the Facebook developers' portal and select "Log in." You can either use your existing Facebook credentials or create a new account.

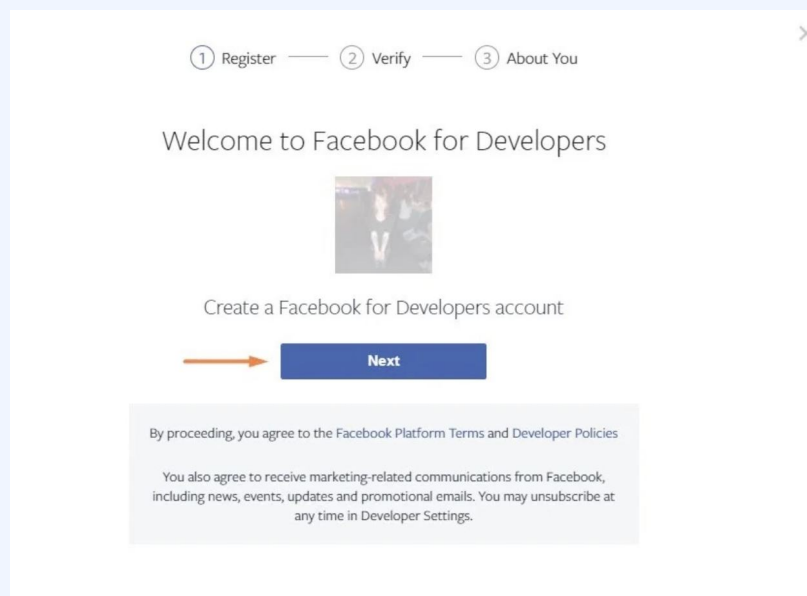


Step 2: Get Started

Once you're inside the platform, click on "Get started" located in the top right corner of the main page.

Step 3: Verify Your Account

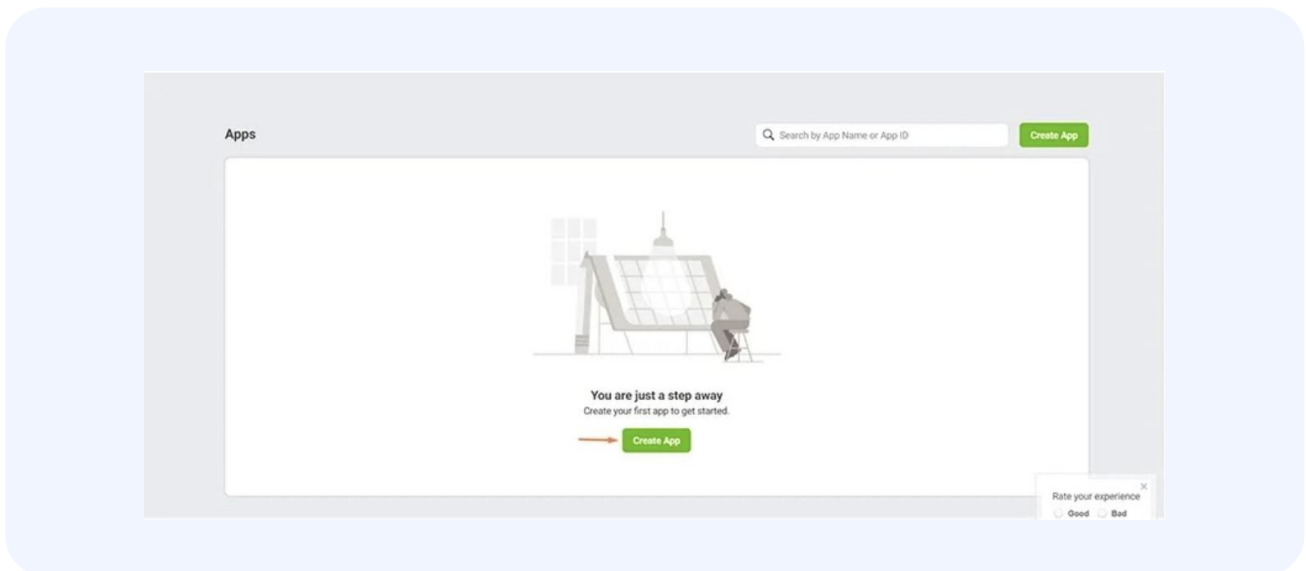
To initiate your work with the developer tools, you need to verify your account. Simply click "Next" in the pop-up window that appears.



You can confirm your account by either using your phone number or credit card. To verify via a phone number, select your country from the drop-down menu, input your phone number with the country code, and click "Send as Text". Enter the code you receive into the designated field, then click "Verify".

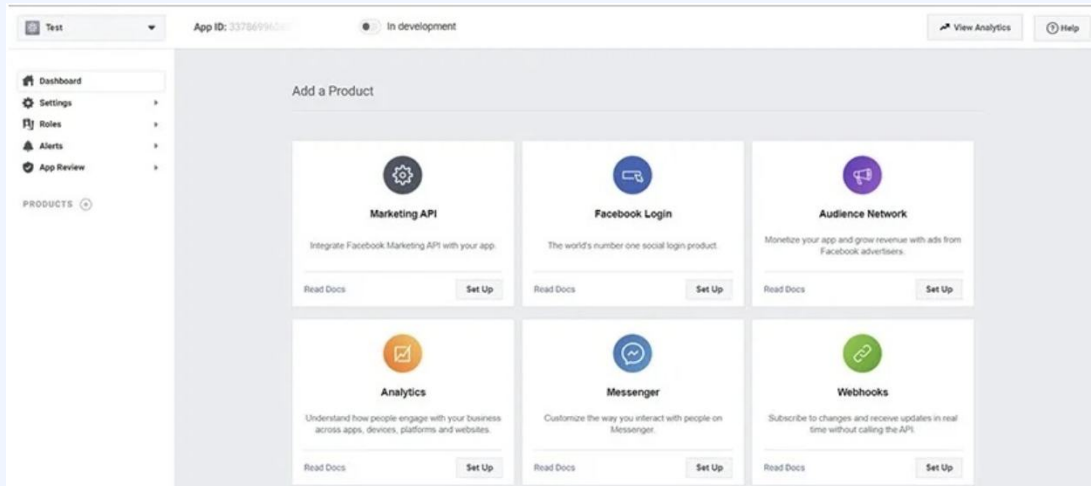
Step 4: Create Your App

Once you sign up for the service, you'll be prompted to create your first app. The Developer Dashboard tracks all Facebook APIs and App stats, accessible only after app creation.

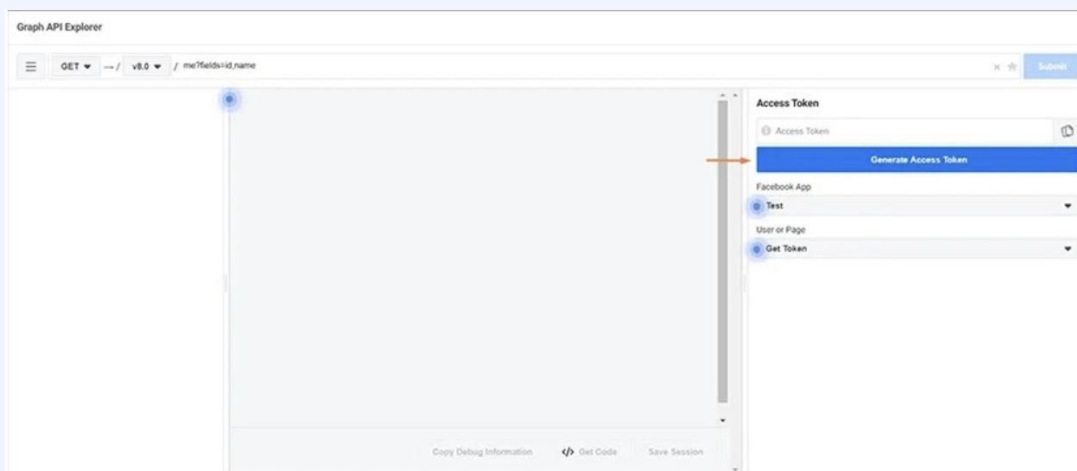


Step 5: Add Apps or Generate Access Tokens According to Your Requirements

For a simple and convenient utilization of Facebook APIs, directly add the desired apps from the Dashboard. Select the one that aligns with your specific needs.



Go to Tools – Graph API Explorer to create Access Tokens for different types of APIs you wish to integrate into your app. Select the app and type of token required from the drop-down menus on the left side of the screen. Subsequently, click "Generate Access Token". You'll need to authorize the app's access to your page.



3 How to Use Facebook API Examples

At the core lies the Graph API, serving as the foundation for all other Facebook APIs. Essentially, these APIs are expansions of the Graph API, and all Facebook products interact with it in some capacity.

What's the potential of the Facebook Developers Console and its provided products? There are numerous avenues to enhance your website or app by leveraging the content and functionalities offered by this social platform.

You can integrate various types of social media content—such as posts, images, and videos—onto your website or app to engage and entertain users.

However, note that when implementing the Graph API for use by other users, they will also need to grant approval through a popup. Only after a user grants authorization will the application obtain an access token from that user, enabling it to utilize the information from their Facebook profile.

4 Facebook API Challenges

1. No Data Normalization:

- Imagine receiving data from Facebook in various formats, like dates in different time zones or follower counts written as strings instead of numbers.
- This inconsistency (unstandardized data) requires developers to write additional code to transform the data into a consistent format before it can be used in their applications.
- This is time-consuming and error-prone.

2. Costly Infrastructure and Security:

- Accessing data directly from Facebook's API might necessitate building and maintaining your own servers and security protocols.
- This infrastructure can be expensive, especially for smaller businesses or developers.
- Facebook also conducts audits to ensure developers comply with their security standards. Meeting these audits can require additional resources.

3. Frequent API Changes:

- Facebook's API might undergo updates and changes over time. These changes can affect how developers access data or interact with the platform.
- Developers then need to update their code to stay compatible with the new API. This ongoing maintenance can be a burden, especially if the changes are frequent or complex.

Real-world Example:

Imagine you're building a tool that analyzes the performance of Facebook influencer campaigns. To get the data, you'd use the Facebook API. Here's how these challenges might play out:

- Downloaded data might have follower counts as strings ("1,000 Followers") instead of numbers, requiring code to convert them. (Data Normalization)
- You'd need servers to handle the data transfer and ensure secure access. (Costly Infrastructure)
- If Facebook updates the API for accessing audience demographics, your code might need an overhaul to keep functioning. (Frequent API Changes)

5 How Phyllo Can Help

[Phyllo](#) is the simplest and most effective way to get creator data. Phyllo provides a single API to get continuous access to verified, creator-permissioned data across hundreds of platforms. Phyllo is currently integrated with platforms like Facebook, YouTube, Twitter, TikTok, Patreon, Spotify, and Instagram with our coverage expanding every day.

Here's how Phyllo API helps-

1. Data Normalization Made Easy:

- Phyllo acts as an intermediary between you and Facebook's API.
- It handles the complexities of data formats and delivers the information in a consistent, standardized way.
- This eliminates the need for developers to write code for data normalization, saving them time and effort.

2. Reduced Infrastructure Costs:

- Phyllo provides a single API for integrating with Facebook and other social media platforms.
- This eliminates the need for you to build and maintain your own server infrastructure specifically for Facebook data access.
- Phyllo takes care of the secure connection and handles platform audits, reducing your overall costs.

3. Stay Ahead of API Changes:

- Phyllo has a dedicated team that stays updated on all changes to Facebook's API, as well as other platforms it integrates with.

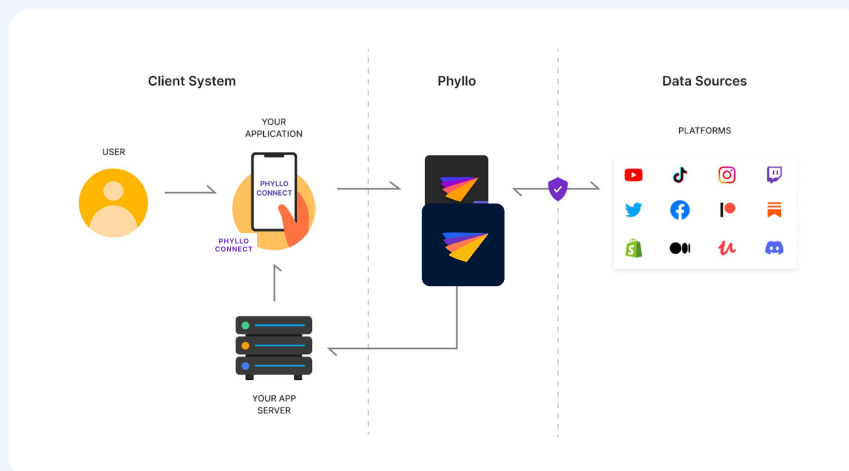
- When Facebook updates its API, Phyllo automatically adjusts its system to ensure your application continues to function smoothly.
- Developers don't need to worry about monitoring or adapting to API changes, freeing them to focus on building their applications.

Real-world Example with Phyllo:

Going back to the influencer campaign analysis tool, here's how Phyllo can help:

- Phyllo delivers Facebook data in a consistent format, eliminating the need for code to normalize follower counts or other metrics.
- You can leverage Phyllo's secure connection and infrastructure, saving on server costs.
- Phyllo's team manages API changes, so your tool continues to work seamlessly even if Facebook updates its system.

6 How Do You Leverage X APIs With Phyllo?



[Phyllo](#), with its simple and efficient approach to creator data, facilitates streamlined integration with multiple social media platforms. As an advanced product, Phyllo eliminates the need for developers to individually establish connections with diverse platforms like YouTube, TikTok, Patreon, Spotify, and Instagram. Instead, it offers scalable and trustworthy integrations, enabling developers to work with a single, easy-to-integrate API. Phyllo can provide a wealth of creator data, including -



Profile data



Content feeds



Audience demographics



Content views

Benefits of using Phyllo API

Multi-platform solution with advanced capabilities

Phyllo facilitates integration with various platforms like Instagram, Twitch, Substack, and many more.

Further, get your hands on our advanced APIs that are built to solve the core problems of influencer marketing and creator economy.



Performance Tracking APIs	Insight APIs	Publish APIs
<p>Basic API</p> <p>Access creator data about Identity, Audience, Engagement, Comments</p>	<p>Social Listening API</p> <p>Listen and dissect social conversations of any brand with precision</p>	<p>Write API</p> <p>Directly publish content from accounts on Instagram, YouTube, TikTok</p>
<p>Campaign Reporting API</p> <p>Build on top of our powerful audience sentiment and comment relevance analyses.</p>	<p>Brand/Content Safety API</p> <p>Achieve a human-level understanding of social conversations across different content formats with AI</p>	
<p>Creator Linkage</p> <p>Onboard influencers and monitor their first-party stats in a unified dashboard</p>		

Get started with Phyllo APIs in >15 mins

[Get Sandbox Access](#)

Maintenance

With Phyllo APIs, you delegate maintenance to our web services, where we promise your uptime, support SLA, and enhance the product with the evolving source platforms.

Webhooks

Phyllo's webhooks notify developers of changes in creator data for real-time accuracy. This further upholds the precision and authenticity of the insights.

Phyllo's team of experts helps developers adapt to new API changes without compromising app functionality.

Speed to market

Phyllo APIs are ready to plug into your product, saving you months on go-to-market. Further, we take up maintenance, building webhooks, and staying on top of compliance regulations, leaving you to focus on product building.

Security and scalability

Phyllo stresses and strives to get creator data in a safe, efficient, and trustable manner; we spend a lot of time and energy on ensuring data security and scale. We employ the necessary best practices, monitoring tools, and encryption protocols. We get vulnerability assessments and engineer our system on a massive scale.

Documentation, training, and support

Our documentation is super easy to follow, so you'll never feel lost. We offer hands-on training to make sure your team knows the ropes. Plus, our support team is available 24/7.

Creator account connection experience

UX is everything. We get it. So, a few things you get out of the box with Phyllo APIs are -

- **Suitable Disclosure Messaging** to encourage creators to connect their accounts. We refine this based on creator feedback and what assures them the most.
- **Refined UX** to onboard creators in complex onboarding journeys such as Instagram account connections that require you to have a creator account.
- **Information handling** like error messages, account disconnections, connection failures, and many other scenarios improve the creator's conversion frequency.

You Can Get Started With Facebook APIs Without Any Hassles in Under 15 Minutes!

When using Phyllo API, there is only one pre-requisite to get Facebook data

- The user account should be public and have at least 1 public content for us to be able to pull all data points.

That's all, and you're good to go!

4 Using Phyllo APIs on Sandbox

Integrating Phyllo Connect SDK on various front-end platforms is super easy, but you need to have a functioning backend. The steps below correspond to sandbox, staging, and production environments. However, you may want to decouple your front-end development from the back-end (which we also recommend).

Hence, Phyllo gives you a set of users pre-populated with dummy data in the sandbox environment to start trying out and developing on our APIs quickly.

Excited? Get started in >15 mins!

[Get Sandbox Access](#)

Follow the steps below to see the Sandbox APIs in action -

Authentication

We use API credentials with basic authentication scheme to uniquely identify your access. Your client ID and secret must be included in all requests to the API via a Basic Authorization HTTP header.

Header	Description
Authorization	Basic <BASE64(Client_ID:Secret)>

1. Fetch all users

Execute at: the backend

Call the [retrieve all users](#) API. You will get a complete list of users available.

Here's a sample request for cURL

```
curl --request GET \  
  --url https://api.sandbox.getphyllo.com/v1/users \  
  --header 'Authorization: Basic <your_auth_token>'
```

You can read more and explore the code for other languages as well [here](#).

2. Retrieve all accounts of a user

Execute at: the backend

You can fetch all their connected accounts for each user using the [retrieve all accounts](#) API. Each account here corresponds to a real-world account on a platform like Instagram.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/accounts?  
user_id=<add your user ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

3. Get profile details of an account

Execute at: the backend

Now, use the [retrieve a profile](#) API to fetch profile level information of an account like username, number of followers, bio, etc. Use this API to verify if your creators are who they claim they are.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/profiles?  
account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

4. Get the media content of an account

Execute at: the backend

You can now use the [retrieve all content items](#) API to fetch content information of an account. Use this API to fetch content posted by creators and associated engagement metrics, including likes, shares, impressions, etc.

Here's a sample request for cURL

```
curl --request GET \  
  --url 'https://api.sandbox.getphyllo.com/v1/social/contents?\  
  account_id=<add your account ID>' \  
  --header 'Authorization: Basic <your_auth_token> '
```

You can read more and explore the code for other languages as well [here](#).

5. Mock the frontend connection flow

Execute at: the frontend

After building out the backend, to test various user flows, you can follow the [same steps as above, where you set up webhooks and connect your account on the frontend using sandbox mode on our Connect SDKs. After the connection is successful, you will receive a hit on the URL you specified in your webhook, and you can start retrieving the user's data as you usually do.

The usernames, passwords, OTP fields, and permission pages are all mocked in the sandbox mode, where you can proceed by inputting any data.

[Get Sandbox Access](#)

5 Boilerplate sample apps

Don't want to set up the Connect SDK on your app yet? We have boilerplate sample apps available with our SDKs already installed to help you build and try the Phyllo Connect experience and hit the APIs.

You can download [any of our sample apps](#) and configure your API credentials in the environment file, and you are ready to get started. These apps use the Phyllo SDK and APIs internally.



[Download free sample apps](#)



The universal API for
creator data

[Access Phyllo APIs](#)

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