



Social Media

# Toolkit





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## Thank You for Choosing the Social Media Toolkit v1.1!

Social Media offers a great new way for site owners to deliver content, expand their network of influence, and attract new visitors. Increasingly sites such as Facebook and Twitter are allowing web developers to create sites that pull in social media content. Unfortunately, this can mean having to read through dozens of different social media APIs to implement social media interactivity on your web site. It can mean having to poke through large strings of JavaScript to reflect updates and changes.

Voloper's Social Media Toolkit has been created as a one-stop solution to save you work. The Social Media Toolkit v1.1 is a centralized module for configuring, managing, deploying, and updating major social media feeds like:

- Facebook
- Twitter
- YouTube

As well, the Social Media Toolkit lets you configure and deploy submit buttons for the major social bookmarking sites:

- Reddit
- Digg
- Delicious
- StumbleUpon
- Yahoo! Buzz
- Google Bookmarks

Finally, the Social Media Toolkit lets you enter your developer keys which can then be accessed by OpenSites modules (like News Manager or Photo Sweet) to push your local content out into sites like Twitter and Flickr.

### One Stop Module

The Social Media Toolkit allows you to set up URLs, User IDs, and layout styles for social media widgets and badges via one centralized admin page. The toolkit then creates simple placeholders you insert into your Opensites pages instead of having to manually copy and paste large blocks of JavaScript. In mere minutes your pages can be enhanced with rich, enticing social media content without having to find and visit half a dozen third party web sites to generate the proper JavaScript. And, of course, making changes on the fly is as easy: No having to remember where you found configuration pages on third party sites to make your modifications.



## Section 1: Front-End Interface

### Social Media Widgets

**Your Social Media Hub!**

powered by **YouTube**

**Voloper Twitter Feed**

Great ecommerce disasters and other oddities  
<http://bit.ly/40bFDR> #ecommerce 1 day ago

Finished an eBook on social media and lifestreaming. Must have had to add 12 neologism to my Word spellchecker. 15 days ago

Ditto those previous comments for <http://tumblr.com> as well. 18 days ago

[follow me on Twitter](#)

Tired of trying to read through dozens of different social media APIs to get social media interactivity on your web site? Voloper saves you the work with its one-stop Social Media Toolkit. The Social Media Toolkit v1.0 is a centralized module for configuring, managing, and deploying your major social media feeds. As well, the Social Media Toolkit lets you configure and deploy submit buttons for the major social bookmarking sites. The Social Media Toolkit allows you to set up URLs, User IDs, and layout styles for social media widgets and badges via one centralized admin page. The toolkit then creates simple placeholders you insert into your Opensites pages instead of having to manually copy and paste large blocks of Javascript. In mere minutes your pages can be quickly enhanced with rich, enticing social media content without having to find and visit half a dozen third party web sites to generate the proper Javascript. And, of course, making changes on the fly is as easy.

[Bookmark this on Delicious](#) [Digg submit](#) [Add to Google Bookmarks](#) [submit to reddit](#) [Buzz up!](#)

**Toronto, ON on Facebook**  
You are a Fan

**Toronto, ON**

**FREE ALL AGES @ LEVEL THURS. SEPT 3rd - 4D EVENTS**

Party for FREE with Toronto's best all ages companies on Sept. 3rd

4D Events and their good friends proudly present the first ever FREE 4 ALL. The very first all ages Clubbers Appreciation day where everyone gets in free with no strings attached. Show up and walk in, and do not pay at all the entire night for entran... [Read More](#)

Time: 9:00PM Thursday, September 3rd  
Location: LEVEL Nightclub  
August 29 at 12:35pm

Toronto, ON has 3,095 Fans

Franco Jamie Jessie Adela Brandon

Calogero Stefanie Gabriella Rob Gianluca

Figure 1-1 Incorporating Social Media Content

As seen in Figure 1-1, the Social Media Toolkit allows you to tightly integrate feeds ("widgets") from your Twitter account, Facebook Fan pages, your YouTube channel, and more.

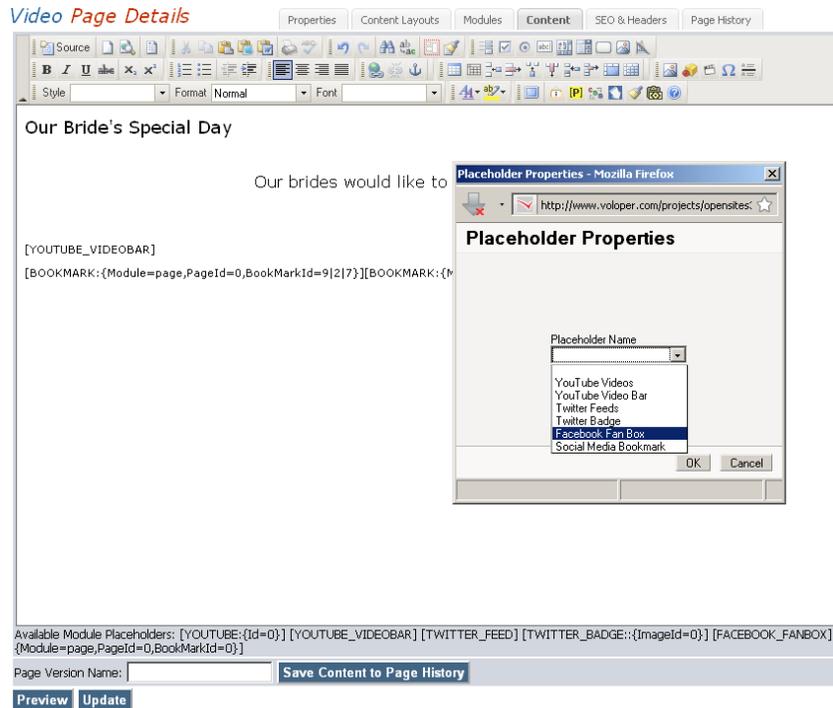


Figure 1-2 Using Placeholders

Widgets are easily incorporated using placeholders from your page details **Content** tab (Figure 1-2).

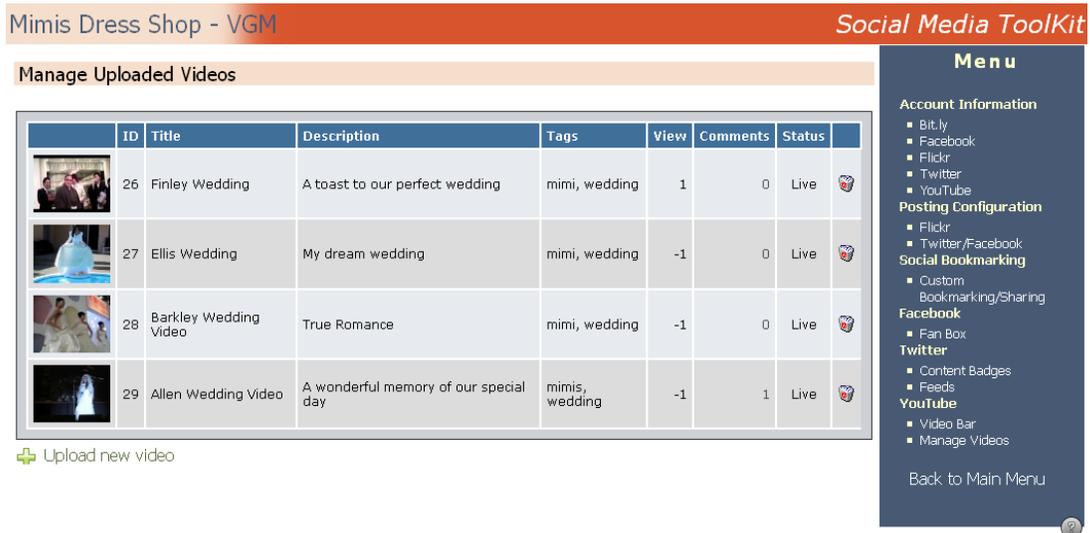


Figure 1-3 Social Media Toolkit Admin Page

Widgets are defined on the back-end using the Social Media Toolkit admin page (Figure 1-3)



## Section 2: Account Information

The **Account Information** section lets you enter your API keys for your various Social Media sites you want your modules to have access to. The **Account Information** section acts as a central repository for all your API keys, allowing modules to access the keys as need.

However, before you can "push" your module text and images out to your social media sites, you need to visit each Social Media site and acquire one or two codes (API keys). These keys authorize your module (for example your blog) as an application that can post to the Social Media site in question.

### Bit.ly

**Bit.ly** is an URL shortening service. You enter a very long url into the site and the site returns a very short url (e.g., ,. *bit.ly/65MvOG*). URLs your modules post to Twitter can be automatically shortened.

#### Entering your Bit.ly Key

##### Bit.ly Account Information

Bit.ly is an URL shortening service. Please enter your Bit.ly account information to use this service.

User Name

Api Key

Figure 2-1 Bit.ly Account Information page

**Before you begin:** Register for a Bit.ly account. Register for a Twitter account.

- 1) Open Bit.ly in your web browser.
- 2) Login with your Bit.ly account.
- 3) Click the **Account** link (<http://bit.ly/account/>).
- 4) Enter your Twitter **username** and **password**.
- 5) Click **Add**.
- 6) Note down your API login name (your Bit.ly account name - not your Twitter account name) and your API key.
- 7) Return to Voloper's Social Media Toolkit's **Admin Page**.
- 8) Click **Account Information** from the right-hand main menu.
- 9) Click **Bit.ly** from the right-hand main menu.
- 10) Enter your Bit.ly user name in the **User Name** field.
- 11) Enter your Bit.ly API key in the **API Key** field.
- 12) Click the **Save Account Info** button.



## Facebook

If you intend to have modules push text out to your Facebook page, you need to set up an "application" in Facebook.

### Entering your Facebook Account Information

- 1) Login to the Facebook account you want to link the Social Media Toolkit to.
- 2) Open <http://developers.facebook.com/setup/> in your browser.
- 3) Facebook may prompt you to enter your Facebook ID and/or password.
- 4) Enter your site's name and URL. Ensure the URL terminates in a / or points to a dynamic page (has a ? in the URL).
- 5) Complete the security challenge
- 6) Click the **Developer Dashboard** link.
- 7) Click on your application in the left pane.

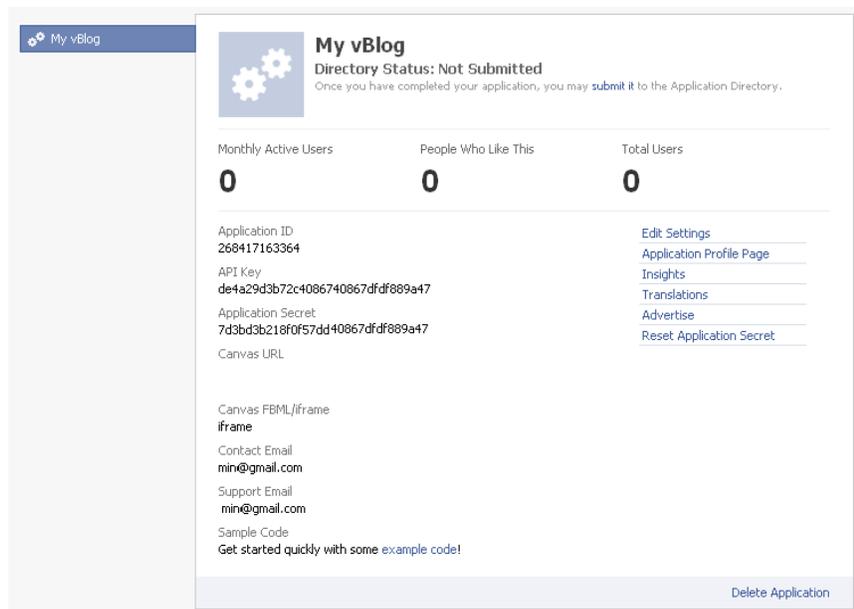


Figure 2-2 My Applications page

- 8) Note down the **API Key** and **Application Secret** (key).
- 9) Return briefly to Voloper's Social Media Toolkit's **Admin Page**.



Figure 2-3 Social Media Toolkit's Admin Page, copy the above URL

- 10) From your Admin screen, copy the URL up to and including the **admin/** portion (see Figure 2-3).
- 11) Return to your Facebook application tab. Click **Edit Settings**.
- 12) Click the **Facebook Integration** link.

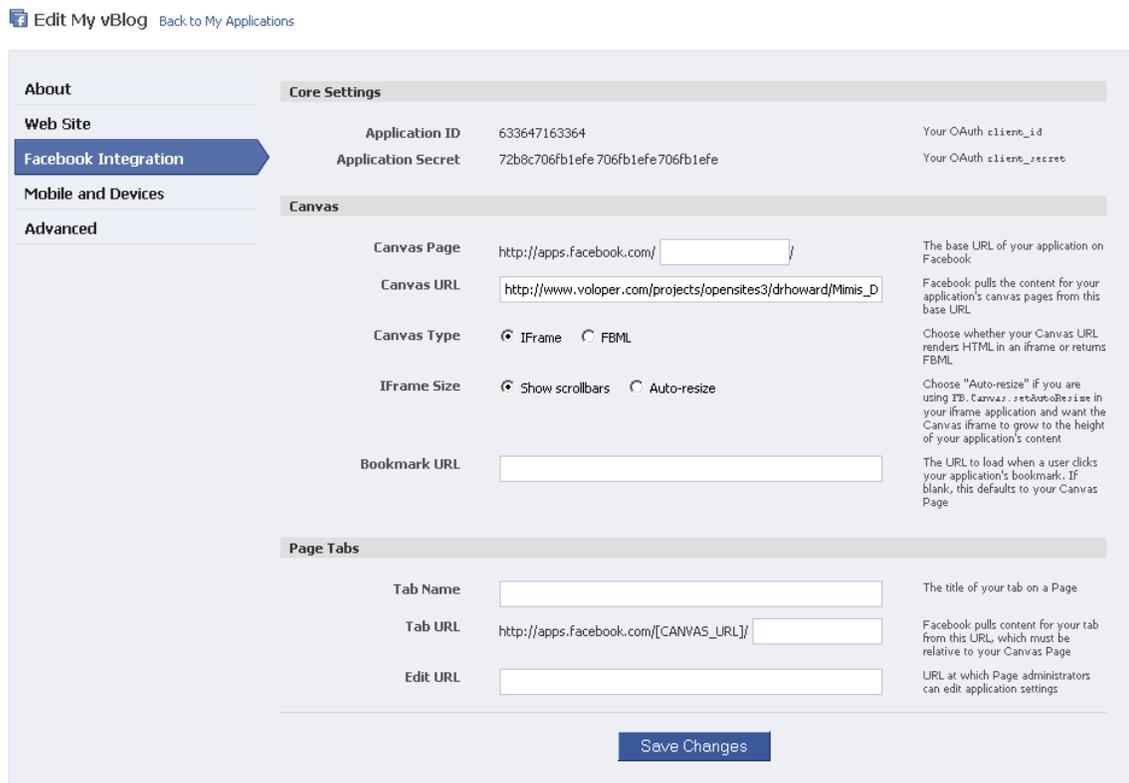


Figure 2-4 Canvas tab

- 13) In the **Canvas URL** field, paste in the URL you copied in step 9.
- 14) Click **Save Changes**.
- 15) Return to Voloper's Social Media Toolkit's **Admin Page**.
- 16) Click **Account Information** from the right-hand main menu.
- 17) Click **Facebook** from the right-hand main menu.



#### FaceBook Account Information

■ Please enter your Facebook's API and Secret Key  
■ Click "Save Account Info".  
■ After entering your keys, you need to allow this module to post to your Facebook's account. Click on the "Grant Permission" button to authorize the module.

Api Key

Secret Key

Figure 2-5 Facebook Account Information page

- 18) Enter your API Key and Secret Key generated by Facebook.
- 19) Click the **Save Account Info** button.
- 20) Click the **Grant Permission** button.
- 21) Ensure you get a confirmation page pop-up from Facebook.

**Note:** If you're posting to a fan page, posts will appear as being posted by the account you used to login under step 1. It will not appear as a post coming from the Fan page itself.

---

## Flickr

The Photo Sweet module allows you to push uploaded photos to your Flickr account. Before you can push photos, you need to get authorization keys from Flickr.

### Entering your Flickr Account Information

**Before you begin:** If you don't have a Flickr account, register and activate your Flickr account first.

- 1) Login to Flickr.
- 2) Open <http://www.flickr.com/services/apps/create/apply/> in your browser.
- 3) Click **Apply for a Non-Commercial Key**.
- 4) Complete the fields and check the two agreement checkboxes.



## The App Garden

[Create an App](#) | [API Documentation](#) | [Feeds](#) | [What is the App Garden?](#)

Tell us about your app:

Owner: kama

**i** This app will be associated with your **kamakam** account. You will not be able to change this after you submit your application.

What's the name of your app? Karl's Photo Sweet

What are you building?  
(And trust us when we say you can't be detailed enough)  
Photos I'm adding to my site's photo gallery I want to push out automatically to flickr.

I acknowledge that Flickr members own all rights to their content, and that it's my responsibility to make sure that my project does not contravene those rights.

I agree to comply with the [Flickr API Terms of Use](#).

**SUBMIT** or [Cancel](#)

Figure 2-6 Applying for a Non Commercial Key

- 5) Click the Submit button.
- 6) Note down the **Key** and **Secret Key**.

## The App Garden

[Create an App](#) | [API Documentation](#) | [Feeds](#) | [What is the App Garden?](#)

Done! Here's the API key and secret for your new app:

 Karl's Photo Sweet

**Key:**  
**b5feb533d0b65fd6a8789bafb1a8789b**

**Secret:**  
**247485ee7ab25ee7**

[Edit app details](#) - [Edit auth flow for this app](#) - [View all Apps by You](#)

Figure 2-7 Copy your Key and Secret Key

- 7) Click **Edit auth flow for this app**
- 8) Enter a description. In the **Callback URL** field, enter your home page URL.
- 9) Click **Save Changes**.
- 10) Return to Voloper's Social Media Toolkit's **Admin Page**.
- 11) Click **Account Information** from the right-hand main menu.
- 12) Click **Flickr** from the right-hand main menu.



- 13) Enter your API Key and Secret Key generated by Flickr.
- 14) Click the **Save Account Info** button.
- 15) Click the **Authorize** button.

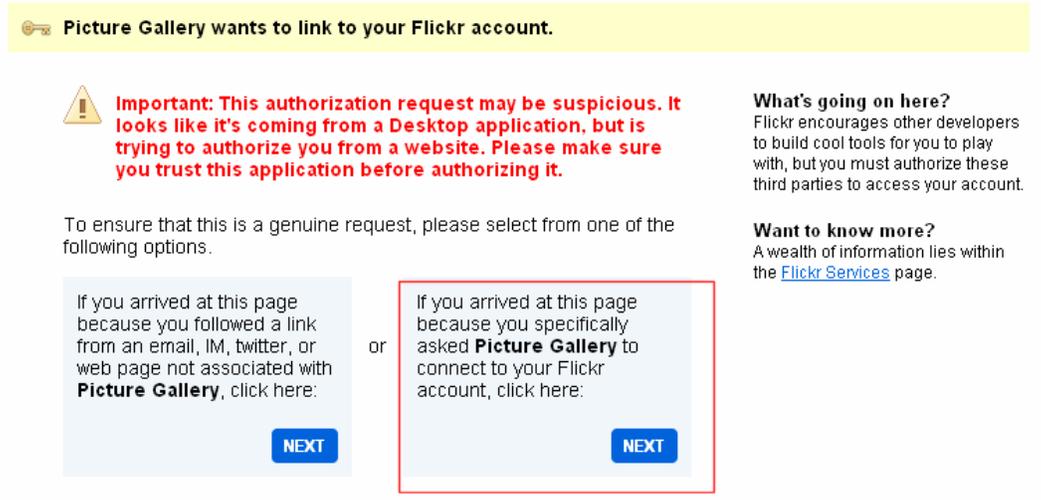


Figure 2-8 Flickr Authorization Page

- 16) Ensure you get a confirmation page pop-up from Flickr.

## Twitter

The Blog and News Manager modules allow you to post to Twitter. Before you can post, you need to enter an API and Secret API key into the Social Media Toolkit.

### Entering your Twitter Account Information

**Before you begin:** If you don't have a Twitter account, register and activate your Twitter account first.

- 1) Login to Twitter.
- 2) Open <http://twitter.com/apps> in your browser.
- 3) Click **Register a new application**.

**Register an Application**

Application Icon:    
Maximum size of 700k. JPG, GIF, PNG.

Application Name:

Description:

Application Website:   
Where's your application's home page, where users can go to download or use it?

Organization:

Website:   
The home page of your company or organization.

Application Type:  Client  Browser  
Does your application run in a Web Browser or a Desktop Client?

- Browser uses a Callback URL to return to your App after successfully authentication.
- Client prompts your user to return to your application after approving access.

Callback URL:   
Where should we return to after successfully authentication?

Default Access type:  Read & Write  Read-only  
What type of access does your application need?

Use Twitter for login:  Yes, use Twitter for login  
Does your application intend to use Twitter for authentication?

Welcome to the Developer Beta of the Twitter Application Platform! We're just getting started, but we thought we'd start releasing components that will help you, the developers, connect your users with the world, **right now**.

For starters, we're allowing you to both register your application here, as well as providing an improved Authentication System, OAuth. To read more about how this help both you and your users, please visit <http://oauth.net> bugs or general feedback to [api@twitter.com](mailto:api@twitter.com).

Figure 2-9 Twitter Application page

4) You will be taken to the **Register an Application** page. Complete the following details:

Item	Description
<b>Application Icon</b>	The Social Media Toolkit doesn't use this icon so it's okay to leave this field blank.
<b>Application Name</b>	Enter a descriptive name.
<b>Description</b>	Enter any relevant, helpful text.
<b>Application Website</b>	Enter the URL of your web site. It can be your root page ( <a href="http://www.mysite.com">http://www.mysite.com</a> ).
<b>Organization</b>	Enter the name of your company.



Item	Description
<b>Website</b>	Enter the URL of your web site. It can be your root page (http://www.mysite.com).
<b>Application Type</b>	Select <b>Browser</b> .
<b>Callback URL</b>	Enter your root URL plus "/AuthFinish.aspx?type=twitter". For example, <i>http://www.mysite.com/AuthFinish.aspx?type=twitter</i>
<b>Default Access Type</b>	Select <b>Read &amp; Write</b> .
<b>Use Twitter for login</b>	Leave this unchecked.

- 5) Complete the CAPTCHA challenge and click **Save**.
- 6) Note down the **Consumer Key** and **Consumer Secret** key.
- 7) Return to Voloper's Social Media Toolkit's **Admin Page**.
- 8) Click **Account Information** from the right-hand main menu.
- 9) Click **Twitter** from the right-hand main menu.
- 10) Enter your **API Key** (Consumer Key) and **Secret Key** (Consumer Secret) generated by Twitter.
- 11) Click the **Save Account Info** button.
- 12) Click the **Authorize** button.
- 13) Click the **Confirm Authorize** button.

## YouTube

**YouTube Account Information**

YouTube Developer Key:

YouTube Username:

YouTube Password:

*Figure 2-10 Developer Settings*

The Developer Settings page lets you input and save required ID information so your YouTube widget can interact properly with YouTube's API.



- 1) Before you start uploading videos, you need to input your developer settings:

Item	Description
<b>YouTube Developer Key</b>	A developer key identifies you to YouTube as a developer submitting an API request. To obtain a Developer Key, see: <a href="http://code.google.com/apis/youtube/dashboard/">http://code.google.com/apis/youtube/dashboard/</a>
<b>YouTube Username</b>	Enter your YouTube user name. This should be the name of the account you're uploading videos too.
<b>YouTube Password</b>	Enter the password you use to log into your YouTube account.

- 2) Enter your developer key and click the **Submit** button.



## Section 3: Posting Configuration

The **Posting Configure** section (available from the right-hand **Main Menu** bar) let's you define some universal defaults used by your modules.

### Flickr

**Flickr Posting Configuration**

Who can see the photos?  Only You (Private)  
 Your Friends  
 Your Family  
 Anyone (Public)

Delete Flickr Photo when picture deleted?

Is this a Flickr pro Account (allows photos to be replaced)?

Which language should be used for posting?  English (US)

**Save Configuration**

Figure 3-1 Flickr Posting Configuration page

The **Flickr Posting Configuration** page allows you to define how you wish Photo Sweet to upload photos to your Flickr account.

- 1) Select **Flickr** from the Posting Configuration sub menu.
- 2) Use the radio buttons to select how you want Flickr to flag the uploaded photos.

Option	Description
<b>Anyone</b>	If you select <b>Anyone</b> , any user of Flickr can see your photos.
<b>Only You</b>	If you select <b>Only You</b> , you can restrict access to only you. You can click the <b>Friends</b> and/or <b>Family</b> checkboxes to allow those you've identified as Friend or Family on Flickr to see your photos.

- 3) Check **Delete Flickr Photo when picture deleted?** if you want Photo Sweet to automatically delete a photo from Flickr when you delete its linked image on **Photo Sweet**.
- 4) If you have a paid Flickr Pro account, check the **Have Flickr pro Account** box. If you edit and replace a photo in Photo Sweet, your photo will be updated on Flickr. If you are using a free account, the edited/replaced Photo Sweet image will be added as a new image to Flickr.
- 5) If you are working with multiple languages, your Photo Sweet images can have multiple titles and descriptions. Use the **Title and Description Language?** checkbox to select which language's title/description should be uploaded with the photo.
- 6) Click **Save Configuration**.



## Twitter/Facebook

**Twitter/Facebook Posting Configuration**

Use Bit.ly URL shortening?

Which language should be used for posting?  English (US)

Facebook Profile ID

[Save Configuration](#)

Figure 3-2 Twitter Posting Configuration

The **Twitter/Facebook Posting Configuration** page allows you to define how you wish your blog and news manager modules to post to Twitter and Facebook.

- 1) Select **Twitter/Facebook** from the **Posting Configuration** sub menu.
- 2) Select the following options

Option	Description
<b>Use Bit.ly URL shortening?</b>	Check this if you want your modules to always shorten URLs using Bit.ly.
<b>Which language should be used for posting?</b>	If OpenSites is configured for more than one language, many fields support varied input for each language. Select which language should be used for automatic Twitter posting.
<b>Facebook Profile ID</b>	Enter the Profile ID of the Facebook page or Fan page you'll most often be posting blog and news manager items to. The best place to find the Profile ID is on the page's profile picture. Click the profile picture. The ID is contained after the id= argument.  http://www.facebook.com/#/album.php?profile=1&id= <b>298367669312</b>

- 3) Click **Save Configuration**.

**Note:** If you're posting to a Facebook fan page, posts will appear as being posted by the account you used to login. It will not appear as a post coming from the Fan page itself.



## Section 4: Social Bookmarking

The bookmarking feature allows you to place icons on your pages so users have a convenient "one click" option for submitting the page to popular social bookmarking sites like Digg or Delicious.

Custom Bookmarking/Sharing

+ Add new Bookmark

ID	Bookmark Name	Site Link	Active	Sort order	
1	del.icio.us	http://del.icio.us/	<input checked="" type="checkbox"/>	<input type="text" value="1"/>	
2	digg	http://digg.com/	<input checked="" type="checkbox"/>	<input type="text" value="2"/>	
3	Spurl	http://www.spurl.net/	<input checked="" type="checkbox"/>	<input type="text" value="3"/>	
4	BlinkList	http://www.blinklist.com/	<input checked="" type="checkbox"/>	<input type="text" value="4"/>	
5	Twitter	http://www.twitter.com	<input checked="" type="checkbox"/>	<input type="text" value="5"/>	
6	FaceBook Share	http://www.facebook.com	<input checked="" type="checkbox"/>	<input type="text" value="6"/>	
7	My Space	http://myspace.com	<input checked="" type="checkbox"/>	<input type="text" value="7"/>	
8	Stumbleupon	http://www.stumbleupon.com	<input checked="" type="checkbox"/>	<input type="text" value="8"/>	
9	Reddit	http://www.reddit.com/	<input checked="" type="checkbox"/>	<input type="text" value="9"/>	
10	Google Bookmark	http://www.google.com	<input checked="" type="checkbox"/>	<input type="text" value="10"/>	
11	Yahoo! Bookmark	http://www.yahoo.com	<input checked="" type="checkbox"/>	<input type="text" value="11"/>	
12	NewsVine	http://www.newsvine.com	<input checked="" type="checkbox"/>	<input type="text" value="12"/>	

Update Sort order

+ Add New Bookmark

Figure 4-1 Main Configuration Screen

The **Custom Bookmarking/Sharing** option allows you to setup which social bookmarking sites you want users to be able to submit to

### Adding a Bookmark

The Social Media Toolkit has several bookmarking sites preconfigured. To add a site not listed do the following:

- 1) Click **Custom Bookmarking/Sharing** under the right-hand menu bar.
- 2) Click **Add New Bookmark**.



**Custom Bookmarking/Sharing**

*Bookmarks*

Bookmark Name

Site Link

Url link

Active

Sort order

Site Image

[Back to List](#)

Figure 4-2 Bookmark Detail Page

- 3) Complete the following options

Option	Description
<b>Bookmark Name</b>	Enter a name for the site.
<b>Site Link</b>	Enter the URL of the site's home page (e.g., spurl.net).
<b>URL Link</b>	Enter the submission URL. Check your bookmarking site for the proper format.
<b>Active</b>	Check the box if you wish this site to be available.
<b>Sort Order</b>	Enter a number to establish the bookmarking site's order in your list.
<b>Site Image</b>	Upload an image to use for the button.

- 4) Click **Submit**.

## Editing a Bookmarking Site

- 1) Click **Custom Bookmarking/Sharing** under the right-hand menu bar.
- 2) Click the **Edit**  button associated with the site.

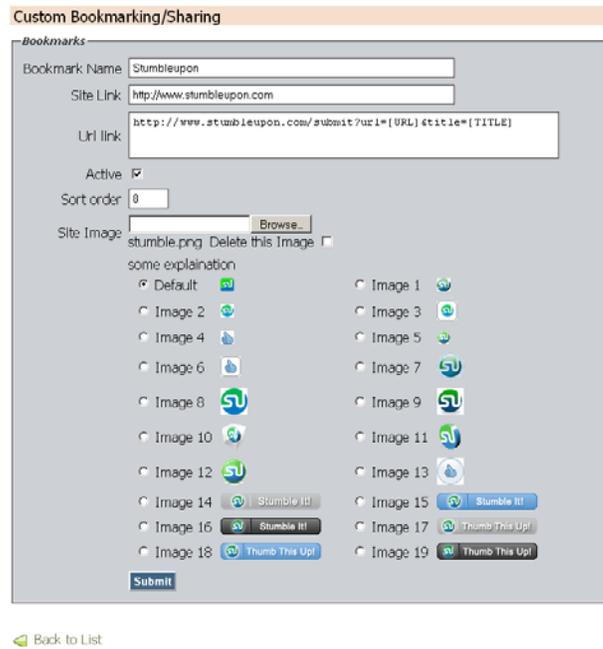


Figure 4-3 Bookmark Detail Page

- 3) Modify the fields as necessary.
- 4) Several of the default bookmarking details pages let you specify alternate bookmarking images. If you wish to change the default, click the image's radio button.
- 5) Click **Submit**.

## Placeholder

The Social Media Toolkit creates the following placeholder:

```
[CUSTOM_BOOKMARK: {Module=page, PageId=0}]
```

You can place it on a page's details contents tab using the [p] placeholder tool. The [CUSTOM\_BOOKMARK: {Module=page, PageId=0}] placeholder will place all active, configured bookmarking links on your page.

## Placing Individual Bookmarks

You can place individual bookmarking badges by editing the [CUSTOM\_BOOKMARK: {Module=page, PageId=0}] placeholder's PageId value with a specific bookmark ID from the Custom Bookmarking/Sharing page.



## Custom Bookmarking/Sharing

+ Add new Bookmark

ID	Bookmark Name	Site Link	Active	Sort order	
1	del.icio.us	http://del.icio.us/	<input checked="" type="checkbox"/>	<input type="text" value="1"/>	
2	digg	http://digg.com/	<input checked="" type="checkbox"/>	<input type="text" value="2"/>	
3	Spurl	http://www.spurl.net/	<input checked="" type="checkbox"/>	<input type="text" value="3"/>	
4	BlinkList	http://www.blinklist.com/	<input checked="" type="checkbox"/>	<input type="text" value="4"/>	
5	Twitter	http://www.twitter.com	<input checked="" type="checkbox"/>	<input type="text" value="5"/>	
6	FaceBook Share	http://www.facebook.com	<input checked="" type="checkbox"/>	<input type="text" value="6"/>	
7	My Space	http://myspace.com	<input checked="" type="checkbox"/>	<input type="text" value="7"/>	
8	Stumbleupon	http://www.stumbleupon.com	<input checked="" type="checkbox"/>	<input type="text" value="8"/>	
9	Reddit	http://www.reddit.com/	<input checked="" type="checkbox"/>	<input type="text" value="9"/>	
10	Google Bookmark	http://www.google.com	<input checked="" type="checkbox"/>	<input type="text" value="10"/>	
11	Yahoo! Bookmark	http://www.yahoo.com	<input checked="" type="checkbox"/>	<input type="text" value="11"/>	
12	NewsVine	http://www.newsvine.com	<input checked="" type="checkbox"/>	<input type="text" value="12"/>	

Update Sort order

+ Add New Bookmark

Figure 4-4 Note ID column

For example, if you only want to place Reddit on a specific page, enter a 9 for the PageId value:

```
[CUSTOM_BOOKMARK: {Module=page, PageId=9}]
```

To have multiple bookmarks (but not the full list), separate the values with the "pipe" character:

```
[CUSTOM_BOOKMARK: {Module=page, PageId=9|2|10}]
```

The above example will place Reddit, Digg, and Google Bookmark icons.



## Section 5: Facebook

### Fan Box

**Facebook Fan Box**

Profile ID:

Page URL:

Page Name:

Figure 5-1 Facebook Fan Box Configuration

The Fan Box is a widget that displays on your page and allows you to attract users to your Facebook fan site. The Fan Box displays:

- The number of users who are already fans
- Recent posts on the fan page
- A link that lets a visitor become a fan

### Setting Up Your Fan Box

- 1) Click **Facebook | Fan Box** under the right-hand menu bar.
- 2) Complete the following options:

Item	Description
<b>Profile ID</b>	Enter your fan page's profile ID. This number can be found at the end of your fan page's URL. For example the bolded number would be the ID: <a href="http://www.facebook.com/pages/Web-Dev-Podcast/114028736540">http://www.facebook.com/pages/Web-Dev-Podcast/114028736540</a> If you have a vanity domain, click on your profile picture. The ID is contained after the id= argument. <a href="http://www.facebook.com/#/album.php?profile=1&amp;id=114028736540">http://www.facebook.com/#/album.php?profile=1&amp;id=114028736540</a>
<b>Page URL</b>	Enter the URL of your fan page. Copy the full URL from your browser and paste it in.
<b>Page Name</b>	Enter the title text you wish to display over the Fan Box.

- 3) Click **Submit**.

# Toolkit



## Placeholder

The Social Media Toolkit creates the following placeholder:

[FACEBOOK\_FANBOX]

You can place it on a page's details contents tab using the [p] placeholder tool.



## Section 6: Twitter

### Content Badges

#### Configuration

Please select the button

Badge 1 

Badge 2 

Figure 6-1 Content Badge Selection

The Content Badges option sets up your placeholder for a "follow me" link to your Twitter profile.

- 1) Click **Content Badges** under the right-hand menu bar.
- 2) Use the radio buttons to select the desired badge.
- 3) Click **Submit**.

#### Placeholder

The Social Media Toolkit creates the following placeholder:

```
[TWITTER_BADGE:: {ImageId=x}]
```

X is the badge's ID number.

You can place it on a page's details contents tab using the **[p]** placeholder tool.

### Twitter Feeds

#### Twitter Feeds

Twitter Username:

Number of Tweets to display:

Title for Twitter Feed:

Figure 6-2 Twitter Feed Configuration

The Twitter Feeds option allows you to define how you want a Twitter feed to appear on your site.



- 1) Click **Twitter | Feeds** under the right-hand menu bar.
- 2) Complete the following options:

Item	Description
<b>Twitter Username</b>	Enter the exact Twitter account name, for example "WebDevGuy".
<b>Number of Tweets to Display</b>	Enter how many of the most recent Twitter postings you want to display.
<b>Title for Twitter Feed</b>	Enter the title text you wish to display over the feed.

- 3) Click **Submit**.

## Placeholder

The Social Media Toolkit creates the following placeholder:

```
[TWITTER_FEED]
```

You can place it on a page's details contents tab using the **[p]** placeholder tool.



## Section 7: YouTube

The SocialMedia Toolkit supports YouTube integration in two ways:

**Video Bar:** The video bar allows you to display thumbnails of videos from pre-defined channels or search criteria.

**Embedded Video Management:** You can upload videos straight to your YouTube channel via the admin section. The Social Media ToolKit then creates simple placeholders which you can place on your site instead of having to go to your YouTube channel and copying over embedding code.

### Video Bar

**YouTube Video Bar**

Orientation:  
 Vertical  Horizontal

Popular Video Feeds:  
 Most Viewed Videos  
 Top Rated Videos  
 Top News Videos  
 Recently Featured Videos

YouTube Channels:

Search Expressions:

Figure 7-1 Selecting multiple content for your video bar

The Video Bar option allows you to configure a horizontal or vertical strip of thumbnails from YouTube videos.

- 1) Click **YouTube Video Bar** under the right-hand menu bar.
- 2) Complete the following options:

Item	Description
<b>Orientation</b>	Use the radio buttons to select whether you want a horizontal or vertical orientation for you video strip.
<b>Popular Video Feeds</b>	Use the checkboxes to select popular video feeds.
<b>YouTube Channels</b>	If you have a particular YouTube account you wish to display, enter it in the field. For example, if your YouTube account is <i>HowtoWebDev</i> , enter <i>howtowebdev</i> in the field. You can enter multiple accounts by separating them with a comma.



Item	Description
<b>Search Expressions</b>	Display videos matching a search expression. Enter multiple search expressions separated by a comma.

3) Click **Submit**.

**Note:** Option selection is cumulative for your video feed. If you select multiple items, for example you check multiple items under Popular Video Feeds and define a channel (see Figure 7-1), the widget will reload and cycle through each option. The feed won't represent an intersection of your criteria.

## Placeholder

The Social Media Toolkit creates the following placeholder:

[ YOUTUBE\_VIDEOBAR ]

You can place it on a page's details contents tab using the **[p]** placeholder tool.

## Manage Videos

**Manage Uploaded Videos**

	ID	Title	Description	Tags	View	Comments	Status	
	26	Finley Wedding	A toast to our perfect wedding	mimi, wedding	3	1	Live	
	27	Ellis Wedding	My dream wedding	mimi, wedding	1	1	Live	
	28	Barkley Wedding Video	True Romance	mimi, wedding	1	0	Live	
	29	Allen Wedding Video	A wonderful memory of our special day	mimis, wedding	1	1	Live	

[+ Upload new video](#)

Figure 7-2 Manage Videos page

The **Manage Videos** option allows you to monitor basic YouTube metrics and upload videos to YouTube directly from your OpenSites admin page. Videos can then be placed on your own page as a simple placeholder.

## Upload Videos

- 1) To upload a video click **Upload New Video**.
- 2) Complete the following

Item	Description
<b>Upload Video to YouTube</b>	Enter a title for the video. This field is required.
<b>Description</b>	Enter a description. This field is required.



Item	Description
<b>Tags</b>	Enter tags. This field is required.
<b>Category</b>	Use the drop-down box to select which category this video should go under. Categories are fixed by YouTube.
<b>Private Video</b>	Click the <b>Yes</b> radio button if this video is not for public viewing.
<b>File Upload</b>	Use the browse button to locate your video.

3) Click **Upload** when you are ready.

### Viewing Comments

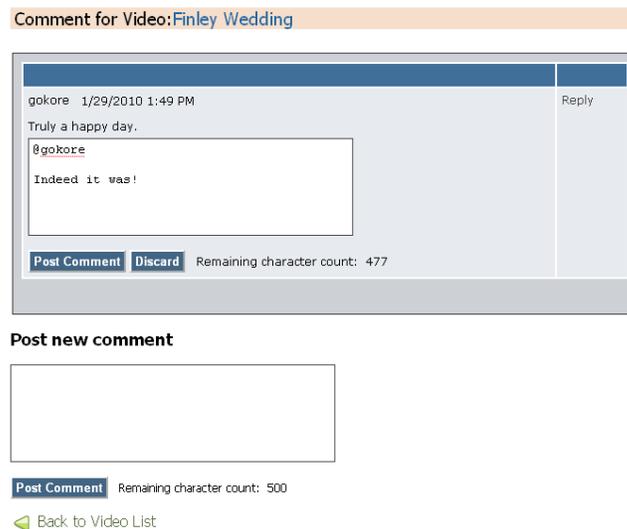


Figure 7-3 Comments page

You can quickly view any comments by clicking on a number in the **Comments** column. If you wish to post a new comment, complete the Post new comment field and click **Post Comment**. If you wish to respond to a particular comment, click the **Reply** link. Replies and Comments will be pushed out to your YouTube video.

### Manage Uploaded Videos

Video you have uploaded to your YouTube channel will appear at the bottom of the screen. You can delete the video clicking the delete icon . Deleting the video via the Social Media ToolKit will remove it from the YouTube site.

### ID

The video's **ID** number is used in the placeholder to place a video on your page.

# Toolkit



## Placeholder

The Social Media Toolkit creates the following placeholder:

```
[YOUTUBE:{Id=X}]
```

X is the uploaded video's ID number.

You can place it on a page's details contents tab using the **[p]** placeholder tool.



## Section 8: Internet Marketing Toolkit Interaction

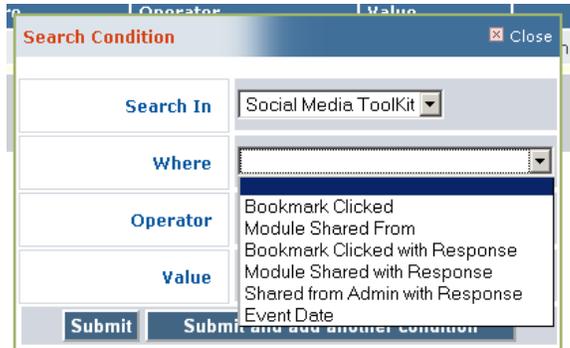


Figure 8-1 Searchable Events

If you're using the Social Media Toolkit and the Internet Marketing Toolkit, the Internet Marketing Toolkit's Customer Manager and Dashboard Configurator modules add several Social Media Toolkit related functions you can filter on:

Action	Description
<b>Bookmark Clicked</b>	Let's you filter on how many times a particular bookmark (e.g., digg or reddit) was clicked. Which bookmark you would like to filter on can be selected using the <b>Value</b> drop-down box.
<b>Module Shared From</b>	Let's you filter which module was shared by a bookmark. In the <b>Value</b> drop-down box select which area of the module was shared via a bookmark.
<b>Bookmark Clicked with Response</b>	Select this option if you wish to filter on pages that have been visited via a bookmarking site.
<b>Module Shared with Response</b>	Select this option if you wish to filter on modules that have been visited via a bookmarking site. In the <b>Value</b> drop-down box select the area of the module.
<b>Shared from Admin with Response</b>	Select this option if you wish to filter on modules (Blog or News Manager) that have been pushed out to Twitter or Facebook and generated a click through from Twitter or Facebook.
<b>Event Date</b>	You can use <b>Event Date</b> to add conditions to limit the date range of the filter.



## Section 9: Talk to Us

Your feedback is important to us. Whether you'd like to share your opinion about a product, ask a question about one of our services, or comment on our website, we want to hear from you. Send your feedback and valuable suggestions to us. We look forward to hearing from you.



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