

Etail Systems Tip Sheet

Objective: To know the different options available to you in regards to social media.

There are two main options available to you when looking at social media on your site:-

1. AddThis
2. Social media widgets

AddThis

When we build a site, this is the automatic social sharing widget we put on there – this is the best option if you don't have any social media presence yourself, if you're not sure which social sites your customers use, or if you want the largest spread of social media sites available for your customers to share your links on – AddThis has over 287 different social media sites integrated with it.

The widget can be seen here (right) & usually appears on the product page.



Social media widgets

These widgets are more if you have your own social media profiles, if you know what social media sites your customers use, & if you want to focus on certain social media sites yourself.

There are many options here on a variety of social media sites, which are explained below. Not all options are available on all sites, due to the various functionality the sites have:

Key for social media table

P1 = Pane 1 e.g. a section of widgets on your site, for example the product page. You have 3 Pane, so there are 3 different places you can have these social media widgets. "P3" is used for miscellaneous parts of the site e.g. order confirmation page.

Mob = is referring to the mobile site.







Link = a link to your profile on that social media site

Like = gives customers the option to "like" that page (if the social media platform allows)

Share = this "shares" the URL of the page they clicked on on that social media platform (if allowed)

Follow = this lets users “follow” you on your social media profiles

Pin = users can “pin” images to their Pinterest boards, & if it’s a public board, this puts your image on Pinterest.

| Site | P1 | P1 | P1 | P2 | P2 | P2 | P3 | P3 | P3 | Mob | Mob | Mob |
|---|------|--------|-------|------|--------|-------|------|--------|-------|------|--------|-------|
|  | Link | Like | Share | Link | Like | Share | Link | Like | Share | Link | Like | Share |
|  | Link | Follow | Share | Link | Follow | Share | Link | Follow | Share | Link | Follow | Share |
|  | Link | | Pin | Link | | Pin | Link | | Pin | Link | | Pin |
|  | Link | Follow | Share | Link | Follow | Share | Link | Follow | Share | Link | Follow | Share |
|  | Link | | | Link | | | Link | | | Link | | |
|  | Link | | | Link | | | Link | | | Link | | |

NB: Links – any option marked ‘link’ lets you use your own (this should be an approved icon from that social media platform) icon – this will need to be sent to us to upload.

NB: Follow, Share & Pin – these are all official widgets from the social media platforms.

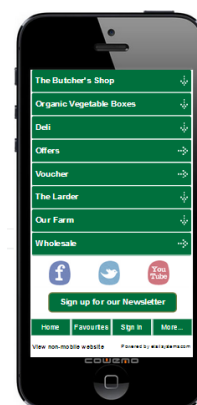
Once you have your icons, or if you want us to sort out your icon, let us know which options you’d like turning on & where, so we can set these up for you.



An example of a Facebook Like & Share, & a Twitter Share (also known as “Tweet”) button can be seen here.

Mobile Site

Your social media options will always appear above the footer on your mobile site, as seen here (right).



YouTube Options

If you're wanting to show videos on your site, YouTube is your best bet – it's the second biggest search engine in the world (& is owned by Google!) How to videos, unboxing videos, or even a 10 second clip of your items from all angles can help!

Adding YouTube Videos

There are two different ways of adding YouTube videos – the first is just creating a link that customers can click on to view the video in a pop-up on your product page, or by clicking a specific image.

Pop-up Video

| Link title | Embedded code | Display order |
|------------|---------------|---------------|
| | | |

No YouTube videos found - Please add a YouTube video above

Your Link Title will be the words the customer clicks on to view the pop-up, or if it's an image, it'll appear when a customer hovers over the image.

You'll be able to get your Embedded Code from the YouTube website – YouTube changes its interface quite often, so please ask if you're having trouble finding your code. Once you've added all your information, click 'Add Video'. It will look like this in COMS:

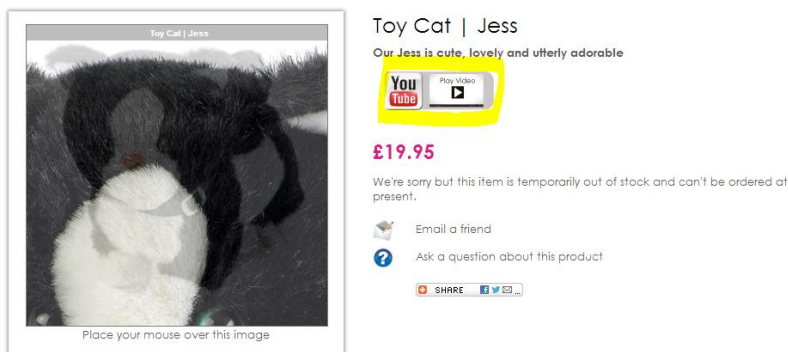
| Link title | Embedded code | Display order |
|--|---|---------------|
| Jess the battery operated toy cat, walking toy cat | <code>name="allowscriptaccess" value="always"></param><embed src="http://www.youtube.com/v/ZuLu3zFolKs?fs=1&hl=en_GB" type="application/x-shockwave-flash" allowscriptaccess="always" allowfullscreen="true" width="640" height="385"></embed></object></code> | 1 |

No YouTube videos found - Please add a YouTube video above

If you edit any text or code, click the green 'update' button to save your changes. If you want to remove the video from the product (this will delete all the information about that video from the product), click the red 'remove' button.

If you want to change the order of the videos on the site, use the dropdown under 'Display order' to change the numbers (1 being at the top), & click 'update'.

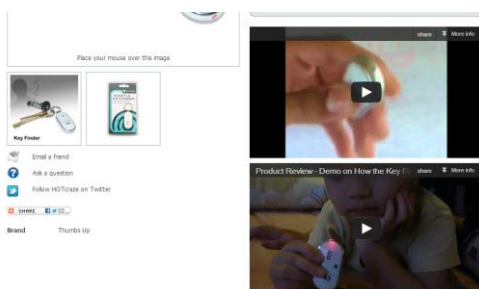
If you have an image on your site, instead of a link, it looks like this:



If you would like an image made, or you have an image to use for this, please let us know.

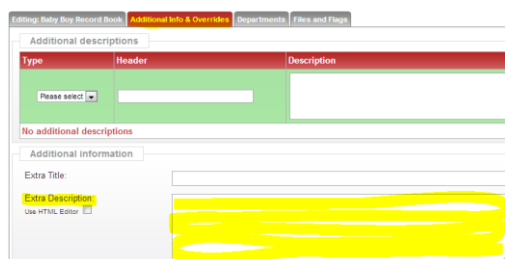
Embedded Video

If you would prefer to have videos actually embedded on your page (as below), follow the steps below:



Search for your product again, & click the 'Edit Product' button.

You'll probably have to enter the embedded code into the 'Extra Description' box, but please ask us about this, as it'll differ from site to site. This is in the 'Additional Info & Overrides' mini tab.



Just paste the embedded code there, scroll to the bottom & click the 'Update Product' button on the left.

If your video looks too big on the page, you should be able to edit the height & width of it in the code from within COMS. When you make a change, don't forget to click 'Update Product' again.

If you'd like any more information about social media on your site, please call 0844 482 0908 or email support@etailsystems.com