Oracle Social Network Cloud

What’s New in Release 10

July 2015
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OVERVIEW

This guide outlines the information you need to know about new or improved functionality in Oracle Social Network Release 10. Each section includes a brief description of the feature, the steps you need to take to enable or begin using the feature, any tips or considerations that you should keep in mind, and the resources available to help you.

GIVE US FEEDBACK

We welcome your comments and suggestions to improve the content. Please send us your feedback at socialnetwork-pm_ww@oracle.com.

RELEASE FEATURE SUMMARY

Some of the new Release 10 features are automatically available to users after the upgrade and some require action from the user, the company administrator, or Oracle.

The table below offers a quick view of the actions required to enable each of the Release 10 features.

<table>
<thead>
<tr>
<th>Feature</th>
<th>Automatically Available</th>
<th>End User Action Required</th>
<th>Administrator Action Required</th>
<th>Oracle Service Request Required</th>
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<td>Hashtags</td>
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<td>Changes to Delete Rules</td>
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OUTSIDE USERS

Outside user collaboration enables Oracle Social Network users to collaborate with external parties, such as partners, suppliers, and specific customers by participating in Conversations.

Administrators can configure outside user collaboration by enabling extended collaboration and setting up a “whitelist” of email domains from which users outside the company can be invited to join Oracle Social Network.

Administrators can invite outside users to join either individually through email or in bulk using a wizard in Oracle Social Network Administration. Additionally, employees can invite outside users to a Conversation using the outside user’s email address.

After accepting the invitation, outside users can access Oracle Social Network in one of two ways:

- **Standalone (restricted) web client**

![Screenshot of standalone web client for outside users](image-url)
• **Social in Oracle Cloud Applications (Navigator menu and Home)**

  **Note:** These views are available only if the Oracle Cloud Applications External user (for example, the Partner User in Sales Cloud) has the Oracle Social Network Outsider Role.

  ![Screenshot of example Oracle Sales Cloud Home page for a Partner User](image1)

  Screenshot of example Oracle Sales Cloud Home page for a Partner User

  ![Screenshot of Social panel in Oracle Sales Cloud for a Partner User](image2)

  Screenshot of Social panel in Oracle Sales Cloud for a Partner User

  **Note:** Outside users can’t access mobile apps, the Desktop Client, or the Outlook add-in.
You’re alerted when outside users are part of a Conversation through several methods. Outside users have a special badge by their names, and their names are shown in purple text. Warning banners appear when viewing any Conversation or document that can be seen by outside users.

![Screenshot of outside user warning banner, name, and badge](image)

Outside users are restricted to limited activities and information. Outside users see only those Conversations they’re added to by employee users. They can’t access Social Objects (for example, Accounts or Opportunities) or walls at all, which means they can’t view employees’ personal wall posts.
To enable extended collaboration and create the outside users whitelist:

1. Log in to Oracle Social Network as an administrator.
2. Navigate to Administration > Extended Collaboration.
3. Enable the Invitations option.
4. Add at least one domain to the Outside Users Whitelist. This list specifies the email domains from which users can be invited.
5. Click Save.

**Note:** Not all environments allow extended collaboration. If your system doesn’t have this capability, the option won’t show in the user interface.

To invite an outside user to a Conversation:

1. Log in to Oracle Social Network.
2. From within a Conversation, click Add People.
3. In the Update Members dialog, enter the person’s email address in the search box, then press Enter. When asked if you want to send an invitation, click Yes.
   When you save your changes, an email will be sent to the outside user inviting them to join Oracle Social Network.

To invite an outside user from the Administration page, see Oracle Social Network help: Administration > Managing Users > Inviting/Creating a User from the Administration Page.

To add many outside users to Oracle Social Network at once, see Oracle Social Network help: Administration > Managing Users and Administration > Adding Several Employee or Outside Users at Once.

**KEY RESOURCES**

- See the Oracle Social Network help: Administration > Managing Users and Administration > Managing Collaboration.
HASHTAGS

Hashtags in Oracle Social Network messages allow you to call out a meaningful term or topic, making it easy to search for all content associated with that term or topic. When you post a message, existing hashtags are automatically suggested when you type a hashtag (#) and at least one character. You can search for a hashtag to view messages that have been tagged in any Conversation you have access to. You can also follow a hashtag to see hashtagged items in your list of recent activities.

Screenshot of hashtag page

STEPS TO ENABLE

This feature is available automatically.

 Optionally, the administrator can prevent specific words from being used as hashtags, from the Administration > General page. For example, if a user types a censored hashtag, it isn’t displayed as a link and isn’t included in hashtag search results.

KEY RESOURCES

- See the Oracle Social Network help: Getting Started > Everyday Tasks > What are hashtags (#) and how do I use them?
SOCIAL GRAPH BASED RECOMMENDATIONS

Social graph based recommendations provide actionable suggestions based on business data blended with social activity. Oracle Social Network generates recommendations for people to follow and people to add to Conversations. The “follow” recommendations are based on things you have in common with others—documents you’ve both read, Conversations you’re both members of, and such. The “Conversation” recommendations are based on things that might affect whom you add to a Conversation—the person is one of your contacts, similar Conversations the person is a member of, and common actions.

STEPS TO ENABLE

This feature is available automatically.

Optionally, to improve recommendations, an administrator can include “success rules” in Social Object definitions. For more information, see the Oracle Social Network help: Administration > Social Definitions > Editing Social Definition Properties.
WALL CONTROLS AND DELEGATION

Wall controls enable you to restrict who can post and reply to messages on your personal wall. Administrators can also assign wall delegates to post content to a user’s wall on the user’s behalf.

STEPS TO ENABLE

To control who can post and reply to messages on your personal wall:

1. Log in to Oracle Social Network.
2. Click the arrow next to your name at the top of the application, then click Settings.
3. Click Wall.
   In the full web client, click Preferences.
4. Select who can post and reply to messages on your wall.

To assign wall delegates for a user:

1. Log in to Oracle Social Network as an administrator.
2. Click Administration > Users.
3. Find the user.
4. Click Choose Delegates.
5. In the Update Delegates dialog, search for the users and groups that you want to assign as delegates. Move people or groups to the right column to add them, or to the left column to remove them.
UPDATES TO SOCIAL IN ORACLE CLOUD APPLICATIONS

The Social icon has been removed from the Oracle Applications Cloud global header area. You now access Oracle Social Network from the Navigator menu or Home page.

Screenshot of example Oracle Applications Cloud Home page

Screenshot of Social panel in Oracle Applications Cloud
The Oracle Social Network user interface has been enhanced to include a document viewer, profile pages for users, a Flags page to manage flags, and group walls.

Screenshot of group wall in Oracle Sales Cloud

Screenshot of Flags page in Oracle Sales Cloud
The People page has been updated to include tabs to view your contacts, recommendations for new contacts, the people who follow you, and the people you follow.

![Screenshot of People page in Oracle Sales Cloud](image)

**STEPS TO ENABLE**

This feature is available automatically.

**DEVELOPER SITE (REST PUBLIC APIS)**

Oracle Social Network includes a dedicated Developer Site for each customer. The Developer Site enables you to develop social plugin integrations, Social Object integrations, app integrations, and to deploy directly to the staging environment. It includes:

- Social plug-ins
- REST API documentation and tools
- Tools, samples, and how-to guides for building apps, Social Objects, Conferencing integrations, and Cloud Document integrations
STEMPS TO ENABLE

**Important Note:** The Developer Site is intended for use only on the staging instance of Oracle Social Network in your environment. Do not enable the Developer Site on the production instance.

To enable the Developer Site on the staging instance:

1. Log in to staging instance of Oracle Social Network as an administrator.
2. Navigate to **Administration > General**. The General page is displayed by default when you enter the Administration section of the user interface.
3. Select **Developer Website**.
4. Give your developers access to the site on the staging instance by selecting the Developer privilege on the user properties page.

To view the Developer Site on the staging instance:

1. Log in to the staging instance of Oracle Social Network as a developer (a user with Developer privileges).
2. Click the arrow next to your name at the top of the application, then click **Developers**.

**ANALYTICS ENHANCEMENTS**

All users can now view analytics about their usage and about the utilization of your social network. Previously, only service administrators could view analytics.

Analytics have been enhanced to allow you to view:

- Adoption and churn (see how actively Oracle Social Network is used)
  - Monthly count of new users, returning users, and churned users
  - Churn rate (people who used Oracle Social Network in the prior month, but not in the current month, expressed as a % of total users)
  - Average consecutive months of use
- Group analytics (examine Oracle Social Network use by your team)
- Device type trends
- Enhanced help

**Note:** Statistics now include outside users.

**STEMPS TO ENABLE**

Analytics are available automatically. To view them:

1. Log in to Oracle Social Network.
2. Click the arrow next to your name at the top of the application, then click **Analytics**.
**KEY RESOURCES**

- See the Oracle Social Network Analytics help.

**DESKTOP CLIENT IMPROVEMENTS**

Oracle Social Network Desktop provides easy access to Oracle Social Network from your computer desktop. The Desktop Client improvements include:

- Full access to flags and favorites
- A Documents sub-tab in Conversations to make it easier to access documents
- A progress dialogue when downloading documents
- Sync select Conversations to access when not connected to the internet

**STEPS TO ENABLE**

These features are available automatically when you update your Desktop Client installation.

**KEY RESOURCES**

- See the Oracle Social Network help:
  - Desktop > Using Flags
  - Desktop > Using Favorites
  - Desktop > Working with Documents

**ADD-IN FOR OUTLOOK IMPROVEMENTS**

Oracle Social Network Add-In for Outlook provides access to Oracle Social Network from within Microsoft Outlook. The add-in improvements enable you to:

- Post emails to Conversations and Social Objects
- Be prompted when sending emails to Oracle Social Network users to use a Conversation instead
- Sync select Conversations to access when not connected to the internet

**STEPS TO ENABLE**

These features are available automatically when you update your Add-In for Outlook installation.
KEY RESOURCES

- See the Oracle Social Network help:
  - Outlook > Configuring Your Settings for the Add-In for Outlook > How do I tell Outlook to prompt me to use Oracle Social Network?
  - Outlook > Interacting with Microsoft Outlook in the Add-In > How do I add email, meeting details, or tasks to a Conversation or wall?
  - Outlook > Working Offline

SUPPORT FOR ADDITIONAL CLOUD DOCUMENT STORES

Oracle Social Network has added support for additional cloud document stores:

- Dropbox
- WebDAV

STEPS TO ENABLE

Dropbox is an OAuth service with configuration steps that are similar to Google Drive; for example, you must provide an App Key and App Secret. WebDAV requires only a server URL and other standard settings. For details, see the Oracle Social Network help: Administration > Cloud Document Services.

CHANGES TO DELETE RULES

You can delete a message, document, folder, or app only if:

- You are the creator of the item
- You are a service administrator
- The item is on your wall
- The item is on a wall for which you are a delegate

Notes:

- To delete a folder, you must also be allowed to delete all the subfolders and documents stored in the folder.
- Only a service administrator, the person who created the item, or the person who deleted the item can restore the deleted item.

STEPS TO ENABLE

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This document will continue to evolve as existing sections change and new information is added. All updates are logged below, with the most recent updates at the top.

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