Social Media
Toolkit

VOLOPER
Creations Inc.

Social Media

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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

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.
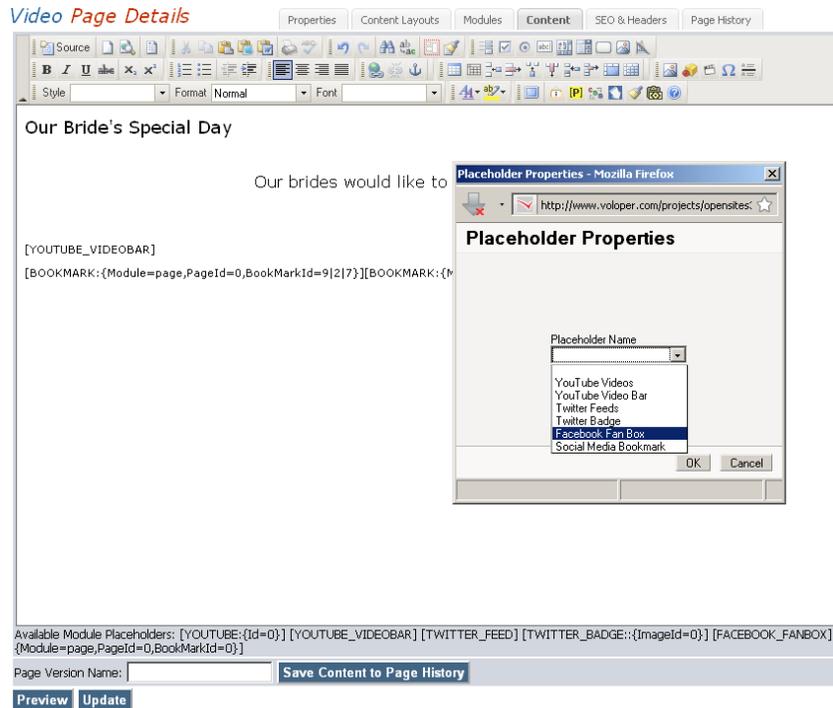
Figure 1-2 Using Placeholders

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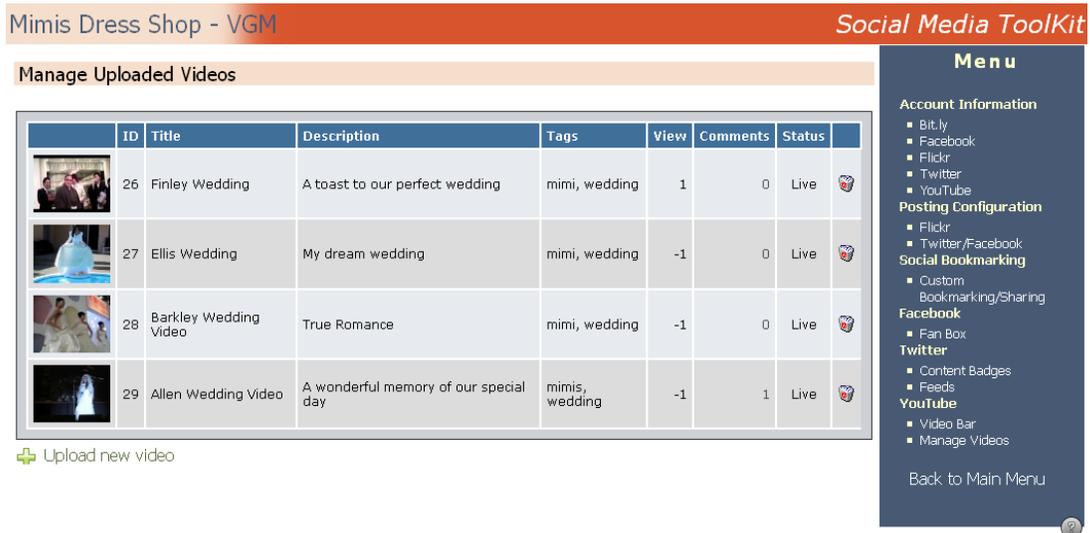

Figure 1-3 Social Media Toolkit Admin Page

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/65Mv0G*). 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 | bluekarl

Api Key | R_3df0577e5b6f0asd97a9df asdf

Save Account Info

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.
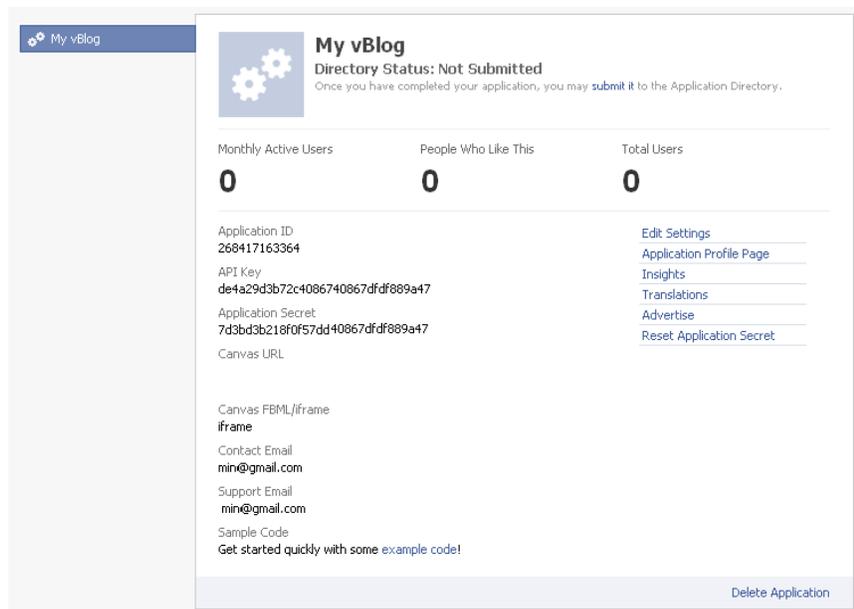
Figure 2-2 My Applications page

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.

Social Media 1.1
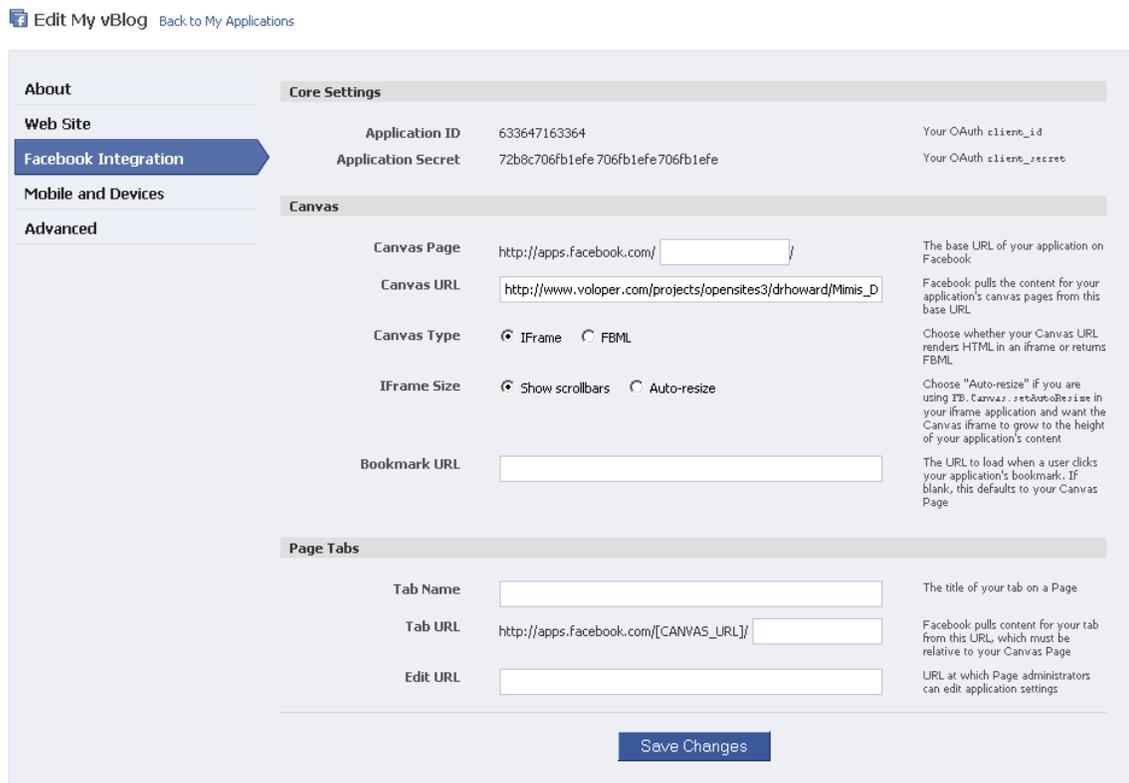Toolkit

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 Flick 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.

Figure 2-6 Applying for a Non Commercial Key

5) Click the Submit button.

6) Note down the **Key** and **Secret Key**.

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.
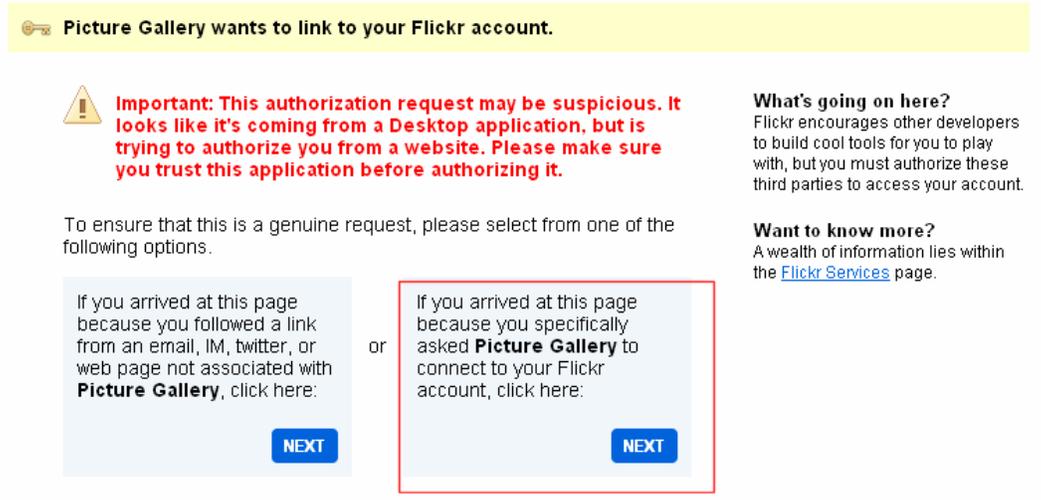
Figure 2-8 Flickr Authorization Page

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**.

Figure 2-9 Twitter Application page

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

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

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

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
YouTube Developer Key	A developer key identifies you to YouTube as a developer submitting an API request. To obtain a Developer Key, see: http://code.google.com/apis/youtube/dashboard/
YouTube Username	Enter your YouTube user name. This should be the name of the account you're uploading videos too.
YouTube Password	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

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
Anyone	If you select **Anyone**, any user of Flickr can see your photos.
Only You	If you select **Only You**, you can restrict access to only you. You can click the **Friends** and/or **Family** 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

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
Use Bit.ly URL shortening?	Check this if you want your modules to always shorten URLs using Bit.ly.
Which language should be used for posting?	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.
Facebook Profile ID	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=**298367669312**

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.

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	Dukes of URL
Site Link	http://www.dukesofurl.com
Url link	http://dukesofurl.com/post?url=[URL] &title=[TITLE]
Active	☑
Sort order	100
Site Image	[Browse...] dukesofurl.jpg Delete this Image ☐

Submit

◀ Back to List

Figure 4-2 Bookmark Detail Page

3) Complete the following options

Option	Description
Bookmark Name	Enter a name for the site.
Site Link	Enter the URL of the site's home page (e.g., spurl.net).
URL Link	Enter the submission URL. Check your bookmarking site for the proper format.
Active	Check the box if you wish this site to be available.
Sort Order	Enter a number to establish the bookmarking site's order in your list.
Site Image	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.
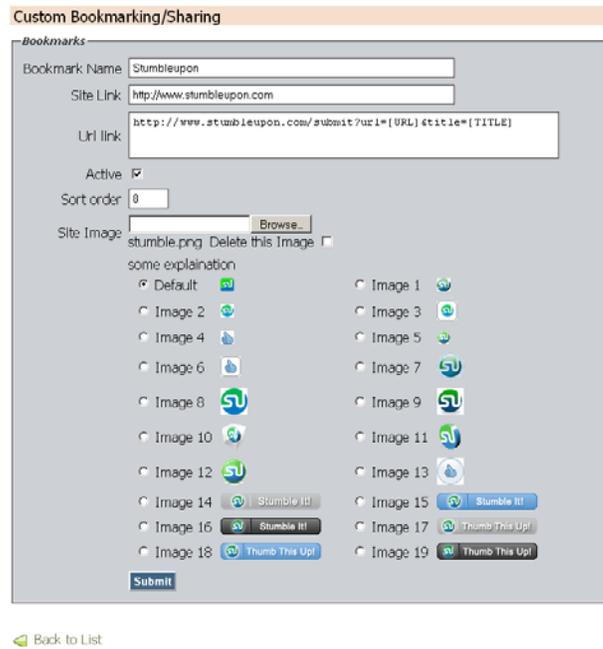
Figure 4-3 Bookmark Detail Page

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/	☑	1	
2	digg	http://digg.com/	☑	2	
3	Spurl	http://www.spurl.net/	☑	3	
4	BlinkList	http://www.blinklist.com/	☑	4	
5	Twitter	http://www.twitter.com	☑	5	
6	FaceBook Share	http://www.facebook.com	☑	6	
7	My Space	http://myspace.com	☑	7	
8	Stumbleupon	http://www.stumbleupon.com	☑	8	
9	Reddit	http://www.reddit.com/	☑	9	
10	Google Bookmark	http://www.google.com	☑	10	
11	Yahoo! Bookmark	http://www.yahoo.com	☑	11	
12	NewsVine	http://www.newsvine.com	☑	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

Figure 5-1 Facebook Fan Fox 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
Profile ID	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: http://www.facebook.com/pages/Web-Dev-Podcast/**114028736540** If you have a vanity domain, click on your profile picture. The ID is contained after the id= argument. http://www.facebook.com/#/album.php?profile=1&id=**114028736540**
Page URL	Enter the URL of your fan page. Copy the full URL from your browser and paste it in.
Page Name	Enter the title text you wish to display over the Fan Box.

3)   Click **Submit**.

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

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

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
Twitter Username	Enter the exact Twitter account name, for example "WebDevGuy".
Number of Tweets to Display	Enter how many of the most recent Twitter postings you want to display.
Title for Twitter Feed	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

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

Item	Description
Search Expressions	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

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
Upload Video to YouTube	Enter a title for the video. This field is required.
Description	Enter a description. This field is required.

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

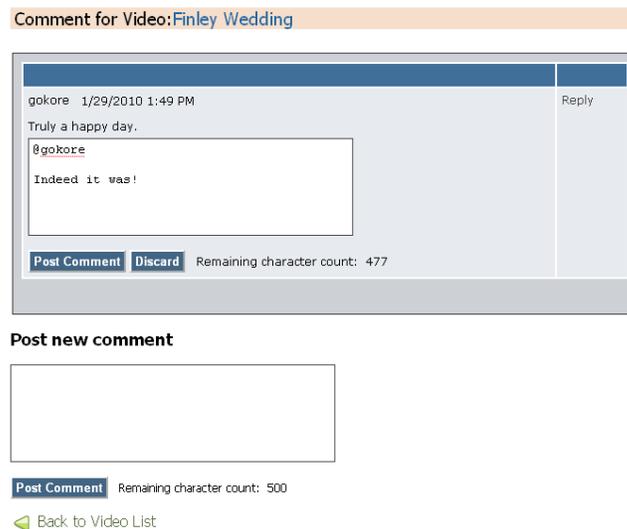3) Click **Upload** when you are ready.

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.

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.

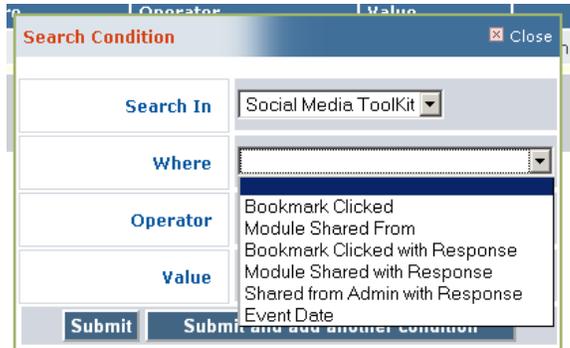# Section 8: Internet Marketing Toolkit Interaction

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
Bookmark Clicked	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 **Value** drop-down box.
Module Shared From	Let's you filter which module was shared by a bookmark. In the **Value** drop-down box select which area of the module was shared via a bookmark.
Bookmark Clicked with Response	Select this option if you wish to filter on pages that have been visited via a bookmarking site.
Module Shared with Response	Select this option if you wish to filter on modules that have been visited via a bookmarking site. In the **Value** drop-down box select the area of the module.
Shared from Admin with Response	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.
Event Date	You can use **Event Date** 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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