Manage Social Profile Data

When someone interacts with a Marketo social app, or authorizes their social network to prefill a Marketo form with social form fill, Marketo captures all the data available from their social profile. You can view this information on the Person Details page, or add it as a column in a custom view of a smart list.

FYI

Marketo is now standardizing language across all subscriptions, so you may see lead/leads in your subscription and person/people in docs.marketo.com. These terms mean the same thing; it does not affect article instructions. There are some other changes, too. Learn more.

Social form fill and social apps capture slightly different sets of fields; see the section for each below.

Availability

Not all customers have purchased this functionality. Contact your sales rep for details.

Captured via Social App

Depending on the network's and user's privacy settings, one or more of these fields are retrieved:

Note

The additional information from social networks appears on the Person Details page about five minutes after the person authorizes.

From Twitter:

- First Name (parsed from Display Name)
- Last Name (parsed from Display Name)
- Profile photo URL
- Profile page URL
- Social reach (number of followers)
From Facebook:

- First Name
- Last Name
- Profile URL
- Profile photo URL
- Gender
- Social reach (number of friends)

Captured via Social Form Fill

Depending on the network's and user's privacy settings, one or more of these fields are retrieved:

Caution

Data captured by social form fill overwrites matching fields unless you block updates to those fields at the form level.

From Twitter:

- First Name (parsed from Display Name)
- Last Name (parsed from Display Name)
- Email

From Facebook:

- First Name
- Last Name
- Email
- Date of Birth
- Job Title
- Company

Note

Social apps do not fetch the person's email address.
Note
Social form fill captures the email address only if the person enters it in the form. If you need the email address, you should make it a required field in your form.

Related Articles
To capture this information from forms, enable social form fill.

Deep Dive
Learn more about working with forms in the Forms deep dive.