

## HOW TO CREATE

# SOCIAL MEDIA SEARCH BUTTONS



Hi,

I want to thank you for downloading this short but highly valuable piece of information. You have probably decided to read this book because you want to attract more traffic and leads to your website/blog or you have decided to engage more on social media platforms. Or maybe you just joining the social media band wagon ☺

I congratulate you for reading this book because the information in it will reveal simple step-by-step guide to enlarging your connections across the social media platforms.

My only appeal is that you take immediate action to implement the steps. I love action takers.

To Your Outstanding Success,

**Olakitan Wellington**

<http://www.olakitanwellington.com/blog>

<http://www.facebook.com/socialmediawellington>

<http://www.twitter.com/wellington1>

<http://www.pinterest.com/wellingtono>



Social media is an extremely valuable tool for promoting your great marketing content because your prospects are hanging out on one social media platform or the other. These days, there are so many [social media platforms](#); with more coming on board. They all provide their own individual content sharing and follow buttons, thus making it difficult to differentiate between which social media button to use for what purpose.

I have put this guide together in order to help you overcome confusion in using social media buttons. After studying this guide, you will easily be able to understand the differences between the 'Share' and 'Follow' buttons or links. This guide is based on the top 4 Social Networks and will show you how to implement the buttons and links on your blog, website and other contents.

## Follow Buttons vs. Share Buttons



In order to understand the peculiarities of all the various social media buttons, you first need to be able to differentiate between **Sharing** buttons/links and **Follow** buttons. You also need to identify which type of button you should be using.

### Social Media Follow Buttons

The Social Media Follow Buttons serve to promote your business' presence on various social media sites and help you [generate fans/followers](#) for those particular accounts. By placing these buttons on your business' website, you can help to create visibility for your social media accounts and easily extend your reach there. You can put these buttons anywhere on your website, but I recommend that you place these buttons on your:

- (i) Website Home Page
- (ii) About Page
- (iii) Blog's Home Page.



The "Official Twitter Follow Button," "Facebook Like Box," "LinkedIn Company Profile Plugin," and "Google+ Page Button" we'll cover in this guide - all serve as social media follow buttons.

### **Social Media Share Links/Buttons:**

Social Media Share Links and Buttons [enable your website visitors and content viewers to easily share content](#) that is on your site with their social media connections and networks. When you add these buttons to your content, you will expand the reach of your content to an audience you may not already be visible to and thus generate new visitors to your website. I strongly advise that you add social media sharing links/buttons to every piece of content you create, including [landing pages](#), web pages, blog articles, email content,

Social Media Sharing Buttons include

1. *Official Tweet Button*
2. *Facebook Like Button*
3. *Facebook Share Link*
4. *LinkedIn Share Button*
5. *+1 Button*
6. *"Google+ Share Link"*

Let's look at the most important social media buttons available for each of the top four social networks.

## **Social Media Buttons for Twitter**

### **Official Twitter Follow Button**



#### **What It's For:**

The Follow Button is a small widget which allows users to easily follow a Twitter account from any webpage.

### How to Implement It:

Go to <https://twitter.com/about/resources/followbutton> to customize your button with your Twitter account which you want people to follow. You can customize the button's colour and language. You can also choose whether you want the button to feature your business' Twitter follower count. Then copy and paste the HTML code it generates where you want the button to appear on your website or blog.

### Official Tweet Button



### What It's For:

This button enables site visitors to easily share your content (e.g. blog posts, landing pages, other website pages) with their networks on Twitter, extending the reach of your content to connections in visitors' Twitter networks. It has been said that including a Tweet Button increases Twitter mentions sevenfold!

### How to Implement It:

Go to <https://twitter.com/about/resources/tweetbutton> to customize the look of the button, the text and URL it generates and its language. If you wish, you can add '@mention' for a specific Twitter account. I recommend that you add your company's Twitter username to increase your account's reach and generate new followers. Once customized, grab the HTML code for your new button and place it on your site where you want the button to appear.

### Twitter Website Widgets



### ***What They Are For:***

Twitter enables you to create vibrant widgets to showcase your Twitter activity on your website. Create a

- i. **Profile Widget** to show your most recent Twitter updates
- ii. **Search Widget** to show search results in real time (tip: use this to showcase tweets for a hashtag you're promoting)
- iii. **Faves Widget** to highlight tweets you've marked as favourites (tip: favourite testimonials for your business and add this widget to your website's case studies or testimonials page)
- iv. **List Widget** to showcase tweets from users on particular Twitter lists you've generated (tip: create a Twitter list of your business' employees and add this widget to your website's careers page).

### **How to Implement Them:**

Go to <https://twitter.com/settings/widgets> Sign into your Twitter account (or sign up if you don't have a Twitter account yet).

- i. Click on 'Widgets';
- ii. Go to 'Create Widgets';
- iii. Select the type of widget you'd like to create, and customize your widget's settings, preferences, appearance, and dimensions (size).

When you are done, copy the HTML code and place it on your website where you want the widget to display.

To find all of Twitter's official social media buttons/widgets in one place, visit <https://twitter.com/about/resources/>.

# Social Media Buttons for Facebook

## Facebook Like Box



### What It's For:

Like Twitter's Official Follow Button, the **Facebook Like Box** enables you to promote your Facebook business page on your website or blog; to highlight other users who have already liked your page and to feature recent posts on your page. The box also allows visitors to become a fan of ('Like') your [Facebook business page](#) with just one simple click and without leaving your site. This enables you to promote your Facebook presence and easily increase your page's fan count.

### How to Implement It:

To generate a Facebook Like Box for your website, visit <https://developers.facebook.com/docs/reference/plugins/like-box/>. Include the URL for your Facebook business page as well as your customization preferences. Then generate the HTML code, and place it on your website where you want it to appear.

## Facebook Like Button



### **What It's For:**

Facebook's Like button is basically a button that enables visitors to easily give a virtual '*thumbs up*' to your content. By clicking the Like button, a story also appears on the user's Facebook profile and in their friends' News Feed with a link back to your web page, whether it's a blog post or a specific landing page. Use this button to make it easy for visitors to endorse your content and share it with their Facebook connections.

### ***How to Implement It:***

Visit <https://developers.facebook.com/docs/reference/plugins/like/> to customize your Like button and grab the code to place on your website.

## **Facebook Share Link**

### **What It's For:**

While Facebook no longer supports its official '*Facebook Share Button*' and has officially replaced it with the Like button, there are still some valuable use cases for implementing a Facebook share link on your content, and it's not difficult to do.

While the Like button *does* automatically share content to the user's profile and get displayed in their friends' News Feeds, the button still doesn't enable users to add a comment or message to the content they 'Like'. Creating your own Facebook share links provides your visitors with the option to customize their messaging around the content they're sharing. These links can then be added to web pages, blog articles, landing pages, or within content like ebooks or whitepapers

### **How to Implement It:**

To create your own Facebook share link, replace the red highlighted URL with the URL of the content you want to promote. Then link the full URL to the anchor text you want to appear in your content.

[http://www.facebook.com/share.php?u= \*\*http://bit.ly/SmCQUb\*\*](http://www.facebook.com/share.php?u=http://bit.ly/SmCQUb)

The link you'll generate will look/act like this: [Share on Facebook!](#)

So far, I have covered the most important Social Media Buttons for your business here. However, if you want to find all of Facebook's official Social Media Plugins in one place, go to:

<https://developers.facebook.com/docs/plugins/>.



## Social Media Buttons for LinkedIn

### LinkedIn Company Profile Plugin

#### What It's For:

Just as Facebook's one-click '*Like Box*' and Twitter's one-click '*Follow Button*', LinkedIn's Company Profile Plugin serves as a follow button for [your business' LinkedIn Company Page](#).

Installing it on your website will allow visitors to follow your company on LinkedIn with just one click, enabling you to generate more followers for your LinkedIn Company Page and expand the reach of the content you share through your LinkedIn Company Status Updates.

#### How to Implement It:

To build your Company Profile Plugin, go to:

<https://developer.linkedin.com/plugins/company-profile-plugin>

Enter your company name and select your desired display mode. You can further customize based on your preferences, and grab the code to embed the plugin onto your site.

### LinkedIn Share Button



#### What It's For:



Adding LinkedIn's Share Button to your website, blog, and landing page content enables visitors to easily share it with their connections on LinkedIn. Like Facebook's '**Like Button**' and Twitter's '**Tweet Button**', incorporating this button can help extend the reach of your content to the LinkedIn audience and drive traffic back to your site. Adding the Share plugin is a low-effort, yet powerful way to drive more users to your site

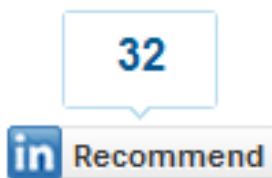
### ***How to Implement It:***

In order to add the LinkedIn Share button to your website or blog, you must first get the code for the button from the LinkedIn Publishers page to create the button:

**<https://developer.linkedin.com/plugins/share-button>**

Specify the URL you want to generate traffic to, and choose your button's style. Then generate your code and add the HTML to your site where you want the button to display.

### **LinkedIn Product Recommend Button**



**What It's For:** This button allows your website visitors to '**recommend**' your business' specific products and services, provided you've added the product to your Company Page's '**Products**' tab.

When a user recommends a product, it's reflected on your LinkedIn Company Page. Furthermore, you can also choose to showcase the number of visitors who have recommended a specific product on the website button to leverage the power of social proof. Great places for these buttons are the product pages of your business' website.

### ***How to Implement It:***

Generate your LinkedIn Recommend Button by visiting

**<https://developer.linkedin.com/plugins/recommend-button?button-type-count-top=true>**

Enter your company name and the product ID of the product you want to feature (find the product ID by visiting the product's individual page in your LinkedIn Company Page's '**Products**' tab; get the numerical ID from that page's URL and choose a count mode.

Then generate the button code, and add it to your webpage. Easy!

***To find all of LinkedIn's official social media plugins in one place, visit***

**<https://developer.linkedin.com/plugins>**.

## Social Media Buttons for Google+

### Google+ Page/Profile Button



#### What It's For:

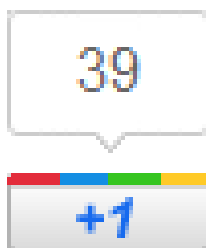
This is Google+'s version of other social networks' follow buttons. The only caveat is that it's not a slick, one-click follow button. Rather, users have to click to your Google+ business page and then manually add your page to one of their Circles in order to follow you.

However, displaying this button on your website is a great way to [promote your business' presence](#) on Google+ and generate more followers for your page, increasing the reach of the content you promote there.

#### How to Implement It:

To create a *Google+* Page Button, visit <http://www.google.com/webmasters/profilebutton/>, enter your Google+ Page's URL, choose an image size, and copy/paste the HTML code onto your website where you'd like the button to appear.

### +1 Button



#### What It's For:

The +1 Button is Google's version of Facebook's '*Like*' Button. Adding this button to your website and content provides an easy way for visitors to +1 (to vote for/endorse) your

content, recommend it in search results, and share it with their connections on Google+. This will thus expand the reach of your content and increase traffic back to your business' website. In fact, it has been found that websites that use Google's +1 button generate 3.5x more website visits from Google+ than websites that don't use the +1 button.

### ***How to Implement It:***

Visit <http://www.google.com/webmasters/+1/button/> to customize your +1 button and generate its embed code.

## **Google+ Share Link**

### ***What It's For:***

Like Facebook's share links, you can easily generate a link that visitors can click to share content to their Google+ page. The only difference between this link and the +1 button is that it appears as a link rather than a button, similar to the way a **'Tweet This'** link works for Twitter. The benefit of using this is to enable visitors to share a specific piece of content within a larger piece of content.

### ***How to Implement It:***

To create a Google+ share link, replace the red highlighted URL with the URL you want people to share; then hyperlink your desired anchor text using the full link.

[https://plusone.google.com/\\_/+1/confirm?hl=en&url=http%3A%2F%2F%20http://bit.ly/SmCQub](https://plusone.google.com/_/+1/confirm?hl=en&url=http%3A%2F%2F%20http://bit.ly/SmCQub)

When a visitor clicks the link, they will have automatically **+1'ed** the content. In addition, like the **+1** button, they will have the opportunity to click "**Add a comment**" to customize a message and share the content with their **Google+** connections.

*So, are you leveraging the awesome power of social media buttons on your website and in your content? I hope this guide has been useful to you.*

*I'll love to share more with you on Social Media issues; and of course welcome your own shares as well. Let's Connect!☺*



<http://on.fb.me/V1wgTx>



<http://bit.ly/1bcoonA>



<http://linkd.in/1bcoVG1>



<http://bit.ly/14vvNLd>



<http://bit.ly/12huwTQ>

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