



CustomApp Deep Link FAQs

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Introduction

SchoolMessenger CustomApp now supports app-to-app deep linking. This means that any of our customers' branded apps have the capability to open any other app (as long as that other app supports deep linking, and it is added to the CustomApp deep link library).

What is app deep linking?

App deep linking is the ability to open a mobile app from another app, such as opening the Facebook Messenger app from within the Facebook app. In order for deep linking to work, both the initiating app (your branded CustomApp, in this case) and the target app that is to be opened need to support deep linking.

What apps can CustomApp deep link to?

We have the capability to support deep linking to any app, as long as that app allows us to deep link to it, and we have added their deep link details to our library. Not all apps support deep linking, and without their development team sharing their deep link details with us, we cannot link to an app.

The CustomApp deep link library contains all apps that support deep linking and have provided us their deep link details. When we first launched this feature, all major social media platforms were added to this library:

- Facebook
- Twitter
- YouTube
- Snapchat
- Instagram

We are working with industry partners on adding additional relevant apps to our deep link library.

How do I add a deep link to my CustomApp?

If you are an existing CustomApp client, you can reach our Support team at support@schoolmessenger.com and request a specific app be added to your district-branded app.

 **Note:** *The support team is only able to add apps that are already in our deep link library.*

How do I add an app to the deep link library?

In order to get an app added, our Product Development team requires the target app's deep link details. If you are an existing CustomApp client, you may email our product team at feedback@schoolmessenger.com and request that we reach out to the target app's development team. We will work with them to add their app to our deep link library.

Alternatively, you can reach out to the desired app provider and ask if they support deep linking. If they do not currently support it, we recommend submitting a feature request to their development team to enable deep link support. As an existing client, your request for deep link support could carry more weight than a request coming from our development team.

Relevant technical details (for their development team) can be found here:

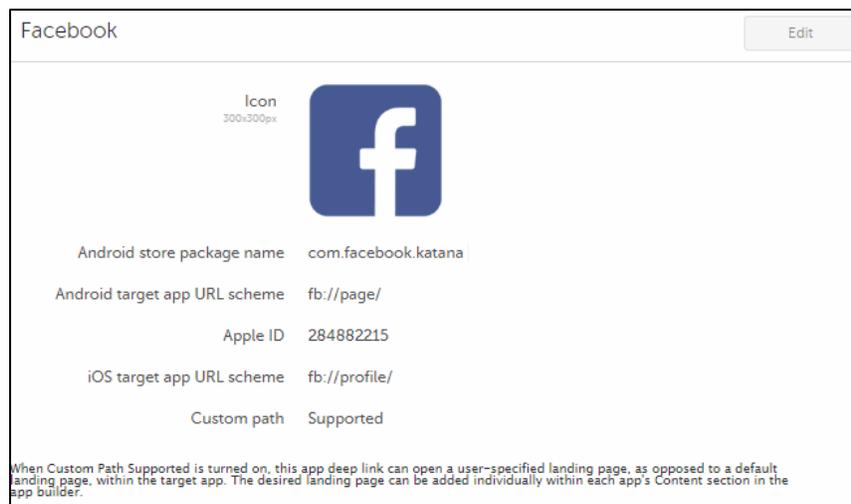
- **Android:** <https://developer.android.com/training/app-links/deep-linking.html>
- **iOS:** <https://developer.apple.com/library/content/documentation/iPhone/Conceptual/iPhoneOSProgrammingGuide/Inter-AppCommunication/Inter-AppCommunication.html>

What information does CustomApp need in order to add an app to the deep link library?

If the target app does support deep linking, they will need to share with us the following information:

- Android store package name
- Android target app URL scheme
- Apple ID
- iOS target app URL scheme

For example, the details for the Facebook app are as follows:



Can we link to a specific screen within the target app?

Yes. If the target app supports custom deep link paths, we can set up a specific app URL to go to a direct app screen. For example, Facebook supports linking to a specific Facebook page within their app and Youtube allows us to link to a specific channel or video.