HTML5 and CSS3
Complete

Second Edition

Unit N

Integrating Social Media

Objectives

- Evaluate social media

- Add a Facebook Like button

- Add a Twitter Tweet button

- Embed a tweet

Objectives (continued)

- Embed a YouTube video

- Embed an Instagram image

- Integrate a Twitter account feed

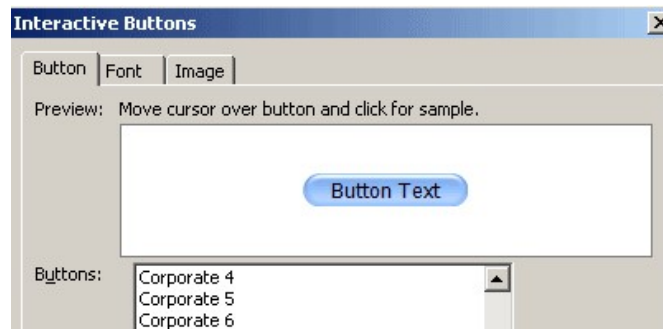- Add a Twitter hash tag feed

Evaluate Social media

- **Social media:** websites and apps that provide users, customers, and community members with methods for sharing online content and integrating their own comments
  - Can enhance your web presence by enabling people to share info about your business or cause with friends and colleagues
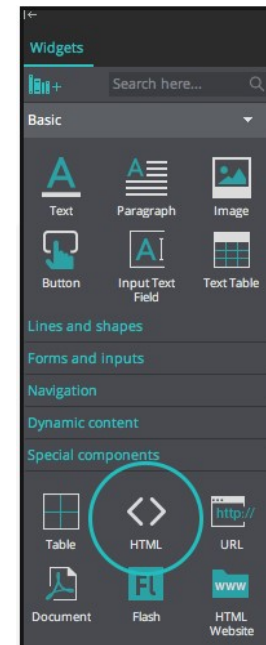
Evaluate Social Media (continued)

- <mark>Widget:</mark> prewritten HTML and/or JavaScript code that enables users to provide easy access to social content from a web page
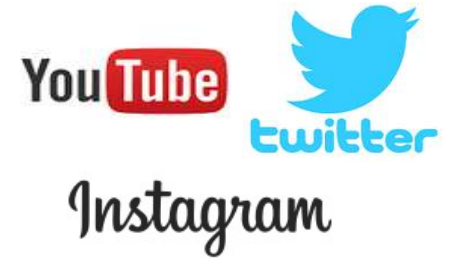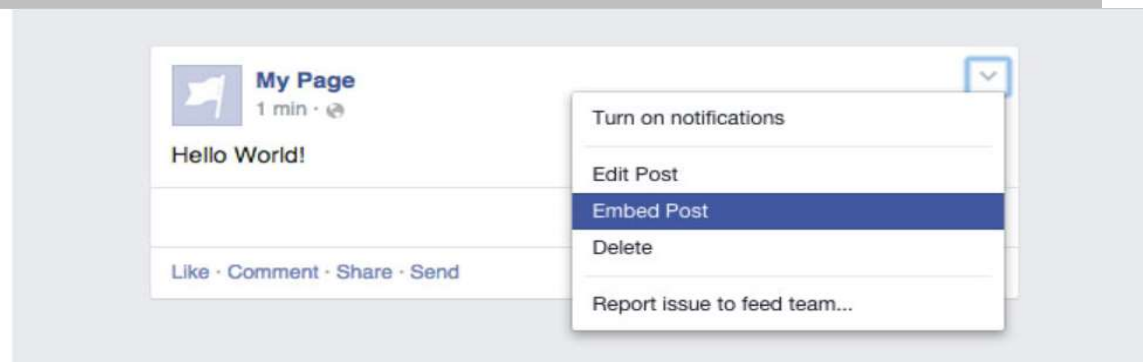
JustInMind

Evaluate Social Media (continued)

- <mark>Embedded:</mark> content displayed on a different site with formatting that matches host site
  - includes links back to original post
  - Twitter, YouTube, Instagram

Would you like to see your Facebook, YouTube, and/or Instagram be embedded to your website?

Why?

Evaluate Social Media (continued)

- **feed:** widget that shows a fixed number of recent posts to given social media account or posts that meet certain criteria
  - Mostly used on smaller sites
  - Can help keep content fresh

Add a Facebook Like Button

- Facebook Like button is one of most commonly used widgets
  - When visitor likes you, action is visible to people in visitor's network

- You specify URL to like, Facebook provides widget code
  - `script` element contains JavaScript
  - separate `div` element contains widget code

Add a Facebook Like Button (continued)

- Facebook Like button displayed on web page:

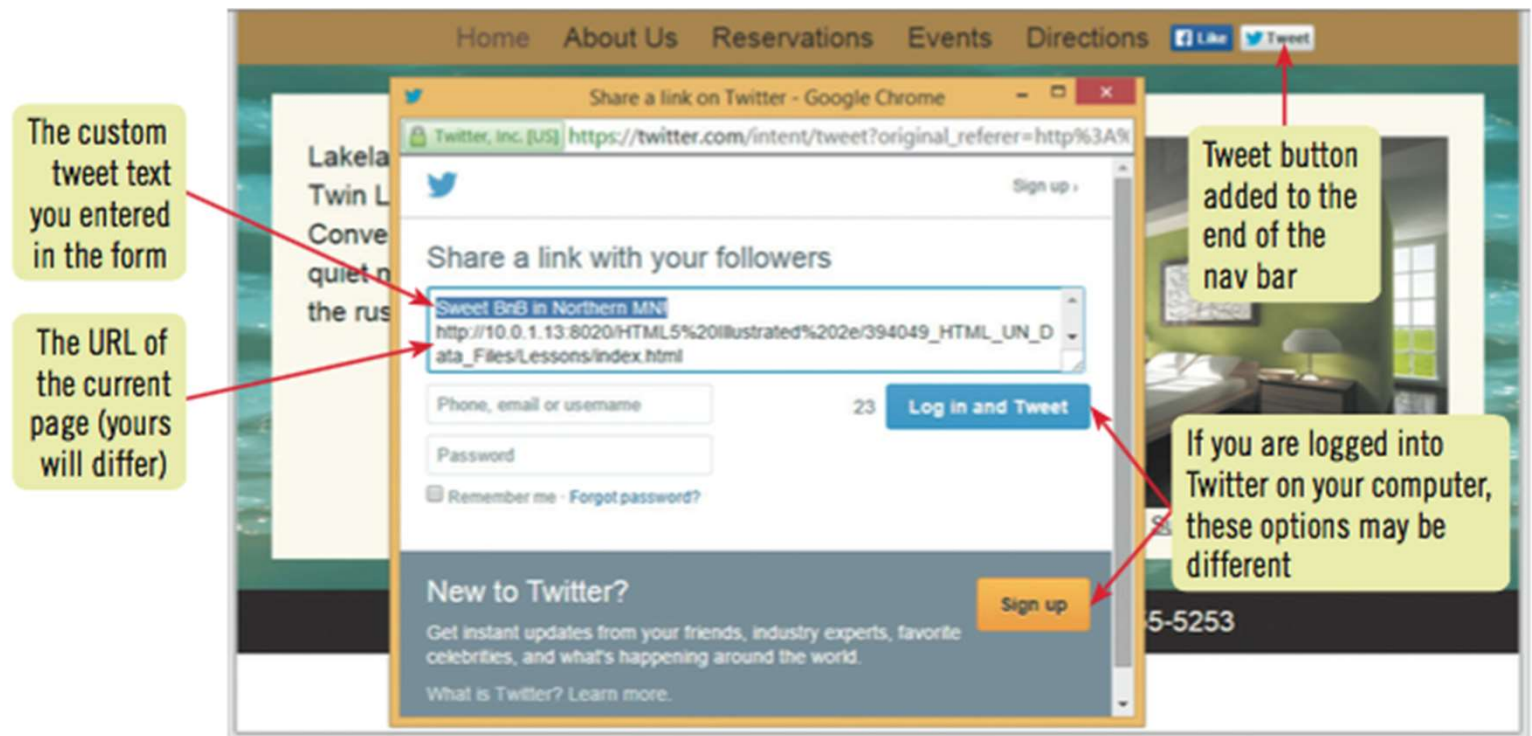The location of the Like button is based on the second set of code you inserted

Add a Twitter Tweet Button

- ## Twitter Tweet button
  - Shortcut for a visitor to share link to current web page with their followers
  - Inserts `a` and `script` elements

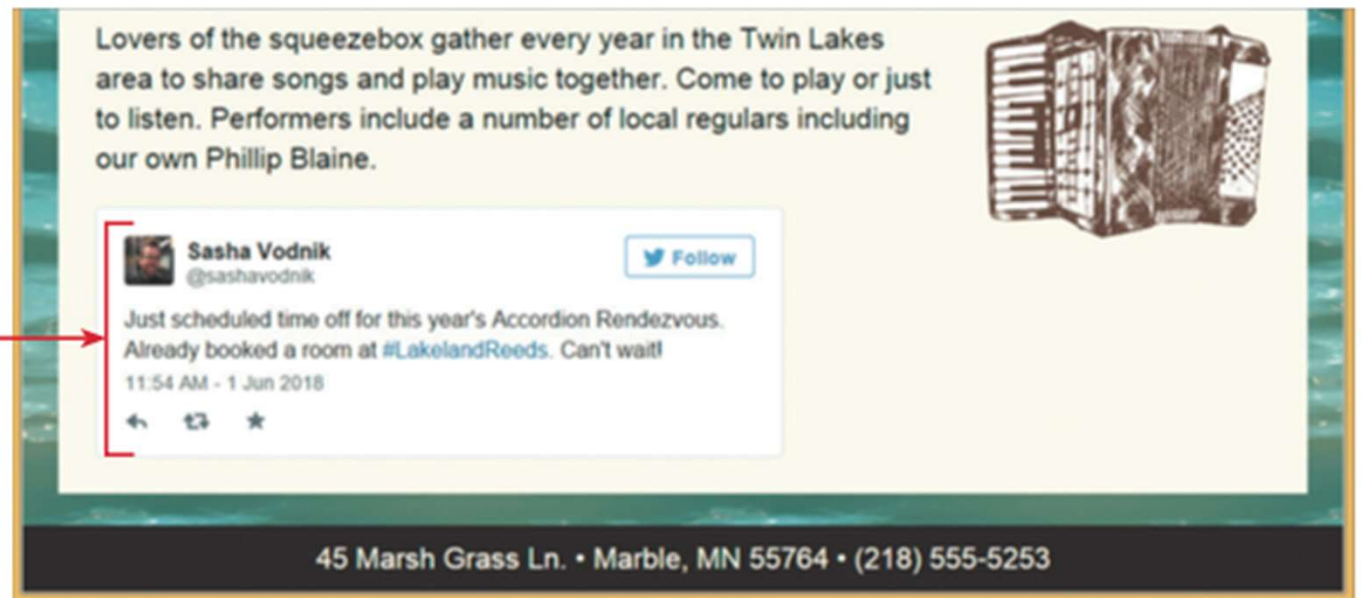# Add a Twitter Tweet Button (continued)

- Results of clicking Tweet button:

Embed a Tweet

- Can embed social media content into your website
  - Twitter lets you embed a tweet
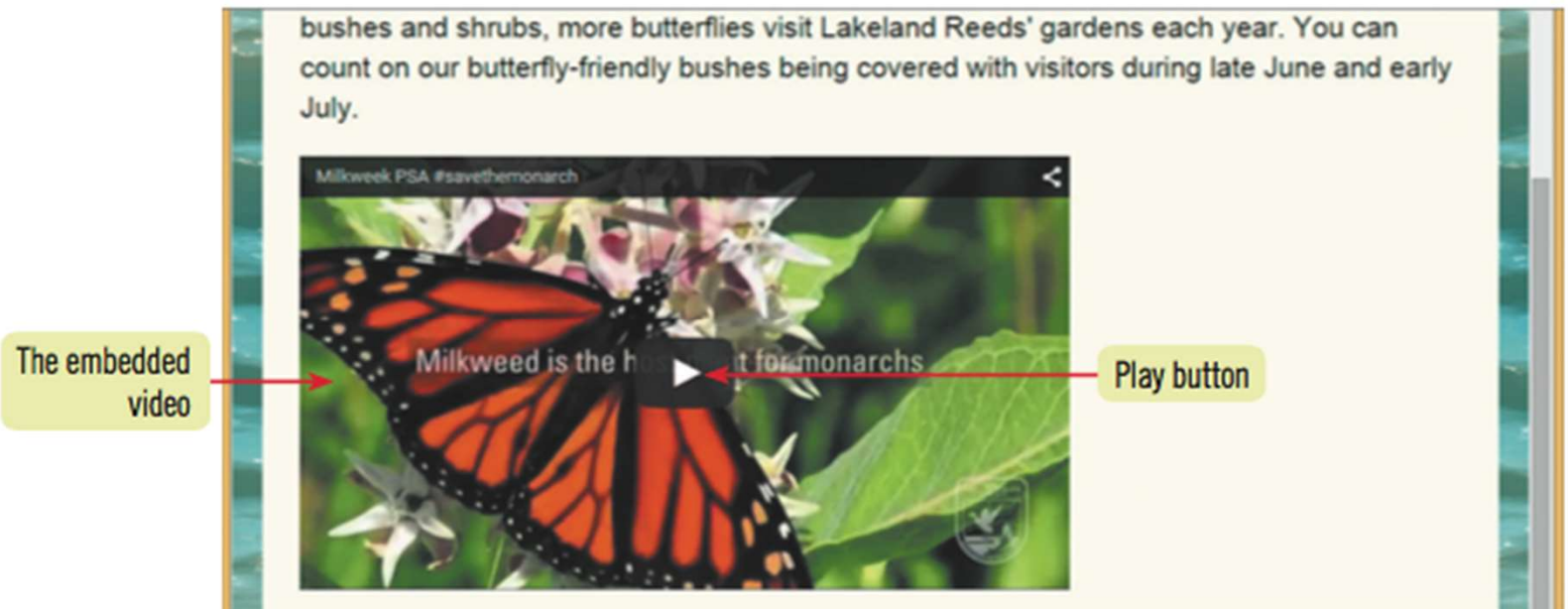
- Embedded tweet on a web page:

Embed a YouTube Video

- YouTube is a dedicated video host
  - Facebook and Twitter also host video content directly

- YouTube widget uses `iframe` element
  - Enables developers to embed content from another website while preserving formatting and presentation

Embed a YouTube Video (continued)

- Embedded video displayed on a web page:
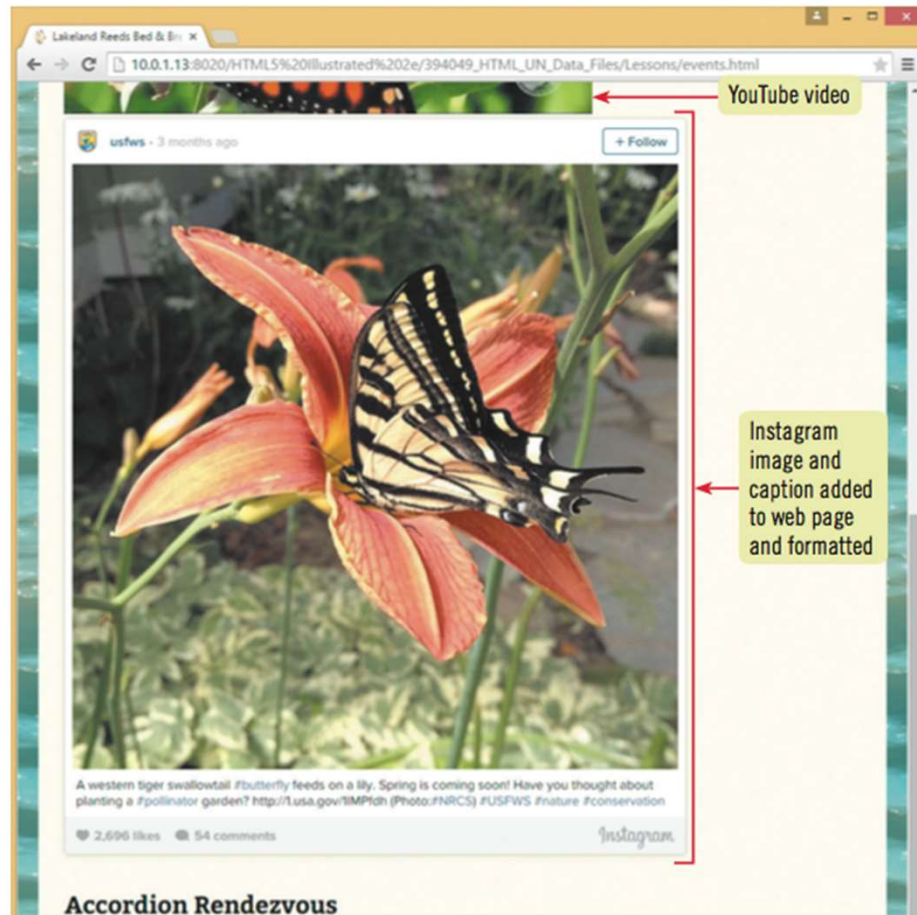
Embed an Instagram Image

- Instagram is a dedicated image host
  - Facebook and Twitter also host image content directly

Embed an Instagram Image (continued)

- Embedded Instagram image:

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Integrate a Twitter Account Feed

- <u>Feed</u>: regularly updated series of tweets
  - Account feed shows tweets from specific Twitter account

Integrate a Twitter Account Feed (continued)

- Twitter account feed widget in a web page:

Add a Twitter Hash Tag Feed

- <mark>Hash tags: Searchable codes that allow users to find posts on a given topic</mark>
  - Begins with hash symbol (#)

- Hash tag feed useful for organizations promoting a hash tag related to their work

Add a Twitter Hash Tag Feed (continued)

- Twitter has tag feed widget in a web page:

Summary

- Social media provides users, customers, and community members with methods for sharing online content and integrating their own comments

- When a visitor clicks a Facebook Like button, this action is visible to people in the visitor's network

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Summary (continued)

- A Twitter Tweet button is a shortcut for a visitor to share a link to current web page with their Twitter followers

- You can use widgets to embed a Twitter tweet, a YouTube video, or an Instagram image

- Twitter offers widgets to show account and hash tag feeds