

Social Posts Setup Runbook

Your step-by-step checklist: what to collect from GPIPL, what to create, where every value comes from, what to type in each box, and how to test before handing over.

Collect access

Go live (https)

Meta app

LinkedIn app

Fill the Connect screen

Cron

Test & hand over

Total hands-on time: about 1.5–2 hours · LinkedIn approval: a few days to ~2 weeks (start it first) · All free

The whole process on one page

Step	What	Who	When
1	Collect access and details from GPIPL (Facebook Page, Instagram, LinkedIn Page)	You + client	Today
2	Create the LinkedIn app and request "Community Management API" (approval takes time)	You (+ client verifies)	Today
3	Create the Meta app (Facebook + Instagram) – everything except the redirect URL	You or client	Today
4	Move the website live on https	You	Launch
5	Add the live Redirect URL to both apps; switch the Meta app to Live	You	After launch
6	Fill the Connect accounts screen and click Connect (needs a Page admin login)	You / client	After launch
7	Add a server cron job on the hosting	You / host	After launch
8	Test posts, delete tests, hand over to the client	You	After launch

Why not on localhost?

Your screen shows "This copy of the website is not public". That is expected. Facebook and LinkedIn only send people back to an **https** address (the Redirect URL), and they download photos/videos from the website's public address. **localhost cannot be connected.** Do steps 1–3 now, and steps 5–8 after the site is live (or on a staging site with https).

Connect social accounts

This copy of the website is not public (localhost or no https). Facebook, Instagram and LinkedIn need the live https website: they download photos and videos from it, and they only allow https redirect URLs. Do this setup on the live site. Social posts still appear on this website.

Connect once. After that, every social post you publish here is shown on the website and sent to the networks you tick. Only administrators see this screen.
[Open the step-by-step setup guide \(PDF\)](#)

Redirect URL (copy into both apps):

`http://localhost/gpipl/wp-admin/admin-post.php?action=gpipl_social_oauth`

Also needed: Privacy policy URL – `http://localhost/gpipl/privacy-policy/`

f Facebook Page & Instagram

Facebook: not connected Instagram: not connected

STEP 1 – META APP DETAILS

App ID

App Secret

in LinkedIn Company Page

LinkedIn: not connected

STEP 1 – LINKEDIN APP DETAILS

Client ID

Client Secret

Your current Connect screen on localhost – the Redirect URL will change to `https://www.gpipl.com/...` after going live.

1 Collect from GPIPL (send this list)

☐	Item	Why
☐	GPIPL Facebook Page link	The Page posts go to.
☐	Add you as Page admin with full control – <i>Meta Business Suite</i> → <i>Settings</i> → <i>People</i> → <i>Add</i> (or the Page's <i>Settings</i> → <i>Page access</i>). Or a GPIPL person who has full control will click "Connect" with you on a call.	Only a Page admin can connect the Page.
☐	GPIPL Instagram username and login (or the person who has it)	To switch it to a Business account and link it to the Page.
☐	GPIPL LinkedIn Company Page link	The Page posts go to.
☐	Add you as Super admin of the LinkedIn Page (<i>Page</i> → <i>Admin tools</i> → <i>Manage admins</i>), or a GPIPL Super admin available for 2 clicks	A Super admin must verify the app and connect.
☐	A GPIPL email address for the apps (e.g. it@ / marketing@)	Meta and LinkedIn send notices there.
☐	Logo (square PNG, at least 512 × 512)	App icons.
☐	Approval of the Privacy Policy page text	Both apps need its URL.
☐	If Meta asks: company documents for Business verification (GST / incorporation certificate, phone, address)	Sometimes required to make the app Live.

Best practice

Create both apps under **GPIPL's own accounts** (GPIPL Business portfolio on Meta; GPIPL Company Page on LinkedIn) and add yourself as app admin/developer. Then GPIPL owns everything, and you keep access for support. If you leave the project, GPIPL just removes your role.

2 LinkedIn app – start today (approval takes time)

- 1 Go to <https://www.linkedin.com/developers/apps> → **Create app**.
- 2 Fill in: **App name** "GPIPL Website" · **LinkedIn Page** = GPIPL Company Page · **Privacy policy URL** = <https://www.gpipl.com/privacy-policy/> (it can be the future live URL) · **App logo** · tick the agreement → **Create app**.
- 3 **Verify**: *Settings* tab → **Verify** → **Generate URL** → send the link to the GPIPL Super admin (or open it yourself if you are Super admin) → **Verify**.
- 4 **Products** tab → **Community Management API** → **Request access**. It must be the **only product** in this app – do not add "Sign In with LinkedIn" or "Share on LinkedIn" to the same app.
- 5 In the access form, describe the use, for example:

"Global Power & Instrumentation Pvt. Ltd. publishes its own company updates (product news, installations, events) from its website's admin panel to its own LinkedIn Company Page. Single company, internal staff only. We do not access other members' or companies' data."
- 6 Submit. LinkedIn may ask for more details or a short screen recording later – record the Connect screen and a post being published once the site is live.
- 7 Keep the app open: on the **Auth** tab you will later add the Redirect URL (step 5) and copy the Client ID / Secret (step 6).

Approval

LinkedIn reviews this product manually: usually a few days, sometimes ~2 weeks. Until it is approved, Facebook and Instagram can already work – LinkedIn simply shows "Not connected" and posts skip it.

3 Meta app (Facebook + Instagram)

3.1 Instagram must be a Business account linked to the Page

- 1 Instagram app → Profile → ☰ → **Settings and privacy** → **Account type and tools** → **Switch to professional account** → **Business**.
- 2 Facebook Page → **Settings** → **Linked accounts** → Instagram → **Connect** (or Meta Business Suite → Settings → Instagram accounts → Connect).

3.2 Create the app

- 1 <https://developers.facebook.com> → log in (the Facebook account that is Page admin, or yours if you will be app admin) → register as developer if asked.
- 2 **My Apps** → **Create app** → name "GPIPL Website", contact email → use case "**Manage everything on your Page**" (add "**Manage messaging & content on Instagram**" if offered) → app type **Business** if asked → connect GPIPL's business portfolio if available → **Create app**.
- 3 **Use cases** → **Customize**: add these permissions – `pages_show_list` `pages_read_engagement` `pages_manage_posts` `instagram_basic` `instagram_content_publish` `business_management`. Standard access is enough – **no App Review** (you only post to your own Page).
- 4 **App settings** → **Basic**: App domains `gpipl.com` · Privacy Policy URL · User data deletion URL (privacy page) · App icon · Category "Business and pages" → **Save**.
- 5 **App roles** → **Roles**: add the client's Facebook account (if you created the app) or yours (if the client did) as **Administrator**.

3.3 Which login do you have? (decides the Configuration ID box)

In the app's left menu you see...	Then
Facebook Login for Business	Open it → Configurations → Create configuration → name "GPIPL Website" → login variation General → token type User access token → select the 6 permissions above → Create . Copy the Configuration ID (you paste it in WordPress).
Facebook Login (classic)	No configuration needed – leave the Configuration ID box empty.

4 Go live on https

- 1 Move the website to the live hosting (your usual method: UpdraftPlus backup → restore on live, Duplicator, or files + database export and a URL search-replace from `http://localhost/gpipl` to `https://www.gpipl.com`).
- 2 Install an SSL certificate (free Let's Encrypt in cPanel/hosting) and make sure **Settings → General** shows **https://** for both WordPress Address and Site Address.
- 3 **Settings → Permalinks** → **Save** once.
- 4 Check the Privacy Policy page is published: **Settings → Privacy** .
- 5 Open **Social posts → Connect accounts** : the yellow "not public" warning must be **gone**, and the Redirect URL now starts with **https://www.gpipl.com**. Copy it.

Important

Moving the site with a database copy keeps any old Social settings, but tokens are encrypted with the site's secret keys (wp-config.php). If the live site has **different keys**, saved secrets cannot be read – simply re-enter the App Secret / Client Secret and click Connect again.

5 Add the live Redirect URL to both apps

Redirect URL (exactly, including `?action=gpipl_social_oauth`):

`https://www.gpipl.com/wp-admin/admin-post.php?action=gpipl_social_oauth`

(If the live domain is different, copy it from the Connect screen.)

App	Where to paste
Meta	Facebook Login for Business → Settings (or Facebook Login → Settings) → Valid OAuth Redirect URIs → paste → keep "Client OAuth login", "Web OAuth login" and "Enforce HTTPS" On → Save changes .
LinkedIn	Auth tab → OAuth 2.0 settings → Authorized redirect URLs for your app →  → Add redirect URL → paste → Update .

Switch the Meta app to Live

- 1 Top of the Meta app dashboard: **App Mode: Development** → **Live** (or **Publish** in the newer dashboard).
- 2 If Meta lists missing items (privacy URL, icon, category, data deletion URL), complete them and try again.
- 3 If Meta asks for **Business verification**, complete it with GPIPL's documents (Business Settings → Security Center). It is free and usually takes 1–3 days.

Why Live?

In Development mode, posts made by the app can be visible only to the app's admins. Live = public posts.

6 Fill the Connect accounts screen

Social posts → Connect accounts on the **live** site. Every box, and where its value comes from:

Box in WordPress	Where to find it	Example / note
Facebook Page & Instagram – Step 1		
App ID	Meta app → App settings → Basic → "App ID" (also shown at the top of the dashboard)	Numbers only, e.g. 1234567890123456
App Secret	Meta app → App settings → Basic → "App secret" → Show (re-enter password)	32 letters/numbers. Keep private. After saving, the box shows "Saved".
Configuration ID	Meta app → Facebook Login for Business → Configurations → your configuration (section 3.3)	Leave empty if your app has classic "Facebook Login".
Click Save Meta app details → Connect Facebook & Instagram → log in → choose GPIPL Page and GPIPL Instagram → allow everything → back in WordPress choose the Page → Use this Page . Expect: "Working: Facebook Page ... and Instagram @..." .		
LinkedIn Company Page – Step 1 (after LinkedIn approves the product)		
Client ID	LinkedIn app → Auth tab → "Client ID"	e.g. 86abcd12ef3gh4
Client Secret	LinkedIn app → Auth tab → "Primary Client Secret" (eye icon)	Keep private.
Scopes	LinkedIn app → Auth tab → "OAuth 2.0 scopes" list	Default: <code>w_organization_social</code> <code>r_organization_social</code> <code>rw_organization_admin</code> . Use only scopes shown in that list; must include <code>w_organization_social</code> .
Click Save LinkedIn app details → Connect LinkedIn → log in as Page Super admin → Allow .		
Company Page (Step 3)	Chosen from the list automatically. If you must type it: open the Company Page as admin – the number is in the address bar: <code>linkedin.com/company/12345678/admin/</code>	Numbers only. Then Save Company Page . Expect: "Working: posting as ..." .

Test buttons

Click **Test connection** in each card any time. It checks the token, the Page, the Instagram link and how many days the LinkedIn connection has left.

7 Cron job on the hosting (recommended)

WordPress normally runs background jobs when someone visits the site. A server cron makes posting and scheduled posts on time even at night.

- 1 cPanel → **Cron Jobs** (other panels: "Scheduled tasks").
- 2 Common setting: **Every 5 minutes** (`* / 5 * * * *`).
- 3 Command (copy the exact one from the bottom of the Connect accounts screen):
`wget -q -O - https://www.gpipl.com/wp-cron.php?doing_wp_cron >/dev/null 2>&1`
- 4 Save. Optional: in wp-config.php add `define( 'DISABLE_WP_CRON', true );` only after the server cron is working.

Firewall / security plugins

If the host or a security plugin blocks outgoing connections, allow `graph.facebook.com`, `graph-video.facebook.com`, `api.linkedin.com` and `www.linkedin.com`. Also make sure nothing blocks Facebook/Instagram from downloading `/wp-content/uploads/` files (hotlink protection must allow them).

8 Test and hand over

- 1 **Social posts** → **Add new** → title "Test post", 1 photo, 2 hashtags, a link → tick all networks → **Publish**.
- 2 Wait 1 minute → reload → **Social status** shows **Posted** for each, with "View post" links. Open them.
- 3 Test a **carousel** (3 photos) and a short **MP4 video** once (Instagram video shows "Processing" first, then Posted).
- 4 Test a **scheduled** post 10 minutes ahead.
- 5 Check the website: homepage "From our social media" and `/social-media/`. Add the Social media page to the menu if wanted (Appearance → Menus).
- 6 Delete the test posts in Facebook / Instagram / LinkedIn, and in WordPress.
- 7 Hand over: send GPIPL the "**Social Posts – Setup & User Guide**" PDF (daily use is in Sections 8–11) and remind them about the **LinkedIn reconnect every 60 days** when WordPress shows the reminder.

Done when

- Both Test connection buttons say "Working".
- One test post reached all networks and the links open.
- Meta app is Live; LinkedIn product approved; cron added.
- Client knows where the Social status box and the Retry button are.

9 Errors you may see during setup

Error	Cause → fix
Facebook: "URL blocked: This redirect failed because the redirect URI is not whitelisted..."	Redirect URL missing or different in Valid OAuth Redirect URIs . Paste it exactly (https, www or not, and the ?action part).
Facebook: "Invalid Scopes" / "Feature unavailable"	A permission is not added to the use case (3.2 step 3), or the app has Facebook Login for Business – create a Configuration and fill the Configuration ID.
WordPress: "No Facebook Page was shared"	In the Facebook window the GPIPL Page was not ticked. Click Reconnect → "Edit previous settings" → tick the Page and Instagram.
WordPress: "...no Instagram professional account is linked"	Do 3.1, then click Test connection .
Posts appear on Facebook only to you	The Meta app is still in Development mode → switch to Live.
LinkedIn: "The redirect_uri does not match the registered value"	Add the exact Redirect URL on the Auth tab (step 5).
LinkedIn: "unauthorized_scope_error"	Product not approved yet, or a scope in the Scopes box is not in the Auth tab list. Copy the list exactly.
LinkedIn: "LinkedIn refused access (403)"	Community Management API not approved, or the connecting account is not a Super admin of the Page.
WordPress: "The connection request expired..."	You took more than 15 minutes or switched browsers. Click Connect again.
Status stays "Waiting"	Cron not running → click Send now on the post; add the server cron (section 7).
Instagram: "could not process the media"	Uploads not reachable from outside (hotlink protection / firewall / Cloudflare challenge) or unusual file. Check that the photo URL opens in a private browser window.